# EIA Quality Mark Case Study

## East Maghull, Sefton

<table>
<thead>
<tr>
<th>Key Issues:</th>
<th>Purpose of the project:</th>
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<tr>
<td>The EIA needed to assess two separate planning applications, one a full application and one in outline. These needed to be assessed separately as well as cumulatively.</td>
<td>Two adjacent developments by Countryside Properties, Persimmon Homes and the East Maghull Consortium delivering the majority of the Land East of Maghull Strategic Allocation.</td>
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<td>The sites form the majority of a larger Strategic Allocation that includes a 20ha Business Park. At the time there was no planning application for the Business Park, but this would need to be included in the cumulative assessment.</td>
<td>This is the largest allocation in the borough and a key mixed-use site in the Sefton Local Plan for delivering new housing and employment uses.</td>
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<td>The planning policy for the Strategic Allocation requires the delivery of at least 1,400 new homes, a 20ha Business Park, local shopping provision, a ‘main park’ with play area and Multi-Use Games Area, a new distributor road from north to south, public open space and landscaping.</td>
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<td>Nearby developments included new residential development and a new railway station to the north and new motorway junction slip roads to the north east.</td>
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<td>The sites are divided by a brook, with parts of the sites having a medium and high probability of flooding.</td>
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**Description of the project:**

The application sites are located to the east of Maghull, Sefton, Merseyside. Site A is 27ha in area and controlled by Countryside Properties and Persimmon Homes. Site B is 34ha in area and controlled by the East Maghull Consortium.

Application A is for full planning permission for 830 residential dwellings and outline permission for an older persons housing scheme.

Application B is in outline for up to 855 residential dwellings, an older persons housing scheme and local shopping provision.

Whinny Brook forms the boundary of the two sites and will be bordered on both sides by a new park which will include new flood mitigation measures.
## EIA Learning Outcomes

### Lessons learnt:

**Assessing Two Applications**

We were able to use the same technical consultants for both sites which meant that the assessments could be carried out at the same time using a consistent methodology.

This meant that there would be no inconsistencies between the assessment methodologies or findings, which could be the case if separate EIAs were undertaken for each site using different consultants. This could lead to criticism from the determining authority and subsequent delay while assessments are being revised.

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### Lessons learnt continued:

**Assessment of Cumulative Effects**

By using a single team of consultants, it meant that the assessment of cumulative effects was consistent. We also liaised with Sefton Council regarding timescales for development of the new railway station and motorway slip roads to ensure they were accurately reflected in the assessment.

**Mitigation Measures**

By undertaking a single EIA for the two applications, it was possible to take a holistic approach towards mitigation and enhancement, rather than each site being considered in isolation by different technical teams.

**Flood Risk Mitigation**

As parts of the sites have a medium and high probability of flooding, the decision was made to re-profile the Whinny Brook corridor and ensure that the proposed residential development would have a low risk of flooding. Co-operation between the flooding and drainage consultants, the ecologists and the landscape consultants ensured that a linear park could be created that not only mitigated the effects of flooding, but provided ecological enhancements and new landscaped recreational areas for new and existing residents.

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