



CHERRYFIELD DRIVE, KIRKBY

Statement of Community Involvement

March 2024

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INTRODUCTION

This Statement of Community Involvement (SCI) has been prepared by Communiti (formerly UK Networks) on behalf of the Applicant Barratt and David Wilson Homes (BDW) in support of the submission of a full planning application for a residential development (Use Class C3) with associated access, landscaping, parking and infrastructure including reconfiguration of existing Cherryfield Drive car park and highways improvements to Cherryfield Drive.

The National Planning Policy Framework (NPPF) 2023 recognises that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for everyone. In preparing the consultation strategy, the relevant provisions of the Localism Act 2011 and Knowsley Council's Statement of Community Involvement (SCI) 2017 have been considered.

The pre-application consultation strategy by BDW has comprised two stages.

Stage One: took place between 11th August and 5th September 2022 and is summarised in the Stage One Consultation Summary and Engagement Report (pages 7 to 27 of this SCI). During this stage of consultation, B&DWH presented the vision for the site and sought the views of residents, businesses and visitors regarding housing requirements in the town, whilst the Council engaged with the public to shape their plans to improve green spaces in the areas. The feedback from this stage was considered by the project team and helped shape the plans, which were shared during Stage Two, ahead of the submission of the planning application.

Stage Two: took place between 4th November and 21st November 2022 and is summarised in the Stage Two Consultation Summary and Engagement Report (pages 28 to 53 of this SCI). During this stage of consultation, B&DWH sought the views of the local community on plans for circa 730 energy efficient new homes, including 70 affordable homes and 26 bungalows. The feedback from this stage was considered by the project team, prior to the submission of a planning application.

BDW have sought to ensure that relevant stakeholders and members of the public are given every opportunity to review the plans and provide their feedback. The strategy has included a combination of traditional and modern means of consultation and engagement including resident notices, a project website and online feedback form, in person consultation events, consultation boards and the availability of a project telephone line so those without access to a PC can engage with the project team and the plans.

This SCI sets out a summary of the pre-application consultation that has taken place so far and with whom. The report identifies key themes and issues raised and sets out the Applicant's response to these, including changes to the design which have resulted as a direct response to consultation with stakeholders and the local community, where appropriate.

The project team is committed to ongoing engagement and will continue to maintain dialogue with relevant stakeholders and members of the local community as appropriate through the determination process.

SITE LOCATION AND DESCRIPTION



The site is a large irregular shaped parcel of land located to the south of Cherryfield Drive in Kirkby.

The southern sector of the site comprises maintained grassland with an area in the southeast of the site having recently undergone the felling of semimature and mature trees. The central sector of the site is currently unmaintained vacant grassland. Within the north of the site, is an area of active car park and former roadways and hardstanding associated with previous development. Knowsley community College is located in the north west of the site. There is an additional area of vacant land with areas of hardstanding associated with former development, with a small building fronting Cherryfield Drive.

PROPOSED DEVELOPMENT

The Proposed Development comprises:

- 807 energy efficient new homes incorporating a mix of Barratt and David Wilson Homes brands
- 81 affordable homes
- A mix of 2 - 4 bedroom terraced, semi-detached, detached properties and bungalows
- Reconfiguration of the existing Cherryfield Drive car park to serve the town centre
- Highways improvements to Cherryfield Drive and road access links on both Cherryfield Drive and Bewley Drive
- Homes which are in keeping with and link appropriately to the surrounding area onto all streets, pedestrian routes and open spaces
- An improved flow of streets and spaces, that link to the surrounding area, creating an improved flow of streets and spaces with the town centre
- Reduced need for car use with easy access and links to local bus and railway stations
- Clear safe routes for pedestrians and cyclists and easy access to the town centre through a series of walkable, easily accessible landscaped green links running across the site
- All green spaces designed to have natural surveillance, making them safe walkable routes
- Sensitive boundary treatments, for example low walls and hedges around properties with existing residents and a minimum privacy distance in compliance with adopted separation distances
- Provides new links to the surrounding green infrastructure network to create and improve connectivity between them, including;
 - North to south green pedestrian link from the bus station to existing Greenspace
 - North to south green link from the town square through the site to the Leisure Centre and existing Greenspace
 - North to south Pedestrian and cycle link from Bewley Drive to Town Centre
 - East to west link from Webster Park to existing Greenspace
 - East to west links north and south of leisure centre from Cherryfield Drive to existing Greenspace
- Landscaped green edges with a variety of planting options which enhance biodiversity

Cherryfield Drive, Kirby Overall Site Layout

Rev #

Cherryfields Lane - Kirby				
House Mix				
NW-23 Rev G		18/04/2023		
Private				
Names	Beds/Person	No.	sqft	sqft combined
P204 - Wilford (mid)	2B/4P	13	620	8060
P204 - Wilford (end)	2B/4P	12	620	13640
P382 - Archford (mid)	2B/5P	28	832	23296
P382 - Archford (end)	2B/5P	8	832	6688
P344 - Hadley (end)	2B/5P	10	1001	10010
P344 - Hadley (det)	2B/5P	28	1001	28028
H350 - Eckington	2B/5P	17	965	16405
T320 - Kennett (mid)	2B/5P	1	1089	1089
T320 - Kennett (end)	2B/5P	8	1089	8712
H423 - Ingleby	4B/6P	22	1081	23782
T322 - Greenwood (mid)	2B/5P	5	1179	5895
T322 - Greenwood (end)	2B/5P	25	1179	29525
T447 - Parkin	4B/8P	4	1259	4956
H430 - Shenton	4B/8P	12	1266	15192
H431 - Milford	4B/8P	15	1335	20025
H442 - Kirkdale	4B/8P	12	1354	16248
H456 - Avondale	4B/8P	10	1491	14910
		143		147812
Affordable: (sqft)				
Names		No.	sqft	sqft combined
SH50 (mid)	2B/4P	9	750	6750
SH50 (end)	2B/4P	12	750	9000
SH52 (mid)	2B/5P	5	929	4645
SH52 (end)	2B/5P	8	929	7432
SH54	4B/8P	1	1303	1303
SH55	3B/6P	3	957	2871
		38		31801
Totals			382	179613
Nett Dev. Area (in acres)				22.55
Nett Dev. Area no spine road (in acres)				18.60
Coverage (sqft per acre)				16764
NW-23 Rev G				
Barrett				
Private				
Names	Beds/Person	No.	sqft	sqft combined
Amber		10	581	5810
Buttermere		3	663	1989
Elberton		81	830	67230
Elberton (mid)		12	830	9960
Maidstone		29	830	24070
Moresby (end)		12	854	10248
Moresby (det)		6	854	5124
Kingville (mid)		8	1072	8576
Kingville (end)		30	1072	32160
Haversham (Special end)		17	1166	19822
Haversham (Special mid)		4	1166	4664
Brentford		3	1162	3486
Bedale (end)		11	593	6523
Bedale (mid)		1	593	593
Midhurst 2 (end)		1	736	736
Kingsley		28	1085	30380
Windermere		52	1073	55796
Ripon		18	1121	20178
Alderney		14	1225	17150
		360		363455
Affordable: (sqft)				
Names		No.	sqft	sqft combined
TARP (avg. sq. ft.)		4	456	1824
T50 (mid)		1	750	750
T50 (end)		10	750	7500
T52 (mid)		4	929	3716
T52 (end)		7	929	6503
T54 (end)		2	1303	2606
T55 (end)		5	957	4785
Ambleside		4	646	2584
Buttermere		3	663	1989
		40		31801
Totals		400		373173
Nett Dev. Area (in acres)				22.38
Nett Dev. Area no spine road (in acres)				18.20
Coverage (sqft per acre)				16679
Combined Totals				
Nett Dev. Area (in acres)			382	752965
Combined Coverage (sqft. per acre)				16720



CHERRYFIELD DRIVE, KIRKBY CONSULTATION

Stage One – Consultation Summary and Engagement Report
11th August to 5th September 2022

INTRODUCTION (STAGE ONE CONSULTATION)

In March 2020, Knowsley Council arranged a consultation with residents, businesses and visitors which simply asked “What makes a good town centre?” As well as more retail, priorities included a leisure offer (such as a cinema), more places to eat and drink, protected and improved green spaces, public realm improvements and a better choice of housing.

In response to the consultation a key next phase in the regeneration of Kirkby Town Centre is the provision of new homes and accessible green spaces.

To help develop the proposals, Knowsley Council, Barratt Homes and David Wilson Homes undertook a further consultation exercise with BH and DWH seeking the views of residents, businesses and visitors regarding housing requirements in the town, whilst the Council engaged with the public to shape their plans to improve green spaces in the areas. The consultation ran between **11th August to 5th September 2022**.

This report sets out details of the consultation including;

- how the consultation was publicised
- key consultation activities
- the feedback received
- emerging themes for Knowsley Council, BH, DWH and the design team to consider, and;
- BH and DWH initial response to that feedback

This report has been shared with Knowsley Council, BH and DWH and the design team to ensure that all relevant feedback helps to shape the final proposals for land south of Cherryfield Drive, prior to the submission of a planning application.

CONSULTATION AND ENGAGEMENT SUMMARY (STAGE ONE CONSULTATION)

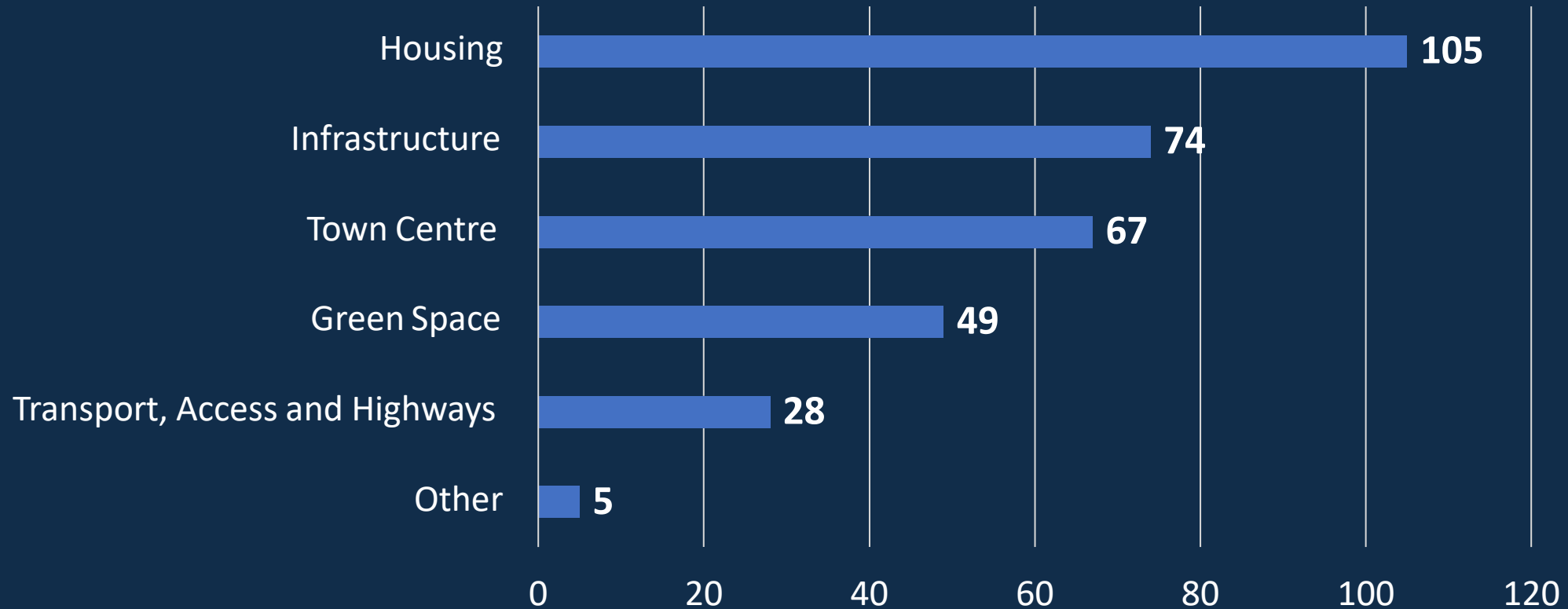
The Stage One consultation included a dedicated consultation website (www.cherryfielddriveconsultation.co.uk) with an online feedback form and a series of public consultation events held in Kirkby Town Centre. The events were publicised through a variety of ways;

- Posters were displayed in the shop in Kirkby Town Centre used for the events with details of the events and the consultation website
- The Kirkby Town Centre Management team issued a notice of the consultation to retailers and shop workers
- Knowsley Council publicised the consultation through the Knowsley News website (www.knowsleynews.co.uk)
- Elected members were briefed prior to the beginning of the public consultation
- There were posts and 'paid for' adverts on social media channels led by BH and DWH across Facebook/Instagram/Messenger promoting the consultation to local residents through targeted publicity.
 - 18,931 people reached across Kirkby through digital ads on Facebook
 - 12,181 post engagements from the digital ads
 - 1,346 link clicks through the adverts (Consultation Website/Online Survey)
 - 1,200 unique visitors to the consultation website
 - 328 feedback comments made during the consultation across all channels
 - 76 attendees to the consultation events

CONSULTATION AND ENGAGEMENT SUMMARY (STAGE ONE CONSULTATION)

There were a number of emerging themes from the feedback received during the consultation.

The emerging themes are listed and ranked below based on the number of comments received for each theme. A variety of comments were received in relation to each theme with further detail provided later on in this report.



CONSULTATION PUBLICITY – KNOWSLEY NEWS (www.knowsleynews.co.uk)

KNOWSLEY 
news

[HOME](#) [LATEST NEWS](#) [FOR THE RECORD](#) [NEWSLETTER](#) [MEDIA CENTRE](#) [ABOUT](#)

[Home](#) > [Business and economy](#) > [Housing developers ask for views on proposals for land south of Cherryfield Drive](#)



ILLUSTRATIVE VIEW OF HOUSE STYLES - DAVID WILSON HOMES (SOUTH OF SITE)

Housing developers ask for views on proposals for land south of Cherryfield Drive

August 5, 2022

Barratt and David Wilson Homes are to launch a public consultation seeking views to inform proposals for land to the south of Cherryfield Drive in Kirkby. The developers are seeking to deliver new high-quality eco-friendly homes and a care home in an attractive parkland setting, on the land in Kirkby town centre.

In 2020, Knowsley Council asked residents, businesses and visitors ‘**What makes a good town centre?**’ The response was fantastic with residents’ ideas shaping plans for the town centre ever since.

The key priorities identified by Kirkby residents and businesses were a supermarket and a greater choice of shops, more places to eat and drink, and other facilities (such as a cinema). In addition, over half of the respondents said that they would welcome more or new housing, greening of the town centre and improvements to local greenspaces. Respondents particularly expressed the need for affordable homes, bungalows and energy efficient properties.

In the last two years, Kirkby town centre has undergone a remarkable transformation:

- The opening of a new retail development including Morrisons Supermarket
- New businesses opening, providing a greater variety of shops
- More free car parking
- Work has started on a new train station at Headbolt Lane
- A new cinema is coming soon
- Expanded and enhanced CCTV network
- Plus 500 new jobs have been created with more to come

Barratt and David Wilson Homes want to seek the views of residents, businesses and visitors in order to inform and shape future plans for the site.

Cllr Tony Brennan, Knowsley’s Cabinet Member for Regeneration and Economic

Development, said: “Around two years ago we asked local communities “What makes a good town centre?” Together with the improved retail offer which we have delivered, a better choice of housing was one of the priorities identified. It is important residents help shape the type of housing on offer in Kirkby town centre and improvements to local greenspace. I would encourage as many residents, businesses and visitors as possible to take part in this consultation and help inform the continued regeneration of Kirkby.”

Andrew Taylor, Planning Director for Barratt and David Wilson Homes North West, said:

“The land south of Cherryfield Drive is the next piece of the jigsaw of Kirkby Town Centre’s renaissance.

“Our vision for this land is to deliver new homes, attractive public open space, parks, public realm and pedestrian links into the town centre for existing and new residents.

“All feedback from the consultation will be considered by Barratt and David Wilson Homes, shared with the Council and used to help shape the plans for the site prior to the submission of a planning application.”

There are several ways the public can get involved:

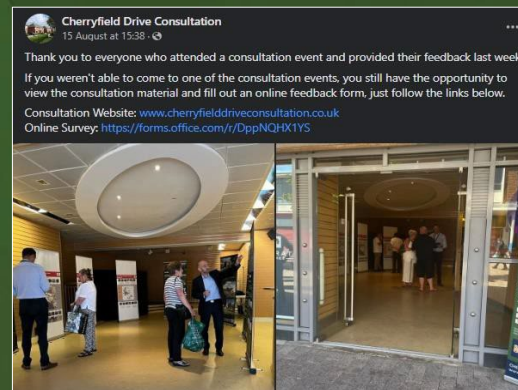
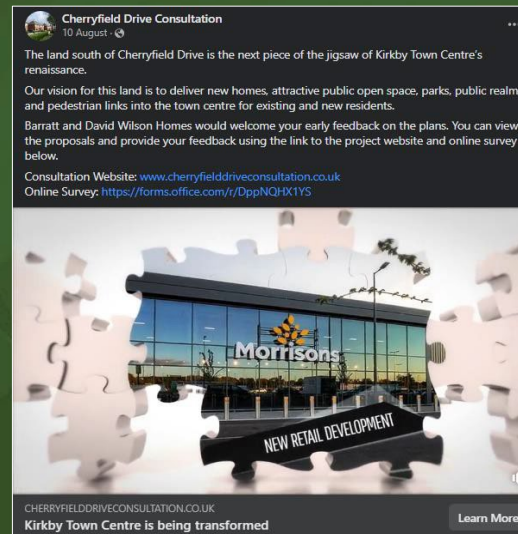
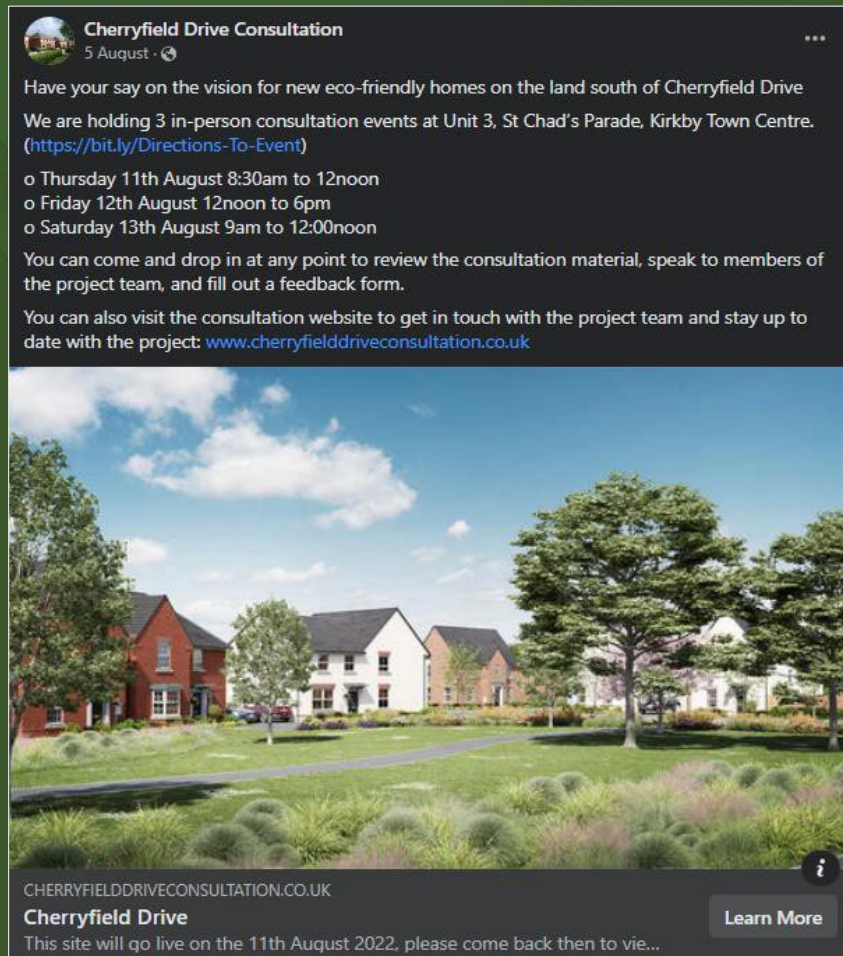
- Visit one of the public consultation events at Unit 3, St Chad’s Parade, Kirkby Town Centre
 - Thursday 11 August 8.30am to 12pm
 - Friday 12 August 12pm to 6pm
 - Saturday 13 August 9am to 12pm
- Visit the project website that launches on Thursday 11 August at www.cherryfielddriveconsultation.co.uk and provide feedback via the online feedback form.
- Contact the project team via e-mail contact@cherryfielddriveconsultation.co.uk or telephone 0151 640 0362.

The Stage One consultation was advertised through the Knowsley News website, outlining the background of the proposals and providing contact information of the project team.

Within the article there is the link directing people to the consultation website as well as information of the consultation events.

The article was viewed 298 times.

CONSULTATION PUBLICITY – SOCIAL MEDIA



BH and DWH ran three adverts on social media across Facebook/Instagram/Messenger. The first ad publicised the Consultation Events, giving the details of the events along with directions to the venue.

The second ad promoted the consultation website and online feedback form for people who couldn't attend the events to view the proposals and give their feedback.

The Final ad was posted after the consultation events took place, reminding people that it is not too late to provide feedback and again providing links to the consultation website and online survey.

100+ comments on the posts, the adverts ran:
10th August 2022 – 5th September 2022



Reach

18,931

[View details](#)



Post engagement

12,181

[View details](#)



Link clicks

1,346

[View details](#)

CONSULTATION PUBLICITY – SOCIAL MEDIA(2)

 **Regeneration and Economic Development Portfolio**
@KnowsleyGrowth

A consultation by Barratt & David Wilson Homes seeking your views on the future of land south of Cherryfield Drive in #Kirkby Town Centre continues tomorrow & Saturday.
Find out how to get involved 🖱️

 knowsleynews.co.uk
Housing developers ask for views on proposals for land sou...
Barratt and David Wilson Homes will launch a consultation on 11 August about land south of Cherryfield Drive in Kirkby...

7:12 PM · Aug 11, 2022 · Orlo

 knowsleycouncil · Following

 ILLUSTRATIVE VIEW OF HOUSE STYLES - DAVID WILSON HOMES (SOUTH OF SITE)

👍 💬 📌

Be the first to like this

knowsleycouncil 🗨️ Have your say!

Barratt and David Wilson Homes will launch a consultation next Thursday seeking the views of residents, business and visitors on the future of land south of Cherryfield Drive in Kirkby Town Centre.

The developers are seeking to deliver new high-quality eco-friendly homes and a care home in an attractive parkland setting and want people to have their say to help shape and inform any plans.

You can have your say online or at public consultation events starting next week.
<https://www.knowsleynews.co.uk/barratt-and-david-wilson-homes-to-launch-kirkby-town-centre-consultation-seeking-views-on-future-of-land-south-of-cherryfield-drive/> (click through from the link in our bio) #kirkby #knowsley #haveyoursay #housing #towncentre #greensapce #redevelopment #publicconsultation

AUGUST 5

As well as a dedicated social media page led by BH and DWH for the consultation to be promoted on, there were 11 social media posts made by Knowsley Council across LinkedIn, Facebook, Twitter, Instagram and Cabinet Member Twitter accounts throughout the consultation period. The combined analytics from these posts can be seen below.

 Knowsley Council
11 August · 🌐

Barratt and David Wilson Homes have begun a consultation to seek your views on the future of land south of Cherryfield Drive in Kirkby Town Centre.

The developers are seeking to deliver new high-quality eco-friendly homes and a care home in an attractive parkland setting and want people to have their say to help shape and inform any plans. You can have your say online or at public consultation events in Kirkby Town Centre tomorrow and Saturday.

Find out more here 🖱️
<https://orlo.uk/2WMLX>

 ILLUSTRATIVE VIEW OF HOUSE STYLES - DAVID WILSON HOMES (SOUTH OF SITE)

 Knowsley Council
8,441 Followers
11 August · 🌐

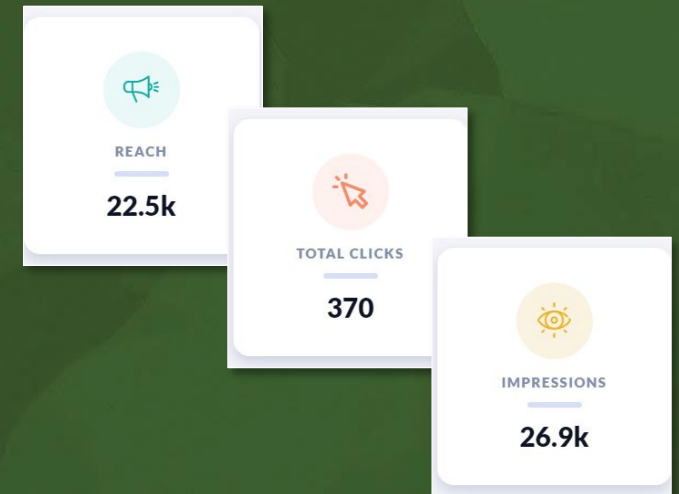
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You can have your say online or at public consultation events starting next week.

<https://orlo.uk/2cMpz>

 ILLUSTRATIVE VIEW OF HOUSE STYLES - DAVID WILSON HOMES (SOUTH OF SITE)



CONSULTATION AND ENGAGEMENT MATERIALS – CONSULTATION EVENT/BOARDS



Three Stage One consultation events were held on Thursday 11th August, Friday 12th August, and Saturday 13th August 2022.

There was a combined attendance of 76 across all three of the events.

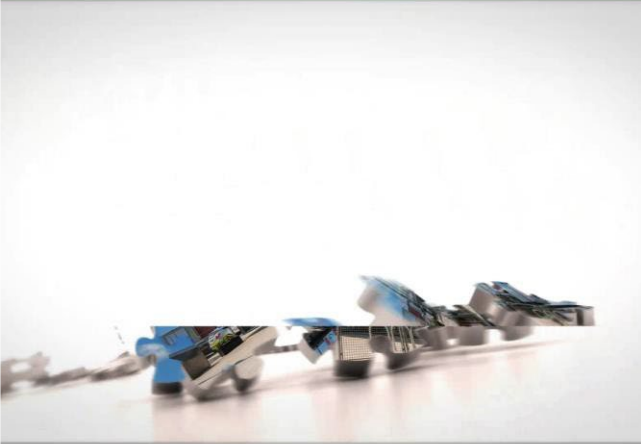


[VIEW THE FULL
BOARDS ONLINE](https://www.cherryfielddriveconsultation.co.uk)



CONSULTATION AND ENGAGEMENT MATERIALS – WEBSITE

CHERRYFIELD DRIVE CONSULTATION[HOME](#) | [THE VISION](#) | [GREEN SPACE](#) | [FEEDBACK](#)



In 2020, Knowsley Council asked residents, businesses and visitors 'What makes a good town centre?'

The response was fantastic. Your ideas have been helping to shape plans for the town centre ever since and the Council is progressing your priorities.

In the last two years, Kirkby Town Centre has undergone a remarkable transformation.

- ✓ The opening of a new retail development including Morrisons Supermarket
- ✓ New businesses opening, providing a greater variety of shops
- ✓ More free car parking
- ✓ Work has started on a new train station at Headbolt Lane
- ✓ A new Cinema is coming soon
- ✓ Expanded and enhanced CCTV network
- ✓ Plus 500 new jobs have been created with more to come

And, people also asked for;

- ? A range of new eco-friendly homes (energy efficient, affordable and extra care)
- ? Attractive public open space, parks and public realm
- ? Improved pedestrian and cycle links to the town centre

The land south of Cherryfield Drive is the next piece of the jigsaw of Kirkby Town Centre's renaissance.

Our vision for this land is to deliver new homes, attractive public open space, parks, public realm and pedestrian links into the town centre for existing and new residents.

In response to the consultation in March 2020, a key next phase in the regeneration of Kirkby Town Centre will focus on providing new homes and accessible green spaces. The Council, Barratt Homes and David Wilson Homes are looking at these opportunities on the land south of Cherryfield Drive in the town centre. To help develop any proposals, Barratt Homes and David Wilson Homes are now seeking your views and ideas. Please review the information and provide your feedback via the online feedback form.

THE VISION

CHERRYFIELD DRIVE CONSULTATION



Please review the information within this booklet and provide your feedback using the section below on this website.

KIRKBY EXISTING PARKS AND GREEN SPACES

Kirkby Public Open Space Investment: Ideas Board



YOUR FEEDBACK

Please take a moment to review the information on this website and provide your feedback via the PROVIDE FEEDBACK tab below. All feedback will be considered by the design team and where appropriate incorporated into the final proposals prior to submission.

If you would like to contact the project team you can do so by telephone or e-mail.

The deadline for comments is Monday 5th September 2022.

PROVIDE FEEDBACK

**DAVID WILSON HOMES**
WHERE QUALITY LIVES

**BARRATT HOMES**

0151 640 0362

contact@cherryfielddriveconsultation.co.uk

Send

1.2k unique visits to the consultation website over the span of the consultation.

www.cherryfielddriveconsultation.co.uk

CONSULTATION AND ENGAGEMENT MATERIALS – CONSULTATIONSURVEY



Privacy Notice and Data Protection

We are committed to respecting your privacy and complying with Data Protection Law. UK NETWORKS wishes to collect your comments on behalf of BH and DWH regarding consultation on land south of Cherryfield Drive. Your comments will be used in relation to the consultation and may be disclosed to or shared with BH/DWH, Knowsley Council and the project team working on this consultation. All comments may be included in published reports however, if you are an individual and decide to provide your name and contact details, only your comment will be published. If you are commenting on behalf of an organisation, only the organisations name will be published alongside your comment. We are asking for your consent to contact you and keep you informed of the progression of the project. If you would like to be contacted on the project, please provide your name and contact details. These will not be used for any other purpose or be provided to any other company, other than the project team for the purpose of reviewing feedback from the consultation. If you do not want us to contact you with updates, please do not supply us with your contact information. Your name and contact details will be kept for the duration of the consultation before being securely destroyed, unless you withdraw your consent for contact which you can do so by emailing contact@cherryfielddriveconsultation.co.uk

For further information about how your personal information will be processed, please e-mail us using the e-mail address above.

1. Which of the below statements best describes you? (you may tick more than one box)

- ☐ I am a local resident
- ☐ I am a business owner or worker in the town centre
- ☐ I am responding on behalf of an organisation (community, amenity, education etc)
- ☐ I visit/shop within the town centre
- ☐ I am an elected member
- ☐ Other (Please Specify below)

2. What is your age?

- ☐ Under 18
- ☐ 19 – 30
- ☐ 31 – 45
- ☐ 46 – 60
- ☐ 61 or over
- ☐ Prefer not to say

3. Have you previously provided feedback at the Kirkby Town Centre Consultation led by Knowsley Council in 2020?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say
- ☐ I don't know

4. Please provide any feedback, suggestions, comments or concerns that will help shape any future plans.

5. Please provide your postcode details below. This is not compulsory but will help us consider emerging feedback themes in relation with proximity to the Town Centre.

6. If you would like to receive any updates on the project please provide your email address.

1. Which of the below statements best describes you? (you may tick more than one box) *

- ☐ I am a local resident
- ☐ I am a business owner or worker in the Town Centre
- ☐ I visit/shop within the Town Centre
- ☐ I am an elected member
- ☐ I am responding on behalf of an organisation (community, amenity, education etc)
- ☐ Other

2. What is your age? *

- ☐ Under 18
- ☐ 19 – 30
- ☐ 31 – 45
- ☐ 46 – 60
- ☐ 61 or over
- ☐ Prefer not to say

3. Have you previously provided feedback at the Kirkby Town Centre Consultation led by Knowsley Council in 2020? *

- ☐ Yes
- ☐ No
- ☐ Prefer not to say
- ☐ I don't know

4. Please provide any feedback, suggestions, comments or concerns that will help shape any future plans. *

CHERRYFIELD DRIVE CONSULTATION
www.cherryfielddriveconsultation.co.uk



CHERRYFIELD DRIVE CONSULTATION
www.cherryfielddriveconsultation.co.uk



100 people filled out the consultation survey, with 200+ total comments made.

[VIEW THE CONSULTATION SURVEY ONLINE](#)

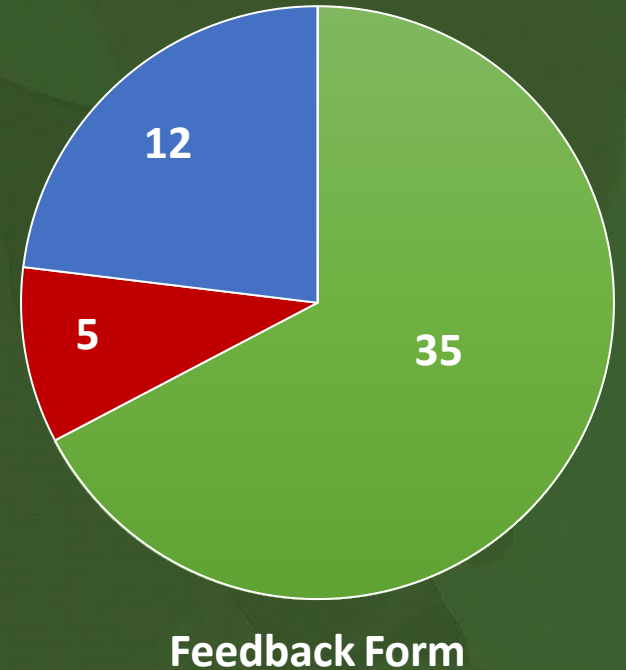
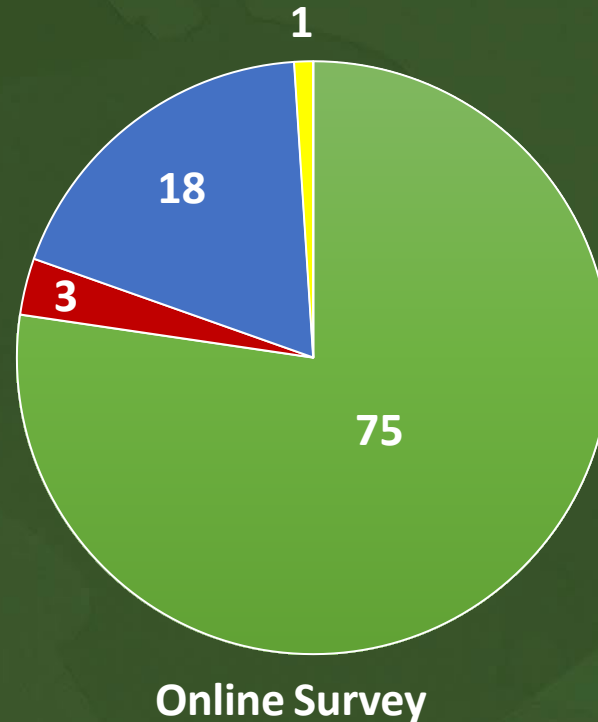


FEEDBACK RECEIVED FROM ONLINE SURVEY/FEEDBACK FORM

QUESTION 1

Which of the below statements best describes you? (you may tick more than one box)

- ☐ I am a local resident
- ☐ I am a business owner or worker in the Town Centre
- ☐ I visit/shop within the Town Centre
- ☐ I am an elected member
- ☐ I am responding on behalf of an organisation
- ☐ Other

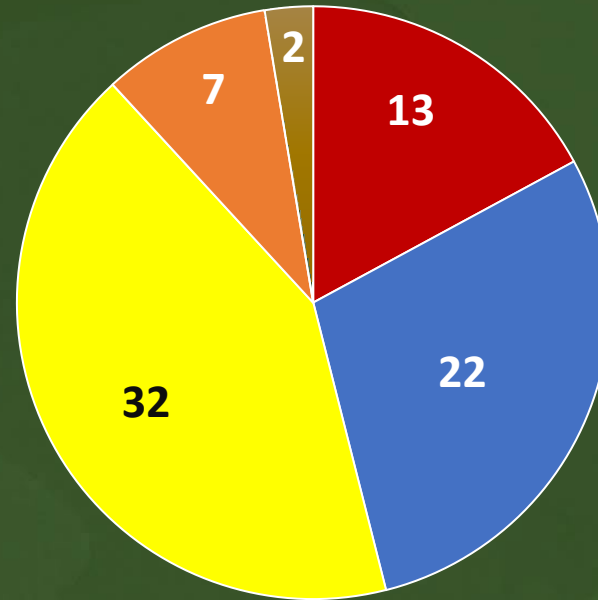


FEEDBACK RECEIVED FROM ONLINE SURVEY/FEEDBACK FORM

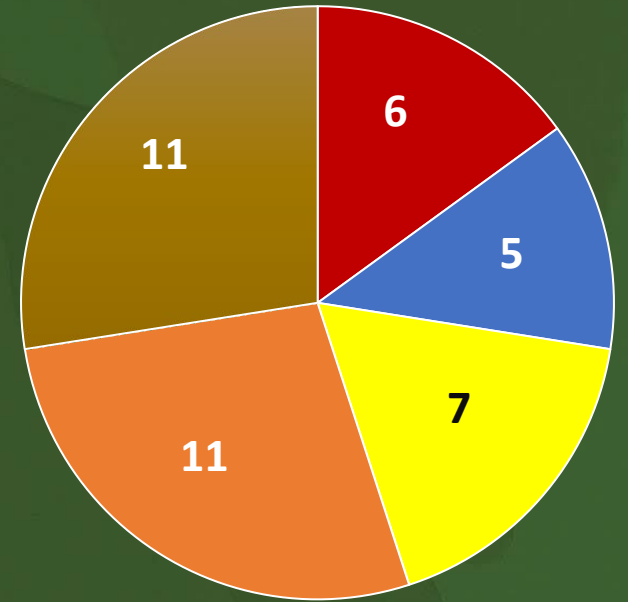
QUESTION 2

What is your age?

- ☐ Under 18
- ☐ 19-30
- ☐ 31-45
- ☐ 46-60
- ☐ 61 or over
- ☐ Prefer not to say



Online Survey



Feedback Form

FEEDBACK RECEIVED FROM ONLINE SURVEY/FEEDBACK FORM

QUESTION 3

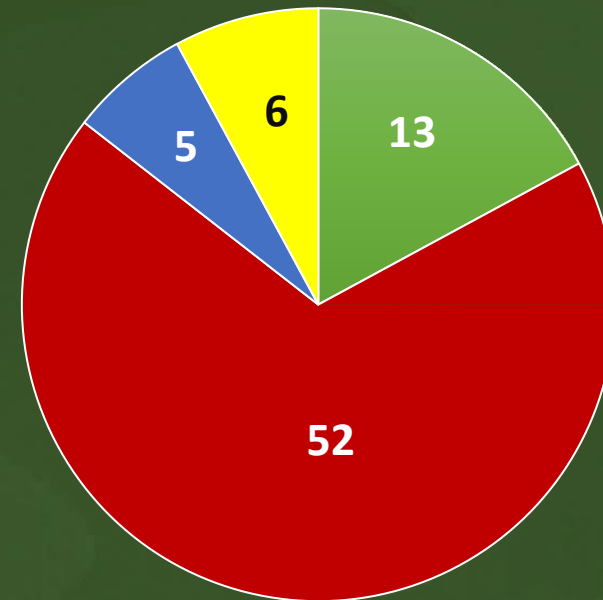
Have you previously provided feedback at the Kirkby Town Centre Consultation led by Knowsley Council in 2020?

Yes

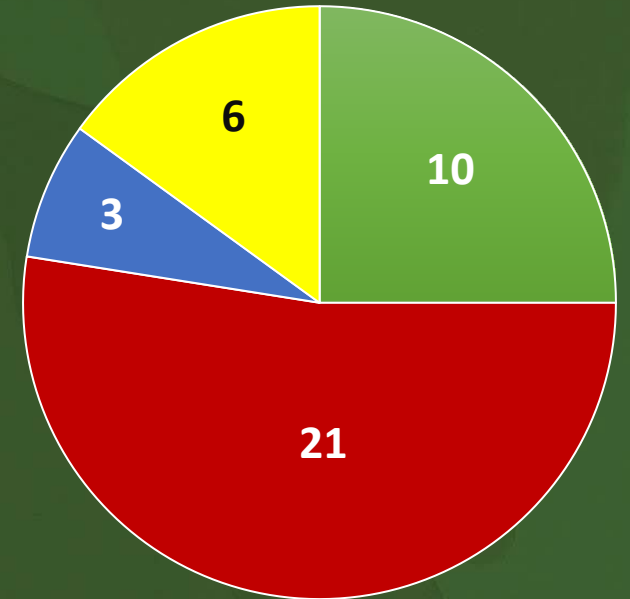
No

Prefer not to say

I don't know



Online Survey



Feedback Form

FEEDBACK – HOUSING

[READ THE FULL
COMMENTS HERE](#)



105 comments were received relating to Housing during the consultation. These comments are available to review by clicking on the tab in the top right of this page. A variety of views were expressed in relation to Housing including those opposed to development of new homes to others who are supportive of new homes.

Other comments related to:

- how many homes are proposed to be built
- requests to include 1 & 2 bed properties, Bungalows, assisted living and extra care for the elderly.
- the demolition of previous houses on site
- the mix of housing
- provision of affordable housing
- affordability/pricing of the properties
- eco-friendly measures for the new homes.

A number of respondents registered their interest in acquiring a property.

BH/DHW INITIAL RESPONSE TO FEEDBACK – HOUSING

All feedback from the consultation has been shared with Knowsley Council, Barratt Homes (BH), David Wilson Homes (DWH) and the project team appointed by BH and DWH. The feedback specifically relating to 'Housing' is being fully considered and where possible incorporated into the design to ensure there is provision for a range of housing types and tenure, including affordable homes. The project team is also working with Knowsley Council on energy efficiency measures for the new homes. The final plans with details will be shared with stakeholders and the public for final comments, prior to submitting a planning application to the Council.

FEEDBACK – INFRASTRUCTURE

[READ THE FULL
COMMENTS HERE](#)



74 comments were received relating to Infrastructure during the consultation. These comments are available to review by clicking on the tab in the top right of this page. Respondents who provided comments in relation to Infrastructure were in the main expressing concern with regards to the impact of several hundred homes on local infrastructure including dentist and GP surgeries, leisure services and local schools, particularly the lack of secondary school places which was highlighted as an existing issue with children having to travel out the area to attend secondary school. One respondent asked for land for a secondary school.

BH/DHW INITIAL RESPONSE TO FEEDBACK – INFRASTRUCTURE

All feedback from the consultation has been shared with Knowsley Council, Barratt Homes (BH), David Wilson Homes (DWH) and the project team appointed by BH and DWH. The feedback specifically relating to 'Infrastructure' is being fully considered and will also require formal consultation with statutory consultees such as Knowsley Council's Highways and Education departments, the NHS and local health providers.

Formal feedback from Knowsley Council, the NHS and local health providers relating to capacity in local schools, GP and dental surgeries will also include assessment of the impact of the development on local schools, GP and dental surgeries. This could include financial contributions to fund additional school places and health services. The final plans will be shared with stakeholders and the public for final comments, prior to submitting a planning application to the Council. The planning application will include a s106 agreement, which is a legal agreement between the Applicant (Developer) setting out all mitigation proposed and what those financial contributions will be.

FEEDBACK – TOWN CENTRE

[READ THE FULL
COMMENTS HERE](#)



67 comments were received relating to the Town Centre during the consultation. These comments are available to review by clicking on the tab in the top right of this page. A wide variety of views were expressed in relation to the Town Centre.

Comments received included:

- Requests for a better variety of shops and facilities (sports, shoe and mens' clothes shop, soft play and activities for children, restaurants, bars, toilets and seating)
- empty units and rents and rates being too high with suggestions to incentivise new retailers with reduced rent/rates on the empty shops and market stalls to encourage new businesses into the town centre. Reference was made to similar initiatives in Huyton.
- more CCTV and Police on the beat in the area would act as a deterrent.
- spend money on the retail offer or trees instead of public art
- One respondent provided detailed comments in relation to connectivity to the town centre.

BH/DHW INITIAL RESPONSE TO FEEDBACK – TOWN CENTRE

All feedback from the consultation has been shared with Knowsley Council, Barratt Homes (BH), David Wilson Homes (DWH) and the project team appointed by BH and DWH. The feedback specifically relating to the 'Town Centre' are general comments and ideas relating to the town centre and whilst the project team will consider important issues such as connectivity to and from the town centre, most of the feedback received e.g. rents, mix of shops, public art etc is more relevant for the Council to consider outside of the scope of this planning application.

KNOWSLEY COUNCIL INITIAL RESPONSE TO FEEDBACK – TOWN CENTRE

'Knowsley Council is continuing to promote Kirkby as a business location. The Council has engaged professional agents to liaise with national chains as well as independent retailers regarding occupying space in the Town Centre. The CCTV network in Kirkby has been expanded with high definition cameras covering the Town Centre. Public art funding is secured with limitations on how it can be spent – i.e it can only be spent on public art.'

FEEDBACK – GREEN SPACE

[READ THE FULL
COMMENTS HERE](#)



49 comments were received relating to Green Space during the consultation. These comments are available to review by clicking on the tab in the top right of this page. A wide variety of views were expressed in relation to Green Space but in the main comments were expressing concern regarding the loss of this green space.

Other comments received in addition to the retention of the land as Green Space included;

- making the space a usable and functional area for all people (Children, Walkers, Dogwalkers, etc)
- more links to the Green Space
- retaining the area in the middle of the site as Green Space
- PROWs should be protected
- incorporate sport uses for mental health
- the creation of play areas and green gyms and
- whether allotments could be incorporated.

BH/DHW INITIAL RESPONSE TO FEEDBACK – GREEN SPACE

All feedback from the consultation has been shared with Knowsley Council, Barratt Homes (BH), David Wilson Homes (DWH) and the project team appointed by BH and DWH. The feedback specifically relating to 'Green Space' in the main related to the loss of green space and opposition to the principle of developing the site for housing. The majority of the site is previously developed land, not currently publicly accessible green space and has been earmarked for disposal and development by the Council since 2016. Public feedback from the Council's own consultation on the town centre in 2020 was for more new homes, including affordable and energy efficient homes to be provided around the town centre. Knowsley Council intend to invest in enhancing existing green and open space around the town centre with monies received from any land sale. Other specific comments relating to Green Space such as PROWs, connectivity, play areas will be fully considered by the project team and where possible will be incorporated into the final plans.

FEEDBACK BREAKDOWN – TRANSPORT, ACCESS AND HIGHWAYS

[READ THE FULL
COMMENTS HERE](#)



28 comments were received relating to Transport, Access and Highways during the consultation. These comments are available to review by clicking on the tab in the top right of this page. Several comments were made in relation to the impact of more homes on the local highways network with many concerned that roads such as Cherryfield Drive and Bewley Drive would be congested with a large scale housing development going ahead.

More detailed suggestions with regards to access and local buses were also made for the design team to consider.

Free car parking for people working in the town centre was also raised by some respondents.

BH/DHW INITIAL RESPONSE TO FEEDBACK – TRANSPORT, ACCESS AND HIGHWAYS

All feedback from the consultation has been shared with Knowsley Council, Barratt Homes (BH), David Wilson Homes (DWH) and the project team appointed by BH and DWH. The feedback specifically relating to 'Transport' is being fully considered by the project team, which includes a specialist Transport Consultant who will look specifically at all transport matters.

A comprehensive Transport Assessment (TA) will be submitted in support of a planning application, which will consider the impact of the development on the local highway network. The scope of the TA will be discussed with the Council and will ensure that the development will not contribute, or directly cause harm, to the road network in respect of vehicle movements or road safety.

The project team are also working with the Council's Planning and Highways Officers on transport matters to ensure the scheme is designed in a way that encourages more sustainable modes of transport e.g. public transport, cycling and walking.

FEEDBACK – OTHER

[READ THE FULL
COMMENTS HERE](#)



5 comments were received that don't relate to any of the other themes during the consultation. These comments have been categorised as Other and are available to review by clicking on the tab in the top right of this page. These comments mostly relate to the consultation and what respondents feel was the lack of publicity of it.

BH/DHW INITIAL RESPONSE TO FEEDBACK – OTHER

All feedback from the consultation has been shared with Knowsley Council, Barratt Homes (BH), David Wilson Homes (DWH) and the project team appointed by BH and DWH.

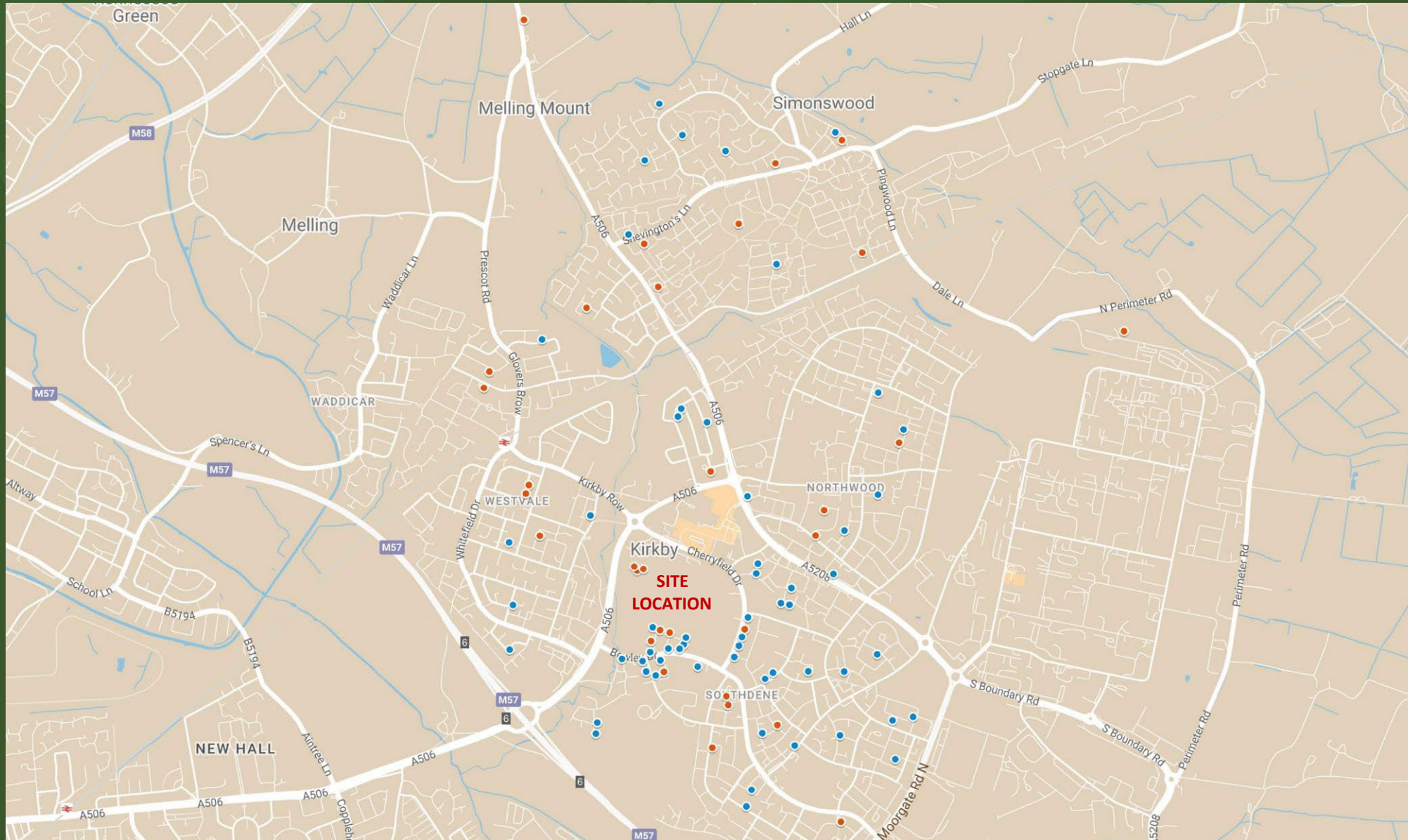
Several comments received related to the publicity of the consultation. This report sets out details of the consultation including; how the consultation was publicised, key consultation activities, the feedback received, emerging themes for Knowsley Council, BH, DWH and the design team to consider, and BH and DWH initial response to that feedback.

Once the design team has considered the feedback and incorporated the feedback from the initial August 22 consultation into the design, BH and DWH will undertake further consultation prior to the submission of a planning application. The project website will be updated and following feedback in relation to publicity in addition to the digital publicity BH and DWH undertook in August, local residents will be notified with details of the final plans and how residents can provide feedback prior to submission of the planning application.

In addition, once the final stage of the pre-application consultation has ended, there will be further opportunity to submit comments via Knowsley Council's planning portal when the planning application is submitted and validated. Comments can also be submitted directly to the project team via the project website, e-mail and telephone.

All feedback will be included in a Statement of Community Involvement submitted with the planning application.

MAP OF RESPONDANTS – ONLINE SURVEY/FEEDBACK FORM



ONLINE SURVEY



FEEDBACK FORM

CONTACT FORM/EMAILS RECEIVED

17 individual comments submitted via the contact form/direct email, many of the comments were inquiring about the availability of houses and registering their interest in the new build properties. The mix of interest is outlined below. With other questions regarding price and when construction would be complete.

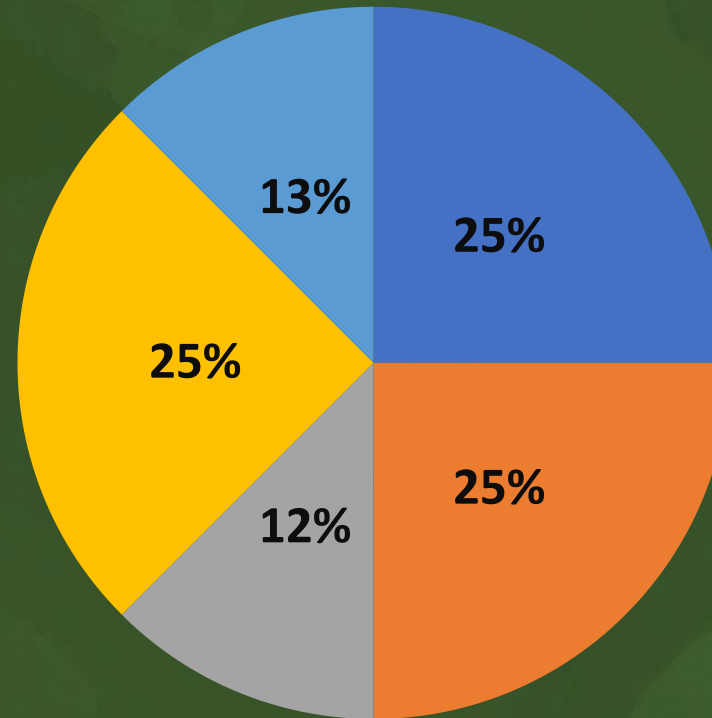
■ 2 Bed

■ 3 Bed

■ 5 Bed

■ Bungalow

■ Shared Ownership





CHERRYFIELD DRIVE, KIRKBY CONSULTATION

Stage Two – Consultation Summary and Engagement Report
4th November to 21st November 2022

CONSULTATION AND ENGAGEMENT OVERVIEW –STAGE TWO

Stakeholders engaged:

- Local resident and businesses in and around Kirkby Town Centre
- Local community groups
- Knowsley Council elected members and officers including:
 - Cllr Jayne Aston, Cllr Jackie Harris and Cllr David Loneragan - Cherryfield ward members
 - Cllr Steve Guy, Cllr John Morgan, Cllr Cllr Steve Smith - Whitefield ward members
 - Cllr Harry Bell, Cllr Edward Connor, Cllr Marie Stewart - Northwood ward members
 - Cllr Graham Morgan - Council Leader
 - Cllr Tony Brennan - Cabinet Member for Regeneration and Economic Development
- Local MP George Howarth
- Local Media including;
 - The Liverpool Echo
 - Knowsley News

The consultation and plans were publicised via:

- Community notices issued to 199 local residents and businesses
- Letters to elected members
- Local media release and articles (Knowsley News, Place North West and Liverpool Echo)
- Paid for digital adverts across social media (Facebook and Instagram)

Consultation has included:

- Community notices
- Letters to elected members
- Briefings with elected members
- A dedicated project website with online survey
- Media releases and news articles
- Social media advertising (Facebook and Instagram)
- Project telephone line and email address

CONSULTATION AND ENGAGEMENT TIMELINE –STAGE TWO

4th November

Project website updated with plans, further information and new online survey following review of Stage One consultation feedback.

Letters sent to elected members to notify them of Stage Two consultation.

Community Notices issued via Royal Mail to 199 residences and businesses

Digital advertising campaign begins across Facebook and Instagram

4th November

Media release issued to Knowsley News, Place North West and Liverpool Echo

Press article appears on Knowsley News website

7th November

Press article appears in Place North West

4th to 21st November

Feedback received from members of the public via project website, telephone line and e:mail address.

22nd November to 31st December

Project team review of feedback from Stage Two consultation

5th December 2023

Face to face meeting with a resident from Whinberry Drive

CONSULTATION AND ENGAGEMENT SUMMARY – STAGETWO

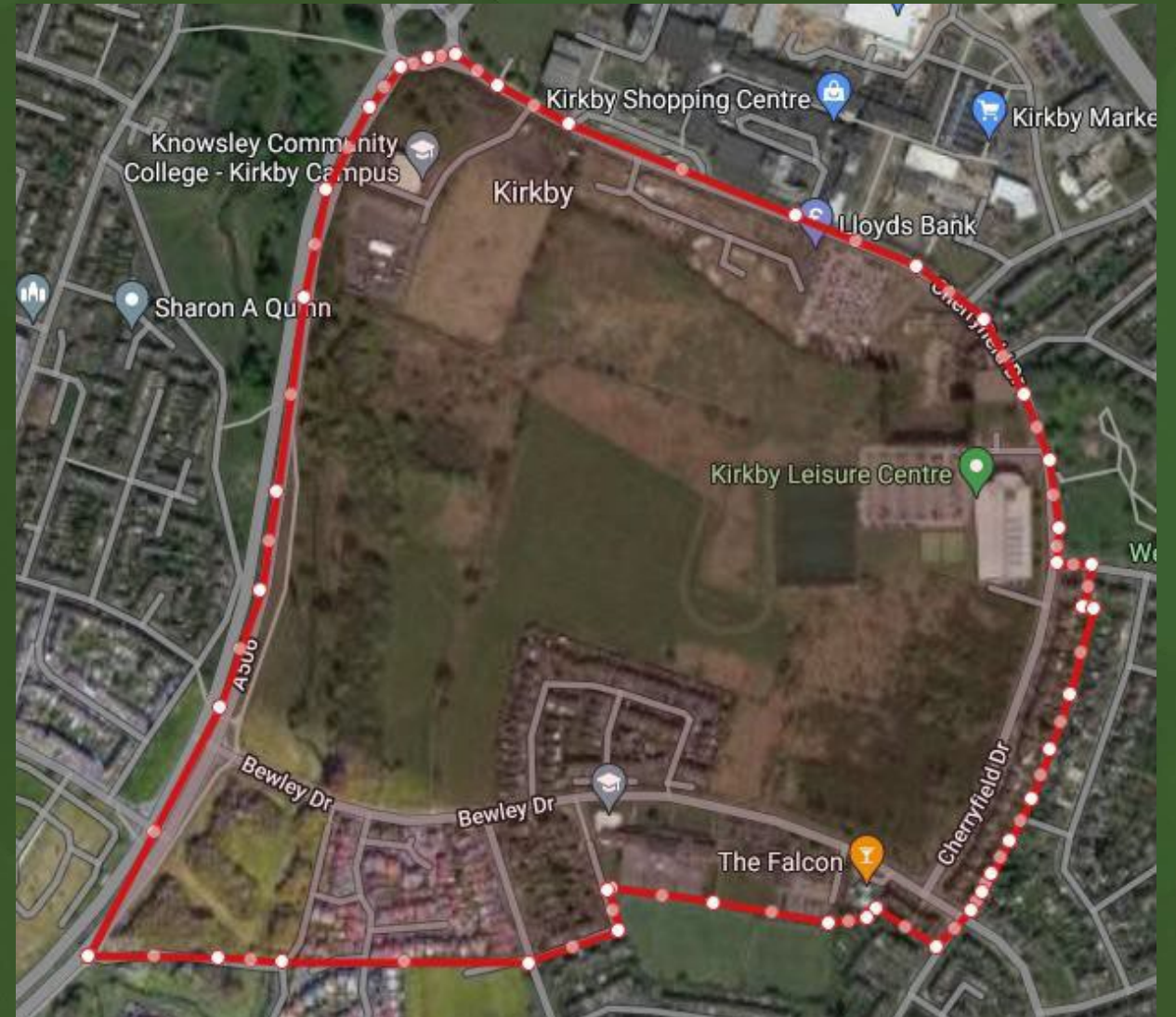
The Stage Two consultation included a dedicated consultation website (www.cherryfielddriveconsultation.co.uk) with an online feedback form. The website was updated with the latest plans and the Stage Consultation was open between 4th November and 21st November 2022.

- Elected members were briefed by Knowsley Council prior to the beginning of the Stage Two consultation
- **265** individual feedback comments received across all channels/platforms of communication.
- Over **1.1k** visits to the consultation website between 4th November and 21st November.
- **199** addresses engaged via community notices delivered via Royal Mail.
- **127** Completed Online Surveys/Feedback forms.
- **417** linked clicks from social media advert on Facebook and Instagram
- **13.4k** total reach across social media (Facebook and Instagram)

CONSULTATION AND ENGAGEMENT MATERIALS – STAGETWO (DISTRIBUTION AREA FOR COMMUNITYNOTICES)

A distribution area to notify residents and businesses of the plans and the consultation was agreed with Knowsley Council.

Community Notices were sent via Royal Mail to 199 resident and commercial addresses from 4th November 2022.



CONSULTATION AND ENGAGEMENT MATERIALS – STAGETWO (COMMUNITY NOTICES)

HOW TO GET INVOLVED

To provide feedback on the proposals, please visit the consultation website (www.cherryfielddriveconsultation.co.uk) to view the full proposals and complete a short online survey.

The consultation will run between Friday 4th November - Monday 21st November (12 noon).

SUMMARY OF BENEFITS

- £100M in construction cost
- In excess of £1.5M to open space improvements
- 97 per annum direct construction jobs
- 9 per annum direct apprenticeship jobs
- 161 per annum indirect jobs
- An estimated £17M brought into the local economy due to spending by new residents



DAVID WILSON HOMES
WHERE QUALITY LIVES



BARRATT
HOMES

☎ 0151 640 0362

✉ contact@cherryfielddriveconsultation.co.uk

HAVE YOUR SAY ON PLANS FOR LAND SOUTH OF CHERRYFIELD DRIVE, KIRKBY



CHERRYFIELD DRIVE CONSULTATION
www.cherryfielddriveconsultation.co.uk



DESCRIPTION OF DEVELOPMENT

The Masterplan layout has been informed by technical work undertaken by the project team, dialogue with Knowsley Council and feedback received from the previous consultations and is a response to the constraints and opportunities of the site. The proposals include:

1. Circa 730 energy efficient new homes incorporating a mix of Barratt and David Wilson Homes brands
2. 70 affordable homes and 26 bungalows as well as a Future Homes pilot scheme of 21 homes
3. A mix of 1 - 4 bedroom terraced, semi-detached, detached properties and bungalows
4. An extension to the existing Cherryfield Drive car park to provide an additional 100 car parking spaces to serve the town centre
5. Highways improvements to Cherryfield Drive and road access links on both Cherryfield Drive and Bewley Drive
6. Homes which are in keeping with and link appropriately to the surrounding area onto all streets, pedestrian routes and open spaces
7. An improved flow of streets and spaces, that link to the surrounding area, creating an improved flow of streets and spaces with the town centre
8. Reduced need for car use with easy access and links to local bus and railway stations
9. Clear safe routes for pedestrians and cyclists and easy access to the town centre through a series of walkable, easily accessible landscaped green links running across the site
10. All green spaces designed to have natural surveillance, making them safe walkable routes
11. Sensitive boundary treatments, for example low walls and hedges around properties with existing residents and a minimum privacy distance in compliance with adopted separation distances
12. Provides new links to the surrounding green infrastructure network to create and improve connectivity between them, including:
 - North to south green pedestrian link from the bus station to existing Greenspace
 - North to south green link from the town square through the site to the Leisure Centre and existing Greenspace
 - North to south Pedestrian and cycle link from Bewley Drive to Town Centre
 - East to west link from Webster Park to existing Greenspace
 - East to west links north and south of leisure centre from Cherryfield Drive to existing Greenspace
13. Landscaped green edges with a variety of planting options which enhance biodiversity



CONSULTATION AND ENGAGEMENT MATERIALS – STAGETWO (DIGITAL/SOCIAL MEDIA ADVERTS)

A digital social media advert ran on Facebook and Instagram throughout the course of the consultation to the area of Kirkby surrounding the site.

There were 47 Comments made on social media which are included within the feedback comments featured further in this report.

The Advert provided a reach of 13.4K with 417 link clicks to the consultation website from the promoted post.

**Cherryfield Drive Consultation**
5 November at 21:56 · 🌐

HAVE YOUR SAY ON PLANS FOR LAND SOUTH OF CHERRYFIELD DRIVE, KIRKBY

www.cherryfielddriveconsultation.co.uk

- 730 energy efficient new homes
- 70 affordable homes
- 26 bungalows as well as a possible Future Homes pilot scheme of 21 homes
- An estimated £17M brought into the local economy due to spending by new residents
- £100M in construction cost
- In excess of £1.5M to open space improvements
- 97 per annum direct construction jobs
- 9 per annum direct apprenticeship jobs
- 161 per annum indirect jobs



CHERRYFIELDDRIVECONSULTATION.CO.UK

Cherryfield Drive
In August 2022, Barratt and David Wilson shared its vision for this land to de...

Learn more

CONSULTATION AND ENGAGEMENT MATERIALS – STAGETWO (PROJECT WEBSITE) www.cherryfielddriveconsultation.co.uk

CHERRYFIELD DRIVE CONSULTATION[HOME](#) [BACKGROUND](#) [PROPOSALS](#) [FEEDBACK](#)



ILLUSTRATIVE VIEW OF HOUSE STYLES - BARRATT HOMES (NORTH OF SITE)

Welcome to Barratt and David Wilson Homes consultation website for land south of Cherryfield Drive in Kirby.

The land is the next piece of the jigsaw of Kirby Town Centre's renaissance.

In August 2022, Barratt and David Wilson shared its vision for this land to deliver new homes, attractive public open space, parks, public realm and pedestrian links into the town centre for existing and new residents.

A range of feedback was received via the 'in person' town centre consultation events and this consultation website which have helped shaped the plans for the site.

Prior to the submission of a planning application Barratt and David Wilson Homes is now seeking feedback on plans for circa 730 energy efficient new homes, including 70 affordable homes and 26 bungalows.

Please review the information on the website and provide your feedback via the online survey.

This is the pre-application consultation stage and an opportunity for you to review the proposals and provide your feedback to the project team to consider prior to the submission of a planning application to Knowsley Council.

Once a planning application is submitted, there will also be a further opportunity to view the proposals and provide feedback via the Council's planning portal as part of the formal consultation undertaken by the Council.

BACKGROUND

SITE CONTEXT

PREVIOUS CONSULTATION

THE DEVELOPER

PROPOSALS

RESPONDING TO FEEDBACK

DESCRIPTION OF DEVELOPMENT

MASTERPLAN

ARTIST IMPRESSIONS

HOUSE TYPES

TECHNICAL CONSIDERATIONS

SUMMARY OF BENEFITS

CONSTRUCTION

FEEDBACK

Please take a moment to review the information on this website and provide your feedback via the **PROVIDE FEEDBACK** tab below. All feedback will be considered by the design team and where appropriate incorporated into the final proposals prior to submission.

If you would like to contact the project team you can do so by telephone or e-mail.

The consultation will run between Friday 4th November - Monday 21st November (12 noon).

PROVIDE FEEDBACK

RESIDENT NOTICE

**DAVID WILSON HOMES**
WHERE QUALITY LIVES

**BARRATT**
HOMES

 0151 640 0362

 contact@cherryfielddriveconsultation.co.uk

CONSULTATION AND ENGAGEMENT MATERIALS – STAGETWO (ONLINE SURVEY)

Cherryfield Drive Consultation

Barratt and David Wilson Homes are inviting feedback from the local community on its plans for land south of Cherryfield Drive, Kirkby.

Please take a moment to view the full proposals: www.cherryfelddriveconsultation.co.uk and provide your feedback via this survey.

The Masterplan layout has been informed by technical work undertaken by the project team, dialogue with Knowsley Council and feedback received from the previous consultations and is a response to the constraints and opportunities of the site. The proposals include:

1. Circa 730 energy efficient new homes incorporating a mix of Barratt and David Wilson Homes brands
2. 70 affordable homes and 26 bungalows as well as a Future Homes pilot scheme of 21 homes
3. A mix of 1 - 4 bedroom terraced, semi-detached, detached properties and bungalows
4. An extension to the existing Cherryfield Drive car park to provide an additional 100 car parking spaces to serve the town centre
5. Highways improvements to Cherryfield Drive and road access links on both Cherryfield Drive and Bewley Drive
6. Homes which are in keeping with and link appropriately to the surrounding area onto all streets, pedestrian routes and open spaces
7. An improved flow of streets and spaces, that link to the surrounding area, creating an improved flow of streets and spaces with the town centre
8. Reduced need for car use with easy access and links to local bus and railway stations
9. Clear safe routes for pedestrians and cyclists and easy access to the town centre through a series of walkable, easily accessible landscaped green links running across the site
10. All green spaces designed to have natural surveillance, making them safe walkable routes
11. Sensitive boundary treatments, for example low walls and hedges around properties with existing residents and a minimum privacy distance in compliance with adopted separation distances
12. Provides new links to the surrounding green infrastructure network to create and improve connectivity between them, including:
 - North to south green pedestrian link from the bus station to existing Greenspace
 - North to south green link from the town square through the site to the Leisure Centre and existing Greenspace
 - North to south Pedestrian and cycle link from Bewley Drive to Town Centre
 - East to west link from Webster Park to existing Greenspace
 - East to west links north and south of leisure centre from Cherryfield Drive to existing Greenspace
13. Landscaped green edges with a variety of planting options which enhance biodiversity

Privacy Notice and Data Protection: https://www.cherryfelddriveconsultation.co.uk/downloads/Privacy_Policy.pdf

* Required

1. Which of the below statements best describes you? (you may tick more than one box) *

- ☐ I am a local resident
- ☐ I am a business owner or worker in the Town Centre
- ☐ I visit/shop within the Town Centre
- ☐ I am an elected member
- ☐ I am responding on behalf of an organisation (community, amenity, education etc)
- ☐ Other

2. How useful was the consultation website in helping you understand the plans for the land south Cherryfield Drive? *

- ☐ Useful
- ☐ Neutral
- ☐ Not that useful

3. Do you support the plans for the land south of Cherryfield Drive? *

- ☐ Yes
- ☐ No
- ☒ Undecided

4. Please provide further comments below if you answered 'No' or 'Undecided' to Question 3. *

5. Please provide any further comments below that you would like the project team to consider.

6. Please provide your postcode details below. This is not compulsory but will help us consider emerging feedback themes in relation to proximity to the site.

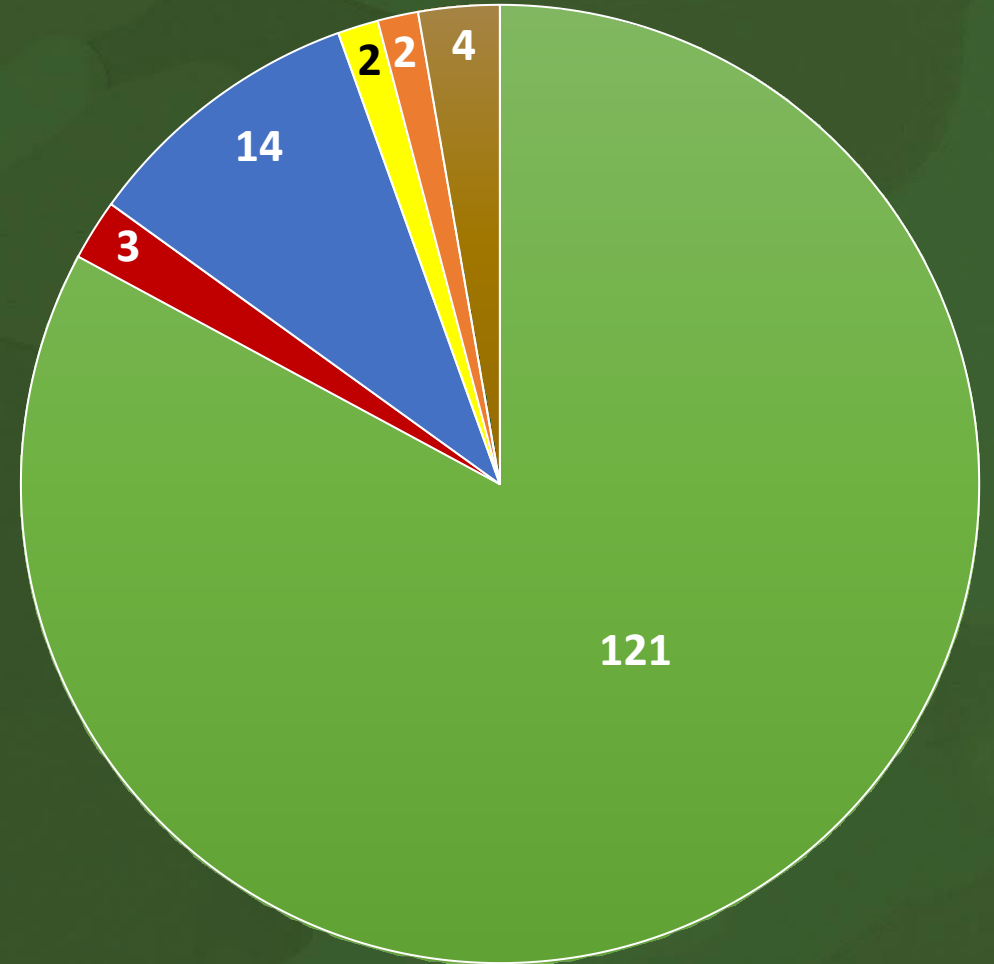
7. If you would like to receive any updates on the project please provide your email address. [UK Networks www.uk-networks.com are the appointed community engagement consultants for the project. They are collecting your data and feedback on behalf of David Wilson Homes/Barratt Homes as part of consultation on the plans. Your details will not be shared with any third parties.]

FEEDBACK RECEIVED FROM ONLINE SURVEY

QUESTION 1

Which of the below statements best describes you?
(you may tick more than one box)

- ☐ I am a local resident
- ☐ I am a business owner or worker in the Town Centre
- ☐ I visit/shop within the Town Centre
- ☐ I am an elected member
- ☐ I am responding on behalf of an organisation
- ☐ Other



FEEDBACK RECEIVED FROM ONLINE SURVEY

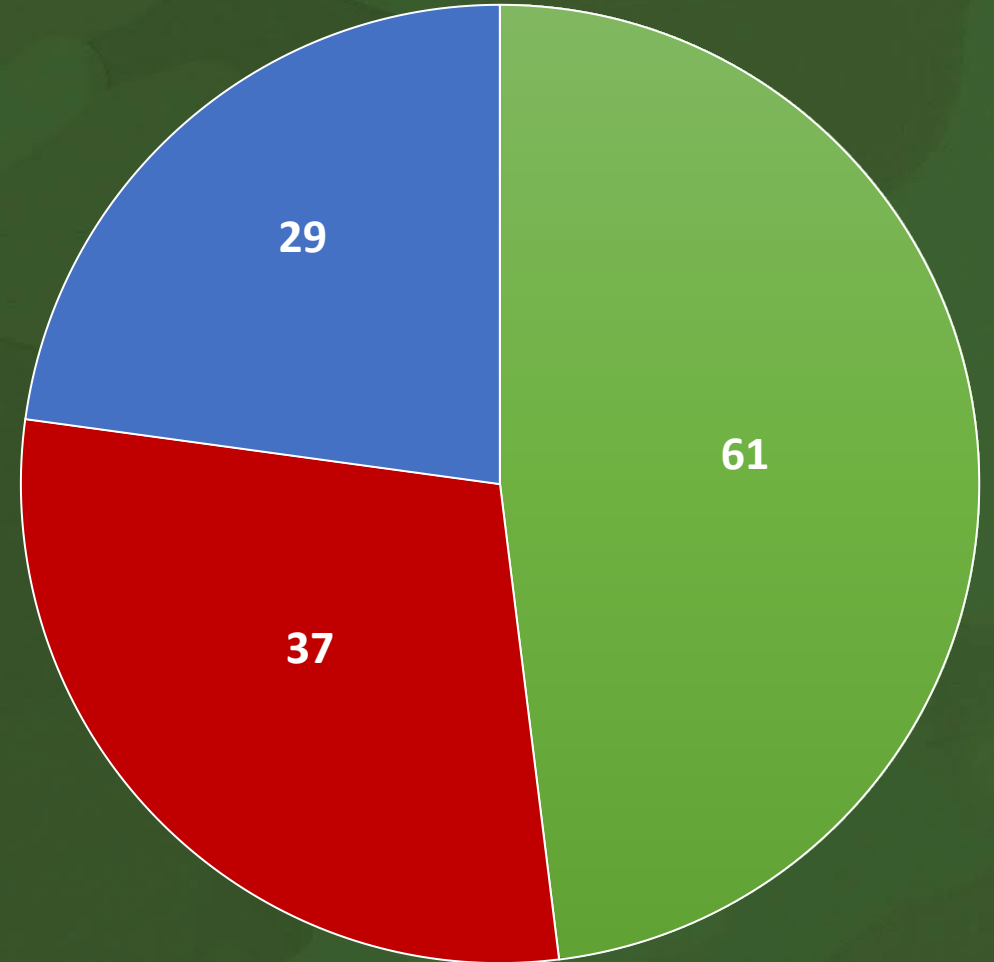
QUESTION 2

How useful was the consultation website in helping you understand the plans for the land south Cherryfield Drive?

Useful

Not that useful

Neutral



FEEDBACK RECEIVED FROM ONLINE SURVEY

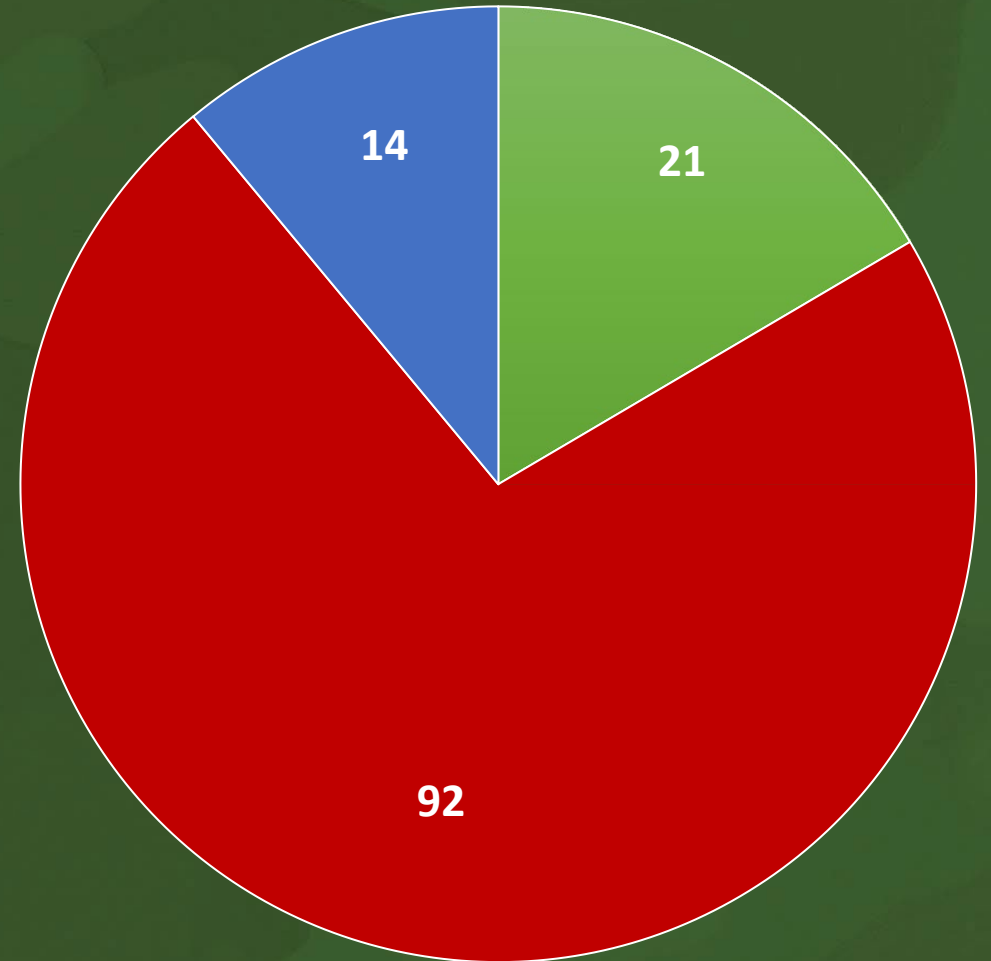
QUESTION 3

Do you support the plans for the land south of Cherryfield Drive

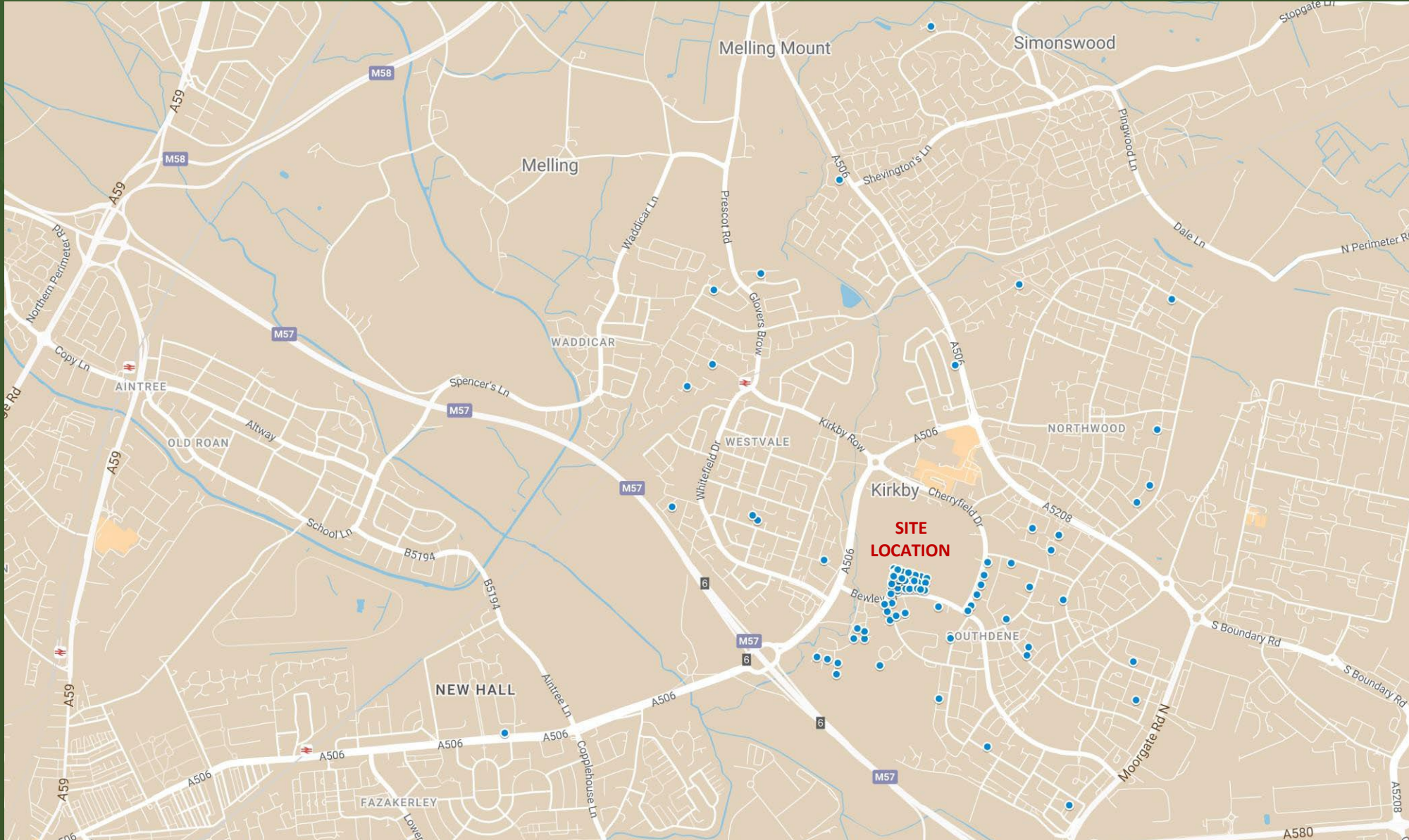
☐ Yes

☐ No

☐ Undecided



MAP OF RESPONDANTS – ONLINE SURVEY



ONLINE SURVEY

CONSULTATION AND ENGAGEMENT FEEDBACK – STAGE TWO (SUMMARY OF ALL FEEDBACK RECEIVED BY THEME AND CHANNEL)

Theme	Online Survey	Social media	E:mail/Tel	Totals
Infrastructure	59	12	1	72
Housing	31	7	1	39
Transport & Highways	37	1	1	39
Environmental Health	37	0	0	37
Green Space	35	0	1	36
Ecology	14	0	1	15
Other	9	4	2	15
Consultation	5	0	0	5
Town Centre	3	2	0	5
ASB	2	0	0	2
Totals	232	26	7	265

FEEDBACK – INFRASTRUCTURE

[READ THE FULL
COMMENTS HERE](#)



72 comments were received via the project website, social media and the project telephone and e-mail address relating to Infrastructure during the stage two consultation. These comments are available to review by clicking on the tab in the top right of this page. The feedback for this topic was similar to that which was received during the stage one consultation with respondents in the main expressing concern with regards to the impact of several hundred homes on local infrastructure including local dentists and GP surgeries, schools, community venues, children's play areas, policing and the postal service. Several comments highlighted the current difficult in getting access to GPs and dentists.

APPLICANT RESPONSE TO FEEDBACK ON INFRASTRUCTURE

Through pre-application discussions with KMBC, it has not been identified that contributions will be required towards local infrastructure however we understand that the local NHS body are being consulted on this matter and will advise on any healthcare contributions required. Consultation with the education authority has not identified any education contributions are required at this stage. It is currently anticipated that the scheme will however deliver a financial contribution towards POS improvements at Valley Park and Webster Park which will benefit the wider community.

FEEDBACK – HOUSING

[READ THE FULL
COMMENTS HERE](#)



39 comments were received via the project website, social media and the project telephone and e-mail address relating to Housing during the stage two consultation. These comments are available to review by clicking on the tab in the top right of this page. The feedback for this topic was similar to that which was received during the stage one consultation with respondents expressing a variety of views in relation to Housing including those opposed to development of new homes to others who are supportive and welcome new homes.

Other comments related to:

- More affordable homes needed
- More 5 bedroom properties to accommodate larger families
- The bungalows should be affordable and prioritised for the elderly
- Locate the bungalows near to properties on Whinberry Drive
- There isn't a need for new homes
- There is a need for new homes
- Reduce the development and number of houses
- Eco-friendly measures for the new homes -do the new homes have solar panels
- Detailed comments relating to existing properties and distances, privacy, glazing, loss of light and shading, loss of a view
- Removal of proposed housing behind Whinberry Drive
- Interest in purchasing a property

FEEDBACK – HOUSING

[READ THE FULL
COMMENTS HERE](#)



APPLICANT RESPONSE TO FEEDBACK ON HOUSING

The proposed development comprises a range of sizes and types of homes (2-4 bedrooms) to appeal to a range of buyers from first time buyers and downsizers to families. It also includes 10no. bungalows to cater particularly for elderly residents.

The proposed level of affordable housing provision is 10% which accords with Core Strategy Policy CS15 and has been agreed with KMBC Officers.

The provision of 807 new, sustainable homes will be a significant and important contribution to Knowsley's overall housing and affordable housing supply.

FEEDBACK – TRANSPORT, ACCESS AND HIGHWAYS

[READ THE FULL
COMMENTS HERE](#)



39 comments were received via the project website, social media and the project telephone and e-mail address relating to Transport, Access and Highways during the stage two consultation. These comments are available to review by clicking on the tab in the top right of this page. The feedback for this topic was similar to that which was received during the stage one consultation with respondents in the main expressing concern about:

- Roads not being able to cope with more cars and traffic from new residents (already gridlocked)
- Current public transport link not being sufficient
- Large build-up of traffic on Bewley Drive and dangerous parking during school pickup and drop-off - Has the school been contacted to plan a resolution to this, perhaps introducing a drop off/pick up lane, instead of the current muddy, dog poo filled 'green spaces'?
- Construction causing traffic delays for people who need to commute to work and getting in and out of Kirkby
- Increased probability of traffic accidents and difficulty crossing roads
- Adding to CO2 emissions and poor air quality from additional traffic and congestion
- Headlights shining through front windows of existing residents
- Bewley Drive increased to 4 lanes,

APPLICANT RESPONSE TO FEEDBACK ON TRANSPORT & HIGHWAYS

There are several vehicular access points proposed to the site including an access point from Bewley Drive to the south-west, an access point from Cherryfield Drive to the east and 2no. access points from Cherryfield Drive to the north.

The planning application is supported by a comprehensive Transport Assessment which has considered the traffic impact and a Travel Plan to ensure the most sustainable development possible.

A new design is currently being worked up which will improve the connectivity of Cherryfield Drive, this will include, resurfacing of the roads and pavements, new crossing points to tie into new green links from the site, a re-design of the car park access and junction, drop off/pick up point, possible taxi rank.

FEEDBACK – ENVIRONMENTAL HEALTH

[READ THE FULL
COMMENTS HERE](#)



37 comments were received via the project website, social media and the project telephone and e-mail address relating to Environmental Health during the stage two consultation. These comments are available to review by clicking on the tab in the top right of this page. The comments within this theme relate to concerns about contaminated material in the ground that will be disturbed during construction, endangering construction workers, residents and wildlife.

A Phase I & II Geo environmental Site Assessment has been prepared which has assessed the site's contamination risk and confirms that the ground conditions are suitable for development subject to the suggested remediation being undertaken.

A Construction Environmental Management Plan has also been prepared which sets out a range of measures to control the impacts including noise, dust etc. during the construction phase and ensure that the site is safe.

FEEDBACK – GREEN SPACE

[READ THE FULL
COMMENTS HERE](#)



36 comments were received via the project website, social media and the project telephone and e-mail address relating to Green Space during the stage two consultation. These comments are available to review by clicking on the tab in the top right of this page. Concerns about losing green space that is currently used by many of the local residents for dog walking, children playing and helping peoples mental health. Suggestions of retaining a larger amount of green space within the site tying in with comments about reducing the number of houses within the proposed development.

APPLICANT RESPONSE TO FEEDBACK ON GREEN SPACE

The site was historically a school with associated outdoor sports provision however the school was closed back in 2009 and the site no longer serves any sport or recreational function. In addition, KMBC's own open space specifically identifies the site as being surplus to requirements. The development will also make a contribution towards improvements to the adjacent Valley Park and Webster Park to the benefit of new and existing residents. A detailed assessment of the principle of the redevelopment of open space is set out within the Supporting Planning Statement.

FEEDBACK – ECOLOGY

[READ THE FULL
COMMENTS HERE](#)



15 comments were received via the project website, social media and the project telephone and e-mail address relating to Ecology during the stage two consultation. These comments are available to review by clicking on the tab in the top right of this page. Respondents were concerned about there being a varied amount of wildlife (foxes, bats, water voles, hedgehogs, rare birds/birds of prey) on the site and the impact the proposed development would have on their habitats as well as there being a wide variety of biodiversity that shouldn't be removed.

APPLICANT RESPONSE TO FEEDBACK ON ECOLOGY

The site has been subject to a number of ecological surveys including habitat surveys and a variety of protected species surveys. Any disruption to species caused during construction or operation will be mitigated and appropriate licenses sought, if required. An extensive landscaping and tree planting scheme is proposed which will offer biodiversity enhancements.

FEEDBACK – OTHER

[READ THE FULL
COMMENTS HERE](#)



15 comments were received via the project website, social media and the project telephone and e-mail address relating to Other during the stage two consultation. These comments are available to review by clicking on the tab in the top right of this page and include;

- The timing of the planning application
- Interest from a Kirkby based company working on the development (plumbing, heating installation, gas work, boiler installation)
- A suggestion to not building here at all

APPLICANT RESPONSE TO FEEDBACK ON OTHER

BH and DWH are committed to creating local job opportunities and the submitted social value strategy sets out how this will be achieved.

The site has been earmarked for redevelopment for many years and will make an important contribution towards housing supply in Kirkby, as well as the wider town centre regeneration. There was a historic planning permission granted on the site for a mixed-use development back in 2012.

FEEDBACK – CONSULTATION

[READ THE FULL
COMMENTS HERE](#)



5 comments were received via the project website, social media and the project telephone and e-mail address relating to Consultation during the stage two consultation. These comments are available to review by clicking on the tab in the top right of this page and include:

- Direct engagement with local residents who are directly impacted by this proposed development
- Residents of Whinberry Drive concern as about not being offered direct consultation
- No direct consultation with residents of The Grange, implication of hiding important information during the consultation

APPLICANT RESPONSE TO FEEDBACK ON CONSULTATION

As detailed in this SCI, a comprehensive programme of pre-application consultation has been undertaken including advertising the proposals by several means including adverts and social media.

The applicant has sought to ensure that relevant stakeholders and members of the public are given every opportunity to review the plans and provide their feedback. The strategy has included a combination of traditional and modern means of consultation and engagement including resident notices, a project website and online feedback form, in person consultation events, consultation boards and the availability of a project telephone line so those without access to a PC can engage with the project team and the plans.

The Pre-Application Consultation Strategy including the scope of the consultation was agreed with KMBC in advance.

FEEDBACK – TOWN CENTRE

[READ THE FULL
COMMENTS HERE](#)



5 comments were received via the project website, social media and the project telephone and e-mail address relating to Town Centre during the stage two consultation. These comments are available to review by clicking on the tab in the top right of this page and include:

- Suggestion to finish the town centre first
- Request for a cheaper supermarket (Aldi, Lidl)
- Concerns that projects (cinema, restaurant) are being postponed and therefore new residents aren't going to be contributing to the local economy
- Better choice of shops in the town centre to attract more visitors

APPLICANT RESPONSE TO FEEDBACK ON TOWN CENTRE

The proposed development covers land to the south of Cherryfield Drive only. The proposed residential development will complement the emerging town centre proposals to create a vibrant community. The introduction of new, economically active residents to the area will assist in catalysing further investment and improvements to the town centre. A detailed overview of the regeneration context and the benefits of the scheme in relation to the wider town centre is set out in the submitted Supporting Planning Statement.

FEEDBACK – ANTI-SOCIAL BEHAVIOUR (ASB)

[READ THE FULL
COMMENTS HERE](#)



2 comments were received via the project website, social media and the project telephone and e-mail address relating to Anti-Social Behaviour during the stage two consultation. These comments are available to review by clicking on the tab in the top right of this page.

- Concerns that more residents will cause more anti-social behaviour as crime rates are already high in Kirkby

APPLICANT RESPONSE TO FEEDBACK ON ANTI-SOCIAL BEHAVIOUR (ASB)

The proposed development has been designed to follow best practice design principles to discourage crime and anti-social behaviour including appropriate boundary treatments, lighting and orientating properties to allow for natural surveillance.