



Wyre Council

**Hillhouse Technology Enterprise
Zone Masterplan
Public Consultation Report
November 2018**

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1. Introduction – scope and purpose

- 1.1 Hillhouse International Business Park was designated as having Enterprise Zone (EZ) status in November 2015. This came into existence with effect from 1 April 2016 with a programmed 25 year lifespan, with aspirations to increase job numbers and secure inward investment.
- 1.2 There is a requirement from the Ministry of Housing, Communities and Local Government (MHCLG) previously Department for Communities and Local Government, to deliver a masterplan for the Enterprise Zone for the next 25 years. It is not the final or only version but rather it is meant to be a 'living' document that evolves over time. One of the requirements of the plan is that it is reviewed every five years to reflect the needs of the stakeholders as the various projects develop and to maintain its relevance.
- 1.3 The majority of Hillhouse is controlled by NPL Group, and in partnership with Wyre Council, the Lancashire Economic Partnership (LEP) and Blackpool, Fylde and Wyre Economic Prosperity Board, have jointly commissioned consultants Mott MacDonald to undertake the preparation of a masterplan that will cover the entire Enterprise Zone (EZ) until 2041. Due to contract commitments, work on the masterplan commenced in August 2017.
- 1.4 The draft masterplan has been the subject of engagement with stakeholders over many months and has been structured to ensure it aligns with policies in the emerging Wyre Local Plan (2011-2031). The masterplan is also supported by a baseline report that provides supporting evidence and background information.
- 1.5 Before finalising and adopting the masterplan, Wyre Council have undertaken a three week public consultation on the draft masterplan. This report sets out the details of that public consultation, including who was consulted and the method used. The report also provides a summary of the consultation comments received, provides a response to the issues raised, and identifies proposed modifications to be made to masterplan that result from the public consultation.
- 1.6 The public consultation focused on the draft masterplan, however the baseline report that underpins the masterplan was also available as part of the supporting evidence.
- 1.7 It is proposed that the draft masterplan will be amended in accordance with the findings of this report and the final masterplan will be formally adopted by Wyre Council. The masterplan will then guide the development of the site, facilitate delivery of the EZ and inform the preparation of the Implementation Plan whilst still aligning with the policies within the emerging Wyre Local Plan (2011-2031).
- 1.8 The adopted masterplan will also be submitted to the Lancashire Economic Partnership and the Ministry of Housing, Communities and Local Government (MHCLG) in line with the governance requirements.

2. Public consultation – who and how we consulted

- 2.1 The three week public consultation on the draft masterplan commenced on 11 October until 5pm on 1 November 2018.

- 2.2 To publicise the consultation, Wyre Council sent consultation letters to 1,644 properties that are located within a 200 metre buffer of the EZ boundary, this also included businesses located within the EZ. A map illustrating the properties located within the buffer is available in [appendix A](#). Email notifications were also sent to appropriate consultation bodies, as identified in [appendix B](#). A press release was also issued (8 October 2018) and a prominent notice on the councils website and consultation portal were also used to publicise the consultation.
- 2.3 The council also held a public ‘drop in’ event between 1 – 6pm on Friday 12 October at Thornton Football Club, which is a venue located within the EZ boundary. This ‘drop in’ event was open to the public and was well attended by residents and businesses alike.
- 2.4 During the consultation, the draft masterplan and supporting baseline report were available to view on the council’s website at www.wyre.gov.uk/masterplans and hard copies were also available for inspection at Thornton Library and Wyre Council Civic Centre Reception, Poulton-le-Fylde during normal office hours.
- 2.5 During the consultation, comments could be submitted by completing the formal comment form that was available to collect from Thornton Library and Wyre Council Civic Centre, download from the council’s masterplan website or by completing the online interactive form. Consultation comments received via email or letter have also been accepted.

3. Summary of Consultation Responses

- 3.1 In total, 33 responses from individuals and organisations were received during the three week consultation period. All responses received have been fully reviewed and considered and this has led to a number of proposed modifications to the masterplan.
- 3.2 A summary of all consultation comments received is provided in [table 1](#) below. This table also includes a council’s response and identifies proposed modifications to the draft masterplan resulting from the consultation comments.
- 3.3 The key themes raised as part of the consultation that have resulted in proposed updates to the masterplan include:
- One key landowner highlighted discrepancies in the land ownership, with some plots being inaccurately labelled. New maps and amendments to the text are proposed to be made;
 - Comments from statutory bodies have requested that further work be undertaken. These issues are proposed to be addressed within the Implementation Plan and commentary added within the ‘Further Work and Next Steps’ section of the Masterplan; and
 - Other minor anomalies and updates are proposed in line with consultation comments as appropriate. These issues will be addressed within the Implementation Plan and commentary is proposed to be added within the ‘Further Work and Next Steps’ section of the Masterplan.

Table 1: Summary of Consultation Comments and Council Response

Name / Organisations	Summary of Consultation Comments	Council Response	Proposed Modification to Masterplan
Residents	<p>Comments received from 21 individuals, that include the following areas of concern:</p> <ul style="list-style-type: none"> • Existing highway congestion on B5268/A585/M55; • Highway safety and increased traffic, including HGV traffic accessing Bourne Road and Hillylaid Road access point; • Provide new access road prior to new development in the Enterprise Zone (EZ); • Concern regarding new road behind existing residential area - privacy, noise, light pollution, views, security, health risk, highway safety; • Insufficient infrastructure and facilities; • Object to new Energy Recovery Centre: concerns over air quality, water and smell; • Impact on house prices and ability to sell property; • Impact on residential amenity - noise, smells, views, light; • Development adjacent to existing residential areas and children's play area; • No benefits for local residents; • Loss of railway line/potential to re-open rail line is gone; • Loss of reservoir / impact on wildlife / infill reservoir by landfill 	<ul style="list-style-type: none"> • Delivery of the Northern Access Road is a priority to unlock the EZ and will provide the main access into the site. Detailed transport, environmental and infrastructure assessments to deliver the northern access road and wider development proposals are acknowledge in section 11 in the masterplan. Wider transport considerations and opportunities for sustainable travel are also considered throughout the masterplan. • The masterplan will be a material consideration in the planning process. All detailed matters, such as potential impact on residential amenity will be considered as part of any future planning application, in consultation with appropriate consultees e.g. Environmental Health. • Any positive or negative impact on house prices arising from any proposal is not a planning matter. • The EZ has an ambition of growing employment on the site to over 3,000 by 2035 and this could provide local job opportunities which could reduce commuter traffic. • Following discussion with Network Rail, there is currently no business case for the reopening of a commercial rail line on the former 'Burn Naze' branch line. This rail line is safeguarded in the emerging Wyre Local Plan to 2031 and this is reflected in the masterplan. The masterplan will be periodically reviewed and any change in this position can be reflected in subsequent updates. • Infilling the reservoir is an option for the area identified in phase 3 (2031+). Appropriate ecological and technical assessment would be required to deliver this parcel. • A commitment to undertake technical assessments, including funding mechanism and timescales will be identified within the emerging EZ Implementation Plan. 	n/a

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Thornton FLAG and TAG	<ul style="list-style-type: none"> • Para 1.4 - Agree with requirement for water going direct to the river. Any development which adds volume to the Stanah Pumping Station must have an attenuation system. Direct drain to the river a preferable solution. If a by-pass could be created in Stanah Pumping Station, so that natural drainage and pumped drainage could work in conjunction, this could increase flow rate. • Para 6.3.1 - Reality is high volumes of HGVs access the EZ via the village which creates highway safety concerns through Thornton where key facilities are located. This creates air pollution and structural damage to properties. • Para 9.5 - Support new road buffer between road and residents however this mitigation measure cannot be provided along Fleetwood Road North. Better signage at Norcross roundabout to encourage traffic to enter EZ via Eros Roundabout and require HGV Travel Plan. Support potential job increase, providing jobs for residents and reducing commuter traffic. 	<ul style="list-style-type: none"> • A Flood Risk Assessment (FRA) and Drainage Strategy for the entire EZ is a requirement identified within section 11 of the masterplan. Both technical assessments will consider measures that will be required to deliver the EZ. A commitment to undertake such assessments, including funding mechanism and timescales will be identified within the emerging EZ Implementation Plan. • Detailed transport and environmental assessments to deliver the northern access road is acknowledge at paragraph 11.1 in the masterplan. Further transport assessments to deliver the wider development proposals in the masterplan, including on and off site would also be required. The scope and outcome of such technical assessments would be agreed with the highway authority and any other appropriate bodies. 	n/a
Cllr Rob Fail, Labour Group of Councillors	<ul style="list-style-type: none"> • Para 1.4 - ground and water contamination desk study should be a full audit to include contamination locations, nature, historical action undertaken and current assessment of actions undertaken, current risk to users, additional remedial action to be undertaken. Results of audit should be public. • Para 2.2.1 - the re-opening of the rail line provides an opportunity for EZ not a constraint. • Para 3.3 - vision of "well connected premises" cannot be achieved with sub-standard road network. • Para 3.4 - objective 2 & 3 should refer to re-opening the rail line. Masterplan does not positively encourage re-opening of rail line, this would be beneficial for Travel Plan and business would benefit. Objective 8 - refers to new residential, this should be dependent upon improvements to the A585 and re-opening of the rail line. • Para 4.2, 2nd bullet and 8.2.1 - new gateway should be future proofed to allow for rail/tram stop for EZ at gateway. 	<ul style="list-style-type: none"> • A ground and water contamination study will be undertaken in accordance with necessary guidance and legislation, and where necessary, followed by more detailed site investigation. • Following discussion with Network Rail, there is currently no business case for the reopening of a commercial rail line on the former 'Burn Naze' branch line. This rail line is safeguarded in the emerging Wyre Local Plan to 2031 and this is reflected in the masterplan. The masterplan will be periodically reviewed and any change in this position can be reflected in subsequent updates. • The northern access road will be developed and supported by a suite of technical assessments, which will determine the eventual design of the road, the method by which the road will cross the existing safeguarded rail line and any associated infrastructure. The scope and outcome of the technical assessments will be produced in association with relevant consultees e.g. highway 	n/a

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	<p>Increase in workers will impact on already congested road network.</p> <ul style="list-style-type: none"> • Para 6.3.3 - rail line should be protected and road crossing should not result in additional cost to re-open the whole line. Without this vision from Network Rail, the EZ should ensure its activities do no hinder rail restoration. • Section 8.2 - design principles do not consider sound and smell issues, problems already experienced from residents. Existing issues should be reduced or stopped. New EZ businesses should not adversely affect nearby residents. • Climate change should be at heart of EZ strategy and masterplan. 	<p>authority. A commitment to undertake appropriate technical assessments, including funding mechanisms and timescales will be identified in the emerging EZ Implementation Plan.</p> <ul style="list-style-type: none"> • The design principles set out in section 8.2 provide specific principles for individual character areas. Issues associated with noise and smells are applicable across the whole EZ and not specific to an individual character area. Such matters would be considered as part of any subsequent planning application with necessary supporting technical assessments and consultation with appropriate consultees e.g. Environmental Health. • Sustainability has been considered throughout the masterplan. 	
Cadent	<p>Response refers to Cadent Infrastructure within or in close proximity of the site that includes both High pressure (above 2 bar) Gas Pipeline and Low or Medium pressure (below 2 bar) and associated equipment. It is likely there are also gas services and associated apparatus in the vicinity, these are not shown on plans but their presence should be anticipated. Cadent provided further details on considerations regarding pipeline easements; Health and Safety Executive guidance on pipeline safety; excavation; pipeline crossings. Plans for the high pressure and medium pressure pipelines were provided.</p>	<p>Noted. Information to be provided to masterplan team. Guidance to be fed into future update to the baseline report.</p>	n/a
Environment Agency	<p>In general satisfied with the proposals, but further work will be needed to show how these issues can be satisfactorily addressed to ensure no environmental impacts and flood risk is appropriately managed. EA are keen to be involved in preparation of the EZ Masterplan.</p> <ul style="list-style-type: none"> • Support reference to FRA for entire site and sequential site layout. Guidance is provided on considerations for FRA. Redevelopment of the EZ provides opportunities to enable works to Springfield Pumping Station. Climate change for lifetime of development to be considered. 	<ul style="list-style-type: none"> • Welcome the opportunity for continued liaison with Environment Agency as the masterplan and EZ develops. • A commitment for masterplan-wide drainage strategy and a landscape and green infrastructure framework are set out in paragraph 11.5, this would include consideration of Sustainable Drainage Systems (SuDS). A ground and water contamination desk study and ecological assessments will also be required. Reference to such technical assessments are identified within section 11. 	<ul style="list-style-type: none"> • Add Local Plan key development consideration in reference to Environment Agency approval for work within 8 metres of main river and 16 metres of estuary flood defences into paragraph 1.4 and 11.5.

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	<ul style="list-style-type: none"> • Appears development is indicated over the culverted Springfield watercourse but some figures indicate green space. Environmental Permit to develop over culvert unlikely, options to remove culvert and restore to open channel should be taken where practicable, could explore with GI. • Masterplan should highlight that developers should incorporate pollution prevention measures to protect ground and surface. Where appropriate, Construction Environmental Management Plan (CEMPs), including Pollution Prevention Plans. • Section 2.2.1 - refer to all Main Rivers within and adjoining the site. Masterplan should mention 8 metre and 16 metre margins in relation to Main Rivers, culverts and flood defences and need to obtain an Environmental Permit for Flood Risk Activities. The 8/16 metre margin should be identified throughout the site long with actions that will be taken and/or considered. • As foul sewer at capacity, surface water run-off should not discharge to sewer. Drainage strategy for the whole EZ recommend. Advocate SUDS. Harm to surface water and groundwater during construction and operation, including maintenance arrangements should be considered. • Natural buffer should be implemented between working area and channel of Wyre Estuary. Buffer required for other Main Rivers within the site. • Ecology assessment required, water vole records in area. Refers to Government's 25 Year Environment Plan and ambition to enhance the environment, include objective on this. • Expand GI to include reference to 'blue' infrastructure. Figure 6 does not include on-site Main Rivers as constraints. All watercourses should be identified as key constraints. Wetlands should be explored to be incorporated into GI around Royles Brook. 	<ul style="list-style-type: none"> • The development plots in figure 2 illustrates gross development areas and any onsite constraints would be considered as part of any future planning application. Local Plan site allocation policy for the EZ identifies the main rivers and appropriate buffers as a key development consideration, it is proposed to include this Local Plan wording within the masterplan and refer to the main rivers within section 2 'flood risk and drainage' baseline section of the masterplan. Reference to figure 6 constraints map is in relation to the baseline report and not the masterplan, there will be a commitments in the emerging Implementation Plan to update the baseline report following the adoption of the masterplan. • It is proposed to expand objective 7 to refer to protecting and enhancing the natural environment. • Reference to Green Infrastructure is inclusive and 'blue' infrastructure is one of the GI typologies. 	<ul style="list-style-type: none"> • Add reference to the main rivers within the site into paragraph 2.2 - 'flood risk and drainage' • Expand objective 7 to include reference to protecting and enhancing the natural environment.

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Highways England	<ul style="list-style-type: none"> From Highways England (HE) perspective, the A585 junctions of most importance to the EZ development are: West Drive; Bourne Way; and Amounderness Way/ B5268 Fleetwood Road 'Eros roundabout'. Local Plan highway modelling was strategic, trip distribution used in the assessment may not reflect the current masterplan proposals and further modelling is recommended to be undertaken by the masterplan team. Scope of highway assessment in support of access road should be agreed with HE, to include as a minimum suitable junction modelling of the A585/B5268 roundabout to assess safety and operation of this Strategic Road network junction. This junction was not assessed for the Local Plan by the CH2M model produced for Highway England. Section 11.1 - Northern Access Road, LCC as local highway authority will have view on the potential impacts on local network. Suggest future work should provide details on access strategy to the site for all trips (residents/employees/HGVs) and how these will be managed. Robust Travel Plan required with consideration of appropriate measures to limit traffic impact in residential areas. Further analysis on likely usage of southern gate recommended, this could impact on A585 West Drive signal junction and A585 Victoria roundabout. 	<ul style="list-style-type: none"> Delivery of the Northern Access Road is a priority to unlock the EZ and will provide the main access into the site. Detailed transport and environmental assessments to deliver the northern access road is acknowledge at paragraph 11.1 in the masterplan. The scope and outcome of such technical assessments would be agreed with the highway authority. Section 11.1 will be expanded to include specific reference to engagement with Highways England in relation to the strategic road network. Wider transport considerations and opportunities for sustainable travel are also considered throughout the masterplan. 	<ul style="list-style-type: none"> Update 11.1 to include reference to Highways England and impact on strategic road network. Insert summary table 8 from baseline report into section 11 of the masterplan and update to include specific reference to travel plan.
Historic England	No comment at this stage	Noted.	n/a
Lancashire Public Health	<ul style="list-style-type: none"> Masterplan should strengthen its focus on sustainable connectivity with the wider community, to maximise positive impact for community to access jobs, training and education, travel plan to reduce private car reliance, landscape and GI, with particular considerations to wards that sit within the 20% most deprived nationally. Support 4.2, 7th bullet on sustainable travel through the site. Active movement through the site should include design considerations that promote safe and active travel 	<ul style="list-style-type: none"> The masterplan refers to multifunctional green spaces at paragraph 4.2 and it is proposed to expand this text to refer to Sustainable Drainage Systems (SuDS). Wider transport considerations and opportunities for sustainable travel are also considered throughout the masterplan. A commitment to produce a Travel Plan will be identified within section 11 of the masterplan. The masterplan will facilitate job creation and training, education and access to 	<ul style="list-style-type: none"> Add commentary regarding multifunctional benefits of Sustainable Drainage Systems as part of multifunctional green spaces in paragraph 4.2. Insert summary table 8 from baseline report into section 11 of the

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	<p>for all, including disabilities, the young and elderly. It would be beneficial to represent this pictorially to show movement around the entire site and beyond.</p> <ul style="list-style-type: none"> • Para 6.3.1 - recommend air quality assessment undertaken for new road, with particular consideration to impact on neighbouring houses and pedestrian and cyclists accessing road. Recommend specialist input obtained to advice on what plants are most effective at capturing particular matter pollution generated by the road and GI opportunities for cyclist and pedestrians. • Figure 6 - Buffer Plan should be amended to incorporate adequate space for safe cycling and walking • Request commitment to electric vehicle recharging throughout the site, including commercial and residential parking areas. • Request specific reference to provision of dwellings suitable or adaptable for older people and people with restricted movement in the masterplan, along with definition of standards e.g. Lifetime Homes. 	<p>jobs are being explored as part of the wider masterplan commitments, including working with local colleges.</p> <ul style="list-style-type: none"> • The new access road and movement throughout the site will be developed and supported by a suite of technical assessments, for example, a sustainable transport study will consider pedestrian and cycle connectivity and environmental assessments will consider noise and air quality. The highway buffer set out in figure 6 is indicative, as described in para 6.3.1. A commitment to undertake appropriate technical assessments, including funding mechanisms and timescales will be identified in the emerging EZ Implementation Plan. • Development proposals within the EZ will have to accord with the emerging Local Plan policies, this includes provision for electric vehicle recharging and housing mix, it is therefore considered unnecessary duplication to be included within the masterplan. 	<p>masterplan and update to include specific reference to travel plan.</p>
<p>Natural England</p>	<ul style="list-style-type: none"> • The development has potential to impact on a European site and the environment which has not been considered in the masterplan. Masterplan is lacking in promoting the importance of the designated sites and the development considerations which arise from these constraints. No mention of potential for parts of the site to be functionally linked land and mitigation may be required. Local Plan mitigation measures should be carried through into the masterplan. Some reference to Morecambe Bay being SPA and SSSI but no mention of the actual names of the designation which include a Ramsar site and no further follow up within the document. • Mitigation and compensation land for adjoining housing development not considered. Need to be clear if land for mitigation or compensation as proposing to replace land elsewhere will have different requirements. Useful if the 	<ul style="list-style-type: none"> • A project level Habitat Regulation Assessment (HRA) for the entire EZ that considers the Local Plan HRA mitigation measures is a requirement identified within section 11 of the masterplan. A project level HRA will be a work commitment identified within the emerging EZ Implementation Plan. This will also set out funding mechanisms and timescales for undertaking such assessment. • Incorrect reference to Morecambe Bay SPA and SSSI will be updated to reflect designation. • A review of ecological mitigation and compensation land is identified as an outstanding matter within section 11 of the masterplan. A commitment to undertake further investigation, including its location and potential implications for development will be a work commitment identified within the emerging EZ Implementation Plan. 	<ul style="list-style-type: none"> • Para 2.2 - update reference to European designation in masterplan and include reference to land being potentially functionally linked to SPA. • Expand objective 7 to include reference to improving the natural environment and provide appropriate references within the masterplan to multifunctional benefits of landscaping, SuDs and the natural environment. • Include plan showing the site boundary in the

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	<p>existing land can be identified on a plan in the document to guide further thought about its possible replacement.</p> <ul style="list-style-type: none"> • Para 3.4 - add objective which makes reference to the development improving the natural environment through biodiversity net gain, inclusion of SuDs, new habitat creation and linking of existing habitats through green corridors/wildlife networks. • Include plan in masterplan showing the site boundary in the context to its surroundings. 	<ul style="list-style-type: none"> • It is proposed to expand objective 7 to refer to protecting and enhancing the natural environment. • It is proposed to include a plan showing the EZ boundary in the context of the surrounding area 	<p>context of the surrounding area.</p>
National Grid	<p>No comment on consultation. National Grid can provide advice and guidance concerning our networks and provide informal comments in confidence during policy development.</p>	<p>Noted.</p>	<p>n/a</p>
Victrex Manufacturing Ltd	<ul style="list-style-type: none"> • Section 1 - The secure areas does not have full COMAH Status. Who are the “four large occupiers” – the property market section in the baseline report only lists three? • Para 1.4 - Completion of the assessments are crucial to successful development and strongly urge this work to be funded. Where is the third party funding to be sourced from? Which specific areas will be covered by the ground and water contamination desk study? • Can Victrex be provided with the full baseline report • Environment and Ecology: What is the “ecological mitigation and compensation” and its impact? • Section 5.4.1/figure 4 - Victrex desire contiguous plot in the Secure Area which would mean that the Primary Access Route (East Road) does not dissecting Victrex property and existing businesses unrelated to energy and chemical sector are relocated. • Figure 2 - Plot S is identified in the masterplan for development, this plot is an existing Victrex research and development building. • Figure 3 - Recreational loop goes through land owned by Victrex - not appropriate, should go round. 	<ul style="list-style-type: none"> • Incorrect reference to COMAH status and four large occupiers to be updated. • The emerging EZ Implementation Plan will identify the necessary further technical assessments, including funding mechanism and timescales. • The ground and water contamination desk study will be required for individual development plots, and further detailed site investigation may be required. • The full baseline report, dated October 2018 was provided as part of the public consultation. The emerging EZ Implementation Plan will include a commitment to update the baseline report to reflect latest information provided as part of the public consultation. • A review of ecological mitigation and compensation land is identified as an outstanding matter within section 11 of the masterplan. A commitment to undertake further investigation, including the location of such measures and its implications for development will be a work commitment identified within the emerging EZ Implementation Plan. • The Council and the EZ masterplan team are aware of the aspirations of Victrex's for a contiguous plot located 	<ul style="list-style-type: none"> • Section 1 - update text regarding COMAH status and reference to three large occupiers. • Update the location of plot S displayed within figures and commentary in table 2. • Remove Victrex land from the woodland link and delete recreational loop in secure green area. Identify secure green amenity area as additional development plot for Industrial B2. • Update 9.1.2 to refer to trade effluent.

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	<ul style="list-style-type: none"> • Section 7.2.1 - area of green space south of Solway Road and secure green amenity are located on Victrex owned land. This land is for future industrial development. If could secure contiguous plot to develop, may be able to commit to landscaping. • Para 9.1.2 - Victrex does not pump foul water discharge to the United Utilities sewerage treatment plant. We only pump trade effluent. "Management of the foul water needs to be undertaken on the plot by plot basis" - this may not be practical • Section 11.1 - will the council adopt Bourne Road? • Section 11.2 - Victrex has rights to use some of the Landlord's service trenches and does (eg power cables in the trench alongside and under East road) 	<p>within the Secure Area. The council will where possible, assist in facilitating and supporting business development.</p> <ul style="list-style-type: none"> • The graphical location of plot S in figure 2 is an omission. • The recreational loop, woodland link and secure green amenity area located on Victrex owned land is an omission that will be updated to reflect Victrex's potential future aspirations for their land. • Reference to pumped foul water discharge in para 9.1.2 is an omission. A masterplan-wide drainage strategy is required, as set out in section 11. • The adoption of Bourne Road by Lancashire County Council is currently being advanced. • Noted - information to be provided to masterplan team as part of any future baseline update. 	
Sainsbury's Supermarkets Ltd, c/o White Young Green	<ul style="list-style-type: none"> • Figure 1/7 - Plot B is identified for B8, this is an important gateway location from B5268. B8 is not the most appropriate use for this prominent plot in respect of built form and amenity near residential. To maximise gateway and provide appropriate frontage and building height, the site should be for hotel. Plot C1 and C2 could be for residential and maximise residential capacity. Support para 5.4.3 that development near B5268 present opportunity for early growth. Figure 7 - plot B should be 2-4 Storey for northern side of gateway rather than 1-3. • Section 6.3.1 - Accept strategic importance of new northern access road. Road and landscape buffer of 18.3 metres is excessive and requires land within Plot D and C1 which is in third party ownership. Council should maintain flexible approach to buffer, noise impact assessment will inform buffer. 	<ul style="list-style-type: none"> • The importance of plot B as a potential gateway site for the EZ is acknowledged. The proposed use for plot B has been established by market and property information provided by BE Group and information underpinning the masterplan as set out in the baseline report. To provide further flexibility, it is proposed to expand the uses for plot B to include B1, B2 and C1 (hotel), in addition to B8. It should be noted it is the intention that only one hotel will be provided within the EZ, and reference to hotel being identified on numerous plots is to provide flexibility. Subsequently, for plot B, it is proposed to update the potential storey height in figure 7 to 2-4 storey. • The highway buffer set out in figure 6 is indicative, as described in paragraph 6.3.1. The new access road will be developed and supported by a suite of technical assessments, including noise impact assessment, which will determine the eventual design of the road and any necessary buffer. 	<ul style="list-style-type: none"> • Updated plot B uses classes to B1, B2, B8 and C1 (hotel). • Update figure 7 potential storey height for plot B to 2-4 storey. • Amend caveat in table 2 regarding location of hotel and various plots identified for flexibility.
United Utilities	<ul style="list-style-type: none"> • United Utilities are keen to continue working in partnership with Wyre Council to ensure growth can be delivered. 	<ul style="list-style-type: none"> • Welcome the opportunity for continued liaison with United Utilities as the masterplan and EZ develops. 	<ul style="list-style-type: none"> • Add commentary regarding benefits of Sustainable Drainage

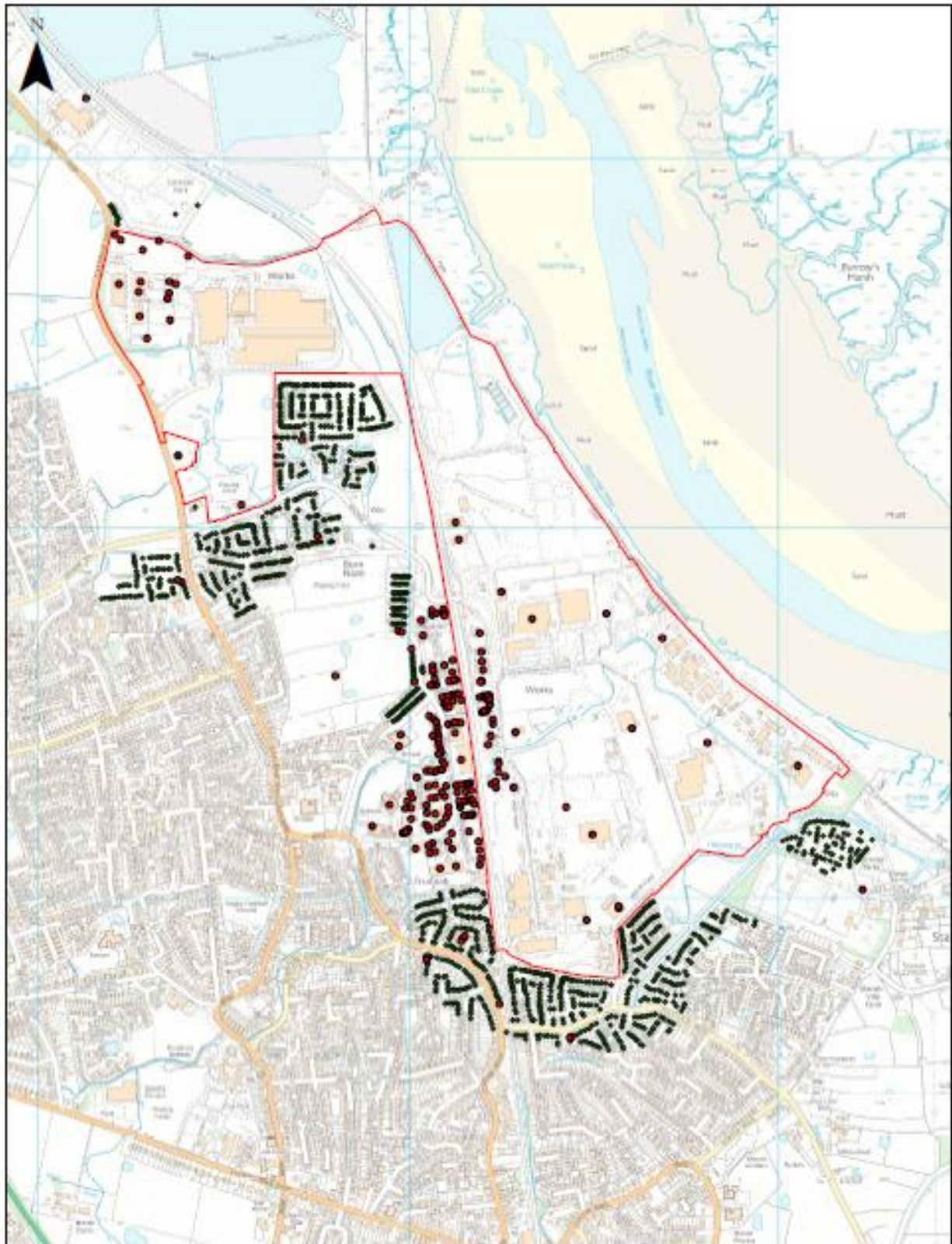
Name / Organisations	Summary of Consultation Comments	Council Response	Proposed Modification to Masterplan
	<ul style="list-style-type: none"> • Section 4 - Would like to see further linkages to surface water management for each principal and possible links between public realm, landscaping and exemplary sustainable surface water management. • Section 5/8/10 - Consider allocating land for potential SuDs and other required infrastructure within each parcel to ensure unfettered access and avoid piecemeal approach to infrastructure. This is concern where site is in multiple ownerships, how do landowners intend to work together. Consider land value equalisation approach for landowners. • Section 6 - Sustainable surface water management should also be incorporated by innovative landscaping alongside new roads. • Section 8 - Support large amount of landscaping/green space, chapter should elaborate on how new development can use the landscape layout and link it to drainage design/biodiversity. • Para 9.1.2 - current UU assets have limited capacity for growth, need to plan for infrastructure improvements. Consider producing sustainable drainage strategy to identify preferred body for surface water to discharge from each development. • Section 9 - request that the following inserted into 'Utilities' section: "There may be some reinforcement needed to wastewater and water network that would supply the Enterprise Zone. It will be necessary to ensure that the delivery of development is guided by strategies for infrastructure which ensure coordination between phases of development over lengthy time periods and by numerous developers". Insert into 'Flood Risk and Drainage' section: "The expectation will be for only foul flows to communicate with the public sewer. Approved surface water drainage schemes will be expected to be supplemented by appropriate maintenance and management regimes for the schemes lifetime". • Para 9.1.2 - suggest the following text inserted, which can be amended to reflect any local circumstances: 'The 	<ul style="list-style-type: none"> • The masterplan should be read as a whole and reference to Sustainable Drainage Systems (SuDS) as a benefit of multifunctional green spaces is proposed to be added to paragraph 4.2, 7.2.1 and 9.1.2 and section 8. • A commitment for masterplan-wide drainage strategy and a landscape and green infrastructure framework are set out in paragraph 11.5, this could consider of identifying land for SuDs and other required infrastructure. Regular stakeholder meetings that include existing EZ businesses and landowners will be held to aid in the coordinated delivery of the masterplan. • It is proposed to include additional wording in section 2 of the masterplan regarding 'utilities' and 'flood risk and drainage' • Development proposals within the EZ will have to accord with the emerging Local Plan policies, this includes a policy on surface water management hierarchy. 	<p>Systems as part of multifunctional green spaces in paragraph 4.2, 7.2.1 and 9.1.2 and in section 8.</p> <ul style="list-style-type: none"> • Incorporate additional wording into section 2 'utilities' and 'flood risk and drainage' baseline summary section.

Name / Organisations	Summary of Consultation Comments	Council Response	Proposed Modification to Masterplan
	<p>development of the site will be expected to incorporate Sustainable Drainage methods, following the surface water hierarchy. The expectation will be for only foul flows to communicate with the public sewer. Applicants wishing to discharge to surface water to a combined sewer will need to submit clear evidence demonstrating why alternative options are not available as part of the determination of their application. Approved schemes will be expected to be supplemented by appropriate maintenance and management regimes for the lifetime of any surface water drainage schemes.'</p>		

4. Conclusion and Next Steps / Recommendations

- 4.1 The masterplan has been developed through engagement with stakeholders and subject to a wide-ranging public consultation. The masterplan is proposed to be amended and finalised in accordance with the recommendations in this report. The final masterplan will be presented to Wyre Council Cabinet to be formally adopted and will be used to guide development of the site, facilitate delivery of the EZ and inform the preparation of an Implementation Plan.
- 4.2 The Implementation Plan must be development in line with the masterplan as part of the former DCLG requirements for allocated funding. The Implementation Plan will also align with the emerging Wyre Local Plan (2011-2031). It will outline timescales and costs for development on the site to allow the site to be brought forward and maximise the amount of jobs and investment into the EZ.
- 4.3 A Marketing Strategy will also be produced which will sit alongside the masterplan and the Implementation Plan.
- 4.4 The masterplan will continue to evolve over its 25 year lifetime. The council will undertake in-house reviews of the masterplan every five years to ensure the masterplan remains 'live' and reflects the needs of the stakeholders.

Appendix A: Hillhouse Enterprise Zone 200 metre Consultation Buffer



- Hillhouse EZ
- Commercial
- Residential
- Unclassified

**Hillhouse EZ 200m
consultation buffer**

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Appendix B: Consultation Bodies Consulted

- British Telecoms
- Coal Authority
- Electricity North West
- Environment Agency
- Fylde and Wyre Clinical Commissioning Group
- Health and Safety Executive
- Highway England
- Historic England
- Homes England
- Lancashire County Council – Education Authority
- Lancashire County Council – Highway Authority
- Lancashire County Council – Lead Local Flood Authority
- Lancashire Public Health
- Marine Management Organisations
- Ministry of Defence
- Natural England
- Network Rail
- Open Reach
- United Utilities