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1.0 Context
This ‘Design Prospectus’ document has been produced as supplementary material to the ‘Lillyhall Masterplan’, a strategic guide to future development and investment in the Lillyhall Estate. The Lillyhall Masterplan provides a framework to steer development over the next 20 years with the Design Prospectus providing a brief summary of design, sustainability and quality thresholds that would be expected of developers and investors considering developing or refurbishing property on the Estate.

Location

1.1 Located just over 5 km (3 miles) to the east of central Workington and 9 km (5 miles) to the north of central Whitehaven, the Lillyhall Estate extends over 160 hectares and is presently occupied by a wide range of land uses. Established in the early 1960s, the uses on the site currently range from large distribution warehouses to small industrial units, whilst also encompassing a variety of office, car showroom and education uses.

1.2 The location of Lillyhall benefits from a unique rural setting, offering spectacular views across the Solway Firth towards Scotland to the north west and the Lake District mountains to the east.

Background to Lillyhall Estate

1.3 The Lillyhall Partnership was set up in 1999, comprising the Northwest Regional Development Agency (NWDA), Cumbria County Council (CCC) and the West Cumbria Development Fund (WCDF). This is a partnership by agreement and now also includes West Cumbria Development Agency (WCDA). The Partnership has already invested £5m into the Lillyhall Estate including landscape and infrastructure works, public artwork, installation of broadband, security measures and the development of Lillyhall Business Centre and West Cumbria House. The Partnership continues to oversee the landscape maintenance on the main roads within the Estate and holds a small fund of money for projects on the Estate.
The Lillyhall Estate falls within the West Lakes Renaissance Urban Regeneration Company (URC) area. This URC was established in 2003 with the aim of delivering £200m worth of investment in a ten-year period. This catalytic investment is aimed at leveraging private sector investment into West Cumbria to bring about wide-scale regeneration. Whilst the area retains its URC status, the bulk of WLR funds have now been divided between two new boards, Barrow Vision and Britain’s Energy Coast West Cumbria (BECWC). It is now BECWC’s task to drive forward economic regeneration in West Cumbria.

Development land ownership within the Lillyhall area is now largely consolidated in NWDA. NWDA has designated Lillyhall as one of two strategic sites (for investment) in West Cumbria - the other being West Lakes Science Park (WLSP). Achieving synergy and complementarity with the development of WLSP is a key driver of the masterplan. Figure 1.1 illustrates the overall West Cumbria context with figure 1.2 illustrating a 3D model of the existing Lillyhall Estate.

In terms of local government, the study area falls entirely within Allerdale Borough. However, the boundary with Copeland Borough adjoins the south of the Estate.

Figure 1.2: Existing Lillyhall Estate
Site Description

1.7 Lillyhall is dominated by eight key land uses - industrial, office/commercial, car dealership, educational, residential, leisure, retail and open space, as identified at figure 1.3.

1.8 Proportionately, the major land use within Lillyhall is of an industrial nature, covering approximately 50% of the site. These industrial uses fall under use class categories B2 and B8 and comprise predominantly manufacturing, warehousing and distribution and servicing facilities.

1.9 In terms of commercial / office space (within the B1 use class), there are three relatively small areas within Lillyhall where these land uses are located. The main office ‘cluster’ is located in the northwest and includes the Lillyhall Business Centre and West Cumbria House.

1.10 Owing to their relative abundance within Lillyhall, car dealerships (sui generis) have been distinguished and highlighted as a key land use. They occupy approximately 10% of the total land use range.

1.11 Lakes College and associated educational buildings (D1 use class) are located around the south west of Lillyhall with the recently completed Energus building located in the north west. A substantial portion of the college site consists of sports pitches and car parking.

1.12 There are several pockets of land which generate different categories under ‘open space’. The majority of land within the north east of Lillyhall under this category is currently greenfield land. By contrast, the majority of land pockets to the west of the A595 are sites being prepared for new development.

1.13 The majority of buildings within Lillyhall are two storey, with variation throughout the site depending upon category of use and location.

1.14 The key primary route is the A595(T), which forms a central spine through Lillyhall running from the southwest corner to the northeast corner and beyond. This route links the site to its wider context, including Whitehaven to the south and Cockermouth to the north. Two further routes which link this spine to the northwest section of Lillyhall and to Workington (A596 and Branthwaite Road) have also been designated as primary routes within the road hierarchy.

1.15 One secondary route has been identified (B5296), and is located in the south-western portion of the site. It links Lillyhall directly from

Figure 1.3: Existing Lillyhall Estate, Landuse
the A595 and provides a local link to Harrington and Workington beyond.

1.16 The remainder of the routes within and adjoining Lillyhall are tertiary, and provide access from the A595 to internal plots. The majority of traffic along these routes relates to movement connected to these buildings and are not used for general access for those passing through.

1.17 There are three bus services which run through Lillyhall, as identified in Figure 1.4, with hourly frequencies on Monday – Saturday to Workington and Whitehaven, and four services every hour to Thornhill and Maryport from Monday - Saturday. Sunday services are available but much less frequent. Bus stops have also been identified, and associated walking distances show how their distribution provides fairly good coverage throughout Lillyhall.

1.18 In terms of cycle provision a national ‘traffic free’ cycle route (NCR72) runs parallel with the south-western boundary along a disused railway line. This route leads to Workington and beyond to the north, to Whitehaven to the south and is connected to the A595 by a short public footpath to the south of the Lillyhall boundary. There is also a local cycle route in the northern area, alongside the A595(T).

1.19 Figure 1.4 highlights the dedicated footpaths within Lillyhall and bridleways leading away from it to the south east. Lillyhall benefits from a network of pavements / footpaths that ease pedestrian access. However, there are gaps in places so this network is not consistent across the whole area.
Aims of the Lillyhall Design Prospectus

1.20 This ‘Design Prospectus’ document has been produced to provide a summary of site layout and design specifics relating to Lillyhall for stakeholders and prospective investors. However, prior to considering design in detail, it is important to understand the recently produced Lillyhall Masterplan and its aims.

The Masterplan

1.21 The Lillyhall Masterplan considers solutions for the whole estate together with its wider relationship with West Cumbria. In this respect, it is underpinned by strategic objectives including a Vision and Brand as set out below.

Vision

1.22 The Vision for the future of Lillyhall has been informed by the objectives identified by NWDA and the wider Steering Group into the following statement:

1.23 ‘Lillyhall will make a strategic contribution to employment in West Cumbria with an emphasis on integration between industry, commerce, education and training, featuring high quality design in an attractive landscape. Lillyhall aspires to be a nationally recognised centre for the application of knowledge, skills and technology in responding to the challenges of sustainable energy production and low carbon solutions.’

1.24 Employment is an essential part of the Masterplan and the aspiration is that this should be achieved using the latest sustainable technologies, particularly as part of the wider contribution towards ‘Britain’s Energy Coast™ Masterplan’.

1.25 The Energy Coast™ Masterplan identifies that West Cumbria has “major nuclear assets and internationally competitive expertise and skills in a range of related activities, including environmental remediation, engineering and decommissioning. Employment in research and development is double the regional average.” An important objective of this approach is that by 2027, West Cumbria will be a globally recognised nuclear, energy, environment and related technology business cluster, with a strong, diversified and well connected economy with a highly-skilled population. The Energy Coast™ Masterplan also draws on the area’s natural environment, ensuring that any negative aspects of its location are overcome and its benefits are maximised.

1.26 This Masterplan for Lillyhall aims to contribute significantly to the achievement of these objectives.

Branding

1.27 It is important to define a strong identity for Lillyhall which gives it a recognisable profile, both at a local and wider level. As perceptions of Lillyhall begin to evolve investment which will contribute to this identity will be encouraged reinforcing the long-term Vision.

1.28 In order to establish the identity, it is essential to define a ‘brand’ that builds upon Lillyhall’s existing strengths as an established employment destination with existing strong linkages to the wider region. In terms of marketing Lillyhall to prospective businesses, these strengths should be clearly stated.

1.29 The proposed brand for Lillyhall has been developed as two complementary components of ‘name’ and ‘strapline’. The name ‘Lillyhall’
will be maintained as an essential definition of location within West Cumbria and reinforced through the simplified wayfinding diagram illustrated in figure 1.5.

1.30 The proposed strapline has been distilled from the strategic objectives defined in the Vision as; ‘Energy – Delivery – Space’, resulting in an overall brand as illustrated in figure 1.6, below.

1.31 The logo and strapline illustrated above have been designed specifically for Lillyhall and are used throughout the Design Prospectus. Graphically, the shapes in the logo represent the three key elements and point towards Lillyhall as being a catalyst for their further development. The colours are inspired by Lillyhall’s position within the surrounding area – green for the countryside and blue for the sea. Having two strong colours helps to define a uniform brand. The font used is clean with a bold style, suggesting Lillyhall’s strong position within the area and importance to the Energy Coast™ Masterplan. The words used in the strapline incorporate the following brand values:

- **Energy**: reflects the important contribution Lillyhall can make towards achieving the vision of Britain’s Energy Coast™ Masterplan, and is one of the proposed primary land uses for Lillyhall. It also reflects the Energy of the place itself and what it offers;

- **Delivery**: reflects two elements – delivery of the Masterplan and delivery of development. One of the key aims of both the Lillyhall Masterplan and the Energy Coast™ Masterplan is delivery, and there are a number of key bodies that can assist, not least the NWDA; and

- **Space**: reflects the fact that there is space within Lillyhall to develop, and that new floorspace will be created to accommodate new and existing occupiers. It also reflects the feeling of space generated by the open setting and surroundings of Lillyhall.
1.32 The brand and associated logo, font and colours will be used on all future documentation, marketing material, websites, signage etc. This will help define the brand and make it identifiable – to local communities, investors, developers, occupiers and Councils.

The Masterplan Strategy

1.33 Figure 1.7 opposite illustrates the Masterplan Strategy – the agreed approach as identified through an iterative options process that has evolved through presentation and feedback from the project Steering Group and major stakeholders.

1.34 The broad land use configuration illustrated in the Masterplan Strategy diagram responds directly to the NWDA/Steering Group objectives, physical, environmental and property market drivers as well as the aspirations defined in the Vision. The most influential drivers have been as follows:

- Current known development proposals and enquiries;
- The importance of a range of floorspace, allowing for start-up businesses in managed workspace and workshops;
- The demand for expansion opportunities from existing tenants and occupiers;
- Large floorspace requirements;
- The ability to develop speculatively in early phases of the Masterplan;
- The need to contribute towards Britain’s Energy Coast Masterplan;
- Improving educational requirements, responding to the needs of educational establishments and the ‘knowledge gap’ that exists in the wider region;
- Improving the presentation and image of Lillyhall; and
- The conclusions emerging from DTZ’s West Cumbria Employment Land Study, December 2008, as follows;
  - To resist residential uses;
  - Integration with existing adjacent employment uses through refurbishment and redevelopment (in particular Alcan);
  - Clearly differentiate between the roles of Lillyhall and Westlakes Science and Technology Park to avoid potentially competing for prospective occupiers;
  - Lillyhall is best placed to cater for a broader mix of employment uses and occupiers that require larger format premises. Westlakes Science and Technology Park should continue to be the focus for knowledge-based industries (especially those related to the nuclear sector); and

Figure 1.7: Masterplan Strategy
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Context

- Defining Lillyhall as the location for skills development and Westlakes Science and Technology Park as the location for research activity.

1.35 The focal point within the Masterplan is an area defined as the ‘Local Hub’. This is envisaged as the future nucleus of interaction within Lillyhall, maximising the benefits of its central location and its proximity to the education facilities. Whilst its focus is serving local workers and residents, it will also benefit from passing traffic on the junction of the A595 and A596.

1.36 The adjacent Lillyhall West area takes energy as the defining application, building upon the important role of the recently opened Energus Centre. A centre for excellence in education and environmental industries. Energus will be reinforced through the University of Cumbria’s plans to develop a CERESE (Centre for Excellence in Renewable and Sustainable Engineering) in an adjacent area. The Masterplan embraces these and other contributory businesses in Lillyhall West, but also anticipates an enhanced environment achieved through smaller-scale infill development, guidance for longer-term redevelopment as buildings reach the end of their useful life and environmental upgrades in particular through the introduction of green routes.

1.37 Lillyhall North has a primary purpose of employment and office development, together with a range of employment-based land uses. These proposed uses broadly reflect known developer interest, in particular south east of the A595.

1.38 The area defined as Lillyhall East presently incorporates a number of established businesses. The Masterplan proposes where possible to work with these businesses with an enhanced environment achieved through smaller-scale infill development, guidance for longer-term redevelopment as buildings reach the end of their useful life and environmental upgrades in particular through the introduction of green routes.

1.39 Lillyhall South includes two distinct primary uses of education and renewables (technology and delivery). The proposals have been developed in close consultation with Lakes College and allow for short and longer term education expansion requirements. The renewables area is located on the Alcan site and takes account of existing developer and business interest in renewable industry and green waste. The area immediately adjacent to the A595 is seen as an important interface to adjacent education uses with associated synergies in development of renewable research and delivery. As a spin-off to this research there may also be the opportunity to introduce a Lillyhall Combined Heat and Power (CHP) facility at this point, albeit it is recognised that the viability and deliverability of such a system would be subject to further detailed investigations. Consistent with other areas of the Masterplan improvements to the green network, existing wildlife habitats and linkages to the wider natural environment will also form an important part of Lillyhall South.
The Masterplan

1.40 The physical Masterplan that has been derived from the Masterplan strategy is shown in figure 1.8. The plan illustrates a potential building and open space layout that would deliver the strategy and vision.

Physical Proposals

1.41 The Lillyhall Masterplan has been primarily developed to provide strategic guidance in relation to delivery of a wide range of sites. It does not set out to frustrate development or define architectural aesthetics in detail. Nevertheless, a three dimensional study has been produced that does provide the opportunity to explore and illustrate these principles. The masterplan provides a summary of the potential approach that could be taken to respond to the strategic guidance, with associated illustrations.

The Local Hub

1.42 The Local Hub is seen as providing a sense of place within Lillyhall. New uses and open spaces have been created to respond to local interaction with an emphasis on providing facilities and services that can be used throughout the working day for the benefit of the Lillyhall area. Uses provided within the Local Hub will therefore include a small parade of retail units with office space over providing the potential for professional services and other small businesses requiring locally accessible space. Alongside the retail provision will be space for development of a small community facility / crèche and gym. These two elements have been provided to respond directly to the latent demand from the increased number of people that will inhabit the business, employment and education areas of Lillyhall. The location of the Local Hub with good access to the walking/cycle and road networks is therefore crucial in relation to activity patterns during the working day. Buildings are envisaged as two and three storey, providing the appropriate level of enclosure and physical presence (see figure 1.9).
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1.43 The Local Hub is also seen as the interface between energy, education and renewables thereby potentially providing the opportunity for interaction between different businesses, for instance an informal meeting in the café bar located in the retail parade. Consequently, proposals for student accommodation, managed workspace and further office provision have all been positioned around the Local Hub to take full advantage of the facilities and provide the greatest opportunity for interaction.
1.44 A further advantage of the Local Hub position is the ability to define the physical heart of Lillyhall. It is proposed that this could be further reinforced by the creation of a sculptural bridge structure acting as a local landmark crossing the A595 (see figure 1.10). The bridge is seen as a pedestrian/cycle facility that will be an important component of the network of routes forming the ‘green loop’ around the whole of Lillyhall. The bridge also connects directly into a park and recreational area to the north east to the Local Hub, which will be a further important amenity that this area can offer to the whole Lillyhall community.

Figure 1.10: The landmark bridge crossing the A595
Lillyhall West

1.45  Lillyhall West essentially divides into two distinct areas either side of Blackwood Road. The area to the west includes a series of existing businesses including Energus, Cumberland Pencil Factory and HM Revenue and Customs. New buildings in this area are seen as primarily energy and business focused with an emphasis on delivery of the technology and support associated with the environmental industries. Two and three storey buildings have been located to define principal routes and wherever possible maintain long distance views north west to the coast.

1.46  The area to the east of Blackwood Road also presently includes a series of businesses, including a number of car dealerships and the Stagecoach Bus Depot. The main difficulty with the present building form is the absence of definition to the A595 as a principal corridor passing through Lillyhall. The Masterplan proposes to address this issue by locating new buildings along the edge of the A595 with access generally achieved from the rear (see figure 1.11). The majority of new buildings will be two storeys with three storey elements used to provide corner articulation and gateway emphasis. This overall long term aspiration is identified in the Masterplan however it is recognised that an incremental approach is required for this area. In this respect buildings and sites will be upgraded and modified in accordance with principles set out in the Masterplan document as and when sites become available. This approach would also apply to the central park area, located to the rear, where the significant open space provision has been developed as a direct response to a large working population associated with a fully executed Lillyhall Masterplan. Clearly it is only sensible to develop such an amenity as and when the demand requires. Equally if provision of new employment space alongside Blackwood Road is seen as desirable this should not be discouraged providing the principles of amenity/setting and green linkage are not lost.
Lillyhall North

1.47 The A595 splits the Lillyhall North area into two separate parcels. The area to the west is presently occupied by the Eddie Stobart Limited depot that tends to dominate views on approach from the east. In the fullness of time this area is seen as a primary location for B2/B8 type employment accommodation, supplemented by further B1 type employment on the north west perimeter, positioned to make the most of the aspect overlooking open countryside.

1.48 The area to the east of the A595 forms a principal gateway to Lillyhall and has the potential for high profile uses that are best placed to take advantage of the A595 frontage. The relationship with the roundabout with its links to Workington further reinforces this site as a location for gateway uses. In response the Masterplan proposes a new hotel, petrol filling station and a parade of car dealerships together with a range of office and employment units and supporting open space provision. Buildings will be a maximum of two storeys with the hotel extending to three storeys should the need be identified (see figure 1.12). To the south east of this area a zone for habitat retention has been included as specific mitigation to ecology issues identified in the Lillyhall Masterplan Phase 1 studies.

Figure 1.12: View of Lillyhall North
Lillyhall East

1.49 Numerous existing businesses presently operate from the Lillyhall East area. The Masterplan proposes to work with these businesses infilling and repairing frontages over an extended period as and when sites become available. The Masterplan has initially identified zones alongside Joseph Noble Road, the A595 and Pittwood Road as areas for intervention. This will comprise B2 type employment accommodation very much in accordance with the existing provision in Lillyhall East. The building intervention will be complemented by a public realm and signage upgrade that once again links through with a wider green network aspiration. The primary frontage to the A595 is also upgraded with new landscape treatment introduced to improve the appearance and disguise some of the more utilitarian buildings (see figure 1.13).

Figure 1.13: View of Lillyhall East

Location Plan: Lillyhall East
Lillyhall South

1.50 Education, car showrooms and employment are the dominant uses within the Lillyhall South area. As with other areas the A595 splits the area into two distinct parcels. It is the intention of the Masterplan to retain as much of the existing uses as possible with the Masterplan providing the opportunity to link future uses through a shared approach to issues such as the delivery of environmental technology.

1.51 Major intervention west of the A595 focuses upon Lakes College with proposals to develop a new education building alongside the road. The new building will provide a high profile visible frontage for Lillyhall. New College workshop buildings will also be developed alongside Hallwood Road with the benefit of improving the outlook, natural surveillance and levels of activity on this route that will become one of the new linkages from the College to the Local Hub area. New buildings will be a maximum of two storeys in scale in line with the existing provision on the College Campus.

1.52 The area to the east of the A595 is presently dominated by large format industrial buildings that are a legacy of the Alcan site. Where possible it is envisaged that these buildings will be re-used and upgraded with new architectural treatment reflecting the importance of the A595 frontage. This new frontage will be formed from three elements collectively providing the renewable energy offer for Lillyhall. The original Alcan reception building will be refurbished as the ‘campus’ welcome building. The large format building adjacent will be upgraded and provide the manufacturing facilities. This will be complemented by a new curved building that will provide a showcase for knowledge transfer facilities. This could include research, seminar/conference and exhibition space very much complimenting the proposals that are being developed for the Lakes College site. This new frontage of buildings will also function as a screen to green uses behind, that could include household waste recycling and waste to energy facilities as part of the Lillyhall CHP initiative as described previously (see figure 1.14).

Figure 1.14: View of Lillyhall South

Location Plan: Lillyhall South
One
Context

Phasing Strategy

1.53 The level of ambition that is envisaged for Lillyhall will take time to deliver. A phased approach to development over a 20 year timeframe has been considered in order to understand how the individual components will contribute to the overall strategic objectives.

1.54 The phasing plan illustrated in figure 1.15 provides a strategy that reflects the balance between the delivery of important elements of the Masterplan with aspects such as land / property availability (e.g. the possibility of bringing the Local Hub forward early in the Masterplan, subject to positive negotiations to acquire the land), building quality (e.g. when buildings reach the end of their useful life), known and projected developer and occupier demands and forecasts (e.g. managed workspace and educational facilities) and current commitments. Clearly phasing is time sensitive; therefore as new initiatives / development and funding opportunities come forward, it should be reviewed in order to ensure the wider objectives are being achieved. The phasing strategy provided in this Design Prospectus should be viewed as a guide rather than a set of inflexible restrictions.

1.55 The phasing strategy considers broad time periods of 5 year increments however it is likely that there will be a ‘blurring of edges’ between different periods and the potential for overlap where there is interaction between adjacent uses. The major elements in each time period are as follows:

0 to 5 Years

1.56 Developments that have achieved a certain level of momentum or have been progressed to a relatively detailed level, such as a planning application submission, have been included in this period. Within this category are educational development and managed workspace in Lillyhall South, and the start of development at Lillyhall North. It also assumes that certain elements of the Local Hub and other energy / office opportunities within Lillyhall West will come forward in this period. This assumption is based upon existing interest in a number of the proposed business uses within the Local Hub (small café/sandwich outlet) and potential public sector forward funding for office development. However, all of the commercial aspects of the Local Hub will be demand driven and subject to individual viability studies.
1.57 Investment in infrastructure and improved public transport will be undertaken in this first period. These important ‘early win’ projects will be on the whole public sector led and are a critical example of where the new Lillyhall brand, Energy, Delivery, Space, can be reinforced.

5 to 10 Years

1.58 The second phase of development incorporates sites where interest is understood to be strong or where the public sector are able to influence the initial pump priming of investment. This includes student accommodation in Lillyhall South, office/energy projects in Lillyhall West, employment and public realm upgrades in Lillyhall West and reconfiguration of the Alcan site.

1.59 Highway infrastructure works in areas identified in orange on figure 1.15 will be necessary in the 5 to 15 year period. This work will be capacity and demand driven, very much dependant on the level and type of accommodation proposed on the various development sites. The exact phasing period has consequently been left broad in order to respond to these issues.

10 to 15 Years

1.60 Further infill employment development in Lillyhall East has been identified as coming forward in the third phasing period. By this stage it is believed that the Masterplan will be maturing and energy/office development and associated uses in the wider area will be generating the need for further employment space.

15 to 20 Years

1.61 Development identified within the final phase mainly consists of sites where complex land acquisition exists or an established business is in place that has no immediate requirement to move. This includes energy/office development on the A595 corridor, redevelopment of the Lillyhall North site presently occupied by Eddie Stobart Ltd and the renewables interpretation facilities building in Lillyhall South.
2.0 The Lillyhall Masterplan Design Guide
Introduction

2.1 The foundation of the Lillyhall Masterplan Design Guide is based upon current best practice in design and planning policy guidance, in particular that which is integral to the Government’s Sustainable Communities agenda: ‘Good design ensures attractive, useable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible from good planning’ (PPS1-Delivering Sustainable Development, ODPM 2005).

2.2 Whilst it is recognised that the primary purpose of Lillyhall is to provide a range of employment development, the majority of which will be of an industrial nature (Planning Use Classes B2 and B8), along with a certain amount of B1 development, this does not mean that high quality and responsive design cannot be achieved. Given the right setting and precedent, Lillyhall can be recognised regionally as a destination of choice. It already has good links to the rest of the region, therefore by ensuring high quality design in the right locations, it can capitalise upon a range of investment on a broad scale, including energy and education-based uses which will generate community interest, and in turn raise the profile of Lillyhall.

2.3 The Government’s stance on the importance of good design is supported by detailed policy and the production of associated guidance including: PPS1 (Delivering Sustainable Development), PPG17 (Open Space), PPS22 (Renewable Energy), The Urban Design Compendium (English Partnerships / Housing Corporation, 2007), and ‘By Design’ – Urban Design in the Planning System: Towards Better Practice (ODPM / CABE, 2000). In addition the NWDA’s Sustainable Buildings Policy has been incorporated into this guidance.

2.4 What constitutes good design is perhaps best summarised within ‘By Design’. It sets out seven design objectives as follows:

- **Character**: A place with its own identity;
- **Continuity and enclosure**: A place where public and private spaces are clearly distinguished;
- **Quality and the public realm**: A place with attractive and successful outdoor areas;
- **Ease of movement**: A place that is easy to get to and move through;
- **Legibility**: A place that has a clear image and is easy to understand;
- **Adaptability**: A place that can change easily; and
- **Diversity**: A place with variety and choice.

2.5 In terms of detailed best practice guidance on more specific issues such as crime and movement, Safer Places: The Planning System and Crime Prevention (ODPM, 2004), Secured by Design (ACPO, 2004), and Manual for Streets (DfT, 2007) consist of key design rationale, which will have a particular bearing on the creating and rejuvenating of key routes.

2.6 Of particular relevance, are principles laid out in Secured by Design which look towards creating safe, accessible and engaging places – key to the vision for Lillyhall. The key principles can be summarised as follows and have been incorporated into the Masterplan:

- **Integrated approach** – ensure that all significant components of its design, planning and layout are considered together at an early stage;
- **Environmental quality and sense of ownership** – well designed, attractive, clearly defined and well-maintained spaces are more likely to encourage people to take pride in their surroundings. In addition, feelings of comfort and safety will tend to lead towards a sense of shared ownership and responsibility;
- **Natural surveillance** – ensure that spaces around buildings, footpath routes, open spaces and parking areas are open to view from adjoining occupied properties. Well-trafficked routes can assist in discouraging criminal activity, by increasing the risk of detection, reducing opportunities for crime and making potential offenders feel more vulnerable; and
- **Lighting** – ensure that appropriate lighting is positioned for maximum security but respects the character of the area.

Planning Status

2.7 This Design Prospectus has been commissioned by NWDA. Its development has been guided by a Steering Group, the members of which represent a number of organisations including Energy CoastTM Campus, Britain’s Energy Coast West Cumbria (BECWC), Cumbria Vision, Allerdale Borough Council (ABC), Copeland Borough Council (CBC) and Cumbria County Council (CCC). Representatives (Officers) of the relevant LPAs have therefore been involved throughout the development of the Design Guide and have had the opportunity to comment upon it, with their comments being fully considered.

2.8 The Design Guide has been produced to provide a summary of site layout and design specifics relating to Lillyhall for stakeholders and prospective investors.
The Lillyhall Masterplan Design Guide

2.9 The Design Guide outlines the vision and objectives which NWDA and the wider Steering Group have developed to provide a framework for potential occupiers within which to plan and design development on individual plots. The aim of the design guidance is to balance the need for flexibility in the design of buildings and site layouts, with the desire to achieve a high degree of coherence and continuity within Lillyhall as a whole and to ensure that the development of individual areas does not conflict with the overall masterplan vision and objectives.

2.10 It also provides the basis for ensuring that areas are developed in line with current best practice with regards to planning and sustainability issues, and will provide guidance on compliance with the NWDA Sustainability Standard and sustainability checklists and themes, along with the requirement to meet a BREEAM ‘Excellent’ rating (www.nwda.co.uk/publications/quality-of-life/sustainable-buildings-policy.aspx, http://www.sdchecklist-northwest.org.uk/). These encourage developers to consider the various elements of the construction and use of the buildings and investigate any opportunities to improve the sustainability of the site (*Note: due to the highly complex nature of sustainability, not all elements of the BREEAM assessment or the NWDA’s sustainability checklist are included in this guide - it is recommended that stakeholders and developers seek additional professional guidance in achieving these targets early in the development of the project).

2.11 The guidelines will be used as material consideration by ABC as a firm basis for assessing and making decisions on planning applications for Lillyhall.

Sustainability

Background

2.12 One of the key drivers for Lillyhall is a desire to address the issues that have contributed to the area having an uncertain and unsustainable future. These issues cross economic, environmental and social themes and relate to sustainability in terms of the under-use of resources including land and infrastructure, poor choice of travel mode, undeveloped green infrastructure and water/energy inefficiency.

2.13 The guidance set out below seeks to address this range of issues in a balanced and coherent manner to create more sustainable development.

Approach

2.14 Energy and water: A more sustainable approach to energy and water is sought in Lillyhall through several interventions. The provision of new buildings presents an opportunity to develop these using more advanced energy and water efficient technology than at present. Buildings that are due to remain should also be refurbished to promote energy and water efficiency.

2.15 The use of other renewable energy sources should be considered, including solar photovoltaics, solar thermal, ground source heat pumps, air source heat pumps and wind energy. Whilst some of these are emerging technologies in mainstream building projects, their use and cost efficiency will only increase over time and should therefore be encouraged.

2.16 Energy Efficiency: The identity of Lillyhall should be driven by energy efficient design, with buildings and spaces developed to maximise all available sources of sustainable energy as set out above. This includes sourcing local materials and ensuring that the orientation of buildings and spaces maximise heat and light from the sun, contributing to the local eco-system by use of green roofs, rainwater harvesting, tree planting and greenspace creation, and ensuring there is easy and safe access to pedestrian, cycle and bus links. Principles and performance indicators within the ‘NWDA Sustainable Buildings Policy’ should be followed wherever possible (see page 26 for further details).

2.17 Design quality: Significant new-build development and public realm offer the greatest opportunity to improve the design quality, together with improvements to retained buildings. It is critical that these opportunities are taken, as high design quality will raise the profile of the area and attract investment, a crucial part of securing an economically sustainable development allowing investment in other elements of sustainability, such as energy efficiency and renewables, to be funded.

2.18 Green and blue infrastructure: Green and blue (water) space is a major land use in Lillyhall. Green space is already an essential part of a sustainable development and can provide benefits on many levels. Future proposals for Lillyhall should reinforce these benefits through the introduction of multi-functional green space. These areas of green space should be distributed across Lillyhall, providing good access for recreational use by occupiers, workers and visitors. A good distribution of green space and the use of street
trees and vegetation will also play an important role in providing urban cooling, sustainable drainage and space for ecology from which the whole business, educational and wider local communities can benefit. In addition, existing green and blue areas will provide mature green infrastructure and good habitats for ecology.

2.19 Sustainable transport: Land uses and services should be distributed to ensure minimum distance between services and users. A network of pathways should be incorporated into designs to promote direct access to services and land uses attractive to pedestrians and cyclists. This includes traffic-free cycle routes, new pedestrian crossings and the enhancement of existing pedestrian and bus networks.

2.20 Utilisation of existing resources: Local businesses and community are an important resource in developing a strong, economic and social base from which the area can grow. Retention of businesses should be encouraged, either by keeping existing buildings or providing suitable new premises for their growth and relocation. The visual relationship with the attractive surrounding landscape should be reinforced through exploitation of views to the Lake District to the east and Solway Firth to the north west through orientation and massing of buildings.

2.21 Building on wider initiatives: Provision of accommodation for local businesses not currently located at Lillyhall will be supported. This will strengthen Lillyhall’s local economic base, and retain expenditure within the area. The benefits associated with Britain’s Energy Coast™ Masterplan, and its strong local relationship will further contribute to a sustainable future for Lillyhall as it is a high-profile national and regional initiative.

Measuring Sustainability Performance

2.22 Sustainable development should form an integral part of good design. This not only reflects the way in which places are designed in terms of siting and movement, but also in terms of the eco-performance of individual buildings. The NWDA Sustainable Buildings Policy has been developed to set the standard for commercial developments in the Northwest and to meet the challenges of climate change.

2.23 The policy was approved by the NWDA Board in May 2007 for all new-build and major refurbishment projects over £500,000 on NWDA-owned land or receiving NWDA funding. The implementation of the policy is supported by the Sustainable Buildings Guidance Note and provides a series of mandatory primary and secondary Key Performance Indicators (KPIs), which are applied depending on the total cost of the development. In terms of the Primary KPIs, the BREEAM rating of Excellent should be applied to all new buildings, and Very Good rating for major refurbishment projects. All developments should strive to achieve Excellent which will be demonstrated through pre- and post-construction BREEAM assessments. In addition, as can be seen in the table above, a progressive pathway has been applied to Carbon, Waste and Water, culminating in zero carbon, waste and water by 2020 (see www.nwda.co.uk/areas of work/ enhancingquality/offices/sustainablebuildings.aspx).

2.24 The secondary KPIs apply to projects to a varying degree depending on their type and scale, and do not solely relate to the energy efficiency of individual buildings. These KPIs are summarised as follows:

- **Transport** – to support a reduction in the reliance on car travel and provide the facilities and opportunities for the provision of walking, cycling and public transport;
- **Communities** – to ensure that sustainable development considers both the communities and the local context in which it will exist, instilling best practice in the design and actual construction of developments;
- **Employment & Training** – to ensure large-scale investment in development supports the goals of the Regional Economic Strategy and supports opportunities for the unemployed as well as training initiatives;
- **Business** – to ensure large-scale investment in development supports regional supply chains and the environmental technology in the Northwest;
- **Place Shaping** – to ensure developments enhance a sense of place and respond to climate change issues, and the increasing...
frequency of extreme weather events such as warmer summers and heavier rainfall;

• Whole Life Value - in harmony with Office of Government Commerce guidelines, it is essential that developers consider the whole life costs of buildings. This will include identifying the saving in energy costs that will arise from enhanced energy efficiency measures; and

• User Satisfaction - to ensure that feedback on a building’s performance in use can be considered – solutions will not be sustainable if user comfort levels fall below acceptable standards.

2.25 It is important to maintain the commitment to sustainability identified in this Design Guide through the detailed design of the places and buildings. As well as creating a more attractive development that people will want to locate to, work in and use, the elements that contribute to Lillyhall’s sustainability will help ensure this commitment over a broad period. It will therefore be well equipped to meet the recent and emerging demands of sustainability policy and building regulations. These include:

• Building Regulations Part L2 – Due in 2010, will improve building energy consumption requirements;
• Carbon Reduction Commitment – Due in 2010;
• BREEAM Excellent is already required for many public buildings;
• 10% renewables – The North West Plan now requires 10% of energy for a building to be from renewable sources for new developments over 1000 sqm; and

2.26 By retaining, enhancing and developing the sustainable elements on a plot by plot basis, individual developments will be far better positioned to meet these standards in an effective and economic manner reinforcing the overall strategic benefits for Lillyhall.

‘Rethinking Construction’

2.27 ‘Rethinking Construction’ principles should be incorporated into the future development of Lillyhall. These are aimed at delivering improvements in the way that the construction industry works and helping it achieve its full potential. The principles were launched following the report of the Construction Task Force, chaired by Sir John Egan, in 1998. Outputs from the ‘Rethinking the Construction Client’ national debate that took place in 2001 identified six guidelines which are set out overleaf.

Use of surface materials (Grasscrete) to enhance Lillyhall’s drainage system

Sustainable technology within buildings

Reed beds connected to a SUDs system, which can also contribute to biodiversity

Sustainable green roof
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- Traditional processes of selection should be radically changed because they do not lead to best value;
- An integrated team, which includes the client, should be formed before design and maintained throughout delivery;
- Contracts should lead to mutual benefit for all parties and be based on a target and whole life cost approach;
- Suppliers should be selected by Best Value and not by lowest price: this can be achieved within EU and central government procurement guidelines;
- Performance measurement should be used to underpin continuous improvement within a collaborative working process; and
- Culture and processes should be changed so that collaborative rather than confrontational working is achieved.

Design Principles

2.28 The overall objective of the physical improvements to Lillyhall is to establish a distinctive, attractive and functional environment for the development of individual sites and to ensure that the whole area is sustainable. The primary objectives are identified in the Design Principles Diagram (figure 2.1) and further...
Individual Building Design Guidance

2.29 New and refurbished buildings within Lillyhall should adopt the following design parameters:

- Buildings should generally be 2 storey other than in landmark or gateway locations;
- Buildings should address key frontages;
- Entrances should be highly visible and on primary routes where possible;
- Dead frontages should be avoided and buildings must address neighbours and make a positive contribution to public realm;
- Full and unrestricted access should be provided for all members of the community irrespective of disability; and
- Lighting and signage should be an integral element of the building design where possible.

2.30 There are five key gateways within Lillyhall which should be marked with high quality buildings and associated public realm. The gateways are located as follows:

- Crossing point of the north western boundary and the A596;
- Junction of the A595 and the A596;
- Junction of Branthwaite Road and the A595;
- Junction of the new by-pass with A595/A597; and
- Crossing point of the north western boundary and Branthwaite Road.

2.31 Landmark buildings in relation to these gateways should be 3 storeys in height to emphasise a sense of arrival and aid legibility. They should also, as with other buildings which contribute to the gateway areas, have main entrances or active ground floor uses onto the main thoroughfares.

2.32 It is not intended that the existing pyramid art work present on the A595 / Branthwaite Road is removed, however, the branding proposals should be extended and applied to this key gateway in order to realise the desired Lillyhall identity. Likewise the art work and roundabout design feature helping to create sense of place and destination - ‘Spirit of Sport, Bolton’.
branding should be applied to other gateways including new roundabouts such as the A595 / A596 roundabout that will help to achieve a consistency of approach.

2.33 Other minor gateway locations such as the A597 Harrington Road, and the north eastern corner of Lillyhall, will also need to be treated similarly in design terms to contribute to high quality design standards.

Ensure routes and spaces are animated with active built frontages

2.34 In order to ensure a defined structure to routes and gateway locations, the position of building frontages is crucial. The Design Principles Diagram (figure 2.1) highlights primary routes within Lillyhall where particular attention must be paid to ensure that roads are activated with building frontages (not car parking, storage space or servicing). These are principally along the A595, A596 and Branthwaite Road. The building line established by these key frontages should be respected by remaining development but not necessarily followed stringently, particularly within more industrial areas.

Create a legible hierarchy of key routes with connections to the wider context

2.35 There are several route typologies proposed within Lillyhall to ensure accessibility and safety. The Green Loop is a key movement corridor which links to the primary and secondary vehicular route network and provides amenity to those using the site as a shared resource. The transition between different routes within the movement hierarchy will be an important design factor in ensuring legibility, usability and safety.
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Enhance safety and security

2.36 Spaces and routes should be well overlooked, and have good lighting and clear definition between public and private space. Natural surveillance derived through new building frontages will be an important contribution to this design principle. In addition, generating activity along key routes, will facilitate the reduction in fear of crime particularly after ‘office hours’.

Ensure that the transition between pedestrian / cycle and vehicular traffic is clear

Gathering places with outdoor seating

Lighting and overlooking within the public realm

Amenity for cyclists and pedestrians along the Green Loop / designated footpaths / cycle ways

Public realm used to aid informal gathering and activity

Use of natural surveillance through overlooking
Public Realm & Landscape Strategy

2.37 A landscape strategy for Lillyhall has been developed to identify short-term improvements to the external environment thereby helping to deliver the overall long-term vision. The Strategy sits alongside the physical design principles and includes design guidance to help achieve the objective of producing a holistic approach to Lillyhall. This will assist in achieving a coherent landscape appearance with common elements throughout, and builds upon the significant work already achieved by the Lillyhall Partnership.

2.38 The Strategy consists of five main elements:
• Landscape Structure;
• Green Loop Network;
• Open Space Network;
• Wildlife and Ecology; and
• Management Guidelines.

2.39 This section of the Design Guide should be read in conjunction with the Landscape Strategy Plan adjacent, which indicates the location of the cross sections that illustrate the potential external environment envisaged at Lillyhall.

2.40 **Enhance existing enclosure** – Lillyhall already incorporates a strong overall landscape structure offering enclosure and screening to the various developments. This consists of native tree species and woodland edge planting that has been introduced throughout the lifetime of Lillyhall and now forms a mature block of established planting. This is at its most prominent along the north western edge and to the perimeter of the current Eddie Stobart site (Lillyhall North). The Strategy recommends that mature structure is mostly retained and reinforced in places where there are gaps. However, the Strategy has also identified areas and zones where the planting should be removed to enhance views out of and within the developments (see figure 2.3).

2.41 **Open up & retain key views** – The Landscape Strategy plan identifies key views out to the coast and mountains. At these locations holes will be punched out of the planting to frame the identified views.

2.42 **Remove landscape structure to western side of Spine road (A595)** – The structural planting on the western side of the A595 will be removed or significantly reduced to fully exploit the potential for creating active frontages along...
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2.43 **Extend landscape structure** – The opportunity to extend the planting structure throughout the emerging developments will be encouraged. It is essential that this is done in a controlled manner to ensure that a high quality setting for the developments is achieved without obscuring and compromising frontages. Landscape screening will also be applied / strengthened in established employment areas to help soften their impact.

**Green Loop Network**

2.44 **Create Green Loop Network** – The Green Loop will be one of the tools that will assist in providing healthy and sustainable ease of movement throughout Lillyhall. This will build on existing footpaths and cycleways and supplement them with the introduction of a new network that relates to the emerging development sites (see figures 2.4 and 2.5).

2.45 **Enhance existing cycleway / footpath** – There is an existing cycleway that forms part of the eastern footpath to the A595. This will be enhanced through the introduction of waymarking elements, such as illuminated bollards, occasional seating and public art along the length of the route. The proposed Green Loop network will use this current cycleway to form part of the circulation network (see figure 2.3).

2.46 **Link to National Cycle Trail** – Route 72 is a Coast to Coast Trail that runs adjacent to Lillyhall. The Landscape Strategy proposes that the Green Loop network links into this trail at the south west corner (see figure 2.7).

2.47 **Create strong access to countryside** – The Green Loop will forge stronger links to the surrounding countryside directly through the national cycle trail and more indirectly through the newly created green ways (see figure 2.8).

2.48 **Create language for Green Loop Network** – Tree-lined routes / lighting / security & safety – the strategy proposes four types of treatment to create the Green Loop network:

- The first is the enhancement to the existing footpath as described above;
- The second is the introduction of a new three metre wide shared surface of combined footpath and cycle path. The surface will be a...
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Open Space Network

2.49 Creation of high quality spaces – A series of open spaces are envisaged to ensure that the development zones do not over-dominate the existing semi-rural setting, thereby reducing the potential for adverse landscape and visual impacts. These spaces will be linked by the Green Loop and arranged to form a hierarchy to reflect the adjacent zones and associated uses.

Wildlife / Ecology

2.50 The Landscape Strategy aims to enhance and increase the biodiversity of Lillyhall and offer provision and protection of wildlife species including hen harriers, barn owls, bats and potentially great crested newts, in the suggested new landscapes. The creation and reinforcement of the landscape structure will help to create ‘Green Fingers’ & wildlife corridors.

Management Guidelines

2.51 Owing to the complexity of the land ownerships at Lillyhall, the ongoing management of open space is likely to be carried out by a combination of different companies. Areas associated with highways will ideally be adopted by the Local...
Authority. Other key gateways are currently maintained by the Lillyhall Partnership, but funding pressures may require stakeholders to look at other options, for instance introducing a Business Improvement District.

2.52 Broad management objectives for new development should include:

- **Enhancement of the existing landscape setting:** To maintain and develop the proposals for the landscape that help to integrate the development in the broader landscape setting;
- **Nature Conservation and Biodiversity:** To create new and maintain existing habitats where appropriate;
- **Ensure on-going maintenance practices protect a high quality public realm:** To maintain a high quality external environment to provide recreational opportunities for workers, students and visitors; to ensure that the landscape is maintained so it attains its intended mature characteristics, and to create an attractive and memorable landscape structure which will reinforce a high quality appearance across Lillyhall and aid wayfinding; and
- **Maintaining a safe environment:** To ensure that a comfortable and safe environment is maintained for all users. This will include, amongst other things, ensuring that good natural surveillance is achieved and maintained, footpaths and cycleways are not blocked, overhanging trees and planting are controlled, and lighting is well maintained;

2.53 A variety of management regimes will need to be employed to maintain the range of landscape characteristics described above. The types of planting (and their maintenance requirements) broadly fall under the following headings:

- **Existing landscape and structural planting:** This will include the maintenance of wooded areas, existing established hedgerows and grasslands. These areas should be enhanced and protected, subject to a suitable management plan. Generally, all trees would be subject to a watching brief to determine their safety and life expectancy. Dangerous branches and trees would be removed as appropriate, thinning should be considered on a minimum of a 10 year cycle.

  Hedgerows should be trimmed annually to maintain a good shape. Trimming should take place outside the nesting season in September – March. Any work required within the nesting season will require a visual check and potentially ecological advice; no work should be carried out where nesting birds are found. Grasslands should be maintained in line with appropriate ecological advice;

- **Formal landscapes:** Formal landscape elements in public open spaces and high-profile entrance spaces will require regular on-going maintenance to preserve the integrity and quality of the design;

- **Informal and natural landscape characteristics:** Softer natural landscapes can require the same level of maintenance as formal manicured environments. These areas should be subject to a robust long-term management plan which is likely to recommend the progressive introduction of appropriate species. Trees should also be subject to the general principles of good tree planting, which can often be overlooked, including ensuring trees are growing true and are well planted and that ties, stakes and guards are removed once not required; and

- **Structural planting along roads and footways:** Planting here needs to protect visual amenity and create a high quality impression for Lillyhall. These areas will generally reflect the more naturalistic landscape characteristics, and should be well maintained in line with other similar areas. Special consideration should be given to ensuring that sight lines are protected and overhanging planting is removed.

### Security Framework

2.54 The future Security Framework for Lillyhall, assumes a number of interventions to enhance the site security. This builds upon the existing measures previously implemented, such as the CCTV system, and has been developed following liaison with the Architectural Liaison Officer at West Cumbria Community Safety Department within Cumbria Constabulary.

2.55 The interventions to be considered are:

- **Natural Surveillance**;
- **Closed Circuit Television**;
- **Alarms**;
- **Lighting**;
- **Boundary Treatment**;
  - **Paladin Fencing**;
  - **Metal Railings**;
  - **Dry Stone Walls**;
  - **Willow Hedges**; and
- **Defensive planting**.
In broad terms, as Lillyhall develops it is essential that new developments seek Secured by Design status, and that consultation with the Architectural Liaison Officer is undertaken throughout the design, planning and development process. The specific Secured by Design Guidance for commercial premises is currently being re-written and will be available on the following website in the near future (www.securedbydesign.com).

Natural Surveillance

Natural surveillance limits the opportunity for crime by taking steps to increase the perception that people can be seen. It is achieved through the placement of physical features, activities and people in such a way as to increase visibility and generate positive social interaction, whilst increasing scrutiny and limitations on potential offenders’ escape routes. It is typically free of cost, however its effectiveness to deter crime varies with the individual offender.

Achieving widespread natural surveillance across Lillyhall is seen as the foundation to a solid overall security strategy. The thinning and selected removal of vegetation will be encouraged to open up views between buildings and roads, and vice versa. The management of vegetation on site is crucial to retaining these views; restricting shrubs to a maximum height of 1m and ensuring that the tree canopy is retained at 2m high should form part of the landscape management regime. Such interventions must integrate fully with the wider landscape strategy. The creation of active building frontages that overlook highways, car parks and open spaces provides a passive deterrent to criminal activity.

Closed Circuit Television (CCTV)

Lillyhall currently has a system of six cameras that monitor the site. These cameras currently transmit to the Workington control centre located in the Workington town centre multi-storey car park and were installed with funding through the Lillyhall Partnership.

Individual new build developments may integrate with this system subject to further detailed negotiations.

Alarms

Currently, buildings across Lillyhall (25 in number) use alarm systems linked directly to Alarm Receiving Centres (which subsequently contact the Police as appropriate). On all new build sites it is recommended that phone lines are buried and form part of the underground utilities network. This reduces the risk of lines being cut and disabling alarm systems.

Street Lighting

The introduction of white street lighting will be promoted across Lillyhall. White lights give better colour rendering and have been proven to reduce ‘fear of crime’ by providing a brighter street scene. White lights are marginally more expensive to run, although they have a greater life-expectancy and are therefore more cost-effective in the long term.
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Boundary Treatment

2.63 There are four proposed boundary treatments for Lillyhall, which can be used in conjunction with defensive planting to provide barriers to movement and further deter criminal activity.

2.64 **Paladin Fencing** - A 2.4 metre high paladin fence is proposed for rear, secure boundaries not facing primary routes such as employment areas in Lillyhall North and East, (similar to that already used in various locations) providing aesthetic appeal with strength and security. Paladin fencing has also been proven to be more secure than palisade fencing and Cumbria Constabulary actively promote its use across the County. It is considered that this, in conjunction with other environmental improvements, will greatly improve the visual appearance Lillyhall and reduce the visual impact of secure boundaries (see figure 2.9).

2.65 It is recommended that a uniform colour scheme of dark green, as shown in the image below, should be adopted, thus achieving a greater level of consistency.

2.66 **Metal Railing** - On key frontages, for example facing the A596 or proposed green spaces, metal railing should be installed in order to give Lillyhall a higher quality image. At one metre in height, these rails will act as a physical deterrent to unauthorised access, clearly differentiating between public and private space (see figure 2.10).

2.67 **Dry Stone Wall** - On high-profile frontages (A596, A596 and Blackwood Road), traditional style dry stone walling should be used to secure boundaries. Using local stone will provide a high quality, sustainable boundary solution, helping to create a distinct brand for Lillyhall (see figure 2.11).

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Figure 2.9: Example of paladin fencing and its use in a typical section

Figure 2.10: Example of metal railing and its use in a typical section

Figure 2.11: On-site example of dry stone walling and its use in a typical section

Figure 2.12: Example of a living wall and its use in a typical section
2.68 Willow Hedge / Living Wall – In certain compatible areas (Lillyhall South, boundary to A595), it may be appropriate to create a secure boundary with a ‘living wall’ such as a willow hedge. This boundary treatment, when mature, is secure, aesthetically pleasing, and impenetrable and contributes to habitat creation (see figure 2.12).

2.69 Defensive Planting - In association with other boundary treatments, or indeed when used in isolation, defensive planting forms an inexpensive, natural and colourful secure boundary. Three of the most commonly used plant types are Berberis, Pyracantha and Genista hispanica as shown adjacent. Other popular choices include Rosa rugosa, Ilex aquifolium and Crataegus monogyna.

2.70 A robust landscape maintenance regime must be implemented across Lillyhall, ensuring that defensive planting does not overgrow, and in so doing have a negative impact on natural surveillance and CCTV sightlines for example. Where possible, defensive planting should be implemented during early phases of the work in order to allow time for it to establish and where possible local indigenous species should be used.
3.0 Conclusions
Three Conclusions

Public Sector - delivery

3.1 The overall objective of the physical improvements to Lillyhall is to establish a distinctive, attractive and functional environment for the development of individual sites and to ensure that the whole area is sustainable. The primary objectives are:

• To provide a high quality environment that aspires to achieve high standards of sustainability, throughout construction, operation and the life cycle of Lillyhall;
• To create attractive, contemporary ‘Gateways’ at access points to Lillyhall and at key intersections, providing a distinctive and recognisable identity for Lillyhall as a whole;
• To assist in improvements to the appearance and setting of existing retained buildings and sites;
• To provide high quality public realm, including substantial appropriate tree and shrub planting, repaving and contemporary lighting;
• To establish a safe and amenable circulation network for pedestrians and cyclists as well as vehicles, encouraging the use of non-motorised forms of transport; and
• To extend and improve the servicing, infrastructure and security network of Lillyhall.

Private Sector - expectations

3.2 The following points summarise overall design quality expectations for Lillyhall:

• New sites and buildings within them should make a positive contribution to the wider Lillyhall Estate;
• New buildings and site layouts should relate to their neighbours;
• The use of planting and materials should be consistent with identity and approach established in the public realm and landscape strategy, and selected to minimise the impact on the environment;
• The architectural language of new buildings should reflect the local vernacular and be appropriate to their function;
• All new buildings and public spaces must provide unrestricted access for persons with disabilities. Proposals must comply with the Disability Discrimination Act;
• The ecological diversity of Lillyhall must be maintained with any negative impacts mitigated at source.
4.0 Contacts
4.1 For further information in relation to the Lillyhall Design Prospectus, Masterplan or availability of development plots at Lillyhall please contact:

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