

Mr Daniel Wilson - Town Clerk - Prescott Town Council,

You have been sent this email because you or somebody else has submitted a comment on a Planning Application to your local authority using your email address. A summary of your comments is provided below.

Comments were submitted at 12:00 PM on 28 Sep 2020 from Mr Daniel Wilson - Town Clerk - Prescott Town Council.

## Application Summary

**Address:** Footpath Opposite To No 5 Water Tower Drive On St Helens Road Prescott Knowsley

**Proposal:** REMOVAL OF EXISTING GATEWAY SIGNAGE AND ERECTION OF 1 NO. FREE-STANDING NON-ILLUMINATED PRESCOT GATEWAY SIGN

**Case Officer:** Andrew Hunt

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## Customer Details

**Name:** Mr Daniel Wilson - Town Clerk - Prescott Town Council

**Email:** [townclerk@prescot-tc.gov.uk](mailto:townclerk@prescot-tc.gov.uk)

**Address:** Prescott Town Hall (formerly Fusilier), 1 Warrington Road, Prescott, Knowsley L34 5QX

## Comments Details

**Commenter Type:** Representative

**Stance:** Customer objects to the Planning Application

**Reasons for comment:** - Visual Amenity

**Comments:** Prescott Town Council would like to make the following comments

Whilst the Town Council whole heartedly supports the wider regeneration efforts that have gone into Prescott Town Centre and indeed the outline designs for public art, it does have some serious reservations with regard to the gateway signage.

A number of councillors and residents attended a consultation event at the Deanes House around public art. This consultation has resulted in designs that are on the most part well received with some divided opinion on the colour scheme. But overall the Town Council and residents really welcomed the opportunity to contribute to the process. Residents of the Town will live with these designs for at least 25 years (perhaps much longer) therefore the opportunity to put their views forward and be involved in the design process is absolutely fundamental to their quality of life.

Residents of Prescott are extremely proud of the Town's rich history, a history that dates back before 1179. A significant point in that history is the gifting of Prescott to Kings College Cambridge in 1445, this act led to the Town adopting the Coat of Arms of the college, and this coat of arms has been synonymous with the Town since that point. This is demonstrated the fact that it is still being used by Prescott Cables, Prescott Parish Church, Prescott Hockey Club, Prescott Chat, Prescott Historic Society and Prescott Town Council to name but a few. The Coat of Arms is also present on the Mayoral Chains which were originally used by Prescott Urban District Council which was formed in 1895. The overwhelming point being that the Town already has an identity through the Coat of Arms that residents are extremely proud of and is taken further afield by the Town's sports teams. Prescott's coat of arms is a kin the Red Rose of Lancashire or the White Rose of Yorkshire in that they help to define a place and are important historical reminders. Prescott's coat of arms has been in place since 1445 some 575 years, this integral piece of history should be maintained in perpetuity.

The lack of the coat of arms in any gateway signage is therefore very difficult to understand as it is the Coat of Arms that emphasises the sense of place.

In addition to the Coat of Arms the Town also has an existing motto 'Floreat Prescotia' which translates as Let Prescott Flourish. The very recent introduction of the words 'Welcome Wanderer' appear to be replacing the existing motto and becoming a new slogan for the Town. With the greatest of respect the Town Council feel that a such a slogan would be better placed in the new Theatre where its meaning will have relevance. Very few people are aware of the fact that words emanate from a Shakespearean play and it is more likely to cause confusion than recognition. Indeed one would expect to see such a phrase used at the football grounds of Bolton, Wolverhampton and Wycombe.

Would the words 'Welcome to Prescott' not be appropriate on a gateway sign?

The gateway signs also include other somewhat obscure phrases including 'Action is Eloquence' this particular quote ends 'in the in the eyes of the ignorant' which could easily be construed as offensive.

Prescott Town Council believe that something as significant as gateway signage should have a design based on resident consultation and that such an approach would be in keeping with the Knowsley Better Together philosophy. To that end the Town Council would welcome the opportunity to work with KMBC to hold additional consultation sessions specifically around gateway signage (as was the case with the public art installations at either

end of the Prescott bypass). As this is such a significant addition the Town Council would also be willing to make a financial contribution to the scheme provided that it can demonstrate the principles of best value.

Prescot Town Council