

Interim Statement of Community Involvement - public consultation activity to support a proposed new Lidl store on Church Road North, Wavertree

This Interim Statement of Community Involvement has been prepared by Royal Pilgrim Communications on behalf of Lidl GB. It forms part of a suite of documents in support of an application which seeks planning permission for a new foodstore on the site of the former Co-op store on the corner of Church Road North and Childwall Road.

The Proposals

The proposals include:

- A new foodstore with a 1,121 sq m net sales area. The foodstore will create up to 30 new local jobs
- 69 parking spaces, including five accessible and five parent & child spaces, along with secure cycle parking
- Two Electric Vehicle charging spaces
- In-store bakery and customer toilets.

The Importance of Consultation

Developers are encouraged to consult with local communities and stakeholders by both national and local government. Public consultation allows local residents, and other stakeholders, the ability to comment on development proposals affecting their area. Consulting communities also allows residents the opportunity to discuss issues with the development team and seek a resolution.

Liverpool City Council's Statement of Community Involvement

Liverpool City Council's Statement of Community Involvement places emphasis on developers consulting with local communities before submitting a planning application, but does not stipulate what activity should be undertaken. Paragraph 3.6 advises that:

"The Localism Act 2011 introduced requirements for developers to engage with local communities prior to the submission of certain planning applications. This requirement is placed on the developer and not the City Council."

Consultation process

Due to the ongoing COVID-19 pandemic, it has not been possible to hold an in-person public consultation event. Instead, Lidl is undertaking the following consultation:

- An introductory letter to immediate neighbours to the site, including those on Church Road North, Wavertree Green, Lance Lane, High Street, Hunters Lane, Tithebarn Grove, Wrights Terrace, Greenside Avenue, Waterloo Street, Prince Alfred Road, Abbeymill Court, Hills Place and Childwall Road
- An introductory email to ward councillors and other community stakeholders
- Both the letter and email to advise that Lidl is consulting on the proposals, contain details of such proposals and inform recipients of the various feedback channels
- A website wavertree.expansion.lidl.co.uk has been launched that outlines the proposals and enables visitors to provide online feedback on the plans
- A media release issued to local media to promote the store proposals, the consultation and website details.

A contact freephone 0800 number and email address for consultees will be provided to enable residents to ask questions.

To supplement this activity, an A5 information leaflet, outlining the proposals and containing a FREEPOST feedback form and promoting the website address, will be issued to circa 10,000 local properties before the planning application is determined.

Stakeholder Engagement

The following stakeholders were contacted to advise of the consultation launch:

- Wavertree ward members – Cllrs Angela Coleman, Clare McIntyre and Dave Cummings
- Paula Barker MP
- The Wavertree Society
- Love Wavertree

Members of the Wavertree Society were provided with a briefing of the proposals before the consultation was launched, via Microsoft Teams meeting. We will keep all Councillors and other stakeholders up to date as the plans progress.

Feedback

An update on consultation feedback will be submitted in due course.

9 April 2021