

Copeland Shopfront Design Guide SPD

Consultation Statement: August 2021

Copeland Borough Council undertook a statutory six week public consultation on the draft of the Shopfront Design Guide (SPD) between 10th May and 21st June 2021.

The Draft SPD was made available on the Council’s website, with copies available on request, and the consultation was promoted via media releases, a radio interview, the Council’s website and social media, as well letters to stakeholders and posters to parish councils.

A total of three comments were received in response to the consultation and these are shown in the table below:

Respondent	Comment	Council response
1	As a recent arrival in Copeland I fully support the principles and examples set out in the design guide. Shop frontages have a key role to play in the economic fortunes of a town. Particularly in an area such as Copeland where towns such as Whitehaven can benefit from tourism and attract spending by local residents. Attracting new retail business to an area is helped by an attractive townscape. Hope the feedback from the consultation is positive.	Support and comments welcomed.
2	Empty shops and filthy streets will not encourage anyone to Whitehaven .Workington employ a street cleaner and it’s much nicer to see clean weed free streets. Lovely display of flowers but the shop fronts have weeds and are very dirty.	Comments noted. The Council agrees that good maintenance of buildings and the public realm is very important in making a place attractive to shoppers and visitors. Section 6.6 of the document covers maintenance matters that can be affected by this SPD.
3	[We welcome] the production of Copeland’s Shopfront Design Guide; and particularly the involvement of your specialist conservation staff in its preparation. We support the production of design guidance that helps maintain and enhance the character of historic buildings and places. In terms of the guide’s detail, the document is generally clear and well laid out, with strong visuals. However, the chapter headings within the document - for example ‘6. What to avoid’ - are a little lost, so we recommend placing greater visual emphasis on these headings,	Support and comments welcomed.

Respondent	Comment	Council response
	from which the text and images within that chapter will then flow. The chapter headings would also benefit from being emphasised within the guide's index.	

The following changes were made to the draft in response to this feedback:

- Changed Heading 1 style from Calibri Light (Headings) 14pt to Calibri 16pt
- Changed Heading 2 style from Calibri Light (Headings) 13pt to Calibri 13pt
- Added chapter heading to image at start of Chapter 6
- Put chapter headings in Contents page in bold text

Following these minor amendments the Council proposes to adopt the Shopfront Design Guide as a Supplementary Planning Document.