



SITE SPECIFIC SUPPLEMENTARY INFORMATION

1. Site Details

Site Name:	Kingsway	Site Address:	Kingsway Huyton Knowsley Merseyside L36 2PW
NGR:	E: 343678 N: 391144		
Site Ref Number:	NTQ 39793	Site Type: Macro	NTQ Replacement

2. Pre-Application Check List

Site Selection

Was an LPA mast register used to check for suitable sites by the operator or the LPA?		No
If no explain why: After a phone call to the LPA it was felt that the industry database was a more up to date source of information.		
Was the industry site database checked for suitable sites by the operator:	Yes	
If no explain why: N/A		

Pre-application consultation with LPA

Date of written offer of pre-application consultation:	15 th October 2025
Was there pre-application contact:	No
Date of pre-application contact:	N/A
Name of contact:	The Director of Planning
Summary of outcome/Main issues raised: At the time of preparing this submission, and despite our attempt to engage in pre-application dialogue with the LPA, no comments had been received in respect to the proposals.	

Ten Commitments Consultation

Rating of Site under Traffic Light Model:	Green		
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Prior to the submission of this application the applicant initiates pre-consultation discussions with the local planning authority. This provides an opportunity for the LPA to discuss development proposals and identify site specific issues. Page Moss Councillors and Knowsley Town Council were also consulted.

Summary of outcome/Main issues raised:

No responses had been received at the time of submission.

School/College

Location of site in relation to school/college:

There are no schools in close proximity to the site.

Outline of consultation carried out with school/college:

N/A

Summary of outcome/Main issues raised:

N/A

Civil Aviation Authority/Secretary of State for Defence/Aerodrome Operator consultation

Will the structure be within 3km of an aerodrome or airfield?		No
Has the Civil Aviation Authority/Secretary of State for Defence/Aerodrome Operator been notified?		No
Details of response:		
N/A		

Developer's Notice

Copy of Developer's Notice enclosed?	Yes	
Date served:	25 th October 2025	

3. Proposed Development

The proposed site:

It is imperative to consider that this proposal at Kingsway, Huyton, Knowsley, Merseyside L36 2PW is to replace an existing installation and is not a new additional installation. The need for this replacement mast stems from MBNL having been issued with an NTQ (Notice to Quit) on their existing site and thus this new mast is urgently required to maintain coverage.

The NTQ site is 18544 Municipal Buildings. The building on which our equipment is located forms part of a comprehensive redevelopment scheme in Huyton and is earmarked for demolition as part of this scheme. It appears that although the Master Plan was adopted in 2017 the local authority is at the early stages of developing their plans further and a planning application has yet to be drawn up for the comprehensive scheme.

The regeneration of Huyton Village has taken a major step forward with a £2m investment from the office of Metro Mayor, Steve Rotheram. The funding is part of the ambitious £163m Huyton Village project which promises to deliver a host of economic and social benefits for the town centre and wider Knowsley area. The plans aim to breathe new life into Huyton's town centre by introducing a mix of leisure, retail, residential, and office spaces. The first phase will focus on creating 72 affordable homes, a 130-bed hotel, commercial office space all alongside a community hub and library.

The proposal will see the demolition of old council buildings, freeing up almost seven acres of land for future development. The Huyton Village scheme is expected to generate £62m for the local economy and will continue to evolve, according to the Metro Mayor's office. They also confirmed further phases will soon be initiated with the addition of more commercial space and 300 additional new homes. (Liverpool Echo)



(Liverpool Echo)

The proposed site is on the grass verge next to the Swan Public House Car Park on junction of Kingsway and Crosswood Crescent. To the south is the Swan Pub, to the west is the pub car park, to the east are 5 houses and to the north there are commercial properties with accommodation above, with more residential properties opposite. There are several lampposts and telegraph poles nearby, which will help the streetworks pole to assimilate with its surroundings.

Site Ref: 30002812 Site Address: Kingsway, Huyton, L36 2PN

Local Planning Authority: Knowsley Metropolitan Borough Council (MBC)

Development Plan: Knowsley Local Plan Core Strategy (2016) / Knowsley Replacement Unitary Development Plan (saved policies) (2006)

Fig.1: LP Plan Extract (Reference Only):



Site and its surrounds

Policy Relevant to the Development Site:

The site is designated as being within the settlement boundary, with urban uses to the north, east, south, and west. The site designation is not a material consideration.

Knowsley MBC does have a specific telecoms policy. This, together with the NPPF, is of relevance. The National Planning Policy section of this supporting statement goes into detailed analysis of why this site is in compliance with the NPPF.

Policy Analysis:

Policy CS4 of the Local Plan reads:

“Economy and Employment

Overall Employment Development Strategy

1) Planning, site assembly and other available interventions will be used to:

h) Encourage homeworking through improvements to digital communications and telecommunications infrastructure.”

Policy ENV8 of the Local Plan reads:

“TELECOMMUNICATIONS DEVELOPMENTS

1. Proposals for new telecommunications masts and associated antennae and buildings will not be permitted unless the applicant has demonstrated that the following criteria would be satisfied:

a) Where the proposal is for a free standing mast, the need for the development could not, for technical reasons, be met in a more environmentally acceptable manner by:

- Sharing an existing mast or site,
- Erecting antennae on an existing building or other structure;

b) The development would not, by reason of its scale, siting or design, have an unacceptable impact on the character or appearance of the surrounding area, or the amenity of nearby residents.

2. New telecommunications development will not be permitted within environmentally sensitive areas, such as Conservation Areas, residential areas or the Green Belt, unless the applicant has demonstrated that there are no other suitable alternative sites outside such areas and that appropriate steps have been taken to minimise any visual impact through careful siting, design and screening.

3. Applications for development by telecommunications code system operators must be accompanied by:

- a) Evidence that the proposal would comply with all relevant ICNIRP14 Standards (or future guidance which may supersede the current guidelines), taking into account any cumulative emissions from other nearby telecommunications equipment;
- b) Evidence of how the proposal fits into the wider network, regionally and nationally.
- c) Where the telecommunication development would be on or near a school or college site, evidence that the governing body of the relevant school or college has been consulted.”

The proposed development at this site is required to deliver the requisite level of electronic communication service on a single site that is to be adapted to accommodate multiple users (so enable future site sharing opportunities), yet seeks to minimise its visual impact or change to the character of this location (the site being as physically distant from lines of sight from residential uses as possible in this part of the Borough). The form and design of the proposed configuration would not appear out of context in this location (being seen as a telecommunications installation in a location where such infrastructure would be appropriate / not unusual), so according with wider Development Plan policy, and would ensure the integrity, character and setting of the area is fully maintained.

In addition to the above, Paragraph 119 of the NPPF (2024) states:

Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next



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generation mobile technology (such as 5G) and full fibre broadband connections. Policies should set out how high-quality digital infrastructure, providing access to services from a range of providers, is expected to be delivered and upgraded over time; and should prioritise full fibre connections to existing and new developments (as these connections will, in almost all cases, provide the optimum solution).

The LPA should look to support this proposal as the equipment will bring “reliable communications” to the area.

Paragraph 122 states that

c) for a new mast or base station, evidence that the applicant has explored the possibility of erecting antennas on an existing building, mast or other structure and a statement that self-certifies that, when operational, International Commission guidelines will be met.

The discounted options section of this planning statement fully illustrates that all other potential masts, roof tops and other locations have been investigated. The proposed site is the optimum location from a planning and coverage perspective.

The public benefits of a greatly enhanced communications network for businesses, residents and visitors alike in this location would qualify as a substantial benefit with near benign change or impact on amenity or on the character of the area.

The enhanced digital service would very much accord with the objectives of the Development Plan policy.

The proposal fully accords with the requirements of the NPPF.

Enclose map showing the cell centre and adjoining cells:

This can be emailed to the LPA upon request.

Type of Structure	
Description:	
PROPOSED EE VALMONT 20m HIGH PHASE 7 MK2 STREETWORKS POLE ON ROOT FOUNDATION	
PROPOSED EE 1No. GPS NODE	
PROPOSED EE 3No. APERTURES	
PROPOSED EE 3No. APERTURES	
PROPOSED EE 2No. 300mmØ DISHES	
PROPOSED EE MK5B LINK AC CABINET ON ROOT FOUNDATION	
PROPOSED ARMCO BARRIER	
PROPOSED EE WRAP-AROUND CABINET	
PROPOSED EE WILTSHIRE CABINET ON ROOT FOUNDATION (BEHIND)	
PROPOSED EE UNILATERAL CABINET ON ROOT FOUNDATION	
PROPOSED 600x600 PAVING SLABS TO FRONT OF CABINETS	
Overall Height:	20m AGL
Height of existing building	N/A
Equipment Housing:	
Length:	See drawings
Width:	See drawings
Height:	See drawings
Materials	
Tower/mast etc – type of material and external colour:	See drawings
Equipment housing – type of material and external colour:	See drawings

Reasons for choice of design:
The proposed installation is an EE Ltd and H3G LTE Phase 7 MK2 Streetworks Pole which will house both EE and H3G LTE. The sharing of base stations between multiple operators is one of the key strategic policy principles contained within the NPPF. In keeping with the National Planning Policy Framework (NPPF July 2021). guidelines of using high quality communications infrastructure the proposed design has been selected to minimise visual impact upon the street scene by integrating with the existing street furniture, having similar vertical lines and overall appearance to the nearby street lighting columns

4. Technical Information

ICNIRP Declaration attached	Yes	
ICNIRP public compliance is determined by mathematical calculation and implemented by careful location of antennas, access restrictions and/or barriers and signage as necessary. Members of the public cannot unknowingly enter areas close to the antennas where exposure may exceed the relevant guidelines. When determining compliance the emissions from all mobile phone network operators on the site are taken into account.		

5. Technical Justification

Reason(s) why site required
The National Planning Policy Framework clearly states that authorities should not question the need for the service, nor seek to prevent competition between operators. Notwithstanding this fact, the Applicant considers it to be important to explain the technical justification for the site and how the facility fits into the overall network. Notwithstanding this fact, the Applicant considers it to be important to explain the technical justification for the site and how the facility fits into the overall network. The site is required to provide new 5G coverage for EE Ltd in order to improve coverage in the Huyton area of Merseyside. The cell search areas for 5G are extremely constrained with a typical cell radius of approximately 250m meaning that it would not be feasible to site the column outside of this locale. The provision of resilient telecommunications infrastructure is now a key element of sustainable economic growth and community connectivity. The site of the mast lies on Kingsway, a predominantly residential area that benefits from good accessibility. Although some coverage may be in place, the applicant has identified a requirement for upgraded replacement infrastructure to meet the increasing capacity and resiliency demands of modern networks.

6. Site Selection Process – alternative sites considered and not chosen

Discounted Options
In accordance with the sequential approach outlined in the National Planning Policy Framework (NPPF) following search criteria have been utilised. Firstly, consideration is always given to sharing any existing telecommunication structures in the area, secondly consideration is then given to utilising any suitable existing structures or buildings and thirdly sites for freestanding ground-based installations are investigated. This sequential approach is outlined below: a) Mast and Site Sharing b) Existing Buildings Structures c) Ground Bases Installations

In compliance with its licence and the sequential approach outlined in the NPPF all attempts to utilise any existing telecommunication structures where they represent the optimum environmental solution have been employed. The Ofcom Site Finder mast register is always examined prior to the submission of an application.

Site Type	Site Name and Address	NGR	Reason for not choosing
D1- RT	Huyton Multi-storey car park	E 344376 N 390804	Discounted at this stage due to the site potentially being included in the Huyton Village masterplan.
D2 - RT	Edendale House	E 344337 N 391071	Currently the Job Centre. There are only a couple of years left on the existing Lease. The Freeholder is potentially looking to demolish at the end of the Lease - it is likely the site would be used as part of the masterplan.
D3 - GF	Former Huyton Cricket Club	E 344442 N 391317	LIDL recently withdrew an application for a food store here and it was agreed the cricket club would potentially reopen, therefore no scope for an install.
D4 - GF	Club 3000 Bingo	E 344013 N 390715	We have a planning approval here, however the Council may be looking to purchase the site for car parking to serve the new village regen development.
D5 - GF	Archway Road Car Park	E 344090 N 390868	Public Car Park not considered due to the proposed masterplan which will take all of the car park.
D6 - GF	St Michael Church	E 344281 N 391147	Discounted due to the Church being Grade I listed, together with several Grade II listed buildings close by - plus a CA.
D7 - GF	Control Building	E 344233 N 390821	Surrounding buildings appear to form part of the village regen scheme, therefore cannot be considered at this stage.
D8 - GF	Roby House Care Home	E 343674 N 390350	Location feels too exposed for a 25m+ lattice GF structure here. A SW would be more suited on the public highway.
D9 - SW	Twickenham Drive	E 343652 N 390124	Land falls away towards the South, so a SW site on higher ground to the North would be more preferred.
D10 - SW	Tarbock Road	E 343815 N 390374	Site location would be directly outside residential property, therefore discounted.
D11 - SW	Archway Road	E 343873 N 390699	Site is within 1.5 times fall distance from the railway line and directly opposite residential property, therefore not considered.
D12 - SW	Roby Road	E 343542 N 390550	Site location would be directly outside residential property, therefore discounted.
D13 - SW	Blacklow Brow	E 343941 N 390530	Proposed site would be in direct view to several residential properties, so not a good location for planning.

D14 - SW	Rupert Road	E 343939 N 390977	Outside primary school Pavements considered too narrow to house equipment safely.
D15 - SW	Church Road	E 343253 N 390924	Inappropriate siting in front of the Grade II listed St Bartholomew Church.
D16 - SW	Bridge Road	E 343152 N 390626	Site is within 1.5 times fall distance from the railway line and there a several Grade II listed building in proximity, plus a CA.
D17 - SW	Kingsway	E 343675 N 390873	No pavements suitable in this residential area to house the equipment. All semi-detached properties with no 'gap' or verges available.



<https://gridreferencefinder.com/?gr=SJ4459291045|ASDA s Huyton|2,SJ4367691124|Kingsway s SW|2,SJ4365790289|Twickenham s Drive s SW|2,SJ4439591035|1a|2,SJ4428291034|1b|2,SJ4423590679|1c|2,SJ4348391095|2a|2,SJ4313790756|2b|2,SJ4374390548|3a|2,SJ437690804|D1|1,SJ4433791071|D2|1,SJ4444291317|D3|1,SJ4401390715|D4|1,SJ4409090868|D5|1,SJ4428191147|D6|1,SJ4423390821|D7|1,SJ4367490350|D8|1,SJ4365290124|D9|1,SJ4381590374|D10|1,SJ4387390699|D11|1,SJ4354290550|D12|1,SJ4394190530|D13|1,SJ4393990977|D14|1,SJ4325390924|D15|1,SJ4315290626|D16|1,SJ4367590873|D17|1,SJ4420890881|NTQ|4&v=r&labels=1>



If no alternative site options have been investigated, please explain why:

N/A

7. Additional Relevant Information

Background to the Proposal

This specific proposal forms part of an integral requirement for EE Ltd, ESN and H3G LTE to expand their respective 5G telecommunications network across Merseyside specifically in this instance to enhance 5G coverage levels and network capacity within the Huyton area.

This partnership has resulted in the development and production of an array of “dual user” structures and cabinets, which have the ability to accommodate both operator’s antenna systems and radio equipment.

Mobile phone base stations operate on a low power and accordingly base stations therefore need to be located in the areas they are required to serve. Increasingly, people are also using their mobiles in their homes, and this means we need to position base stations in, or close to, residential areas.

A further limiting factor is that the position has to be one that fits in with the existing network. Sites have to form a patchwork of coverage cells with each cell overlapping to a limited degree with the surrounding base stations to provide continuous network cover as users move from one cell to the other. However, if this overlap is too great unacceptable interference is created between the two cells.

DEVELOPMENT PLAN POLICY.

Development plan considerations have a special significance in law and re-iterated in Section 38 of the Planning and Compulsory Purchase Act 2004, it is stated that:

“If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise.”

NATIONAL PLANNING POLICY

The Government remain committed to promoting telecommunications and place emphasis on the importance of telecommunications to the wider economy. The National Planning Policy Framework (NPPF December 2024) sets out the Government’s planning policies for England and how these are expected to be applied at the Local level. It provides a framework within which local people and their accountable Councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

The purpose of the planning system is to contribute to the achievement of sustainable development. There are three dimensions of sustainable development, each of which give rise to the need for the planning systems to perform a number of roles including: -

- economic objective – to help build a strong, responsive and competitive economy;
- social objective – to support strong, vibrant and healthy communities
- environmental objective – to protect and enhance our natural, built and historic environment.

The NPPF contains at its core a presumption in favour of sustainable development which runs through both plan-making and decision-making processes. The NPPF recognises the vital importance of high-quality telecommunications and dedicates a whole chapter to this. Chapter 10 of the NPPF outlines the Governments support for high quality communications. The paragraphs below clearly outline the overarching support from Central Government for telecommunications and how Local Planning Authorities should embrace this vital infrastructure:

NPPF Paragraph 119 states:

“Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband connections. Policies should set out how high-quality digital infrastructure, providing access to services from a range of providers, is expected to be delivered and upgraded over time; and should prioritise full fibre connections to existing and new developments (as these connections will, in almost all cases, provide the optimum solution).”

It continues in Paragraph 120:

“The number of radio and electronic communications masts, and the sites for such installations, should be kept to a minimum consistent with the needs of consumers, the efficient operation of the network and providing reasonable capacity for future expansion. Use of existing masts, buildings and other structures for new electronic communications capability (including wireless) should be encouraged. Where new sites are required (such as for new 5G networks, or for connected transport and smart city applications), equipment should be sympathetically designed and camouflaged where appropriate.”

Operators always follow the sequential site selection process. Where an existing site can be shared or upgraded this will always adhered to before a new proposal is put forward for consideration.

The support for telecoms and the need not to constrain Operators is laid out in Paragraph 123:

“Local planning authorities must determine applications on planning grounds only. They should not seek to prevent competition between different operators, question the need for an electronic communications system, or set health safeguards different from the International Commission guidelines for public exposure.”

Conclusion

We consider that the development is compliant with the council’s policy and that in accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004 permission should be granted for the installation.



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We consider the development complies with both central government and local planning policy guidance where the underlying aim is to provide an efficient and competitive telecommunication system for the benefit of the community while minimising visual impact.

Taking into account the factors of technical constraints, available sites and planning constraints we consider that this site and design clearly represents the optimum environmental solution.

On the basis of a recognised need to expand and promote telecommunications networks across the region, it is considered that the proposal fully accords with the requirements of the National Planning Policy Framework and Council's Local Plan Policies.

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Signed:		Date:	29 th October 2025
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		(on behalf of above operator)	