

Report of	Meeting	Date
Director of Planning and Development (Introduced by Cabinet Member (Planning, Business Support and Regeneration))	Cabinet	Wednesday, 16 November 2022

Penwortham Masterplan

Is this report confidential?	No
Is this decision key?	Yes
Savings or expenditure amounting to greater than £100,000	Significant impact on 2 or more council wards

Purpose of the Report

1. The purpose of the report is to seek approval of the Penwortham Masterplan following several rounds of consultation and engagement. Furthermore, it is also to identify a series of next steps towards implementation of the Masterplan in the centres of Liverpool Road, Kingsfold and Middleforth

Recommendations

2. That Cabinet note the outcome of the consultations on the Penwortham Masterplan.
3. That Cabinet approve the Penwortham Masterplan as attached at Appendix 1.
4. That Cabinet seek a report to come back to Cabinet as soon as possible with a full implementation plan and that funding for the delivery be considered as part of the upcoming Budget planning cycle.

Reasons for recommendations

5. The Penwortham Masterplan has been through a thorough multiple stage consultation with significant support for the proposals within it. It is now crucial it is adopted and plans for its delivery are made as soon as possible.

Other options considered and rejected

6. The only other Option is to not adopt the Masterplan however this would see a loss of momentum in delivering change to the local centres within Penwortham particularly off the back of the Penwortham By-Pass delivery.

Corporate priorities

7. The report relates to the following corporate priorities: (Please bold one)

An exemplary council	Thriving communities
A fair local economy that works for everyone	Good homes, green spaces, healthy places

Background to the report

8. The Council has been working on a new Masterplan for Penwortham since late 2020. In April 2021 Hemingway Design and GLHearn were successful in winning a competitive tender to develop a new Masterplan to cover the areas of Liverpool Road, Kingsfold and Middleforth in Penwortham.
9. In developing the Masterplan the consultants have carried out a series of engagement and consultations with the local community, businesses and key stakeholders. This has included the following:
 - Public consultation on key issues and questions in August 2021 via online survey and drop in events
 - Public consultation and stakeholder events throughout July and August 2022 on a draft masterplan
 - Separate engagement door to door with businesses
 - Engagement with ward members and the Town Council
10. The final consultation was recently held and a statement of consultation is attached at Appendix 2.
11. The Masterplan was also recently considered by the Scrutiny Committee which met on 11th October 2022.

Final Masterplan

12. The final masterplan, following the final round of consultation, is attached at Appendix 1. This includes a plan for the 3 centres of Liverpool Road, Kingsfold and Middleforth together with some initial thoughts on how the plan might be delivered including phasing and timeframes. These, however, need to be considered in more detail alongside future years financial planning.

Liverpool Road

13. The Liverpool Road Masterplan covers the corridor running from Crookings Lane in the west through to the Cop Lane junction in the east. The key theme for this corridor is to take advantage of significant reduction in traffic following the implementation of the Penwortham By-pass and to provide a much wider public realm experience by narrowing the carriageway for vehicles and providing better opportunity for pedestrians, cycles and

'spill out' space for multi functional activity. The newly found space can be used by businesses to personalise and expand. Additionally, new seating areas and shelters will be provided.

14. Similar to the spill-out spaces, but at a larger scale and with no direct association with any specific retail unit, the flexible space will provide an opportunity to add life to the street, contribute to visitor's experience and facilitate community interaction. This area will be relatively open with landscape features, including electrical power points, to define the space and create an enclosure. This will be the site for pop-up events such as street markets, live music, Christmas trees and community events.
15. The Masterplan also provides an approach to increasing the level of green infrastructure, a multiple mode access strategy and an approach to car parking for the area.

Kingsfold

16. The Masterplan also provides a focus for the local centre of Kingsfold. Kingsfold contains a mix of shops covering all convenience needs including a small amount of Food and Beverage. A chemist and library also provides health and wellbeing facilities that are all serviced by local parking.
17. The masterplan for Kingsfold provides proposals for environmental enhancements including new surfacing and street furniture. There is also a focus on safety by reducing vehicular speeds and rationalising car parking to limit pedestrian and vehicular conflict. Further proposals relate to providing gateway features and improvement to the public open space and green infrastructure in the area.

Middleforth

18. As with Kingsfold, Middleforth acts as a local centre providing convenient retail services to the local community. Shops and facilities are spread out in a linear manner along a 600m stretch of Leyland Road, starting at the north by Riverside Road and ending in the south at the junction with Marshall's Brow. The main community focal point along the road is the space around Margaret Road Hawkhurst Road junction.
19. As with Kingsfold proposals relate to environmental improvements, improving safety, gateway features and making best use of any open space.

Scrutiny Committee Feedback

20. The Scrutiny Committee asked to review the emerging Penwortham Masterplan and this was considered by the Scrutiny Committee on 11th October 2022. The table below provides the Scrutiny Committee feedback together with a proposed response from the Portfolio Holder:

Scrutiny Comment	Portfolio Response
Thanks the Cabinet Member, officers and consultant for attending and answering questions;	Noted
Welcomes the offer of further information of the split in consultation responses between residents and businesses;	This further detail will be provided from the consultants Hemingway/GLHearn

<p>Expresses concern that landowners have not been engaged earlier in the masterplan process;</p>	<p>This point is not agreed. Landowners have been involved in the development of the Masterplan through several rounds of consultation. It was made clear at the Scrutiny Committee meeting that subsequent stages aligned to the RIBA stages of project development would involve landowners more formally in seeking licence to undertake works on private property adjacent to the adopted highway. It is essential that we have a masterplan so there is something to discuss with them.</p>
<p>Is disappointed at the delay in finalising the masterplan and asks that residents receive communications to help manage their expectations on timescales for delivery;</p>	<p>The comment is noted but the process has been hampered by COVID restrictions which has led to undertaking further public consultation when COVID restrictions were lifted. The Council is happy to continually engage with the community as plans for implementation are firmed up.</p>
<p>Does not feel that draft masterplan is realistic or achievable and that the document be reviewed further in light of the financial and economic challenges we face</p>	<p>The Scrutiny Committee provided no evidence to substantiate that the Masterplan is not realistic or achievable apart from the financial challenges. There is a budget set of £2m at present, the budget setting process for 2023/24 can look to address funding shortfalls. Furthermore there is an outstanding Levelling Up Fund bid currently with Government. It was made clear at Scrutiny that the masterplan had to provide a vision and aspiration for the centre which is realistic and deliverable. Other funding streams may come available therefore it is important we have a clear vision to enable bids to be made.</p>
<p>Requests that the masterplan consider public transport and connectivity between the three district centres.</p>	<p>The masterplan ensures that pedestrian and cycle provision is prioritised over the private vehicle. The Council work with the County Council and Bus providers to improve connectivity through the new Local Plan which will provide a more effective mechanism to seek improvements.</p>

Implementation

21. Part 6 of the masterplan discusses delivery and implementation and phasing for the 3 centres. This section provides an estimate of costings for the delivery of all 3 centres. It is clear that the £2 million available will not cover the full cost of the works and a more detailed discussions regarding funding and delivery needs to take place. This needs to also align with the future capital programme and budget setting for subsequent financial years. Given this it is therefore proposed that a separate report come to Cabinet as soon as possible to provide a delivery plan.

Climate change and air quality

22. The work noted in this report impacts on the following areas of climate change and sustainability targets of the Councils Green Agenda:
- a. net carbon zero by 2030,
 - b. limiting non sustainable forms of transport,
 - c. limiting or improving air quality,
 - d. improving green areas and biodiversity.

Equality and diversity

23. The masterplan has been assessed recognised design criteria to ensure the proposals are accessible to all.

Risk

24. The key risk for the project is not being able to deliver the full scope of the masterplan due to increasing construction costs.

Comments of the Statutory Finance Officer

25. There are no financial implications at this point in time, however once more detail on costs is ascertained, if these are greater than the budget identified in the current capital programme, approval will be sought for any required increase. The revenue implications of any such increase will need to be built into the MTFS.

Comments of the Monitoring Officer

26. There are no legal concerns with this report. There will be a role for the legal team when it comes to implantation to make sure the necessary arrangements are in place.

Background documents

There are no background papers to this report

Appendices

- Appendix A – Early Final Draft of Penwortham Masterplan (Split in 9 parts)
Appendix B – Report of Consultation (Split in 4 parts)

Report Author:	Email:	Telephone:	Date:
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Jonathan Noad, Director of Planning and Development and Steven Brown, Head of Development Management	steven.brown@southribble.gov.uk		26 October 2022
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