



Statement of Community Involvement

On behalf of:

Derwent Holdings Limited

In respect of:

Edge Lane Retail Park, Liverpool

Date:

September 2010

Reference:

MA/MA/1003708/R006m

Bedford

Belfast

Cardiff

Dublin

Edinburgh

Glasgow

Leeds

London

Manchester

Newcastle-upon-Tyne



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1.0 Introduction

- 1.1 This Statement of Community Involvement (SCI) has been prepared by DPP to summarise the community and stakeholder consultation that has currently taken place and how this exercise has been considered in the formulation of the development proposals. It also identifies that this document will prove to be a framework for future consultation.
- 1.2 This Statement is submitted on behalf of our client; Derwent Holdings Ltd ('DHL') in support of a full planning application for the erection of a mixed use development on land at Edge Lane, Liverpool. The proposed development is comprised of retail, leisure and restaurant uses, as well as public realm works. In addition, the development includes associated car parking, landscaping, servicing, and other associated works.
- 1.3 The development will provide substantial improvements to the physical appearance of the Edge Lane Gateway, and the economic performance of the Retail Park as a key component of the Eastern Approaches SIA. The proposed units will provide flexible floorspace solutions for end occupiers, underpinned by the adopted Edge Lane Central Development Framework.

2.0 Policy Context

- 2.1 This Statement of Community Involvement has been prepared in accordance with the provisions of PPS 1: Delivering Sustainable Development and Liverpool City Council's Statement of Community Involvement.
- 2.2 PPS 1 sets out advice from Central Government on, amongst other things consultation requirements in associated with major development. This states that more effective community involvement is a key element of the Government's planning reforms and this is best achieved when stakeholders are engaged in the development process from an early stage. This will enable problems and concerns to be assessed at an early stage.
- 2.3 It sets out that pre-application discussions with Local Planning Authorities are beneficial in that they ensure both parties understand the objectives and constraints that exist. This then enables proposals to be amended to ensure they better reflect community aspirations. The policy also states that pre- application discussions assist in the preparation of complete applications; thereby assisting determination is delivered in a speedier manner.
- 2.4 In order to reflect the requirements of PPS1, LCC have prepared a Statement of Community Involvement (SCI) as part of their Local Development Scheme which was formerly adopted in July 2007. This includes a section relating to pre- application consultation on major planning applications.
- 2.5 Firstly, the SCI requires that the Design and Access Statement submitted with the planning application should demonstrate how design principles have evolved taking into consideration the views of the local community. Engagement with LPA officers and Ward Councillors is also promoted at an early stage. The SCI also requires that local residents and businesses are informed of the development proposals in writing and advocates a public exhibition and the creation of a website.
- 2.6 The SCI recognises that currently, LCC cannot insist that an applicant carries out pre-application consultation but highlights that objections received to a planning application may result in delays to the decision making process.

3.0 Local Community Consultation Undertaken

- 3.1 Consultation in respect of these proposals have, to a great extent, been framed within a wider remit of the lengthy discussions in respect of the broader Edge Lane Central Development Framework. This has been subject to extensive negotiation and dialogue with officers of the Council and their advisers, partner organisations such as Liverpool Vision, and dialogue with elected members themselves.
- 3.2 Meetings have taken place with ward councillors to brief them of the replacement park proposals and of the wider masterplan for Edge Lane. In addition, Derwent has given presentations to Executive Board in September 2009 to explain both the principles of the Framework and the detail of individual schemes which will be submitted for planning determination.
- 3.3 In addition, the Edge Lane Central Development Framework has been prepared in partnership by the developer and the City Council, and was adopted by Executive Board on 15th January 2010. This sets out the broad principles for the regeneration aspirations which are sought, inclusive of the redevelopment of the Retail Park.
- 3.4 Public consultation upon emerging proposals then moved forward during the interim period, well prior to the planning application being submitted. This has been multi-faceted, and is best discussed in constituent parts. These are not provided in any order of importance or timing.

Edge Lane Central Stakeholder Group

- 3.5 Resultant from the adoption of the Edge Lane Central Development Framework in January 2010, one of the Committee's resolutions was that officers should set up a multi-agency Stakeholder Group to take forward the broad principles enshrined by the Framework, towards the development of schemes for planning submission.
- 3.6 This group has met on several occasions, organised by officers of the City Council in a local venue (Old Swan Youth Club) at times convenient for group members. These members included local community representatives (with interests ranging from enterprise to play provision), Council officers, youth workers and youth

representatives, officers from agencies including Liverpool Vision, existing traders from the Binns Road Trading Estate, and DPP acting on behalf of Derwent Holdings).

- 3.7 The format of these meetings has typically been informal, with updates provided by Council officers and DPP in respect of progress towards the submission of applications and other key milestones arising.
- 3.8 These stakeholder group meetings have been particularly valuable, providing insight into local views and identifying appropriate routes by which to enhance the local understanding of these proposals. Specifically, they have been particularly influential in terms of steering the design approach in respect of the replacement park and the replacement sports pitches.

Public Exhibitions

- 3.9 These were held at Old Swan Youth Club, dated 10th and 15th March 2010. These events were co-ordinated by Derwent's professional team and attended by the planning consultants (DPP), the architects (AEW) and also a team from Merseycare inclusive of staff and service users. The Merseycare team were principally in attendance in respect of any queries or clarifications which related to the proposals for the healthcare extension.
- 3.10 Press releases were prepared by Derwent's professional team and issued to the Liverpool trade press, as well as public notices. Whilst the public notices were printed, regrettably, there was little coverage of these consultation events within the Liverpool press.
- 3.11 The events were reasonably attended, although it is certainly the case that attendance was less substantial than was anticipated. Those that attended took the opportunity to question the consultant team, scrutinise the principle of development, and clarify the detail of the proposals and the progress that had been made towards any submission, approval or even plans to commence construction.
- 3.12 Feedback was particularly positive on the whole, but further detail and consideration was requested in respect of permeability and the design of the replacement park. Specifically, this centred on the then current proposals for a replacement park

without the benefit of active uses and surveillance, and the potential for anti-social behaviour. Clarity was also requested in respect of how this park would be maintained and managed.

Presentations

- 3.13 Further to an invitation from the Old Swan Business Association, DPP were pleased to prepare and deliver a tailored presentation to the above group on 24th March 2010. The presentation was publicised by Liverpool Vision press release to the Liverpool press, and communicated to those on the Vision mailing list. This Business Association, comprised of local businesses and elected members, meet regularly to discuss matters of local and strategic concern, under the direction of Liverpool Vision. This presentation was attended by approximately 40 local businesses and consisted of a presentation and a question and answer session.
- 3.14 The presentation was received well, the proposals broadly endorsed, and the applicant encouraged to progress towards submission as soon as practicable.
- 3.15 A further invitation was received from Liverpool Vision to deliver a presentation to the Eastern Approaches Business Leader Group. DPP were pleased to accept this invitation, and prepare publicity material in advance of their presentation to the Eastern Approaches Business Leaders Group on 21st April 2010.
- 3.16 This publicity material was incorporated into the Spring 2010 Newsletter which was circulated to more than 200 local businesses, and made available on Liverpool Vision's website. A hyperlink of the Newsletter is enclosed below, with the Edge Lane material at pages 9-12 inclusive.
- <http://www.businessliverpool.co.uk/keydocs/Eastern%20Approaches%20Business%20Leaders%20Group%20Spring%202010.pdf>
- 3.17 This successful presentation, delivered to a group of 70-80 invited local businesses, gave greater detail of the emerging design proposals wholly consistent with the updated scheme being tabled with CABE later that day. The proposals were very warmly received, and the applicant team encouraged to progress to deliver the scheme and bring about the significant benefits which will follow.

CABE presentation

- 3.18 Further to discussions with Liverpool City Council officers and those of Liverpool Vision, it was agreed that an approach to CABE would be positive, and allow the applicant team to receive further independent design advice to inform the emerging design proposals. Whilst it had initially been thought that this would consist of a meeting with the regional Changing Places panel, following the applicant's formal request to meet CABE it was then advised that the scheme was of such importance that it should be reviewed by CABE National panel.
- 3.19 This presentation was held on 21st April 2010, chaired by Piers Gough (CABE Commissioner). The substance of this presentation and the CABE feedback are explained in detail within the accompanying Design and Access Statement, but in general terms it was recognised that the existing retail park was tired and in need of redevelopment. The design vision was understood and endorsed, but it was felt that these should be taken further and brought together more cohesively.
- 3.20 Usefully, some recommendations about how cohesion could be achieved were provided, and these included a focus upon measures to improve its permeability and to evidence the commitment to a low carbon approach. Landscaping and public realm were similarly encouraged, with a view to these providing the framework upon which the scheme should sit.

Press coverage and press releases

- 3.21 As well as the press coverage referred to above, positive press coverage was secured in relation to the adoption of the Edge Lane Central Development Framework in January 2010, referring to the potential for this to unlock the much needed redevelopment of the Retail Park.

4.0 Pre- application Engagement with LCC

- 4.1 As part of the consultation process surrounding the wider Edge Lane Central Development Framework proposals, the applicant team has held several meetings with Planning Officers at varying levels at Liverpool City Council.
- 4.2 Several meetings and follow up discussion have also been held with Liverpool Vision, as well as wider discussions with both the multi-agency Edge Lane Working Group and the Steering Group. This has focused upon the indicative layout of the development, and its relationship with the Edge Lane frontage.
- 4.3 Meetings, dialogue and exchange of correspondence has also been entered into between the applicant team and consultants acting on behalf of the City Council. This has been particularly prevalent, important and valuable in respect of matters relating to retail policy, commercial viability and open space provision.

5.0 Conclusion

- 5.0 It is considered that there has been very intensive consultation with the Council's professional team (officers, and their retained consultants) which has proved tremendously valuable, and that we intend to undertake more consultation in advance of planning determination.
- 5.2 It is recognised that the view of the key stakeholders (the local community, local Ward Councillors, affected businesses, planning officers, other agencies) are important, and this has certainly been influential in respect of the form of the proposals submitted for detailed planning consent.
- 5.3 The consultation exercise undertaken is considered to meet the requirements of PPS1 and Liverpool City Council's Statement of Community Involvement.

