

Statement of Community Involvement.

Land east of Knowsley Lane, Knowsley Village.

On behalf of Hallam Land Ltd.

Date: August 2025 | Pegasus Ref: P21-3399_RO08v2_PL_MAN_GL_AD

Author: AD / GL



Document Management.

Version	Date	Author	Checked/ Approved by:	Reason for revision
1	14/07/2025	AD	GL	1st Draft
2	23/07/2025	GL	GL	Including client comments



Contents.

1. Introduction.....	1
2. Public Consultation Policy Guidance	2
3. Public Consultation	3
4. Summary and Analysis of Public Consultation Responses.....	6
5. Conclusions	13

Appendices contents.

Appendix 1 – Consultation Leaflet.....	14
--	----

1. Introduction

- 1.1. This Statement of Community Involvement has been prepared on behalf of Hallam Land Management Ltd (hereafter referred to as 'Hallam Land') and Knowsley Estate, in support of an outline planning application for up to 700 residential dwellings on Land to the east of Knowsley Lane, Knowsley Village.
- 1.2. This Statement sets out how Hallam Land has engaged with the local community and other key stakeholders, summarises key issues that have emerged to date, and outlines how the final scheme has taken onboard these comments wherever possible.
- 1.3. Following this introductory section, this Report is structured as follows:
 - **Section Two** sets out the national and local policy context for public consultation;
 - **Section Three** outlines the approach taken to for the public consultation exercise;
 - **Section Four** provides a summary and analysis of the consultation responses received; and
 - **Section Five** provides the overall conclusions of the public consultation exercise.

2. Public Consultation Policy Guidance

- 2.1. Pre-application consultation is an essential element of the planning and development process. It is about engaging with local communities, stakeholders, groups and organisations with the aim of shaping a proposal so that the subsequent application takes into account, as far as is appropriate and possible, local views and opinions. The importance of public consultation is reflected in both national and local planning policy.

National Planning Policy

- 2.2. Paragraph 40 of the 2024 NPPF notes how early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community.
- 2.3. Paragraph 41 goes on to state that local authorities should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting any application.

Knowsley Council's Statement of Community Involvement

- 2.4. Knowsley Council adopted their Statement of Community Involvement in June 2023. Section 1 discusses the role and purpose of the Statement of Community Involvement (SCI) and the benefits it can bring to the community.
- 2.5. In terms of plan-making, the Council commits to early and meaningful engagement. This includes using various methods such as public consultations, online surveys, exhibitions, and targeted outreach to ensure a wide range of voices are heard. For planning applications, the Council encourages developers to consult the community before submitting major proposals. Once applications are submitted, the Council will notify relevant parties, publish details online, and invite public comments within a set timeframe.

3. Public Consultation

- 3.1. The emerging proposals have been subject to extensive pre-application consultation with the local authority, with Hallam Land seeking formal pre-application advice in August 2024 and an ES Scoping Opinion in March 2025, with responses received between November 2024 and June 2025 respectively. This input has been supplemented by several in person and remote meetings with Officers between March and July 2025.
- 3.2. Hallam Land have also undertaken a public consultation exercise through June and July 2025 via a leaflet drop and website exhibition, with these processes set out in more detail below.

Pre-application Consultation Process

- 3.3. A pre-application request (including forms, cover letter, supporting plans and fee) was submitted to Knowsley Council on 29th August 2024 and was assigned the reference number 24/00044/PREAPP. The Council have not provided a consolidated response but have instead provided separate letters and email correspondence from the relevant internal and external consultees, between November 2024 and March 2025, and these are summarised within Section 3 of the Planning Statement.
- 3.4. The key response, relating to the principle of development, came from the Group Planning Manager (sent via email, dated 20th February 2025) stating:

"I can confirm that the Council are supportive of the principle of bringing the site forward for residential development. The Council are of the view that a five-year supply of housing can be demonstrated, however the site has been previously removed from the Green Belt and identified as land safeguarded to meet the development needs of the Borough post 2028. Given the proposals to submit an outline application in the first instance the site will only deliver significant levels of housing in the post 2028 period".
- 3.5. The other consultees responses highlighted areas where thoughtful planning and design could maximise the benefits of the scheme. These include ensuring strong ecological protections through detailed environmental assessments and biodiversity enhancements, improving transport connectivity with comprehensive assessments and infrastructure upgrades, and supporting local education through contributions to school capacity.
- 3.6. The responses also focus on creating high-quality public open spaces, integrating sustainable drainage systems, and respecting the area's heritage and landscape character; acknowledging that with careful attention to these aspects, the development has the potential to contribute positively to the community and environment over the long term.
- 3.7. Written correspondence received has been supplemented by several in person and remote meetings with Officers and various consultees, between March and July 2025, including a joint site visit in respect of heritage matters, a design focussed meeting, and a multi-disciplinary meeting with heritage, landscape, ecology, drainage and transport consultees present to seek to refine the emerging site layout.
- 3.8. Hallam Land also contacted the local ward councillors and Town Council during this period (late April – July 2025) to inform them of the upcoming proposals and to open a communication channel.

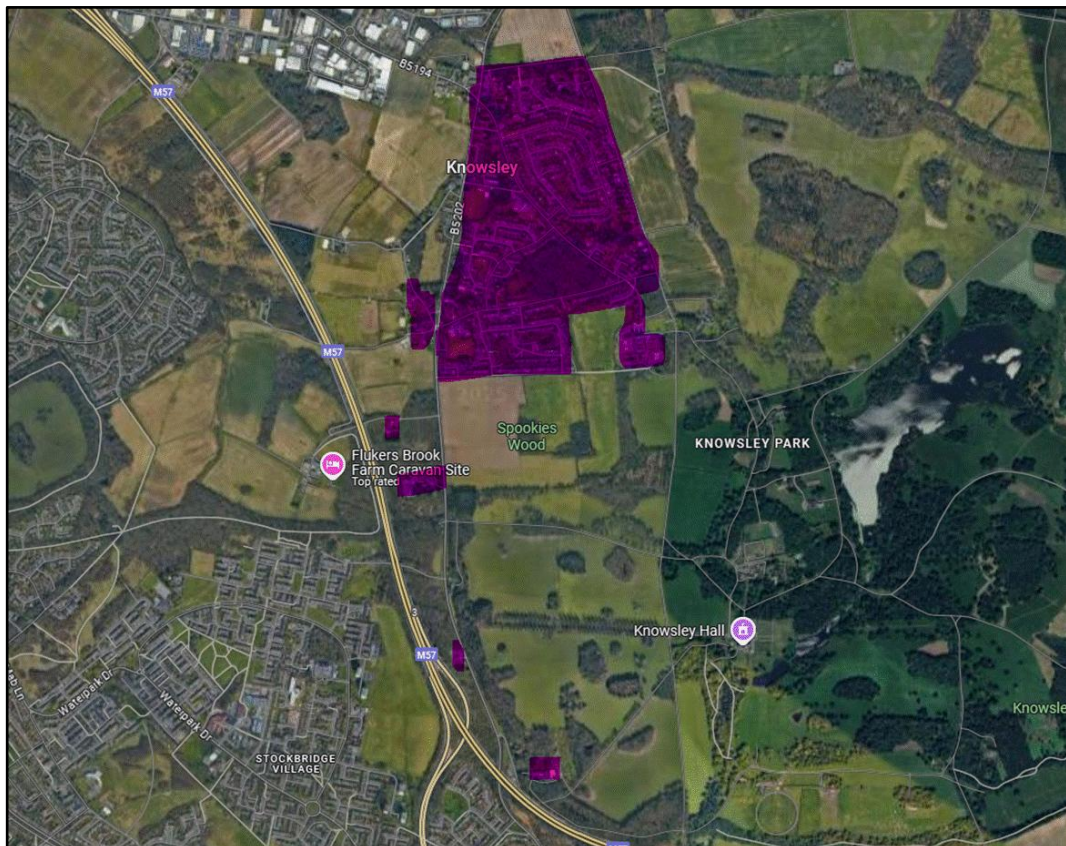
Environmental Statement Consultation Process

- 3.9. Through the pre-application process it was agreed that the proposed development was likely to be considered EIA development given its scale and context, and as such the applicant submitted a Scoping Report on 26th March 2025 setting out the proposed scope of an Environmental Statement for the scheme, and the various disciplines to be scoped in and out. The Council provided various consultee responses through April and May 2025 before providing their consolidated Scoping Opinion on 21st May 2025 which agreed the list of disciplines to be included and confirmed the methodology and scope of the assessments for each.
- 3.10. Further detail on the ES Scoping process and the responses received can be found within the submitted Environmental Statement.

Public Consultation

The public consultation exercise comprised an online exhibition (hallamknowsleyvillageconsultation.co.uk) which went live in advance of the 16th June 2025, and was publicised via a leaflet drop to surrounding residents as per the catchment plan below, which totalled 1,170 addresses. This overall approach and catchment plan was agreed with Officers in advance as part of the planning pre-app process.

Figure 3.1 – Map of Consultation Area



- 3.11. Officers also notified key members in advance by sharing an email copy of the leaflet.

3.12. The website provided details of the site and proposed development (noting it is an outline application with all matters reserved except for the points of access), including:

- The Vision
- About Hallam Land
- Site background (including planning context)
- The proposals (including technical considerations)
- How to comment (via dedicated email: knowsleyvillageconsultation@pegasusgroup.co.uk) and next steps

3.13. The leaflet also included some of the key information on the site and proposed development, the contact email above and a link to the website. A copy of this leaflet is enclosed at **Appendix 1**.

4. Summary and Analysis of Public Consultation Responses.

- 4.1. The leaflet was posted to 1,170 addresses via Royal Mail 1st class on Friday 13th June, with the website going live that Friday evening, and with the official consultation period running for 3 weeks from **Monday 16th June – Monday 7th July**.
- 4.2. Web analytics suggests that as of 17th July 2025 there have been 237 unique visitors (approx 23.7% of those addresses written to) with 277 site sessions, with majority from the UK, but some from outside including Netherlands, US, Ireland and Hong Kong.
- 4.3. Daily traffic peaked at 89 page visits on Monday 16th June when the majority of leaflets should have landed, and has fluctuated since with an average of 20 page views, 7.3 site sessions and 6.2 unique visitors a day.
- 4.4. In terms of responses, we received one email from a local ward councillor highlighting the following issues:
 - Doctor is only available 2 days a week.
 - Site is just outside conservation area.
 - Will not be a village any more.
 - Residents deserve something back.
 - Nowhere for children to play.
 - Many children leaving area to go to school in Maghull.
- 4.5. No other responses were received from any Ward or Town Councillors, as far as we are aware.
- 4.6. In respect of representations from local residents, we received 118 responses by email and post comprising a combination of emails and letters, which we would categorise as follows:
 - 114 objections – including several template objections with common headings/ points (accounting for approx half the responses) which have been shared and personalised (see more details below);
 - 2 broadly supportive – noting the need to build houses and improve affordability; and
 - 2 constructive – support new houses, but mention all the local services that need improving to facilitate this.
- 4.7. The objections and comments raised by residents predominantly focus on the following concerns:

1. Community Impact

- Loss of village character and heritage.

- Concerns about the scale of development doubling the village size.
- Fear of losing the close-knit, rural atmosphere.
- Increased housing will lead to increased crime.

2. Infrastructure Limitations

- Insufficient GP and healthcare (doctor surgery only open 2–3 days/week).
- Lack of dental services.
- Lack of quality shops and services.
- Overcapacity in local schools with no nearby secondary options.
- Poor public transport.

3. Traffic and Congestion

- Existing traffic issues on Knowsley Lane and surrounding roads.
- Concerns about increased vehicle numbers and parking problems.
- Safety risks due to speeding and narrow roads.

4. Environmental Concerns

- Loss of green space and wildlife habitats.
- Flooding issues in proposed development areas.
- Increased pollution and environmental degradation.
- Heritage impacts on Conservation Area.

5. Housing Development Issues

- Opposition to building on greenbelt land¹
- Concerns about housing density and design not fitting village aesthetics.
- Requests for affordable housing for local residents.
- Damage to property value.
- Opposition to 'affordable housing'.

¹ We note this is incorrect and the site is not in the Green Belt

6. Consultation Process

- Complaints about poor communication and short notice.
- Lack of accessible information and meaningful engagement.

- 4.8. Within these objections, there are no comments on the scheme specifics (in terms of the Masterplan presented and summaries of the various technical issues), with the comments entirely focused on principle of development and sustainability of the wider settlement.
- 4.9. In respect of the positive responses, one respondent, originally from the village, supports the development as it offers a rare opportunity to buy a home locally after being priced out for years. They highlight the need for affordable housing for people with local ties and express hope that the development will allow families like theirs to stay in the area. They acknowledge infrastructure issues (GP access, school parking, public transport) but believe these can be addressed alongside the development.
- 4.10. Overall, the 118 responses from the 1,170 addresses that were consulted equates to just under 10% response rate, with many coming from the same addresses (i.e. multiple respondents per household) and through similarly worded template letters with common headings/ points raised; suggesting that these came from a relatively small section of the community.
- 4.11. The relatively low number of comments (10% of the addresses written to) compared to the level of engagement with the website (23.6% of the addresses written to), also suggests a that opposition to the scheme is not characteristic of the community as a whole.
- 4.12. The leaflet distribution was a useful exercise to involve community stakeholders. The key focus of the pre-application consultation was to encourage views and perspectives from the local community, to help inform the final detailed design of the proposals where possible. The comments received have been analysed on the basis of the issues raised by the respondents.
- 4.13. The table below documents details of the comments raised. Alongside the comment raised, there are details as to how the scheme can address the matters raised. At the end, there is a brief summary of comment and response to give an insight into how the response was approached.

Summary of Comments Raised	Response
Community Impact (Village character and heritage, increased scale, loss of village feel, crime)	The development will provide a sustainable community with appropriate infrastructure and public open space. The vision for the site is to develop a landscape led scheme that is sympathetic to the historic character of the area, whilst also creating a high-quality, walkable neighbourhood which is sustainable and well connected to local services and the wider community. In terms of village character, the design detail of the scheme will be addressed at the Reserved Matters stage, where the proposals will be required to be sympathetic to existing character and heritage in line with Council policy (with an indication of how this might be achieved set out in the Design and Access

	Statement that supports this application, and the overarching Strategic Design Code that will set a framework for future RM applications). The development will increase the scale of the village, however it is required to meet emerging housing needs in the borough and help solve the housing crisis. The scheme will be developed over a 10+ year build programme, to ensure the growth is incremental and proportionate. In respect of crime, the scheme has been designed to uphold Secured by Design principles with high levels of natural surveillance.
Infrastructure Limitations (Health, shops, schools, public transport)	The proposed development is for residential use only, as the site has been released from the Green Belt on the basis of meeting future housing needs in a sustainable location, with no other uses identified. Initial assessments through the adopted Local Plan, and pre-application process have not suggested any infrastructure issues that cannot be mitigated. Indeed, all large residential schemes are required to mitigate their impacts on local services and infrastructure, generally through off-site financial contributions (for new school places, bus service improvements etc), where a need has been identified. The scheme will also provide a financial contribution towards delivering social value locally in line with Knowsley Council requirements. These financial contributions are then agreed through the determination of the application with the Council and other relevant bodies such as the local education authority, local highway authority, and secured via a legal agreement once an application is approved, such that the relevant payments and improvements are in place when the development comes forward. In respect of bus services, this scheme does include the potential for a bus loop within the site which will ensure all future residents have good access to bus services. In respect of local shops and services, the future residents of the proposed development will increase footfall and spend in the local area which will help to support existing and new businesses.
Traffic and Congestion (Existing and future issues, speeding & safety)	The site is well connected to existing bus stops on Knowsley Lane, and proposes a new bus loop within the scheme. The proposals also include multiple active travel routes (i.e. pedestrian and cycle connections) to maximise sustainable transport modes. For car journeys, Knowsley Lane offers a direct route into the centre of Knowsley to the north, Prescot to the south, and the strategic road network via the M57. A Transport Assessment has been prepared to support this application, in consultation with the local highway authority. This confirms that the impact of the proposed development on the local road network can be safely and suitably mitigated through upgrading Knowsley Lane around the site access,

	and off-site junction improvements in the wider area to increase capacity/ minimise congestion. The upgrades to Knowsley Lane, including the new site accesses and pedestrian refuge will also help to reduce vehicle speeds along this road. The scheme also proposes bringing a foot and cycle path into the site along the length of the Knowsley Lane boundary which will further improve safety for cyclists and pedestrians.
Environmental Concerns (Loss of green space & wildlife; flooding, pollution, heritage impacts on conservation area).	The proposals respond to the existing green infrastructure on site by retaining existing hedgerows and trees where possible, and creating a large parkland area around the two wooded areas in the centre of the site. This is supplemented by formal play areas and incidental open spaces, with pedestrian routes running throughout to offer a varied activity network, utilising landform, planting and natural features. The supporting ecology assessment and surveys have confirmed that there are no ecological constraints that would preclude development of the site, as the majority of the high value habitats can be retained on site, with a 10% net gain in biodiversity achievable in line with the 2021 Environment Act (with the intention to deliver this all on site, but with some provision will be required off-site). The flood risk and drainage assessment has confirmed that the site is predominantly at low risk of flooding, and the impacts can be managed through the detailed design process with implementation of a sustainable drainage system (SuDS), including attenuation ponds; as opposed to the current unmanaged situation where surface water pools in low points of the site. The air and noise assessments have confirmed that pollution impacts of the development when operational can be mitigated through building design (glazing and ventilation) whilst impacts from the construction process will be temporary and manageable through a Construction Environmental Management Plan. The Heritage Assessment confirms that the proposals will have a limited impact on the setting of the Knowsley Village Conservation Area given the site lies 110 metres outside of and beyond the southern extent of the Conservation Area, and that there is limited historic association or visual connection between the two.
Housing Development Issues (Building on Green Belt, Density and Design, Local affordable need, Reduced property	The site is not within the Green Belt. The site was removed from the Green Belt in 2016 on adoption of the Core Strategy and safeguarded to meet housing needs beyond 2028, which this application seeks to meet (as it is likely to take at least 2.5 years from outline application submission to homes being delivered). As such the site is entirely suitable for residential development and Council Officers support this position. The proposals have been designed at a density that is in keeping with the surrounding village. Whilst the design detail of the scheme will be addressed at

value, opposition to affordable housing).	the Reserved Matters stage, but the design will be required to be sympathetic to existing character and heritage as this is a requirement of Council policy. Further information is set out with the Design and Access Statement and Strategic Design Code accompanying this application. The site is the only safeguarded land in the borough identified for post-2028 development, and its release is justified by the Council's emerging shortfall in five-year housing land supply (4.97 years based on the latest standard method). The eligibility criteria for affordable housing will be agreed with the Council's Strategic Housing Officer through the application process, based on local needs at that point. In respect of opposition to affordable housing, we note that all large residential schemes are required to include an element of affordable housing, due to a chronic shortfall of such housing across Knowsley and the wider Liverpool City Region.
Consultation Process (Short Notice, lack of engagement)	The scope of the engagement strategy was developed in consultation with the Council and was agreed as being appropriate and proportionate, particularly given the site's prior identification for residential development through the adopted Local Plan. Indeed the site has been identified for development since 2016, and the applicant has been actively promoting the site through the Council's Call for Sites process for several years, alongside informal discussions with Officers, with formal pre-application discussions ongoing with Officers since August 2024. As such the scheme has been subject to significant consultation with the local planning authority. In terms of the public consultation exercise and the level of notice, a 3-week formal consultation period is considered reasonable, whilst also noting that comments received after this date have been accepted and reviewed (such that the actual consultation period has stretched to over 7 weeks). The suggestion that some of the leaflets were received late and at different times is beyond the applicant's control, as they were all posted via Royal Mail 1st Class on Friday 13th June, in good time for the official start date on the 16th June. The level of information provided within the leaflet and website is considered entirely appropriate for an outline application, including emerging indicative parameters and illustrative plans as per those provided on the website and leaflet; with matters of detail to be addressed at the later Reserved Matters Stage.

- 4.14. To conclude, the vast majority of the objections raised relate to the overall principle of residential development on the site and the sustainability and capacity of the wider settlement in terms of the roads and local services.
- 4.15. In response to this, we have ensured that all these matters have been properly considered and assessed within the application, in consultation with Council Officers and associated consultees, with the table above confirming how those impacts will be mitigated by the proposed development both through on-site provision and off-site contributions, with this to be agreed through the application determination process.
- 4.16. None of the public consultation responses have commented on the detailed layout matters shown on the illustrative material presented, and therefore we have not made any specific detailed changes to the plans as a result of this public consultation feedback exercise.
- 4.17. That said, we have sought to address some of the more general concerns around wildlife, character and sustainability within the Illustrative Masterplan by:
- Maximising the amount of retained hedgerows and habitat features with generous standoffs around these to minimise the impacts from development.
 - Ensuring densities are compatible with the surrounding area, and providing significant landscape screening across the site to limit any visual impacts on the existing village.
 - Maximising Active Travel connections within the site and to the shops and services within the local area (with multiple connections through the northern edge of the site).
- 4.18. Finally, the two responses from local residents registering their interest in the proposed houses, suggests that the proposals have been well received by at least some in the area, and that there is demand for market and affordable housing in this locality.

5. Conclusions

- 5.1. This Statement of Community Involvement demonstrates that Hallam Land has undertaken a comprehensive and proportionate approach to community engagement in support of this outline planning application for Land east of Knowsley Lane. The consultation strategy was developed in agreement with Knowsley Council and reflected the fact that it has been identified for residential development since 2016.
- 5.2. A total of 1,170 households were consulted via leaflet and website, with a formal 3-week consultation period running from 16th June to 7th July 2025. The process was designed to be accessible, informative, and inclusive, with opportunities for feedback extended up to the point of submission (4 weeks beyond the end of the formal consultation period).
- 5.3. While the majority of responses raised concerns typical of large-scale development—such as traffic, infrastructure, and environmental impact—these have been carefully considered and addressed through the design and supporting technical assessments. Importantly, the consultation also revealed support from local residents who welcomed the opportunity for new, affordable housing within the village.
- 5.4. Overall, the engagement process has helped to inform the development proposals and ensure that local views have been taken into account. Hallam Land remains committed to ongoing dialogue with the community and stakeholders as the application progresses.



Appendix 1 – Consultation Leaflet

Town & Country Planning Act 1990 (as amended)
Planning and Compulsory Purchase Act 2004

Manchester

Queens House, Queen Street,
Manchester, M2 5HT
T 0161 3933399
E Manchester@pegasusgroup.co.uk
Offices throughout the UK.

Expertly Done.

DESIGN | ECONOMICS | ENVIRONMENT | HERITAGE | LAND & PROPERTY | PLANNING | TRANSPORT & INFRASTRUCTURE

Pegasus Group is a trading name of Pegasus Planning Group Limited (07277000) registered in England and Wales.

Registered office: 33 Sheep Street, Cirencester, GL7 1RQ

We are ISO certified 9001, 14001, 45001



[Pegasus_Group](#)



[pegasusgroup](#)



[Pegasus_Group](#)

PEGASUSGROUP.CO.UK