

Statement of Community Engagement

Land at Woolton Road, Allerton, Liverpool

Redrow Homes NW

May 2016

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Client

Redrow Homes NW

Our reference

REDM2039

12 May 2016

1. Introduction

- 1.1 This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of the Applicant, Redrow Homes NW ("Redrow").
- 1.2 This SCE supports an outline planning application submitted to Liverpool City Council for the development of land at Woolton Road, Allerton, Liverpool. The scheme will provide up to 160 dwellings and public open space with access to be taken from Woolton Road and Allerton Road. Further details of the proposed development can be found in the accompanying Planning Statement and Design and Access Statement.
- 1.3 This SCE provides an overview of the stages and methods of consultation, which has been undertaken by Redrow and their consultants to raise awareness of the proposals to key stakeholders and the local community and provided them with an opportunity to comment on the plans.
- 1.4 All feedback that has been received during the consultation period has been considered by the project team and a response to the comments provided is reported in this statement.
- 1.5 The structure of the document is as follows:
 - Policy Framework;
 - Consultation Strategy;
 - Consultation Feedback;
 - Response to Feedback; and
 - Commentary and Conclusion.

2. Policy Framework

- 2.1 The Applicant recognises that national planning policy places an emphasis on community involvement as an integral and important component of the planning application process, and their resultant commitment has been borne out in the approach to consultation during the pre-application stages of the planning process.
- 2.2 In preparing the pre-application consultation strategy, the project team fully reviewed both national and local guidance before creating a bespoke strategy.
- 2.3 The Government's policy on community involvement is set out at a national level in a number of documents, including the National Planning Policy Framework (2012), the Localism Act (2011) and the Planning and Compulsory Purchase Act (2004).
- 2.4 Locally, Liverpool City Council provides local guidance on consultation with regards to planning applications within the Statement of Community Involvement (SCI) (adopted June 2013).
- 2.5 More detail regarding national and local expectations for pre-application consultation is provided below.

National Guidance

Localism Act (2011)

- 2.6 The Localism Act was given Royal Assent on 15 November 2011, setting out the Government's intention of shifting power from central Government back into the hands of individuals, communities and local authorities. The Localism Act introduced a number of changes to government policy including:
 - Decentralisation and strengthening local democracy;
 - Community empowerment; and
 - A re-booting of the planning system including neighbourhood planning.
- 2.7 Following the enactment of secondary legislation, the Localism Act 2011 will introduce the requirement for developers to consult local communities before submitting planning applications for certain developments, giving people the chance to comment early on the proposals. This will place a responsibility on developers to:
 - Consult communities, having regard to any advice that their local planning authority may provide;
 - Consider any responses before they finalise proposals and submit their applications; and
 - Account for how they have consulted the local community, what comments they have received and how they have taken those comments into account.

- 2.8 This approach signals the Government's continuing intention to empower local communities through increased community involvement as part of the planning process.

National Planning Policy Framework (2012)

- 2.9 The National Planning Policy Framework (NPPF) endorses the importance of community and stakeholder engagement as part of the planning process. Paragraph 17 sets out land use planning principles, which include empowering local people to shape their surroundings.
- 2.10 Paragraph 69 also requires Local Planning Authorities (LPAs) to create a shared vision with communities to deliver facilities they wish to see. As such, LPAs should aim to involve all sections of the community when making planning decisions.
- 2.11 Paragraphs 188 – 191 specifically relate to pre-application engagement. The Framework continues to highlight how early engagement has a significant potential to improve the efficiency and effectiveness of the planning application system. Paragraph 118 states:

“Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community”.

- 2.12 As set out in this Statement, comprehensive community consultation has taken place prior to the submission of the planning application, in full accordance with guidance set out within the NPPF.

Local Guidance

Liverpool City Council

- 2.13 The Planning and Compulsory Purchase Act (2004) requires Local Planning Authorities to produce policy documents, called Statements of Community Involvement (SCI), which set out their expectations for community consultation as part of development plan making and during the development control process. The consultation strategy for the proposed development has taken account of Liverpool City Council's SCI (adopted in June 2013).¹
- 2.14 Liverpool City Council's SCI places a strong emphasis on early engagement and aims to work with applicants in a positive and pro-active manner. The Council encourages pre-application discussions between themselves, applicants, their agents, developers or interested parties. Following these discussions, Liverpool City Council encourages applicants to engage with local communities prior to the submission of certain planning applications in accordance with the Localism Act (2011).
- 2.15 Having taken into consideration both national and local guidance, Redrow has actively sought to engage with the community in an open way to ensure that those most likely to be interested in the development proposals have had the opportunity to make their views known and have them considered, before the application has been submitted to the Council.

¹ <http://liverpool.gov.uk/media/104441/sci-july2013.pdf>

2.16 The following sections of this statement provide details of the consultation strategy and methods that have been undertaken by the Applicant prior to the submission of the planning application.

3. Consultation Activity

- 3.1 Redrow recognises the importance of pre-application consultation with the local community and stakeholders. The consultation strategy was prepared to take into account the scale of the development proposals and their likely impact.
- 3.2 Following consideration of national and local guidance on appropriate community involvement methods, it was felt that a multi-layered approach to engagement would act to increase awareness of the project to local residents and stakeholders and allow the opportunity for comments on the draft proposals to be provided, before a final planning application was prepared and submitted.
- 3.3 The methods of engagement that were employed during the pre-application consultation were as follows:
 - (a) Engaging with planning and conservation officers at Liverpool City Council;
 - (b) Notifying relevant stakeholders;
 - (c) Circulating a consultation leaflet to c. 811 properties in the local area;
 - (d) Providing information on the plans through a project website; and
 - (e) Providing a range of feedback channels
- 3.4 Each of these aspects is discussed in turn below.

A. Engagement with officers at Liverpool City Council

- 3.5 During the pre-application stages, the Applicant discussed the proposed consultation strategy with planning officers at Liverpool City Council (LCC). During these discussions, the format and programme for pre-application consultation was agreed. LCC reiterated during these discussions that responsibility for pre-application consultation lies with the developers (i.e. Redrow) and confirmed that there is no statutory requirement to consult on this type of development proposal but it is encouraged in line with local and national guidance and best practice.
- 3.6 To ensure that the planning officers at LCC were aware of the publicity, copies of the consultation material was shared with them prior to the commencement of the community consultation.
- 3.7 LCC also confirmed during these discussions that the measures that Redrow was taking were appropriate to ensure that the pre-application consultation was suitable to the scale of development proposals.

B. Notifying relevant stakeholders

- 3.8 To ensure relevant stakeholders were made aware of the proposed development, a letter was issued by email and First Class Royal Mail post on Wednesday 24 February 2016. The stakeholders notified were as follows:
- The Office of the Mayor of LCC
 - Deputy Mayor of LCC
 - LCC Cabinet Member for Housing
 - LCC Cabinet Member for Regeneration
 - The Chair and Deputy Chair of LCC Planning Committee
 - LCC Allerton and Hunts Cross Ward Councillors
- 3.9 The letter introduced the proposals and provided details of the upcoming public consultation. The letter also included contact details for the engagement team and offered stakeholders a face-to-face briefing on the plans. A copy of the letter is included in **Appendix 1**.
- 3.10 On Tuesday 5 April 2016, members of the development team met with Allerton and Hunts Cross Ward Councillors to discuss the plans. The meeting took place at the Labour Group Offices in Liverpool. The meeting provided Allerton and Hunts Cross Ward Councillors an opportunity to find out more about the proposal and ask questions about the proposed development.

C. Community consultation leaflet

- 3.11 Alongside the stakeholder notification, on Wednesday 24 February 2016, a consultation leaflet was delivered via First Class Royal Mail post to circa 811 properties in the vicinity of the site. The consultation area included properties located on Allerton Road, Clavell Road and Vale Road.
- 3.12 This consultation area was defined to ensure that those most likely to be affected by the development were provided with the opportunity to comment. The consultation area was shared and agreed in advance with planning officers at LCC.
- 3.13 The consultation area boundary is illustrated at **Figure 3.1**.

Figure 3.1: Consultation area



- 3.14 In order to provide adequate time for comment, the feedback period ran until 9 March 2016 (allowing c.14 days for comment).
- 3.15 The purpose of the community consultation leaflet was to inform residents of the plans and to provide an opportunity for them to submit their comments direct to the development team. The leaflet communicated the following information:
- **Introduction to the proposals** – an overview of the planning application, details of the proposed site and a brief summary of the benefits that the development would bring to the area.
 - **The draft masterplan** – full details of the proposals were provided including details of the proposed recreational enhancements, the anticipated housing mix and an illustrative masterplan showing how the site could look once developed.
 - **Local benefits** – details of the local benefits the development would bring to the area including access to public space and parkland, additional jobs, Council Tax contributions and improvements to the local economy.
- 3.16 To encourage feedback, the consultation leaflet included a tear-off Freepost feedback postcard. A copy of the leaflet is provided in **Appendix 2**.

D. Consultation website

- 3.17 In addition to the leaflet, a community consultation website was 'live' during the consultation period providing more information about the plans. The consultation website also provided an online comment form to enable the community to submit their feedback.
- 3.18 The website (www.wooltonroad.co.uk) was made live on 26 February 2016.
- 3.19 To inform local residents, the website included details of the scheme, a PDF download of the consultation leaflet and an online feedback form. All comments received via the project website are included within Chapter 4 of this Statement. A screenshot of this website can be found at **Appendix 3**.
- 3.20 Between the dates of February 2016 and April 2016, the website had received 665 page views by 433 individual users. The website remains live, and includes a copy of the consultation leaflet available as a download for interested parties.

E. Feedback channels

- 3.21 A number of feedback channels were provided to enable local residents and stakeholders to comment. These were widely advertised on the consultation leaflet and website. The feedback channels that were live during the consultation period included:
- **Dedicated email address** – a dedicated email address (wooltonroad@turley.co.uk) to enable respondents to contact the development team with questions and provide feedback.
 - **Freepost address** – the consultation leaflet included a tear-off Freepost postcard, which enabled respondents to provide feedback free of charge via post. Respondents were also able to send bespoke letters to the Freepost address at no charge to them.
 - **Community Information Line** – A Freephone telephone number (0800 168 8296) enabled respondents to contact the development team directly by phone. Upon calling the Freephone number, respondents were greeted with a recorded message asking them to provide contact details. A member of the development team would then return the phone call.
- 3.22 All feedback received through the consultation channels has been reviewed and is analysed in Chapter 4 of this statement.

4. Consultation Feedback

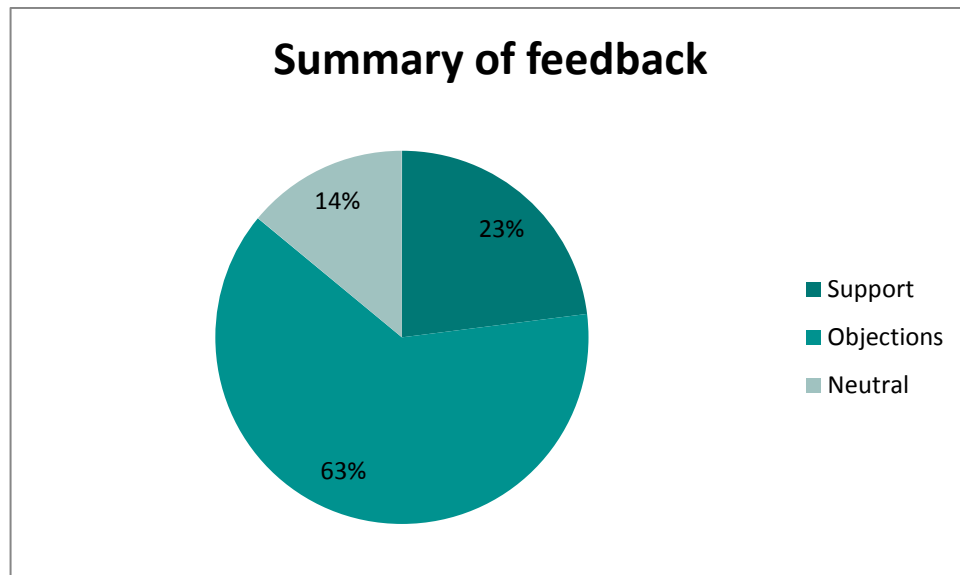
- 4.1 During the consultation feedback period of 25 February 2016 to 9 March 2016, 52 items of feedback were received via the methods summarised in Table 4.1.

Table 4.1: Summary of Methods of Feedback

| Feedback format | Number of items |
|-------------------|-----------------|
| Feedback postcard | 31 |
| Email | 8 |
| Website comment | 8 |
| Telephone calls | 4 |
| Letters | 1 |
| Total | 52 |

- 4.2 Overall, the feedback received was mixed demonstrating both support for the proposals, questions on the plans and some objections.
- 4.3 Of the 52 items of feedback received, 12 respondents (23%) were supportive, 32 respondents (63%) objected and 7 respondents (14%) were neutral and submitted further questions. This is illustrated in the graph at **Figure 4.1**.

Figure 4.1: Summary of Feedback



- 4.4 Of the supportive comments received, respondents supported the principle of developing a derelict site and providing accessible green space. Comments were also received supporting the need for high quality new housing in the area.
- 4.5 Representative supportive comment are provided below:

"I have no objection to the proposed site. We need good quality family housing in the area."

"I like the idea of the newly created parklands green areas for walking are important and one of the reasons I chose this area to live."

"I think that the scheme should improve the area and provide the necessary high quality housing."

"I would be made up if this happened."

"This land is overgrown and lying derelict. So I personally welcome the plan to develop it and build homes."

"I am new to the area. I was taken to view the area anything would be better than as it is. The plans suggested and photos of houses seem good."

Summary of feedback received

- 4.6 All of the feedback received has been recorded and considered by the project team. For ease of analysis and reporting, the feedback has been categorised into recurring themes which are representative of the responses received. The themes most frequently reported are illustrated in **Table 4.2**.

Table 4.2: Number of comments per theme

| Theme | Frequency of Comments |
|--------------------------------|-----------------------|
| Principle of development | 15 |
| Loss of green space | 9 |
| Ecology / wildlife | 7 |
| Traffic / highways | 5 |
| House types | 4 |
| Access | 4 |
| Proposed masterplan and layout | 3 |
| Heritage | 3 |
| Construction | 2 |
| Visual impact | 2 |
| Local services | 2 |
| Safety | 1 |
| Open parkland | 1 |

- 4.7 In order to examine and consider this feedback in more detail, representative comments highlighting the main issues under each of these themes are presented in **Table 4.3**.

Table 4.3: Representative comments

| Theme | Representative comments |
|--------------------------------|--|
| Principle of development | <p>"We do not need more housing in the area. There is already a new housing development 100m away. Can you not build this elsewhere?"</p> <p>"More green space is being eroded in South Liverpool particularly under the current Green Wedge"</p> <p>"Could you not build on brownfield land instead?"</p> |
| Loss of green space | <p>"This is Green Belt land that should not be developed. We should preserve our green spaces before they are all lost."</p> <p>"We use this space to walk our dog and we will lose this amenity."</p> |
| Ecology / wildlife | <p>"There will be a loss of beautiful trees."</p> <p>"There are birds of prey nesting in the trees and rabbits / foxes / other wildlife." "When replanting new trees, why not plant Bee friendly trees and plants from the RHS 'perfect for pollinators' list"</p> |
| Traffic / highways | <p>"This development would lead to an increase in traffic around the site."</p> <p>"The roads are too narrow to take the additional traffic this development would cause."</p> |
| House types | <p>"There is no mention of starter homes or affordable housing."</p> <p>"New housing should be for people in the area or Council housing."</p> |
| Access | "Where will the access roads be located?" |
| Proposed masterplan and layout | <p>"The proposed housing density is too high and there are too many homes proposed on this site."</p> <p>"Your houses in my opinion show no architectural merit."</p> |
| Heritage | <p>"A large development of land immediately adjacent to a listed building, and within clear sight of it, should not be undertaken unless there is a pressing need."</p> <p>"Will the sandstone wall be retained?"</p> |
| Construction | "The construction of the previous development led to potholes and other damage that is yet to be fixed. Please can you reassure us that this development will not be the same?" |
| Visual impact | "The development would result in loss of views and privacy due to the raised elevation of land in the application site." |
| Safety | "The proposed footpath along the boundary of our property (Priory Lodge) could lead to an increase in crime." |

| Theme | Representative comments |
|----------------|--|
| Local services | "Current amenities cannot cope with demand" |
| Open parkland | "Who is going to pay and be responsible for the upkeep of the recreational park area?" |
| | "How much open space / parkland will there be?" |

- 4.8 Redrow's responses to the comments received are detailed in the following section of this report.

5. Applicant's Response

- 5.1 Redrow welcomes the feedback received as part of the consultation process and provides a response to those themes raised in the feedback submitted.
- 5.2 The section below provides a response and justification of Redrow's response to feedback and explains how the planning application responds to the themes and questions raised during the consultation period.

Principle of Development

- 5.3 The most popular theme amongst respondents was the 'principle of development', in particular the 'need for homes' in the area, the 'choice of greenfield sites over brownfield sites' within the city and the site's designation as Green Wedge.
- 5.4 Whilst the consultation did not focus primarily on the 'principle of development', many respondents expressed their views on this matter. Ultimately, the principle of development will be determined by LCC in the consideration of the planning application.
- 5.5 In terms of the 'need for homes', LCC is currently unable to demonstrate a deliverable five-year supply of housing land. As a result, there is a pressing need to release sites for housing development in Liverpool in accordance with the National Planning Policy Framework, resulting in a presumption in favour of housing development. As demonstrated within the accompanying Planning Statement, the proposed development constitutes sustainable development when considered against the NPPF as a whole.
- 5.6 Feedback was also provided in relation to the application site's location within the designated Green Wedge. It is acknowledged that the application site is located within the Calderstones / Woolton Green Wedge, within which Policy OE3 of the Liverpool Unitary Development Plan seeks to resist permanent development. However, as Liverpool City Council is currently unable to demonstrate a deliverable five-year housing land supply, the policy is out-of-date and the weight that can be attributed to this policy is reduced.
- 5.7 A detailed consideration of the principle of development can be found in Chapter 6 of the Planning Statement, which accompanies this planning application

Loss of green space

- 5.8 A number of respondents commented on the potential loss of green space, with some respondents expressing objections towards the loss of green space as a result of residential development on the site.
- 5.9 In response, the application site is not located within the Green Belt and is currently within private ownership and inaccessible to the public. The proposed development provides an opportunity to open up the site to the public by creating new, high quality public space and new footpath / cycle links to existing bridleways to the east of the site, thus bringing the site into public use.

- 5.10 A detailed justification on green space can be found in Chapter 6 of the Planning Statement, which accompanies this planning application

Heritage

- 5.11 Several comments were received with regards to heritage assets and specifically how the proposed development would affect the setting of the Grade II* listed Allerton Priory.
- 5.12 As part of the planning process for the site, the impact of the proposals on the significance (including the setting) of Allerton Priory and other designated and non-designated heritage assets has been fully assessed and considered within the accompanying Heritage Statement and Environmental Statement.
- 5.13 In summary, the proposed development is respectful of its local historical setting and incorporates existing features including the existing trees and sandstone boundary wall, which will be retained within the proposed development.
- 5.14 In terms of setting, the application site was separated from the Priory following the conversion of the Priory into self-contained flats. Since then, the tree cover surrounding the Priory has been increased dramatically and the former grounds are now largely screened. The proposed development is designed to maximise the visual impact of the remaining landscape features and the new development would remain legible as a former estate to a large residence. Therefore the proposed development is not considered harmful to the significance to the heritage assets identified.
- 5.15 For further information please refer to the Heritage Statement which accompanies the planning application.

Ecology / Wildlife

- 5.16 A number of comments were received with regards to ecology and wildlife. Some respondents expressed concerns over a loss of trees and habitats for wildlife currently inhabiting the site.
- 5.17 In response, a Tree Survey has been undertaken by TBA Landscape Architects and is submitted with the planning application. The survey confirms that the trees on the site are protected by a Tree Preservation Order (TCP 225). The illustrative layout of the site has been designed to retain as many existing trees as possible. Whilst it will be necessary to remove a small number of trees to facilitate vehicular access into the site, the access points have been carefully located so as to minimise the extent of tree loss required.
- 5.18 In addition, a full Ecological Assessment has been undertaken by TEP. This confirms that the existing trees, shrubs and grassland areas on the site do provide habitats for nesting birds. Breeding bird surveys, undertaken during April to June 2015, indicate that the application site supports a moderate diversity of species, the majority of which are common species. Bat activity has also been assessed and demonstrates that the site has negligible potential for roosting bats. There are six trees, which have been assessed as Category 2 with some potential for roosting bats; however, these trees will not be removed as part of the proposals.

- 5.19 Biodiversity enhancement opportunities on site will include the introduction of a mix of wildlife friendly species into the planting scheme. In addition, bat and bird boxes will be installed on suitable trees and incorporated within the new build.
- 5.20 For further details, please refer to the Tree Survey, Arboriculture Impact Assessment and the Ecology Assessment provided as part of the planning application.

Traffic / Highways

- 5.21 Some respondents commented on traffic, in particular how the existing highway network would cope with the level of traffic likely to be generated by the proposed development.
- 5.22 As part of the planning process for the site, a specialist highways consultant (SCP) was commissioned to prepare a Transport Assessment for the proposals.
- 5.23 As part of the Assessment, the existing highway capacity was tested and the report concludes that the local highway operates well within capacity. Surrounding junctions have also been tested and the Assessment concludes that the proposed development would have no material impact on the operation of the local highway network.
- 5.24 For further information, please refer to the Transport Assessment, which accompanies the planning application.

Visual Impact

- 5.25 A couple of respondents questioned the visual impact of the proposed development, specifically the potential loss of views from existing residential properties.
- 5.26 In response, the existing sandstone wall and mature trees around the site boundaries, which will be retained, provide a significant level of screening and the proposed development has been sensitively designed to help protect the views and amenities of neighbouring properties.
- 5.27 For further details please refer to the Landscape and Visual Impact Assessment which accompanies this planning application.

Local Services

- 5.28 A couple of respondents questioned how current local services and amenities would cope with the additional demand generated by the proposed development.
- 5.29 In response, there are a range of facilities within a 30 minute walk of the site, including primary schools, food stores, public parks and Woolton village centre. A number of local services are located at the junction of Heath Road and Mather Avenue and include a pharmacy, sandwich bar, newsagents and convenience store, florists and a beauty salon. As part of the proposals, it may be deemed necessary to provide a financial contribution to improve existing facilities and schools. This will be determined through the Section 106 negotiations with Liverpool City Council.

- 5.30 Further details of the existing local services and the site's sustainable location are included in the accompanying Design and Access Statement and Planning Statement.

Proposed masterplan and layout

- 5.31 A number of respondents provided comment on the density of the masterplan and design of the proposed homes.
- 5.32 The vision for the site is to create a high quality residential development incorporating a number of character areas, designed to provide a varied appearance to the scheme.
- 5.33 The scale of the proposed development has been carefully considered and is considered appropriate for the development type. The massing and density of the proposed development is relatively low and the framework of the site in three 'development parcels' creates different massing in terms of the dwelling type and size.
- 5.34 The proposed homes are mostly 2 storey in height, with some 2.5 / 3 storey buildings carefully located to give definition to key locations / entrances and enhance character areas. All proposed homes are detached, therefore reducing massing of buildings on the street scenes and creating a visually permeable development.
- 5.35 The detailed appearance of the proposed homes will be agreed and determined at reserved matters stage. It is envisaged that they will complement the local vernacular
- 5.36 Further details can be found in the Design Access Statement, which accompanies this application.

House Types

- 5.37 Some respondents queried the type and size of housing that would form the proposed housing mix.
- 5.38 In response, the proposed development will provide a mixture of high quality well designed homes ranging from 3-5 bedroom units. The application is in outline form and seeks LCC's agreement to the principle of residential development on the site. If approved, a Reserved Matters application will be submitted to agree the detailed design of the homes. A further opportunity to comment on detailed design matters will be provided at that stage.
- 5.39 LCC's Strategic Housing Market Assessment (SHMA) indicates that the City's housing market is skewed towards a predominance of smaller properties and that a substantial amount (44%) of Liverpool's workforce chooses to live outside the city. The proposed development will help to address this imbalance and in turn support the City in attracting and retaining the economically active family households needed to support the continued economic growth of Liverpool.
- 5.40 Further details can be found in the Design and Access Statement, which accompanies the planning application.

Open Parkland

- 5.41 Some respondents questioned the proposed open parkland, specifically the amount of open parkland that will be included as part of the proposed development and who will be responsible for maintenance.
- 5.42 In response, a generous proportion of open parkland will be provided as part of the proposed development. The exact area of open space and a management plan will be determined in the future Reserved Matters application.

Access

- 5.43 Some respondents questioned where the access points to the site would be located.
- 5.44 To clarify, the outline proposal shows vehicular access to the site from two access points on Woolton Road and one from Allerton Road. Pedestrian access will be via the footpath links alongside the vehicular roads and footpath links to the east.
- 5.45 Further details of the proposed access can be found within Chapter 5 of the Design Access Statement, which accompanies the planning application.

Safety

- 5.46 A comment was received with regards to the proposed location of the footpath.
- 5.47 In response, the illustrative masterplan included a public footpath. The illustrative masterplan is a guide only to show how the final scheme could be developed. The exact location of any footpaths will be determined in the reserved matters application at a later date.

Construction

- 5.48 Some respondents sought reassurance that there will not be any disturbance to surrounding residential properties during the construction phase.
- 5.49 In response, this application is being made in outline, which seeks permission for development on the site in principle. Should permission be granted; a reserved matters application will be submitted at a later date. It is likely that a Construction Management Plan will be submitted alongside the reserved matters application, which will agree a suitable construction plan with LCC.

6. Conclusion

- 6.1 The purpose of the pre-application consultation undertaken by the Applicant was to build understanding and raise awareness of the project by explaining the proposals to those persons who live at, or otherwise occupy, premises in the vicinity of the application site.
- 6.2 Redrow has worked pro-actively to engage with the local community through a targeted community consultation leaflet and website. The Applicant has also engaged with officers at Liverpool City Council and with local ward Councillors, meeting them to discuss the proposals in detail.
- 6.3 Where possible and relevant to the outline application, comments have been responded to and considered by the Applicant. Those referring to more detailed matters (i.e. construction details and appearance) will be dealt with in the reserved matters application.
- 6.4 Overall, the feedback received was mixed demonstrating both support for the proposals, questions on the plans and some objections.
- 6.5 This Statement demonstrates that those who expressed support for the development provided justification for their support of the principle of developing a derelict site and providing accessible green space. Comments were also received supporting the need for high quality new housing in the area.
- 6.6 Representative supportive comments included:
- “I have no objection to the proposed site. We need good quality family housing in the area.”*
- “I like the idea of the newly created parklands green areas for walking are important and one of the reasons I chose this area to live.”*
- 6.7 In terms of those who commented or objected on the proposals, the top five themes reported during the consultation period were with regard to the principle of development; loss of green space; the impact on ecology / wildlife; traffic / highways and house types.
- 6.8 The project team have considered all comments provided and a full justification and response to these comments is provided in Chapter 5 of this Statement.
- 6.9 In conclusion, the Applicant considers that the pre-application consultation undertaken with the local community and stakeholders has been timely, meaningful and effective and in accordance with national and local guidance.

Appendix 1: Letter to stakeholders

24 February 2016

Delivered by email and post

Dear Councillor

PRE-APPLICATION CONSULTATION - NEW HOMES ON LAND AT WOOLTON ROAD, ALLERTON

I am writing on behalf of Redrow Homes, one of the UK's leading residential developers, who are currently in the process of preparing an outline planning application for up to 160 family homes and associated open space on land at Woolton Road, Allerton, Liverpool.

As an important local stakeholder, we would like to provide you with more information about the proposed masterplan and the opportunity to comment.

Please find enclosed a copy of the consultation leaflet which includes information about the site, the proposed design principles and local benefits.

Before we submit the application to Liverpool City Council we are issuing the consultation leaflet to c 800 local residents to collate their comments. The project website at www.wooltonroad.co.uk also contains information about the proposals and provides an online comment form (live from Thursday 25th February).

We believe that the proposals will make a valuable contribution to housing need in Liverpool. As you may be aware, there is a pressing need for new homes to accommodate families and workers in the area.

There will be a further opportunity to comment on the plans once the application has been submitted to Liverpool City Council later this year. If you would like to discuss the proposals or to arrange a meeting with the development team, please contact me on 0161 233 7670 or email michael.clare@turley.co.uk

Yours sincerely

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Consultant, Engagement

1 New York Street
Manchester
M1 4HD

T 0161 233 7676 turley.co.uk

Appendix 2: Community consultation leaflet

New homes at Woolton Road, Allerton

Redrow Homes, one of the UK's leading residential developers, is bringing forward plans to build new family homes and create public parkland on land at Woolton Road in Allerton, Liverpool.

The application will be in outline form and will seek Liverpool City Council's agreement to development on the site in principle. If approved, a further reserved matters planning application will be submitted in due course to agree the detailed design and layout of the development.

Where is the site?

The site fronts onto Woolton Road and Allerton Road. It is currently unused and closed to the public. Development of this site would provide accessible open space and a high quality sensitively designed development in keeping with the character of the local area. The application site is shown in red on the site location plan.

How do I have my say?

This newsletter provides you with more information about our outline proposals. The same information can also be found on our website:

www.wooltonroad.co.uk

Before a planning application is submitted to Liverpool City Council, we would like to know your views on our proposals. A Freepost feedback postcard is included within this newsletter along with contact details of the development team. You can also submit comments on the website and via our dedicated email address. Full details can be found within the leaflet.



 Site location

Why new homes at Woolton Road?

The site is located to the east of Allerton in close proximity to local services, public transport, primary schools and local facilities. It offers the potential to create a development of high quality family housing and accessible public space.

Why do we need new housing?

There is currently an acute national housing shortage, and Liverpool requires more homes for local families and workers. Development of this site would provide a valuable contribution to housing needs in Liverpool and it would provide high quality family homes to retain economic activity in the city.

The masterplan

A draft illustrative masterplan has been produced to indicate how the site could be developed. This can be seen at the bottom of this page.

What are the local benefits of the scheme?

The proposed development would deliver a number of local benefits including:

-  In the region of 160 aspirational high-quality homes in a highly sustainable location
-  Access to public space and newly created parkland
-  The creation of jobs during construction
-  Improvements to the local economy through increased local spending
-  Revenue from Council Tax payments and through the New Homes Bonus for Liverpool City Council

Design principles

The following design principles informed the draft masterplan:

- Parkland and public open space** -the creation of new parkland and a substantial amount of public open space.
- Retained trees** - the majority of existing trees will be retained.
- High quality new homes** -the masterplan includes a mix of much needed high quality three, four and five bedroom houses between 2 to 2 ½ storeys in height.
- Ecology and biodiversity** - the masterplan provides substantial green infrastructure which will improve ecology habitats and enhance the biodiversity of the area.
- Public access** - new footways to provide linkage throughout the site.



Have your Say

We would like to hear what you think of our plans. Please use the space provided and return to the development team at the Freepost address provided. Your comments are gratefully received by **Wednesday 9th March 2016.**

Name:

Email:

Phone:

Address:

All responses will be shared with the development team and summarised in a Statement of Community Engagement, which will accompany the planning application.

Comments

What happens next?

All comments received will be fully reviewed and considered before an outline planning application is submitted to Liverpool City Council. The feedback will be summarised in a Statement of Community Engagement report which will be submitted alongside the outline planning application.

Once the application is submitted, Liverpool City Council will consult formally on the plans and you will have another chance to comment.

How can I comment?

We would like to hear your thoughts on our plans. You can contact us in the following ways:

- by using the postcard included
- www.wooltonroad.co.uk
- wooltonroad@turley.co.uk
- 0808 168 8296



Existing Redrow development

2 | |

WOOLTON ROAD CONSULTATION

Freepost
RTEH-HCTJ-RRBK
Turley, 1 New York Street
Manchester, M1 4HD

Appendix 3: Consultation website



New Homes at Woolton Road, Allerton



Have your say on our proposals for Woolton Road, Allerton

This website provides an overview of the proposals and an opportunity to provide feedback on the plans. Please download a copy of the consultation newsletter to find out more about our proposals.

DOWNLOAD A COPY OF THE CONSULTATION NEWSLETTER HERE

What are our proposals?

Redrow Homes, one of the UK's leading residential developers, is bringing forward plans to build new family homes and create public parkland on land at Woolton Road in Allerton, Liverpool. The application will be in outline form and will seek Liverpool City Council's agreement to development on the site in principle. If approved a further reserved matters planning application will be submitted in due course to agree the detailed design and layout of the development.

What are the local benefits of the scheme?

The proposed development would deliver a number of local benefits including:

- In the region of 160 high-quality family homes in a highly sustainable location
- Access to public space and newly created parkland
- The creation of jobs during construction
- Improvements to the local economy through increased local spending
- Revenue from Council Tax payments and through the New Homes Bonus for Liverpool City Council

Why new homes at Woolton Road?

The site is located to the east of Allerton in close proximity to local services, public transport, primary schools and local facilities. It offers the potential to create a development of high quality family housing and accessible public space.

Why do we need new housing?

There is currently an acute national housing shortage, and Liverpool requires more homes for local families and workers. Development of this site would provide a valuable contribution to housing needs in Liverpool and it would provide high quality family homes to retain economic activity in the city.

The masterplan

A draft illustrative masterplan has been produced to indicate how the site could be developed. This can be seen below:



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