

1. Wirral Waters: Policy and Literature Review

1.1 An opportunity of the scale and complexity of Wirral Waters has the potential to be affected by nearly every policy, guidance document, best practice and other literature in the fields of planning, economic development and urban regeneration, sustainable development, environment and transport.

1.2 It is appropriate and possible to highlight the key policy influences and set out the likely implications for Wirral Waters.

1.3 There are five definable tiers of policy and literature that would influence significant redevelopment at Birkenhead Docks. The tiers are identified as follows:

- **Europe:** European Union funding mechanisms have significantly influenced regeneration in the Merseyside area, with funding available through a variety of streams including the Objective 1 programme;

- **UK/England (National):** A range of national policies and initiatives, key themes being sustainable communities and urban regeneration;

- **North West (Regional):** Regional policies and initiatives specific to England's North West (N.B. this includes the "Northern Way" policies);

- **Merseyside/Liverpool City-Region (Sub-Regional):** Sub-regional policies and initiatives; and

- **Wirral (Local/District):** Local Policies and Initiatives specific to Wirral.

1.4 The tables below follow this tiered approach. Within each tier, policy is considered within four broad categories:

- **Statutory planning policy and planning guidance;**
- **Regeneration, Economic Development and Community;**
- **Transport and Accessibility; and**
- **Environmental policy and legislation.**

Table 1/1: European level

Policy / Programme / Strategy / Initiative	Summary of relevant aspects	Implications for Wirral Waters
<p>European Structural Funds</p> <p>European Regional Development Fund – ERDF</p> <p>European Social Fund – ESF</p>	<p>Structural funds are designed to reduce disparities and to promote economic and social cohesion within the European Union. The total budget for the Structural Funds amounted to 195 billion Euros in 2000-06. The next round of Structural Funds Programmes is for the period 2007-2013.</p> <p>The European Regional Development Fund (ERDF) was set up in 1975 to stimulate economic development in less prosperous regions of the European Union (EU). ERDF is targeted at those regions which are most in need of help in order to meet a number of objectives. Objective 1 is “promoting the development and structural adjustment of regions whose development is lagging behind”.</p> <p>Objective 1 is a European Union initiative to help regions throughout the EU improve their economic performance with £1.2 billion of funding available for English Objective 1 areas. To qualify for this funding, a region had to be ‘under-performing’ against the European Union (EU) average, i.e below 75 per cent of the average performance, as measured by Gross Domestic Product (GDP) per head of population. Programme Funds have been targeted at four ‘Priorities’. These are to develop business, people, locations and communities.</p> <p>The European Social Fund (ESF) is the EU's financial instrument for investing in people. The ESF channels European money into helping Member States meet the goals they have agreed together to create more and better jobs. Its mission is to help prevent and fight unemployment, to make Europe's workforce and companies better equipped to face new challenges, and to prevent people losing touch with the labour market. The ESF aims to reduce the differences in living standards between the people and the regions of the EU by pursuing the following three Objectives, one of which is the Objective 1 programme.</p>	<p>The European Commission designated Merseyside as an eligible Objective 1 region for 2000-06, due to its structural economic and social problems.</p> <p>ERDF Objective 1 funding has triggered many projects and initiatives in Merseyside. The most significant and relevant to Wirral Waters are referred to in Section 2 Catalysts for Change.</p> <p>In the wider City-Region, Objective 1 funding has stimulated a wide variety of major projects, particularly in Liverpool.</p> <p>The programme amounts to total cost of around 3,451 million Euros, of which the EU Structural Funds provide 1,389 million Euros.</p> <p>EU Structural Funds will shortly expire for Merseyside. It must therefore ensure that remaining public sector funds are spent appropriately in facilitating progress. It is clear that there will be a heavy reliance on the private sector, now that private sector investment confidence has been established and is growing in Merseyside and its wider City-Region.</p>
<p>Directive 2001/42/EC</p>	<p>This directive, otherwise known in the UK as “the Strategic Environmental Assessment (SEA) directive”, requires the undertaking of an environmental assessment for certain types of plans and programmes, including land use/spatial planning and plans/programmes which set the framework for future development consents for EIA projects.</p>	<p>Future development consents to be sought for Wirral Waters will require EIA. The Masterplanning of Wirral Waters will set a framework for future development. It seems likely therefore that SEA will be required for Wirral Waters.</p> <p>What is less clear is the means by which this will be undertaken. As the process advances and further clarity regarding the planning policy vehicle for Wirral Waters is established, the requirements for SEA will become clearer.</p>
<p>Directive 85/337/EEC Amended by Directive 97/11/EC</p>	<p>These directives, otherwise known in the UK as “the Environmental Impact Assessment (EIA) directives” requiring the undertaking of an environmental assessment for certain types of development projects.</p>	<p>Future development consents to be sought for Wirral Waters will require EIA. The EIA process is iterative and has in essence already commenced through the undertaking of an environmental review as part of this baseline study.</p>

Table 1/2: National level

Policy / Programme / Strategy / Initiative	Summary of relevant aspects	Implications for Wirral Waters
<p>PPS1 – Delivering Sustainable Development</p>	<p>PPS1 identifies sustainable development as the core principle underlying planning. The government sets out four aims for sustainable development:</p> <ul style="list-style-type: none"> • Social progress which recognises the needs of everyone; • Effective protection of the environment; • The prudent use of natural resources; and • The maintenance of high and stable levels of economic growth and employment. <p>Planning should facilitate these aims by promoting urban regeneration; inclusive communities; access to jobs; reduction in the need to travel; and efficient use of land through higher densities and use of previously developed land.</p> <p>PPS 1 explains the importance of design quality as a consideration within the planning system and specifically the importance of protecting and enhancing the quality, character and amenity value of the countryside and of urban areas. Good design should help to make places better for people and paragraph 35 explains that ‘High quality and inclusive design should be the aim of all those involved in the development process’.</p> <p>Paragraph 38 encourages development proposals which create or reinforce ‘local distinctiveness’. It explains, however that it is not the intention to stifle innovation, originality or initiative. The importance of community involvement in the planning and achievement of sustainable development is set out in paragraphs 40-44.</p>	<p>Wirral Waters can respond to the principles of sustainable development on a number of different levels.</p> <p>Social progress, environmental protection, prudent use of resources, economic growth, high quality design and community participation are all fundamental principles of the Wirral Waters opportunity.</p>
<p>PPS3 - Housing</p>	<p>PPS3 encourages the re-use of previously developed land within the existing urban area. To promote more sustainable patterns of development and make better use of previously developed land, the focus for additional housing should be existing towns and cities.</p> <p>Good design should contribute positively to making places better for people. PPS 3 sets out the criteria against which the design quality of new housing developments should be considered, which includes accessibility and connection to public transport, the efficient use of resources, seeking to adapt to and reduce the impact of climate change; car parking that is well integrated with a high quality public realm and streets that are pedestrian, cycle and vehicle friendly; distinctive character supporting a sense of local pride and civic identity; and the re-establishment of biodiversity.</p>	<p>Future housing development at Wirral Waters will be broadly compliant with PPS3 in terms of its location within an existing urban area and on previously developed land.</p> <p>The Masterplanning process will be integral in determining both the density of future development and robust design principles.</p> <p>The type and amount of housing will be influenced by local needs.</p>
<p>PPS6: Planning for Town Centres</p>	<p>PPS6 sets out the Government’s objective of promoting vital and viable town centres by focusing development in existing centres in order to strengthen and regenerate them. Local authorities are also encouraged to establish a network and hierarchy of centres, including local centres, setting out the role and functions of such centres. When considering ‘town centre’ type developments including retail, leisure and</p>	<p>The provision of town centre uses (retail, office and leisure) as part of the Wirral Waters opportunity will need to have regard to the impact on existing centres in Wirral in accordance with PPS6, with the appropriate weight given to</p>



	<p>offices, the following must be demonstrated:</p> <ul style="list-style-type: none"> • The need for development; • That the development is of an appropriate scale; • That there are no more central sites for the development; • That there are no unacceptable impacts on existing centres; and • The location is accessible. <p>In assessing the need and capacity for additional retail and leisure development, local planning authorities should place greater weight on quantitative need for additional floorspace for the specific types of retail and leisure developments. However local planning authorities should also take account of qualitative considerations. Additional benefits such as regeneration and employment are acknowledged as material considerations to development proposals having regard to local circumstances.</p>	<p>the impact on regeneration of the area and employment.</p> <p>In particular, it will need to be demonstrated that Birkenhead town centre will not be adversely affected.</p> <p>The Council will shortly be undertaking a retail study to inform the quantitative and qualitative analysis of retail uses.</p>
PPS9: Biodiversity and Geological Conservation	<p>PPS9 outlines the Government’s commitment to the conservation of wildlife and natural features. It is mainly concerned with the protection of statutorily designated sites, including National Nature Reserves (NNR) and Sites of Special Scientific Interest (SSSI) and is consistent with commitments to international agreements and directives on nature conservation. PPS9 seeks to ensure that planning policies are incorporated within regional and local planning documents to minimise any adverse effects on wildlife.</p> <p>PPS9 also addresses development and wildlife issues outside these statutory sites, recommending that the impact of development should be identified, in order that a planning application may be determined. The biodiversity value of previously developed land is noted, and the incorporation of features beneficial to biodiversity is also promoted.</p>	<p>Whilst there are no designated sites within the dock estate or its immediate surroundings, there are several designated sites of nature conservation and biodiversity value around Wirral. Regard must therefore be given to the impact that development might have on such sites as part of the planning process.</p> <p>The inclusion of features beneficial to biodiversity will be promoted through the Masterplanning process.</p>
PPS10: Planning for Sustainable Waste Management	<p>PPS10 addresses the responsibilities of local authorities with regard to waste. It states that all planning authorities should, where relevant, consider the likely impact of proposed, non-waste related, development on existing waste management facilities, and on sites and areas allocated for waste management. Site waste management plans should be provided for in new development. Opportunities for the reuse and recovery of materials should be explored. Plans should aim to minimise and manage waste disposal.</p>	<p>Owing to the potential scale of development, there may be opportunities for integrated and sustainable waste management across Wirral Waters. There is a waste management centre at Bidston. Opportunities for minimisation and energy production from waste e.g. biomass will be explored.</p>
PPS12: Local Development Frameworks And Companion Guide (ODPM, 2004)	<p>PPS12 sets out the approach to producing Local Development Frameworks. The Core Strategy will set out the overall objectives and spatial vision for the area. Other Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs) can be used to set out more detailed policies.</p> <p>Wirral MBC is in the process of producing its Core Strategy, following on from which will be a series of Allocations DPDs and SPDs.</p>	<p>As the Wirral Local Development Framework progresses, it will be informed by and respond to the Wirral Waters opportunity. This will initial and principally be through the Core Strategy.</p>
PPS22: Renewable Energy	<p>PPS22 sets out the Government’s commitment to promote the use of renewable energies in order to meet targets for reducing CO₂ emissions and conserving fossil fuel resources. It recommends that Local Authorities provide policies in Local Development Documents that prescribe the percentage of energy for new developments which should come from renewable sources. The document also encourages the incorporation of small-scale renewal energy projects into large developments.</p>	<p>Opportunities to incorporate facilities for renewable energy generation within Wirral Waters will be one of the key issues at the Masterplanning stage.</p>



<p>PPS23: Planning and Pollution Control</p>	<p>PPS23 gives advice on the relationship between controls over development under planning law, on the one hand, and under pollution control legislation on the other. The planning and pollution control systems are separate, but complementary, in that both are designed to protect the environment from the potential harm caused by development and operations.</p> <p>The location of development and operations should be controlled in order to avoid or minimise adverse effects on the use of land.</p>	<p>Given the industrial heritage of the area, it is possible that parts will be contaminated, consequently any development is likely to be subject to the carrying out of contamination surveys and remediation works where necessary.</p> <p>Air quality assessments will also be needed, in order to demonstrate that future proposals are acceptable both in terms of their own impacts and when considered against baseline conditions.</p>
<p>PPS25: Development and Flood Risk</p>	<p>The guidance within PPS25 states that all development proposals should be considered in relation to their vulnerability to flooding from other sources and their potential to increase flood risk elsewhere. For development proposals on sites comprising one hectare or above within Flood Zone 1, and all development within Flood Zone 2 & 3, these considerations should be incorporated into a Flood Risk Assessment.</p>	<p>Owing to the location of Wirral Waters, a flood risk assessment will need to be carried out.</p>
<p>PPG4: Industrial and Commercial Development and Small Firms</p>	<p>One of the Government's key aims is to encourage continued economic development in a way which is compatible with its environmental objectives. PPG4 highlights that Local Authorities should:</p> <ul style="list-style-type: none"> • Encourage new development in locations which minimise the length and number of trips, especially by motor vehicles; • Encourage new development in locations that can be served by more energy efficient modes of transport; • Discourage new development where it would be likely to add unacceptably to congestion; • Locate development requiring access mainly to local roads away from trunk roads, to avoid unnecessary congestion on roads designed for longer distance movement. 	<p>Integrated, mixed use development opportunities that can help stimulate local economies are consistent with PPG4 guidance.</p> <p>A central theme of Wirral Waters will be the need to ensure local public transport accessibility.</p>
<p>PPS4: Planning for Sustainable Economic Development Consultation Draft – December 2007</p>	<p>A draft of the long-awaited PPS4 is presently on consultation. The Government is expected to publish the final version later in 2008.</p> <p>The draft recognises the importance of economic development projects as a key driver for the UK economy, and requires local authorities to place economic development, underpinned by robust evidence, at the heart of planning.</p> <p>The re-use of previously development, maximising the effective and efficient use of land, and positive approach to development management are key aspects of the draft document.</p>	<p>As identified through the Baseline Study, Wirral Waters is an opportunity to transform a low performance economy into an economic force.</p> <p>The attraction of high value office occupiers and other economic development interests to Wirral Waters is a key part of Peel's approach.</p>
<p>PPG13: Transport</p>	<p>The main objectives of PPG13 are to promote sustainable transport choices, to reduce the need to travel by car, and to promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling.</p> <p>In order to achieve these objectives, it is recommended that patterns of urban growth should be managed to make the fullest use of public transport and focus generators of travel demand near to major public transport interchanges. Housing, retail and commercial developments should be located within existing urban areas at locations which are highly accessible by public transport, walking and cycling.</p>	<p>Wirral Waters will be consistent with sustainable transport principles, owing to a strong strategic public transport network. There will be opportunities to improve local linkages with existing public transport.</p> <p>The improvement of cycle and pedestrian links will also be a fundamental principle at Masterplanning stage.</p>

<p>PPG15: Planning and the Historic Environment</p>	<p>PPG15 encourages the complementary objectives of conservation and sustainable economic growth. The design of new buildings intended to stand alongside historic buildings and structures needs to be very carefully considered having special regard to the desirability of preserving the setting of the building.</p> <p>New buildings should be carefully designed to respect their setting, follow fundamental architectural principles of scale, height, massing and alignment, and use appropriate materials. PPG15 clearly states that new buildings do not have to copy their older neighbours in detail and that the most interesting streets in our towns and villages include a variety of building styles, materials and forms of construction, of many different periods.</p> <p>PPG15 recognises the desirability of preserving the settings of Listed Buildings and also recognises that the setting of a listed building very often owes its character to the harmony produced by a particular grouping of buildings and to the quality of the space created between them.</p> <p>Wirral Waters lies close to four Conservation Areas which are located to its south. These are Bidston Village, Hamilton Park, Birkenhead Park (a Grade 1 listed Park and Garden of special Historic Interest), and Flaybrick Cemetery. These areas also include a number of Listed Buildings and structures. Proposals will be expected to enhance the character and appearance of the Conservation Areas and their settings. This is considered further in Section 4 of the Baseline Study.</p> <p>Tall buildings may affect the setting of Listed Buildings some distance away, or alter views of a historic skyline (paragraph 2.17). This is a particularly important consideration with regard to the designation of an area of the Liverpool waterfront within view of the study area as a World Heritage Site.</p>	<p>A number of listed buildings and structures are present in the area. Early consideration will need to be given to the implications of development on the character and setting of these buildings and the desirability, or otherwise of retaining them.</p> <p>There are also Conservation Areas in proximity to the Wirral Waters area, which will need to be considered as proposals evolve.</p> <p>The Liverpool World Heritage Site and its buffer zone will also be taken into consideration.</p>
<p>PPG16: Archaeology and Planning</p>	<p>The Government's policies on archaeology and how it should be dealt with are outlined in PPG16. It recommends that archaeological considerations should be taken into account from the beginning of the planning process. PPG16 emphasises that should any important archaeological remains be identified, positive planning and management can help bring about sensible solutions to the treatment of sites with archaeological remains and reduce areas of potential conflict between development and preservation.</p>	<p>Owing to the historical legacy of the area, a comprehensive archaeological assessment will be required of the Wirral Waters area.</p>
<p>PPG17: Planning for Open Space, Sport and Recreation</p>	<p>PPG17 addresses the way in which adequate planning for open space, sport and leisure activities can help to achieve broader national goals such as urban regeneration, community cohesion and health and well being. The document states that leisure facilities should be readily accessible by walking, cycling and public transport.</p>	<p>There are major opportunities for leisure uses at Wirral Waters, both new and in exploiting and making better use of existing assets. Regard will also need to be had to integrating open space within Wirral Waters as appropriate.</p>
<p>PPG20: Planning and the Coastal Environment</p>	<p>PPG20 sets out planning guidance for the character, heritage and international significance of the coastal zone. The need for conservation of both natural and visual features is highlighted, stating that coastal areas are particularly vulnerable to visual intrusion, because of the high visibility of development on the foreshore, on the skyline and affecting views along stretches of undeveloped coast.</p> <p>Nature conservation sites can be affected by proposals not only within their boundaries, but also on adjacent or upstream locations. Particular care should be taken to assess the impact of proposals affecting estuaries, not only on the immediate site and surroundings, but also of the cumulative effects on the estuary itself.</p> <p>New development should not generally be permitted in areas which would need expensive engineering works, either to protect developments on land subject to erosion by the sea or to defend land which might be inundated by the sea. There is also the need to consider the possibility of such works causing a transfer of</p>	<p>Through the Masterplanning process, the visual impact of any development on the coastline will be tested and evaluated, to ensure beneficial effects for the character and heritage of the coast line.</p> <p>The need to consider the impact on nature conservation sites has been highlighted through consideration of PPS9.</p>

	<p>risks to other areas.</p> <p>The developed coast may however provide opportunities for reclaiming derelict land and restructuring and regenerating existing urban areas, this can be particularly beneficial in areas of significant architectural or historical interest (paragraph 2.11).</p>	
<p>PPG24: Planning and Noise</p>	<p>PPG 24 is the principal guidance adopted in the UK for assessing the impact of noise on and from proposed developments. For residential development, the guidance is presented in terms of four Noise Exposure Categories (NEC's), ranging from NEC A to NEC D, the former representing noise levels that do not need normally be considered in determining planning applications, and the latter representing levels that may lead to refusal.</p> <p>With regard to commercial or industrial developments, PPG 24 advises that much of the development which is necessary for the creation of jobs and the construction and improvement of essential infrastructure will generate noise and that, whilst local authorities must ensure that development does not cause an unacceptable degree of disturbance, the planning system should not place unjustifiable obstacles in the way of such development.</p> <p>PPG24 is to be reviewed shortly.</p>	<p>The impact of noise generating uses on both existing and proposed residential redevelopment within Wirral Waters and the surrounding area will need to be considered to ensure that it does not cause an unacceptable level of disturbance, including the use of appropriate mitigation measures.</p>
<p>Modern Ports: A UK Policy & Interim Review</p>	<p>The Government's policy on ports is relevant to Wirral Waters, in that part of the opportunity relates to an operational port. The policy sets out that it is in the national interest that ports remain able to handle current UK trade and associated development efficiently and sustainably. Ports must succeed not only to meet the immediate demands of their customers, but also to invest in new facilities, in safety, and to safeguard communities and the environment.</p> <p>Where a port itself has surplus operational capacity, port operators need to find new, economically productive uses which meet the needs of port communities and are consistent with the wider planning and regeneration strategy for the area. Ports are most likely to be regenerated if some resources are used for other purposes. Integrated transport policy provides a framework for assessing such uses. Port sites have special assets, including typically good access to road, rail and sea transport. The infrastructure may need to be revived, but port operators should consider new uses for port sites which exploit these connections first.</p> <p>The policy acknowledges that there is no long-term benefit in having a proliferation of marginally viable ports around our coastline. Indeed, ports that fail over a long period to develop their assets can become a significant liability to local communities. They can contribute to dereliction and sap confidence in the local economy.</p> <p>The Interim Review of the policy has been published. It recommends that Port operators should prepare Masterplans setting out how the port operator envisages future transport, development and investment needs.</p>	<p>The policy recognises the importance of uses which promote regeneration where a port is no longer required for port uses.</p> <p>The policy sequence is to consider sustainable transport/logistics firstly. It is likely that the rail connection to West Float can be reconnected, thus improving sustainable freight. For those areas to be redeveloped for non-freight/logistics or port uses, the local regeneration need is strong for high quality mixed-use development.</p> <p>This, allied to the retention of port activity in Birkenhead Docks, is considered to be the appropriate balance of uses for Wirral Waters.</p> <p>Peel recognises that a Masterplan will need to be prepared for the Port of Liverpool. This is likely to be a major task and will take a number of years to bring to full fruition. Peel is committed to ensuring ongoing investment in the Port, as evidenced through the Post-Panamax facility currently under construction and a range of other projects at key parts of the Port and the Manchester Ship Canal. Birkenhead Docks are very much a secondary part of the port, owing to the lack of deep river berthing and constraints on access the dock system.</p> <p>The proposals for Wirral Waters are likely to affect parts of the dock estate, and will need to be brought forward with a decant/re-location strategy for affected areas, to ensure that</p>



		<p>any occupiers who need to be moved in order to create more intensive forms of economic development will be better relocated elsewhere in the Port. Wirral Waters is unlikely to raise issues which go to the heart of the long term future of the Port, or raise any issues of importance beyond East Float/West Float, and hence are being progressed in isolation of the future Port Masterplan.</p> <p>See Section 2 of the Baseline Study for further explanation.</p>
<p>UK Sustainable Development Strategy 2005</p>	<p>The Strategy promotes sustainable development, focussing on enabling all people throughout the world to satisfy their basic needs and enjoy a better quality of life, without compromising the quality of life for future generations.</p> <p>Identified priority areas of relevance to Wirral Waters relate to sustainable consumption and production (including the reduction in inefficient use of resources helping to boost business competitiveness), climate change and energy, natural resource protection and environmental enhancement, and the creation of sustainable communities.</p> <p>The strategy recognises that behaviour changes will be needed to deliver sustainable development and sets out a model for policy making. The strategy recognises that the environmental impacts from consumption and production patterns remain severe and that a major shift is necessary. The impact of climate change and the related impacts is recognised by the strategy which states that a profound change in energy use and other activities which release greenhouse gases, and that preparation for the inevitable changes in climate will be required.</p> <p>Creating sustainable communities is meeting social, economic and environmental goals to take an integrated approach to delivering public services that work for everyone and work in the long term. Of particular relevance are the 7 shared priorities agreed between central and local government which will help to deliver Government’s national priorities. These priorities are set out below:</p> <ul style="list-style-type: none"> • Creating safer and stronger communities; • Improving the quality of life for older people and children, young people and families at risk; • Meeting transport needs more effectively; • Promoting healthier communities and narrowing health inequalities; • Promoting the economic vitality of localities; • Raising standards across schools; and • Transforming the local environment. 	<p>Wirral Waters has the potential to meet all of the identified priorities for the sustainable communities necessary to deliver the UK Sustainable Development Strategy.</p> <p>In particular, major investment in Inner Wirral will create safer, stronger, healthier, more educated and more economically viable communities, thereby improving quality of life.</p> <p>The transport opportunities outlined in Section 5 of the Baseline Study will create more effective means of movement and connectivity.</p> <p>Wirral Waters also evidently has the potential positively transform the local environment.</p>
<p>Urban Task Force Towards an Urban Renaissance</p>	<p>This document has been a key driver of the renaissance of deprived urban areas in the UK during the early 21st century. It states that achieving an urban renaissance is about creating the quality of life and vitality that makes urban living desirable. Three main drivers for delivering an urban renaissance are cited, namely the technical revolution, the ecological threat and the social transformation.</p>	<p>The Urban Task Force is credited with having pioneered the renaissance of many of Britain’s deprived inner urban areas. The scale of change in some areas, for example in the North West at Liverpool and Manchester city centres over the past</p>



<p>1999</p>	<p>Key themes including the use of previously developed land, improving the Urban Environment (i.e. quality of design and movement, building at the appropriate density, and targeting pedestrian, cyclist and public transport user benefit and priority.</p> <p>The report advocates excellence in leadership, participation and management and has a strong focus of delivering regeneration, promoting freedom for local authorities to target resources on areas in need of regeneration. Public investment should be used to lever in institutional investment.</p>	<p>5-10 years, has been immense.</p> <p>The renaissance of Inner Wirral is yet to happen on a major scale. Wirral Waters has the potential to deliver large scale urban regeneration to a major deprived area which has yet to capitalise on the wider successes on an equitable basis.</p>
<p>CABE, English Heritage and others</p> <p>Building Sustainable Communities: Actions for Housing Market Renewal</p>	<p>The paper highlights the most important issues in achieving housing market renewal strategies. These include:</p> <ul style="list-style-type: none"> • Realising the scale of the opportunity, through a clear appreciation of the social, economic and environmental or physical causes of failure and ensuring that proposed solutions are not limited to changes in housing or neighbourhood management. • Creating places of distinction, which acknowledges that importing a suburban ideal into the renewal areas is a false idea. Instead the process should start with an understanding of the pattern of development. Consideration should then be given to the potential of urban areas that are affected. The need to abide by the key principles of urban design is underlined. • Recognising the value of design and its role in renewal, which acknowledges that successful design will go beyond the single building and should address how investments in new or refurbished buildings, open spaces and infrastructure can have a positive impact. • Placing sustainable development at the heart of thinking and action. Sustainable regeneration must be integrated into policies and practice on land use and urban form, transport, energy, buildings, natural resources, ecology, community and business. 	<p>There are strong opportunities for linkage between Wirral Waters and the NewHeartlands Housing Market Renewal Initiative.</p> <p>Design is a key area where this linkage and integration will be critical to the successful delivery of both Wirral Waters and the adjoining HMRI Neighbourhood Masterplans.</p> <p>The HMRI programme and associated Masterplans have been reviewed and dialogue commenced with the Council's HMR team, NewHeartlands and other partners. This will continue through the Strategic Regeneration Framework, to ensure through that the benefits of Wirral Waters to Inner Wirral meet HMRI objectives.</p>
<p>Sustainable Communities: Delivering through Planning</p> <p>2002</p> <p>Sustainable Communities in the North West: Building for the Future</p> <p>2003</p>	<p>The Government's action plan, and the regional interpretation for the North West, puts forward suggested policies, resources and partnerships to be put in place to deliver successful, thriving, sustainable communities. The need for a 'joined up' approach for tackling deprivation is set out by the plan, including measures to address issues of better housing, urban regeneration, preventing crime, improving health and improving the wider environment.</p> <p>In seeking to address housing, particular attention will be given to addressing the mismatch between demand and supply with an emphasis on areas where there is low demand and market failure; housing being out of reach for local people in other areas of high demand; and improving the condition of housing stock.</p> <p>The restructuring of the housing market in areas of low demand through the Market Renewal Pathfinders, including the Liverpool/Wirral/South Sefton Market Renewal Pathfinder, is put forward by the regional plan.</p> <p>A better living and working environment is sought by the report. In seeking to do this, it identifies 6 topic areas where resources will be directed, and programmes and strategies implemented. These areas are health; crime; poverty and safety; derelict land; water quality; and resorts.</p>	<p>Considered together, the HMRI and Wirral Waters present an opportunity for a highly effective 'joined up' approach to urban regeneration, which can assist with every objective of these strategies.</p> <p>Wirral Waters itself can provide major economic and employment opportunities, high quality housing and improved transport infrastructure to deliver sustainable patterns of development in Inner Wirral.</p>
<p>A Decent Home: Definition and Guidance for Implementation,</p>	<p>Although in general terms less directly relevant than other guidance in this Appendix, this document contains a highly useful definition of <i>mixed communities</i>. The document acknowledges that there is no 'one size fits all' approach and that how mixed communities are developed will depend on the local context.</p>	<p>This definition of mixed communities is particularly helpful in terms of considering the Wirral Waters opportunity.</p>



<p>DCLG (June 2006)</p>	<p>However, mixed communities are areas that:</p> <ul style="list-style-type: none"> • attract and retain households with a wide range of incomes; • have good quality housing in attractive environments with access to good local schools and retail/leisure facilities and other services such as health; • have a mix of housing size, type and tenure; • attract and retain households with choice; • have strong local economies and contribute to strong regional economies; • are well connected to employment opportunities through neighbourhood design, transport and job access services; • provide access to other economic and social opportunities for all residents enhancing their life chances; • have high quality housing and neighbourhood management; • have low levels of crime and provide support services for vulnerable people and families at risk; • have a strong housing market that matches the wider economic area, and • attract and utilise private sector investment. <p>A successful mixed community would bring together the economic, social and physical aspects of renewal and development in a holistic manner to result in:</p> <ul style="list-style-type: none"> • high quality homes, services and opportunities for all; • narrowing the gap between the most disadvantaged areas and the rest (floor targets as key indicators); and • de-concentration of deprivation, and prevention of social and economic segregation in new areas of development. 	<p>A number of the key features of mixed communities do not presently exist in Inner Wirral, as demonstrated through the Baseline Study.</p> <p>Wirral Waters can assist Inner Wirral in becoming a mixed community, and thus a sustainable community. The particular areas where this can be achieved are:</p> <ul style="list-style-type: none"> • Providing high quality housing to attract high income earners to Inner Wirral, thus matching the wider area; • Creating a high quality environment and improving links to, and integration with, HMRI areas; • Strengthen the local economy through the creation of higher-value added sectors to Inner Wirral; and • Attracting and utilising private sector investment, both of Peel Holdings and other private investors that will be attracted to Wirral Waters.
<p>English Partnerships and the Housing Corporation Urban Design Compendium 2000</p>	<p>The Compendium examines the factors that make neighbourhoods stimulating and active places in which people feel comfortable and safe. It has been developed with specific reference to regeneration and development issues and provides a basis for approaching site development, and sets out key stages and tasks to be completed. They are:</p> <ul style="list-style-type: none"> • Appreciating the Context • Creating the Urban Structure • Making the Connections • Detailing the Place • Implementation and Delivery 	<p>The Compendium provides detailed guidance on understanding the nature of the existing context and developing design principles and proposals at the neighbourhood, street and site level.</p> <p>The Neighbourhood Plans and proposals will need to be brought forward in response to the stages and guidance set out in the Compendium.</p>

<p>CABE Creating Successful Masterplan A Guide for Clients 2004</p>	<p>This guidance sets out recommendations for those commissioning masterplan for strategic, large-scale developments. It describes the different stages in masterplanning and provides a framework within which designers and developers can bring forward more detailed proposals. It sets out how new development can contribute to achieving better designed places, buildings and public spaces, and includes the key factors that help clients achieve their objectives through masterplanning.</p> <p>The guide presents the key steps in the masterplanning process, from how clients prepare to commission a masterplan and key considerations during the design phase, to how to address implementation throughout the process. When considering masterplanning, it is important to understand the three key components:</p> <p>1. The Strategic Framework is the first step in creating a successful masterplan. The strategic framework contains a statement of aims and objectives for physical regeneration over a large area of land and may consider a much wider area than the spatial masterplan. It is based on analysis of the baseline data, leading to a consideration of options at the Development Framework level. Together, the Baseline and Development Frameworks function as the brief for more detailed 'spatial masterplan'. It also incorporates early ideas about how to deliver the proposed developments.</p> <p>2. The Spatial Masterplans develop the broad vision into three-dimensional proposals. It consists of plans, visuals and written documentation.</p> <p>3. Implementation Plan provides the strategy for how to turn the vision and plans into reality. The Framework is not complete without considering and testing how the proposals will be implemented. Implementation will require a written statement addressing cost, programme and other issues.</p>	<p>The Strategic Regeneration Framework approach is considered essential for projects of the scale and complexity of Wirral Waters. The project will need to be progressed through the stages identified. Indeed, the approach taken for Wirral Waters incorporates the CABE guidance but takes it further in terms of evolving the guidance to meet the particular requirement of Wirral Waters.</p> <p>The neighbourhood level is the appropriate level at which to consider more detailed proposals and options. Detailed baseline studies and the development of overarching strategic principles are required prior to neighbourhood masterplans.</p> <p>A 'characterisation' and 'sense of place' approach is advocated, based upon recent development by English Heritage and other government agencies.</p>
<p>CABE/DETR By Design: Urban Design in the Planning System 2000</p>	<p>This aim of this guidance is to promote higher standards in urban design. The importance of 'placemaking' is identified based on a thorough understanding of the context. The guidance is set out in parts. The first identifies the key aspects of development form</p> <p>The first part considers the 'key aspects of development form'. They are set out as:</p> <ul style="list-style-type: none"> • Landscape • Urban Structure • Neighbourhoods (Mix) and Urban Form <p>The second part considers the implications and opportunities for improving the performance of the landscape and urban setting against key urban design objectives. They are set out as:</p> <ul style="list-style-type: none"> • Character and Sense of Place – a place with its own identity • Continuity and Enclosure – a place where public and private spaces are clearly distinguished • Quality of 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 	<p>The Strategic Framework and Neighbourhood Plans will need to demonstrate an understanding of the context and how proposals address and realise the issues and opportunities identified from the baseline stage.</p> <p>The performance of proposals will need to be assessed against the key urban design objectives.</p>



	<ul style="list-style-type: none"> • Diversity – a place with variety and choice <p>The remaining sections consider appropriate tools for delivering urban design frameworks and proposals.</p>	
<p>CABE and English Heritage Guidance on Tall Buildings July 2007</p>	<p>In the right place tall buildings can serve as beacons of regeneration, and stimulate further investment, however, by virtue of their size and prominence, such buildings can also harm the qualities that people value about a place. The study outlines the criteria which should be addressed in relation to the design of tall buildings.</p> <p>Any new tall building should be in an appropriate location, be of first-class design quality in its own right and should enhance the qualities of its immediate location and setting. Its effects on the wider historic environment as well as local context should be acceptable in the context of national, regional and local policies and it should produce more benefits than costs to the lives of those affected by it.</p> <p>The guidance recommends that Local Planning Authorities should identify appropriate locations for tall buildings in local development documents. Identifying such locations should involve the carrying out of a detailed urban design study. This should take into account historic context, character appraisal and elements that create local character, such as including streetscape, scale, height, urban grain, natural topography, significant views of skyline features, landmark buildings and areas and their settings, including backdrops, and important local views, prospects and panoramas. Policies should set out opportunities where tall buildings might enhance the overall townscape and identify sites where the removal of past mistakes might achieve a similar outcome.</p> <p>In areas identified as appropriate or sensitive to tall buildings, local authorities should consider more detailed three-dimensional urban design frameworks which might be adopted as SPD. The modelling can be used to assess the effect on context, which should help to inform the decision making and place making process.</p> <p>CABE and English Heritage will look to LPAs to require all applicants for major tall buildings to present their proposals in the context of their own urban design study for immediate and wider areas affected. Outline applications for tall buildings will only be appropriate in cases where the applicant is seeking to establish the principle of a tall building as an important element within a robust and credible masterplan for an area to be developed over a long period of time.</p>	<p>The introduction of tall buildings within Wirral Waters should be compliant with advice from CABE and English Heritage.</p> <p>The necessary urban design studies will be required through the LDF/SRF processes. This has already commenced through the urban design appraisal undertaken as part of this Baseline Study.</p> <p>It is acknowledged that the guidance sets out that outline applications may be appropriate where the principle of establishing a tall building is being sought, within a robust and credible Masterplan for an area to be developed over a long period of time. This principle may be capable of being applied to Wirral Waters.</p>
<p>CABE and English Heritage Building in Context – New Development in Historic Areas</p>	<p>The purpose of the guidance is to simulate a high standard of design when development takes place in historically sensitive contexts. A number of case studies in which the achievement is far above the ordinary are examined and lessons about design and the development and planning process are drawn from this.</p> <p>The publication is underlined by a belief that the right approach to development in historic areas requires examination of the context for a development in detail and relating the building to its surroundings through a character appraisal. It recognises that a successful opportunity will relate well to the geography and history of the place; will sit happily in the pattern of existing development; respect important views; respect the scale of neighbouring buildings; use materials and building methods as high in quality as those used in existing buildings; and create new views and juxtapositions which add to the variety and texture of the setting.</p> <p>The case studies demonstrate the ways in which good architecture can be achieved on sensitive sites, reaffirming again that successful design solutions depend on allowing time for a thorough site analysis and careful character appraisal of the context.</p>	<p>The necessary appraisals and assessments of the historical character of the area will be carried out as part of the Masterplan process and will ensure that development taking place within Wirral Waters integrates successfully with those buildings and structures of particular historic merit.</p> <p>Initial reviews of the existing environmental and cultural heritage of Wirral Waters indicates that only the dock system, listed buildings and some other features are of significant quality.</p>

<p>Other Ecology/Nature Conservation Legislation and Policy</p>	<p>A number of other documents have been reviewed and taken account of, some of which will be key policy influences over the emerging proposals. They are:</p> <ul style="list-style-type: none"> • Conservation (Natural Habitats & c.) Regulations 1994; • Water Framework Directive; • Nitrates Directive; • Integrated Coastal Zone Management (EU); • Coastal Protection Act 1949; • Marine Bill 2005; • Wildlife & Countryside Act 1981 (amended); • Protection of Birds Act 1954; • UK Government Biodiversity Action Planning directives; • EU 'Birds Directive' 1979; and, • Rights of Way Act 2005. 	<p>Due to the scale and location of Wirral Waters, close to the Mersey Estuary SPA and other important ecological designations, it is necessary to have full regard to all relevant ecological legislation.</p> <p>Section 4 Environment sets out how ecological issues are intended to be dealt with.</p>
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Table 1/3: Regional level

Policy / Programme / Strategy / Initiative	Summary of relevant aspects	Implications for Wirral Waters
<p>Moving Forward: The Northern Way Growth Strategy (2004) (NWGS)</p>	<p>The NWGS is the Government’s economic development policy for the North of England. It aims to ensure that the three regions of the North (the North West, Yorkshire and the Humber and North East) realise their economic potential more fully. More precisely, it aims to tackle the £29bn shortfall in economic output (GVA) in the northern regions compared to the rest of the UK.</p> <p>The responsibility for developing a strategy to close this gap lies with the three Regional Development Agencies (RDAs). The NWGS <i>places great emphasis upon exploiting existing economic assets and opportunities</i> as well as developing new ones, and upon enhancing the quality of life offer of the North of England in order to attract and retain residents, employment and investment. The primary indicators of progress towards the aims of the Growth Strategy are the level of private sector investment across the North, increased employment and increased GVA.</p> <p>In order to achieve this Vision, the NWGS identifies ten separate strategic priorities, including:</p> <ul style="list-style-type: none"> • Bring more people into employment; • Build a more entrepreneurial North; • Capture a larger share of Global Trade in Key Clusters; • Meet Employers’ Skill Needs; • Create Truly Sustainable Communities; and • Market the North to the World. <p>The majority of the North’s assets and, hence, the major potential for growth, lie within the 8 “City Regions”, one of which is the Liverpool City-Region. The NWGS is to be delivered through the Regional Economic Housing and Spatial Strategies for each of the three regions, and the 8 City Region Development Programmes (CRDP); that for the Liverpool City-Region is considered below.</p>	<p>Wirral Waters is a key asset and opportunity for the Northern Way agenda. It can make a significant contribution to the strategic priorities of the NWGS.</p> <p>In particular, it has the potential to make a major contribution to the performance of the City Region and the entire Northern Way area on these key indicators.</p> <p>Major private sector investment in key business infrastructure will assist the Liverpool City-Region and Wirral in particular in closing its GVA gap.</p>
<p>Regional Spatial Strategy (RSS) for the North West (March 2003) incorporating Submitted Draft Regional Planning Guidance 13 (RPC).</p>	<p>Regional Planning Guidance was adopted in March 2003 and, under the new planning system, has now been prescribed as the Region’s Regional Spatial Strategy.</p> <p>The core principles of the RSS seek to focus new development and investment within the conurbation cores as well as towns that urgently require urban renaissance. Priority is given to development on previously developed land, the restoration of derelict and neglected land and buildings and new development of the highest quality. The following policies are of particular relevance in considering development within the North West.</p> <p>Policy DP1 seeks ‘economy in the use of land and buildings’ in terms of location, an appropriate mix of uses and efficient use of transport facilities.</p>	<p>The RSS forms part of the statutory development plan for Wirral. As such, development must accord with the RSS policies, unless material considerations dictate otherwise.</p> <p>The RSS is being reviewed (see below) hence some of these policies may soon be superseded.</p> <p>Wirral Waters will embrace these relevant Key Development Principles in terms of economy in the use of land and</p>



	<p>Policy DP2 promotes enhancement in the overall quality of life experienced in the Region, with enhancement of economic, social and environmental ‘capital’.</p>	<p>buildings, enhancement of overall quality of life in the region and economic growth and competitiveness.</p>
<p>Policy DP3 requires “Quality in New Development”. Local Authorities should set out local design strategies and principles which help to achieve this aim. New development should demonstrate good design quality and respect for its setting (Chapter 2, Core Development Principles).</p>		
<p>Policy DP4 requires economic growth and competitiveness with social progress for all.</p>		
<p>Policy SD1 is the Spatial Development Framework of the plan. It establishes a hierarchy of centres within the North West and gives priority to the regeneration of the regional poles of Liverpool and Manchester and other towns and cities within the North West Metropolitan Area (NWMA). East Wirral and Birkenhead fall within the NWMA.</p>	<p>Wirral Waters lies within the NWMA, where a significant amount of development and urban renaissance resources are to be directed. Wirral Waters will accord with the spatial development framework of RSS.</p>	
<p>Policy SD7 sets out an emphasis on, and the needs of, the developed and undeveloped coast, recognising the need to: respect the changing physical nature of the coast line; recognise the risk over time of fluvial and coastal flooding and erosion; take active steps to ensure the conservation and enhancement of historic and archaeological features, natural beauty, sea-scapes and natural features; enable wise use of all the natural resources, both on and off-shore; and ensure that on shore enabling development to support off-shore activity is supported.</p> <p>Development plans should recognise the potential for regionally significant development, support existing operations and diversification of existing ports and harbours. There will also be scope for new and strategic tourism development well related to the coastal development.</p>	<p>The impact on the coast of Wirral Waters must be carefully considered in accordance with this policy.</p> <p>Wirral Waters is regional in scale and therefore the emerging Wirral LDF will need to take account of the opportunity.</p> <p>The opportunities for leisure development are evident and are being explored as part of the Expanded Vision for Wirral Waters.</p>	
<p>Policy UR1 requires the sustainable regeneration of the Region’s urban areas. The urban renaissance will be a regional priority.</p>	<p>As a major urban regeneration opportunity, the Wirral Waters can contribute significantly to the sustainable regeneration of a major deprived urban area.</p>	
<p>Policy UR4 encourages the best use of vacant sites and buildings in sustainable locations, with a 70% target for new housing to be developed on brownfield land.</p>	<p>Birkenhead Docks and its surrounding area is almost entirely previously developed land. The major recreational resource of Bidston Moss is now greenfield land (originally a land fill site). However this will not be proposed for built development.</p>	
<p>Policy UR6 promotes the renewal of existing housing stock, acknowledging the housing renewal needs of Wirral.</p>	<p>The Wirral Waters opportunity sits in the heart of Wirral’s Housing Market Renewal area, and will assist the area in meeting a wide range of regeneration objectives.</p>	
<p>Policy UR7 encourages the maximisation of use of vacant and underused land and buildings. It also sets the regional housing provision, which for Wirral stands at 160 units per annum.</p>	<p>Wirral Waters will make efficient use of land at the dock estate through the use of tall buildings and restructuring of port uses to make more effective use of assets.</p> <p>The regional housing provision for Wirral is low, and has resulted in many years of oversupply. In order to assist in</p>	



		realising Wirral’s regeneration objectives, it is proposed that the provision be raised (see Draft RSS below).
	Policy UR8 allows local planning authorities to manage the release of land for housing over the period of the development plan through phasing mechanisms, which avoid over-supply and secure the use of previously developed sites and regeneration as priorities.	Wirral MBC has introduced a phasing mechanism in the forms of the “Interim Housing Policy” – see below. Wirral Waters’ location in the east of Wirral is such that the restraint policy does not apply.
	Policy UR10 requires Local Authorities to identify those urban areas in need of more green space, developing appropriate strategies for the design, management, maintenance and enhancement of the public realm and urban green space. Development plan policies should seek to create and enhance urban green space networks. New development will require suitable green-space which links into existing green infrastructure networks and provides links to local and regional footpaths, cycle routes and bridle paths.	Wirral Waters will provide an opportunity to improve the quality of green space and public realm, to create new areas of green space and provide linkages between existing areas in this important location.
	Policy UR12 relates to Regional Parks, and identifies that there are opportunities to set framework and exploits opportunities for recreational and leisure resources in the region. One of these relates to the region’s coast; the Mersey Waterfront has now become a major initiative.	Wirral Waters is located at the heart of the one of the new Regional Parks – the Mersey Waterfront. Wirral Waters represents a major potential project for the Regional Park, and can deliver a number of its key objectives (see below).
	Policy ER1 acknowledges that the region has a rich environmental and cultural heritage. The policy places great emphasis on actively managing environmental resources. Policies ER1-ER4 promotes positive management of the regions natural, built and historic environments. The policies specifically include all important aspects of the landscape and the wider historic landscape and recommend a conservation-led approach to regeneration of areas rich in historic interest, including the North West coast with its maritime heritage.	An initial review of the quality of the existing environmental and cultural heritage has been undertaken. Wirral Waters has a number of assets which should be preserved, however it is also evident that for the scale of the area, only the dock system, listed buildings and some other features are of significant quality. The emphasis for Wirral Water will be to preserve and enhance what does exist, but to create a future heritage and environmental legacy.
	Policy ER5 requires the strongest levels of protection to sites of international/nature conservation designations, statutorily protected species and other nature conservation resources which are important and irreplaceable.	There are a number of statutory designations around Wirral, principally in the Mersey and Dee Estuaries. Wirral Waters will have full regard to these, and, where appropriate, demonstrate that either there are no detrimental impacts, or that impacts can be satisfactorily mitigated.
The North West Plan – Draft Regional Spatial Strategy for the North West Submitted January 2006	The North West Plan is currently in draft form and has undergone Examination in Public, with the Panel Report having been published in May 2007. It is due to be adopted in late 2007 and will supersede the adopted RSS. The following policies are of relevance.	The Draft RSS, once adopted (possibly with changes) will be part of the statutory development plan for Wirral Waters. As a long term project, Wirral Waters will possibly be affected by a number of RSS revisions, hence it is important that RSS and Wirral Waters evolve together and inform each other.
	Policy DP1 sets out that proposals and schemes should be located so as to make effective use of land, buildings and infrastructure. They should promote appropriate mixes of uses within a site or its wider	Making the most efficient use of the Wirral Waters dock estate will be an important aim of the opportunity. This will



	<p>neighbourhood, contribute towards reducing the need to travel and assist people to meet their needs locally.</p> <p>Plans and strategies should adopt a sequential approach, in each case ensuring that all new development is genuinely accessible by public transport, walking and cycling, with first priority given to the use of existing buildings, followed by previously developed land and the development of other land well located in relation to houses, jobs, other services and infrastructure in settlements.</p> <p>The policy also places a strong emphasis on quality in development, stating that proposals and schemes must demonstrate excellent design quality, sustainable construction, efficiency in resource use and respect for their physical and natural setting.</p>	<p>both create major new opportunities and ensure the long term viability of Birkenhead Docks as a port.</p> <p>Given the historic use of Wirral Waters, the area is well related to transport infrastructure and the urban area. The ability to further improve its accessibility should be considered.</p> <p>New development will need to respond to the policy needs of quality design and sustainable construction.</p>
	<p>Policy RDF1 sets out the Regional Development Framework. Development should be concentrated in the North West’s City Regions, which includes the Liverpool City Region, to reflect their role as key economic drivers within the region. Wirral Waters is within the</p>	<p>The Wirral Waters area is located within the Liverpool City Region, and has the potential to create very significant economic growth. Due to the size scale of the opportunity and the capacity for the associated economic benefit, Wirral Waters is of regional and in many ways national scale.</p>
	<p>Policy RDF4 relates to the coast and provides guidance for integrated planning and management of coastal areas. The policy seeks to reverse environmental and socio-economic decline, while promoting conservation and enhancement of cultural, historic and natural environmental assets. The policy supports the reuse of former docks and other adjacent industrial areas. New development must conserve and enhance existing assets and be environmentally and socially sustainable.</p>	<p>The opportunity at Birkenhead Docks can meet all the objectives of RDF4. Full consideration of the effects on the estuary and heritage aspects will need to be given.</p>
	<p>Policy W1 sets out that plans and strategies should promote opportunities for economic development by ensuring the safe, reliable and effective operation of the region’s transport networks and infrastructure in accordance with the policies and priorities of the Regional Transport Strategy.</p>	<p>Wirral Waters is an economic development opportunity of regional scale. It is located in an area well served by transport infrastructure. This synergy allows for full and meaningful compliance with Policy W1.</p>
	<p>Policy W2 indicates broad locations for regionally significant economic development, including Wirral Waterfront Strategic Investment Area, as a Regional Investment Site, and Birkenhead Waterfront (Wirral Waterfront SIA) as an inter-modal freight terminal</p>	<p>The Twelve Quays Ro-Ro facility and its immediate surroundings are one of the RDA’s Strategic Regional Sites, which has become a broad location for regionally significant development in Draft RSS. The existence of the Wirral Waterfront SIA clearly promotes major economic renewal through regional policy in this area.</p>
	<p>Policy W4 relates to the release of allocated employment land, and states that where sites are to be de-allocated, alternatives uses including housing and soft end uses may be appropriate to create sustainable communities, subject to various criteria.</p>	<p>This policy is of relevance to Wirral Waters, which is being de-designated and brought forward to create a sustainable community.</p>
	<p>Policy W5 relates to retail, and sets out that Liverpool and Manchester are the North West’s two Regional Centres.</p> <p>Birkenhead and Chester are two of the Region’s 24 defined centres, where comparison retailing facilities should be enhanced and encouraged to ensure a sustainable distribution of high quality retail facilities</p>	<p>It is noted that there is major expenditure leakage from Wirral To Liverpool, as would be expected in any area immediately adjacent to a regional centre. Birkenhead however is a defined centre and both the Wirral LDF and Wirral Waters Framework will need to ensure its future</p>



	<p>outside of the regional centres.</p>	<p>success. There may however be opportunities for retail/leisure facilities at Wirral Waters, in order to capture leakage from Wirral, without harming existing centres.</p>
	<p>Policy RT2 emphasises making the best use of existing transport infrastructure through a more structured approach to network management. The Highways Agency and local highway authorities should do this through Route Management Plans for all routes in the Regional Highway Network.</p>	<p>Wirral Waters is well related to the transport network, including the motorway and rail networks. Opportunities to maximise public transport linkages will be incorporated in the development of Wirral Waters. However, management of the highway network around Wirral Waters may need further consideration once key Masterplanning principles are known.</p>
	<p>Policy RT3 indicates that plans and strategies should support the economic activity generated and sustained by the Region's airports, with particular reference placed on the importance of Liverpool John Lennon Airport for the Liverpool City Region.</p>	<p>Infrastructure linkages between John Lennon Airport and Wirral Waters, and improvements to those linkages where possible, will play an important role in delivering economic growth and benefits.</p>
	<p>Policy RT4 sets out that plans and strategies should support the economic activity generated and sustained by the Region's major ports, in particular the Port of Liverpool as the North West's key international sea port. Land-side surface access plans should be developed to accommodate existing and projected freight and passenger traffic through the Mersey ports (Liverpool and Birkenhead) and opportunities to secure the transfer of port-related freight from road to rail or water should be explored.</p>	<p>The implications for the Port of Liverpool of Wirral Waters are that existing (constrained) activity at Birkenhead will be retained, whilst a major new economic opportunity will help sustain the port in the future. This is set out in the Port Position Statement at Appendix 6.</p>
	<p>Policy RT7 sets out a Regional Framework for Walking and Cycling. It requires new developments to incorporate high quality pedestrian and cycle facilities, including secure cycle parking. New development should offer linkages to existing routes.</p>	<p>Wirral Waters will need to incorporate the provision of high quality pedestrian and cycle facilities with linkages to existing routes.</p>
	<p>Policy RT8 provides the general priorities for transport investment and management within the region. In order of importance, these are:</p> <ul style="list-style-type: none"> • Improving transport safety and security; • Maintaining existing transport networks and assets; • Making the best use of existing transport networks and assets, including incentives to change travel behaviour and reduce private car use; and • Targeted investment. <p>Included within Policy RT8 is a £35 million improvement scheme to the M53 at the Bidston Moss Viaduct, which presently has an enforced weight restriction by the Highways Agency. Work is due to take place in 2010/2011.</p>	<p>Once completed, the Bidston scheme will allow for better long term transportation of freight from the Docks.</p> <p>This will also assist highway capacity for the Wirral Waters proposals, and will therefore make an important contribution to economic development.</p>



	<p>Policy LCR1 sets out that within the Liverpool City Region, plans and strategies will promote economic development, urban renaissance and social inclusion which complement other programmes in Liverpool City Centre and the Inner Area within the remaining northern part of the Liverpool City Region; promote investment in the growth clusters and sectors identified in the Liverpool City Region Development Programme.</p> <p>Improvements in internal and external transport links, support for the roles of the Mersey Port and enhancement of the accessibility by public transport of the NewHeartlands Housing Market Renewal Pathfinder area and transport links between this and other disadvantaged areas and key employment, education, healthcare locations will also be sought.</p>	<p>Wirral Waters will be a major regeneration project for the Liverpool City Region, and as such will play a significant role in achieving many of the goals set out within this policy.</p>
	<p>Policy LCR2 establishes an emphasis within the City-Region on the City Centre and Surrounding Inner Area. The Surrounding Inner Area takes its boundary from the NewHeartlands HMRI boundary – see below. Birkenhead Docks is classed as part of the City Centre’s Surrounding Inner Area.</p> <p>The focus is on the economic, social and environmental revival of the area through Housing Market Renewal, the development of the Mersey Ports, the Wirral Waterfront Strategic Investment Area and by sustaining investment in the Mersey Waterfront Regional Park.</p>	<p>Wirral Waters has the potential to support all constituents of this policy, being a mixed-use development within the NewHeartlands Housing Market Renewal area, the Wirral Waterfront Strategic Investment Area and the Mersey Waterfront Regional Park, which can assist the future viability of the port</p>
	<p>Policy LCR4 sets out the approach that should be taken in respect of West Cheshire. Of relevance is the need for plans and strategies to enhance links between areas of opportunity and areas of need, including those regeneration areas served by the Wrexham – Bidston – Liverpool transport corridor.</p>	<p>Improvements to the transport network, in particular the Wrexham-Bidston-Liverpool transport corridor can assist in delivering sustainable regeneration, and increase the impact of future development of Wirral Waters on other parts of the region.</p>
	<p>Policy L1 requires that plans, strategies, proposals and schemes (including those of education, training and health service providers) ensure that there is provision for all members of the community (including older people and black & minority ethnic population) to training and skills provision, and health facilities.</p> <p>Particular attention should be given to improving access to and addressing spatial disparities in service and facilities provision, in areas which have the greatest needs, or where communities or the local economy are poorly served.</p> <p>Proposals and schemes, for all major developments and regeneration schemes, and especially for housing, employment or mixed uses, should incorporate appropriate health, education and training provision from the outset.</p>	<p>For Wirral Waters, it will be necessary to incorporate health, education and training facilities in an integrated way, that respond to the future needs of communities. This will be done in close discussion with partners; to ensure that the needs of existing communities, particularly in HMRI areas, can also met through the proposals.</p>
	<p>Policy L4 sets the regional housing provision. For Wirral the Draft figure is 250 per annum, an increase from 160 in the current RSS. Wirral Council supported the increase at the RSS Examination in Public, and would consider a higher figure provided that Wirral Waters and other sites within the HMRI can deliver the necessary levels of housing, without pressure being brought on housing areas in the rural west of Wirral.</p> <p>The policy also requires that Local Authorities monitor and manage the availability of land released for housing in plans and strategies and through development control decisions, to achieve as a maximum the regional housing provision (net of clearance replacement). In doing so they should:</p> <ul style="list-style-type: none"> • Work in partnership with developers and other housing providers to address the housing requirements 	<p>The increase in housing figures will allow some of the early phases of Wirral Waters to proceed under the RSS.</p> <p>Other relevant considerations for Wirral Waters include:</p> <ul style="list-style-type: none"> • The emerging housing market assessments, both for Wirral and the wider City-Region; • The sustainability credentials of new housing at Wirral Waters will need to be high;



	<p>(including local needs and affordable housing needs) of different groups, to ensure the construction of a mix of appropriate house types, sizes, tenures and prices;</p> <ul style="list-style-type: none"> • Ensure that new homes are built to "Lifetime Homes" and "Code for Sustainable Homes" standards; • Ensure that new housing development does not result in an adverse cumulative impact upon the existing housing stock and market in the immediate neighbourhood, elsewhere in the district, in adjoining districts and housing market areas, or Housing Market Renewal Pathfinder areas and other areas subject to changing market demand; • Use the results of up-to-date sub regional housing assessments and Urban Potential Studies, prepared in accordance with the guidance in the regional methodology 'Exploring Urban Potential for Housing', to inform the allocation of and development control decisions upon specific sites; • Allow for clearance replacement to reflect local circumstances, as a mechanism for the recreation of viable and sustainable neighbourhoods; • Introduce phasing policies which secure the orderly and managed release of housing land over the period of the plan in line with a sequential approach, and taking into account the need for co-ordinated provision of necessary infrastructure and the overall availability of land for housing; • Ensure that the transport network can accommodate additional demand generated by new housing; and • Minimise the amount of land needed for new housing. 	<ul style="list-style-type: none"> • Synergies and complementarities with the HMRI programme in nearby established housing areas are being examined and will need to be shown; • Wirral Waters acting as a catalyst for the renaissance of Inner Wirral, thereby also easing development pressure by accommodating a full range of housing in inner areas to meet the regional housing provision.
	<p>Policy EM1 requires that plans and strategies seek to increase the region's biodiversity resources. This should involve expanding and linking areas for wildlife within and between the locations of highest biodiversity resources and encouraging the protection, conservation and improvement of the ecological fabric elsewhere.</p> <p>The policy contains a clause on landscape and heritage which requires that schemes should not damage, and where possible should enhance, the local landscape and built heritage. Plans and strategies should support conservation-led regeneration in areas rich in historic interest, particularly exploiting the regeneration potential of the maritime heritage of the North West coast including docks and water spaces, and coastal resorts and piers.</p> <p>Protection and enhancement of heritage resources can help to improve quality of life sustain local distinctiveness and contribute to sustainable development.</p> <p>The policy requires that plans and strategies for woodland management, should adopt the multi-purpose approach set out in the Regional Forestry Framework (RFF), especially in relation to their role in green infrastructure provision. Bidston Moss is included within the Newlands scheme to redevelop woodlands, funded by the Forestry Commission and managed by Groundwork Trust. Consultation with the Forestry Commission and/or Groundwork is already underway to discuss this aspect.</p>	<p>Attention will be paid to the internationally and nationally designated nature conservation site in the Mersey Estuary, the fishing lake at Bidston Moss, Bidston Moss Nature Reserve, Birkenhead Park, and local urban wildlife, particularly bats and other protected species.</p> <p>New development will need to pay particular attention to:</p> <ul style="list-style-type: none"> • Grade II Listed former Pumping Station and Grain Mills; • Bidston Village, Hamilton Park, Birkenhead Park, and Flaybrick Cemetery Conservation Areas; and • Views to and from 'Liverpool – Maritime Mercantile City' World Heritage Site.
	<p>Policy EM2 requires that plans, strategies, proposals and schemes should encourage the adoption of sustainable remediation technologies. Where soft end uses (including green infrastructure, natural habitat or landscape creation) are to be provided on previously developed sites, appropriate remediation technologies should be considered which reduce or render harmless any contamination that may be present.</p>	<p>Should it be identified that remediation is required, appropriate strategies will be developed in consultation with the Environment Agency and WMBC.</p>

	<p>Policy EM3 promotes a ‘green infrastructure’ approach and proposes that schemes should integrate green infrastructure within existing and new developments. New development will require suitable green-space which links into existing green infrastructure networks.</p>	<p>The Masterplanning process will include suitable green spaces/links and areas of public realm. In particular it will seek to significantly enhance public access and use of the docks.</p>
	<p>Policy EM4 identifies three areas of search for Regional Parks, which includes the Mersey Basin, now known as the Mersey Waterfront Regional Park. The NWRA will work with partners to prepare a Strategic Regeneration Framework, which will provide the context for the implementation of the recreational and leisure resources, and in particular the ‘green infrastructure’ concept. The parks will assist in the wider strategic context, for regeneration efforts and in contributing to the urban renaissance.</p>	<p>Wirral Waters is situated within The Mersey Waterfront Regional Park, which is run by the Mersey Partnership.</p> <p>The Strategic Regeneration Framework for the Regional Park is currently being prepared. It is understood that this identifies Wirral Waters as a major opportunity.</p>
	<p>Policy EM5 requires plans and strategies to have regard to River Basin Management Plans and assist in achieving integrated water management and delivery of the EU Water Framework Directive (WFD). They should protect the quantity and quality of surface, ground and coastal waters and manage flood risk in accordance with the criteria set out in the policy.</p> <p>This includes phasing development to reflect existing water supply and waste water treatment capacity, implementing the ‘Meeting the Sequential Flood Risk Test – Guidelines for the North West Region’ and incorporating Sustainable Urban Drainage Systems (SUDS) in new development.</p>	<p>A Flood Risk Assessment must be carried out in line with the requirements of PPS25. This will inform the Masterplanning process.</p> <p>SUDS will be an integral part of Wirral Waters.</p> <p>Further studies are underway to identify water related issues.</p>
	<p>Policy EM6 requires that plans, strategies, proposals and schemes take a strategic and integrated approach to the long term management of flood and coastal erosion risk.</p>	<p>Impacts on estuarial or coastal habitats, particularly the international and national nature conservation designations in the Mersey Estuary, need to be properly considered.</p>
	<p>Policy EM12 encourages waste planning, disposal and collection authorities to work towards regional and sub regional self sufficiency. Facilities for the treatment and disposal of municipal commercial and industrial waste should be sited as close to the source of the waste as possible in order to satisfy the proximity principle. Local Authorities should use principles and advice set out in the Regional Waste Strategy to ensure that waste management facilities are sited so as to avoid the unnecessary transportation of waste material over long distances.</p>	<p>The minimisation, management and disposal of waste from future development at Wirral Waters will require a waste management plan.</p> <p>This will take account of the existing recycling sorting centre that was opened in 2006 at Bidston Moss. Potential synergies with Peel’s waste activities, opportunities for sustainable waste management on-site and the potential to link into other waste programmes in the area will also be included.</p>
	<p>Policy EM16 sets out that the approach to energy should be based on minimising consumption and demand, promoting maximum efficiency and minimum consumption and demand, and minimising waste.</p> <p>Plans and strategies must actively facilitate reductions in energy requirements and improvements in energy efficiency.</p>	<p>Energy efficiency and opportunities for renewable energy will be explored through as the Strategic Regeneration Framework evolves into Masterplanning. The scale and location of Wirral Waters may allow for innovative solutions for truly sustainable energy use.</p>



	<p>Policy EM17 requires that, in line with the North West Sustainable Energy Strategy, by 2010 at least 10% (rising to at least 15% by 2015 and at least 20% by 2020) of the electricity supplied in the North West should be provided from renewable energy sources. To achieve this, new renewable energy generation capacity should be developed in order meet as a minimum the indicative capacity targets.</p> <p>Proposals and schemes for renewable energy, whether for generation or heating, will be supported where they:</p> <ul style="list-style-type: none"> • contribute towards achieving the capacities; • provide mitigation on the impacts of wider environmental, economic and social disbenefits; • are acceptable in terms of a range of planning criteria; and • encourage the integration of combined heat and power into development. <p>Plans and strategies should encourage the use of smaller scale community and on site renewable energy projects. In order to achieve the targets, all proposals and schemes for new non residential developments above a threshold of 1,000m² and all residential developments comprising 10 or more units, should incorporate renewable energy production to provide at least 10% of the development’s predicted energy requirements.</p>	<p>It is evident that at least 10% of the energy required by Wirral Waters must be from renewable energy sources.</p> <p>Owing to the timescales involved, the percentage requirement is likely to increase significantly.</p> <p>Consideration is therefore being given to energy production measures on site.</p>
<p>The North West Plan – Draft Regional Spatial Strategy for the North West</p> <p>Panel Report, May 2007</p>	<p>Following the Examination in Public, the Panel Report was published in May 2007. It is expected that the Government Office will publish Proposed Changes for consultation in Autumn 2007, with adoption expected in early 2008. The Panel has recommended a number of changes that are relevant to Wirral Waters.</p> <p>The key recommended changes relate to policy RDF1 and the LCR policies, as shown below. There are other potential changes; however, as the Government Office has yet to confirm which modifications will be taken forward, it is not necessary to consider all relevant details.</p> <p>It is also important to note that Paragraphs 6.73 and 6.74 of the Panel Report state:</p> <p><i>Peel Holdings told us of the potential of redundant dockland in Birkenhead to accommodate a substantial amount of new housing. In view of this, they considered that the proposed housing provision for the Wirral should be increased to 600 a year. We understand that the potential of the former dockland area has only recently been recognised, and was not taken into account when the draft RSS was prepared. Wirral Council told us that the dockland estate in question was at the centre of the Housing Market Renewal Area, and that its redevelopment would support the efforts of the New Heartlands Pathfinder. The Council suggested that the housing allocation for the Wirral should be increased to 500 pa to take account of this.</i></p> <p><i>Birkenhead forms part of the inner city area of the Merseyside conurbation. More intensive residential development there would be consistent with the spatial development priorities outlined in Policy RDF1 above. We consider that the RSS should make provision for a net increase of 9,000 dwellings in the Wirral.</i></p>	<p>The Wirral Waters SRF is evolving whilst RSS is evolving. It will be important to monitor RSS and make representations as appropriate.</p> <p>The recognition by the Panel of the scale and opportunity of Wirral Waters is a significant step towards planning policy facilitating the proposals.</p>



	<p>Policy RDF1 is recommended to be re-worded to include the following:</p> <p><i>In making provision for development, plans and strategies should accord with the following priorities:</i></p> <ul style="list-style-type: none"> • <i>The first priority for growth and development should be in the Regional Centres of the two conurbations;</i> • <i>The second priority should be the inner areas of the two conurbations. Residential development should be located in these areas together with employment development where accessibility is good, where residential and employment areas are closely related, and where brownfield land is available. Emphasis should be placed on areas in need of regeneration and Housing Market Renewal Areas in particular;</i> • <i>The third priority for growth is in and adjoining the centres of the other cities and towns which make up the three City Regions. Emphasis should be placed on areas in need of regeneration and Housing Market Renewal Areas in particular. Development in larger suburban centres within the City Regions would be compatible with this priority provided they are at points where transport networks connect and where public transport accessibility is good;</i> • <i>The fourth priority is the need to build up the major service centres elsewhere in the Region – notably Carlisle, Crewe and Lancaster. These should be the focal points for development within those parts of the Region.</i> 	<p>The recommended changes provide a clearer spatial prioritisation for investment and development.</p> <p>The Regional Centre, which has the first priority, is Liverpool City Centre. Wirral Waters is within the second priority area, and it meets all of the criteria for major residential and employment development.</p>
	<p>Policy LCR1 is recommended to be re-drafted, to state that plans and strategies in the Liverpool City Region should (relevant parts only):</p> <ul style="list-style-type: none"> • <i>Focus sustained and co-ordinated programmes to maximise economic potential and promote urban renaissance and social inclusion within the Liverpool City Centre and its surrounding Inner Area (the New Heartlands Housing Market Renewal Area);</i> • <i>Focus a sufficient proportion of new housing development and renewal (and related social and environmental infrastructure) within the inner areas to meet the objectives of the Housing Market Renewal Initiative and, consistent with this, make provision for an increase in the supply of affordable and market housing required to address demographic needs and to support economic growth and regeneration;</i> • <i>Promote economic development, urban renaissance and social inclusion, complementary to the programmes within Liverpool City Centre and the Inner Areas, in the remaining northern part of the Liverpool City Region;</i> • <i>Maximise the employment potential of the Strategic Investment Areas (SIAs) and Economic Development Zones (EDZs).</i> 	<p>Wirral Waters is within the surrounding inner area to the Regional Centre, and is thus to be the focus of maximising economic potential and delivering sufficient housing to meet HMRI objectives, address demographic needs and support economic growth and regeneration.</p> <p>The SIAs, which include Wirral Waters, should maximise their employment potential.</p>



	<p>Policy LCR2 is recommended to be re-drafted, to state that plans and strategies: <i>should focus residential development in the Inner Areas adjacent to the Regional Centre in order to secure a significant increase in population and to support major regeneration activity. This will entail:</i></p> <ul style="list-style-type: none"> • <i>Maintaining and enhancing the roles of Birkenhead and Bootle to provide community facilities, services and employment;</i> • <i>The development of the New Heartlands Housing Market Renewal Pathfinder to revitalise housing in Liverpool, Sefton, and Wirral through comprehensive area based regeneration schemes;</i> • <i>Supporting the development of the Mersey Ports and the maritime economy; and</i> • <i>Sustaining investment in the Mersey Waterfront Regional Park.</i> 	<p>The Panel has confirmed that the Inner Areas should deliver a significant increase in population to support major regeneration activity.</p> <p>Wirral Waters can support this directly and indirectly, and can contribute to each of the objectives of the policy.</p>
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<p>Regional Spatial Strategy: Town Centre Assessment Study by White Young Green.</p>	<p>The Town Centre Assessment undertaken by White Young Green looks only at comparison goods spending, but is an up to date and comprehensive review of the region and provides a helpful overview of capacity for new retail development within parts of the region. Wirral is included within a survey zone that covers Merseyside and includes the towns of Birkenhead, Bootle, Huyton, Liverpool, Runcorn, St Helen's, Southport, Wallasey and Widnes. It does not include Cheshire Oaks or Chester, which are included within the Cheshire survey zone.</p> <p>The study includes health checks on each town within the sub-region identified. It confirms that the composition of Birkenhead is at the lower end of the spectrum with a high proportion of discount retailers and a dearth of quality retailers. The Study acknowledges that the Council's current strategy is to support both new convenience retailing and improved offer for comparison retailing in the town centre.</p> <p>An analysis of shopping patterns in the Merseyside and Cheshire sub-region shows:</p> <ul style="list-style-type: none"> • The Cheshire survey zone experiences the highest levels of inflow from other survey zones, which is attributable to the attractiveness of Cheshire Oaks and Chester as shopping destinations. The highest inflow is from the Merseyside survey area, including households on the Wirral; • The net floorspace requirement in Cheshire to 2010 is 65,000 sq m but there are sufficient commitments in Cheshire to exceed that identified need. The floorspace requirement rises to almost 140,000 sq m by 2015; • The net floorspace requirement in the Merseyside region is just over 100,000 sq m in 2010 rising to nearly 220,000 sq m by 2015. The region has a number of planning commitments that together create 120,000 sq m of new comparison goods floorspace and which comfortably exceed the requirement up to 2010. Much of this committed floorspace is in Liverpool City Centre at Paradise Street. 	<p>The Study acknowledges the difficulties being experienced by Birkenhead Town Centre. It also calculates capacity for comparison retailing in Merseyside.</p> <p>The commentary in Section 8 of the Baseline Study highlights the key retail market issues associated with Wirral Waters, including the need for Wirral MBC to review its own retail study through a more comprehensive and integrated approach to retail, leisure and town centres.</p>
<p>The North West Competitiveness Operational Programme 2007-2013</p>	<p>Merseyside has received a substantial amount of funding under successive Merseyside Objective 1 Programmes. Much of this public sector investment has been used to pump-prime some major physical regeneration schemes, helping to prepare the ground for further private sector investment. A significant sum has been allocated to support the private sector to bring forward new development.</p> <p>However, the sharp drop in funding under the 2007-13 ERDF Programme (to approximately 50% of current resources) means that resources will have to be focussed very tightly in future. In addition, physical infrastructure development is expected to be given a lower profile than under the current Programme. This has a number of key implications for Merseyside:</p> <ul style="list-style-type: none"> • First, it will become increasingly important to secure private sector capital investment in order to drive much-needed economic development and regeneration. • Second, partners seeking to promote economic development and to maximise local and sub-regional regeneration impacts will need to work closely with private sector partners in order to ensure that schemes are delivered and impacts captured. 	<p>As noted above, European funding is likely to drastically decrease in the near future, with a clear associated and increased reliance on private sector investment.</p> <p>The public sector role will be to facilitate the necessary mechanisms, procedures and policies to deliver projects and ensure that benefits are reaped locally.</p>
<p>The North West Regional Economic Strategy 2006</p>	<p>The North West Regional Economic Strategy (RES) is the key statement of economic development policy in the North West. It sets out the agreed regional sustainable economic development priorities and principles for the next 20 years, and provides detailed actions over a three year period. At the heart of the strategy is a</p>	<p>Wirral Waters has the potential to make a major contribution to a number of key economic objectives of the RES. Specifically, it can:</p>



	<p>commitment to tackle the region’s £13bn GVA (or output) gap with England. To do so it identifies three Drivers of regional economic performance on which action is required:</p> <ul style="list-style-type: none"> • Improving Productivity and Growing the Market; • Conditions for Sustainable Growth; and • Growing the size and capability of the workforce. <p>The RES sets out a wide range of actions which partners in the region should implement in order to tackle the region’s GVA gap. Many of these actions have direct relevance to the challenges facing Wirral. These include those which seek to:</p> <ul style="list-style-type: none"> • Improve the formation, survival and growth rates of enterprises; • Develop key internationally competitive business sector; • Develop higher added value activity through innovation; • Retain and attract people to the region; • Maximise opportunities from international trade and inward investment; • Meet skills needs of sectors and growth opportunities; • Invest in workforce development; • Develop high quality employment sites and premises; and • Enhance the role of ports as gateways to the region. <p>In terms of tourism, The Regional Economic Strategy, published by the Northwest Regional Development Agency in 2006, places emphasis on development of the “visitor economy”.</p> <p>Annex E of RES defines the Strategic Regional Sites (SRS). The NWDA has published a number of background evidence documents which set out the details of the SRS. Birkenhead / Twelve Quays is one of the SRS. The key objectives are to:</p> <ul style="list-style-type: none"> • Create a modern river terminal to serve the region (this has now been completed through the Ro-Ro facility); • Provide a high quality well planned scheme at a key gateway to the region from Ireland (this has been partially achieved, however Wirral Waters can create a major gateway on a scale previously not considered for the SRS); • Accommodate strategic distribution development and maximise the inter-modal potential of the site; • Provide employment opportunities including those for residents in the local vicinity; • Assist in facilitating the economic restructuring of parts of the Wirral; • Accommodate businesses that will utilise the river terminal for the transportation of passengers 	<ul style="list-style-type: none"> • Ensure that Wirral retains and attracts people; • Deliver regeneration benefits locally, to assist in reducing social and economic inequalities experienced by neighbouring communities; and • Create a leisure, business and living destination of sufficient critical mass and quality to attract key international and national business sectors and markets. <p>For the Birkenhead / Twelve Quays SRS, Wirral Waters will create a major gateway to the international market by complementing the Ro-Ro facility and ensuring that economic development around the Ro-Ro facility can be delivered in a high quality environment, for higher value added sector.</p>
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	<p>and freight;</p> <ul style="list-style-type: none">• Accommodate the Maritime Centre of Excellence; and• Enable the environmental quality and image of the site, one of the region's major gateways, to be considerably upgraded.	
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<p>North West Employment Land Study 2005</p>	<p>The study assesses the quantity and quality of employment land available within the region and how that relates to meeting future employment land requirements at a regional and sub-regional level. The study includes Wirral within the Merseyside and Halton sub-region.</p> <p>In terms of existing sites, the overall market score for the Merseyside and Halton sub-region is the second lowest in the region. Contaminated land is recognised as being a constraint on development. The study finds that the sub-region has the highest number of committed employment sites within the region, though not the largest area., the sub-region also has a relatively high density of employment land.</p> <p>The Study considers three alternative growth patterns for the sub-region’s employment: long term trends, recent success and transformational. The first scenario sees a decline of 3.5% to 2025, though the second two scenarios forecast growth of 2.8 and 2.9% respectively. The Merseyside and Halton sub-region is expected to see an increase in the amount of employment floorspace requirement for B1 uses, but a decline in B2 and B8 floorspace under all three scenarios.</p> <p>The employment land requirement up for the next 15 years is forecast within the study. The indication for Merseyside & Halton is that, based on the existing supply, there is an undersupply of employment land within the sub-region.</p> <p>The study concludes that provision is made within each sub-region for an 18 year forward supply of employment sites (including an additional allowance for flexibility and choice). It recognises that allowance may need to be made with the RSS for other sub-regional factors such as ports and sites with a significant inward investment potential. On this basis it also recognises that Districts may justify increasing the scale of its employment land portfolio.</p>	<p>The Study has been used to inform the draft RSS policies, and recommendations are made in respect of Local Authorities approach to employment land.</p> <p>Wirral Waters can be considered to represent an opportunity to provide high quality employment accommodation and attract a large amount of inward investment. It will therefore offer potential to strengthen the employment portfolio with the Merseyside and Halton sub-region as well as within the north west.</p>
<p>Regional Tourism Strategy 2003</p>	<p>The Regional Tourism Strategy was published by the Northwest Regional Development Agency in 2003. It is currently being updated.</p> <p>The Strategy identifies the Mersey Waterfront as one of five “signature projects” i.e. destination projects designed to make a major difference to the region’s performance in attracting visitors.</p> <p>The Strategy also created new organisational arrangements for the development and promotion of tourism in the region. It created five sub regional “destination management organisations”, later called tourist boards, co-ordinated by a small tourism executive within the Northwest Regional Development Agency and a regional tourism forum.</p> <p>The Mersey Partnership (TMP) is the designated tourist board for Merseyside and is responsible for leading the development and promotion of the visitor economy in the sub region. TMP works in partnership with Wirral MBC in doing this. It has established a “federal” arrangement so that there are local “branches”, Wirral being one of four.</p>	<p>Wirral Waters offers the potential to be a major scheme in one of the Regional Tourism Strategy’s “signature projects”.</p> <p>TMP is taking the lead of the Mersey Waterfront initiative. Initial consultation has identified strong synergies between the Regional Park and Wirral Waters. Further consultation will establish the detailed means of beneficial activity and development.</p>
<p>North West Sustainable Energy Strategy: Draft for Public Consultation</p>	<p>Government targets for renewable energy are set at 10% of all electrical energy requirements by 2010, 15% by 2015 and 20% by 2020. will require projects reflect these targets. The regional sustainable energy strategy provides the context for Draft RSS (reviewed above) to require development to contribute towards achieving this sustainable energy capacity across the region. Significant installations should be located in accordance with criteria set out in Local Development Frameworks.</p>	<p>As noted above, Wirral Waters may offer the opportunity to produce renewable energy on-site and ensure through energy efficient technologies that future development will be highly sustainable.</p>



<p>July 2006</p>	<p>In accordance with PPS22, and recent announcements from the Minister for Housing and Planning, local authorities should ensure that new developments include the use of on-site renewable energy where it is viable to do so.</p>	
<p>Regional Waste Strategy for the North West</p>	<p>The Regional Waste Strategy (RWS) targets waste minimisation through reducing the amount of waste produced in the North West. The Strategy sets an initial target for reducing growth in municipal waste across the North West to 2% by the end of 2006 in line with the recommendation of the Strategy Unit with the ongoing targets of a further reduction in growth to 1% before 2010 and 0% before 2014 across the region.</p> <p>The RWS also promotes recycling and composting, through making waste into a product again. The Strategy sets recycling/composting targets for household waste across the North West of 25% by 2005, 35% by 2010, 45% by 2015 and 55% by 2020.</p> <p>The region’s targets in respect of recovering value from municipal solid waste (MSW) are the same as those promoted nationally, at 40% by 2005, 45% by 2010 and 67% of MSW by 2015.</p> <p>For commercial and industrial waste streams the Strategy is to achieve and retain 0% growth in the amount of wastes produced in these sectors through the life of the Strategy, without compromising economic growth in the region. The longer term target are to recycle 35% of all commercial and industrial wastes by 2020, to recover value (including recycling) from at least 70% of all commercial and industrial wastes by 2020 and to provide sufficient treatment and landfill capacity for these waste streams up to 2020 – approximately 4 million cubic metres per annum.</p>	<p>Wirral Waters will raise significant waste management issues. A waste management plan will be introduced, to focus on minimisation, recycling/composting and recovery, of both municipal and commercial/industrial waste.</p>



Table 1/4: Sub-Regional level

Policy / Programme / Strategy / Initiative	Summary of relevant aspects	Implications for Wirral Waters
<p>Liverpool City Region Development Programme</p>	<p>The Liverpool City Region is one of eight city-regions identified across the Northern Way area as the most appropriate economic entities on which Northern Way policy should be implemented. It is comprised of the urban core area (Greater Merseyside) and the adjacent areas of North Wales, Chester, Warrington, West Lancashire and Ellesmere Port & Neston. The Vision set out in the Liverpool City Region Development Programme (CRDP) is to:</p> <p><i>‘regain our status as a premier European City Region. By 2025 we will secure an internationally competitive economy and cultural offer and outstanding quality of life; with vibrant communities contributing to and sharing in sustainable wealth creation’.</i></p> <p>In order to achieve this Vision, five strategic priorities have been identified. These are:</p> <p>A Creative and Competitive City Region: through the growth of the Knowledge Economy, Innovation, Inward Investment, the creation of new and high quality Physical Business Infrastructure and Sector/ Cluster Development in order to promote the growth of important and higher value added activities.</p> <p>A Talented and Able City Region: acknowledging that education, skills and lifelong learning are the passport to sustainable prosperity, there is a focus on both raising those skills required to secure sustained gains in productivity but also those required to help residents enter or re-enter the labour market.</p> <p>A Well-Connected City Region: the delivery of excellent international and domestic gateways for both goods and passengers and good movement around the City Region. It identifies four key assets and opportunities – the Port of Liverpool, Liverpool John Lennon Airport, the Mersey Gateway (a second crossing over the River Mersey) and road and rail connectivity (reducing congestion and eliminating capacity constraints).</p> <p>Sustainable Communities: where people actively choose to live, work and visit, to ensure sufficient quality and choice of housing to support the economic growth of the City Region, but also and through action on neighbourhood renewal and liveability.</p> <p>A Premier Destination Centre: developing and exploiting the cultural and leisure assets of the City Region, as a premier tourist destination delivering a range of activities and investments to transform, energise and connect the Mersey Waterfront.</p>	<p>The role that a large scale opportunity at Wirral Waters could play in contributing towards these strategic priorities – particularly in terms of securing a competitive City Region able to secure inward investment and driving a change in the economic base of the City Region – is clear.</p> <p>This role is acknowledged in the 2006 update of the Liverpool CRDP.</p>



<p>NewHeartlands Housing Market Renewal Initiative Prospectus (February 2004)</p> <p>Scheme Update (2005)</p>	<p>The Housing Market Renewal Initiative (HMRI) Pathfinder for Merseyside, NewHeartlands, set out its main goals through its Prospectus of 2004. These include:</p> <ul style="list-style-type: none"> • Creating the conditions for the revival of housing markets in the NewHeartlands area; • Creating attractive and sustainable urban neighbourhoods through the delivery of a more balanced mix of housing, with values and types to meet the needs of the existing population and which help attract new residents; • Building sustainable communities, ensuring community cohesion and safeguarding investment through the provision of quality public services and through the development of supporting infrastructure; and • To contribute to the competitiveness and prosperity of the wider Merseyside conurbation and the North West region. <p>The Scheme Update in 2005 acknowledged the prospects for the Wirral Waterfront and Wallasey Area. Given the Wallasey HMRI area's high concentration of older terraced stock, often adjacent to industrial land uses, the Update stated that it would be necessary to develop a clear Masterplan for the area. This will be completed by 2008. This would build on the original Area Masterplans for Poulton and Egremont/Seacombe in the Strategy for Inner Wirral (see below). The Masterplan for Wallasey has now yet been commenced. In Wirral, priority has been given to Tranmere and Rock Ferry to date, hence there has been no pressing requirement to for the Wallasey Masterplan.</p> <p>The Scheme Update also recommended that a Masterplan for the riverside and inland dock systems of both Birkenhead and Wallasey be completed by 2007. This would be to build on the findings of the Birkenhead Masterplan, inform the Wallasey Masterplan and make full use of the potential waterside living in Wirral to maximise the spectacular views of the Liverpool City skyline. This Masterplan has also not yet been commenced, although a revision to the North Birkenhead Masterplan was undertaken. In essence, the Wirral Waters Strategic Regeneration Framework is seen as serving the purpose of the "waterside Masterplan".</p>	<p>Wirral Waters is situated within the NewHeartlands Housing Market Renewal Initiative, which includes the Wirral Waterfront and Birkenhead.</p> <p>Wirral Waters will assist in transforming the housing market, through the provision of new housing choices, economic development and investment opportunities for the area and a high quality environment.</p> <p>The review of the Strategy for Inner Wirral below demonstrates the extent to which Wirral Waters can respond to Wirral's HMRI needs.</p> <p>Close discussion with NewHeartlands and Wirral MBC's HMR team will be important as the opportunity evolves, to ensure linkage, complementary development and community benefit.</p>
<p>Merseyside Employment Land Study 2004</p>	<p>The Study shows that Wirral has a very large portfolio of employment land both relative to Merseyside (more than Knowsley, St Helens and Halton) and in absolute terms (246 hectares / 20% of Merseyside). There is a range of poor, average and good quality sites. Cammell Laird and Levers (Bromborough) are the two largest employment sites. There is 14 years supply based on past take-up rates (excluding poor quality sites).</p>	<p>Wirral Waters, in unlocking under-used port land, can assist in the provision of high quality employment land for major economic growth. Cammell Laird is to be retained in industrial port-related use.</p>
<p>Merseyside Urban Housing Capacity Study</p>	<p>The Merseyside Urban Housing Capacity Study was undertaken by consultants on behalf of the Merseyside Authorities in 2004. In Wirral, 124 sites with a total site area of 35.5 ha were identified as potential housing sites. This represented 5% of the total number of sites in Merseyside and 4% of the land area within the sub-region.</p> <p>This was the lowest proportion by a significant degree in terms of both number of sites and total area of any of the Merseyside Authorities, albeit that the majority of these identified housing sites scored well in terms of their potential to deliver future residential development. The scores were based on variables such as developability, market viability, local character, planning standards and sustainability. The Study estimates that 1,440 dwellings could be provided at an average density of 41 per hectare in Wirral, with a further 250 dwellings potentially available through subdivision of existing properties.</p>	<p>Wirral Waters has the potential to provide significant capacity for the provision of dwellings within Inner Wirral, aiding in the creation of sustainable communities.</p> <p>This capacity was not identified in the 2004 Study. Hence the Study is now outdated and future capacity Study will need to take account of significant capacity at Birkenhead Docks.</p>



<p>Merseyside Action Plan</p>	<p>The Merseyside Action Plan (MAP) sets out those investment programmes that will contribute to the continued renaissance of the Greater Merseyside sub-region (Wirral, Liverpool, Sefton, St Helens, Knowsley and Halton). It covers a three-year period (April 2006-09) consistent with that of the RES and sets out the way in which RES investment will be delivered in Greater Merseyside.</p> <p>The MAP contains 16 economic development priorities covering skills, employment, enterprise, innovation, physical infrastructure, inward investment, tourism, sustainable development and health. Each priority contains a number of projects, aligned with RES Action Areas. Key priorities include:</p> <ul style="list-style-type: none"> • Priority 1: Skills for Productivity – Building a larger, more skilled and flexible workforce to support and encourage business growth including via targeted and sector specific learning and workforce development and through graduate retention. • Priority 2: Full Employment – Building skilled working communities by accelerating the rate at which economically inactive people are brought into, stay and progress in the labour market. • Priority 3: Productivity Growth – Increasing the numbers of high growth start-ups and growing businesses, particularly within key sectors and clusters. • Priority 4: Rising Enterprise Levels – Raising the rates of business start-up and the total size of the business base. This will include programmes coordinated by the Entrepreneurship Commission and through LEGI. • Priority 7: Strategic Sites and Premises – Developing a portfolio of sites and premises capable of supporting wider economic growth ambitions for Greater Merseyside, targeting Mersey Waterfront locations in particular. Key projects include Wirral Docklands, Northshore and a review of Strategic Investment Areas and Economic Development Zones in the sub-region. This priority complements Priority 6, which focuses on the development of Liverpool City Centre. • Priority 9: Generating Inward Investment in Merseyside – Equipping Merseyside with a fit-for-purpose inward investment vehicle that supports and enhances NWDA’s regional and cluster-based inward investment work. • Priority 12: Mersey Waterfront Regional Park - Delivering a range of activities and investments to transform, energise and connect the Mersey Waterfront (see below) 	<p>The opportunities are clear for Wirral Waters to assist in the delivery of many of the key priorities of the Merseyside Action Plan.</p> <p>Employment and productivity can no doubt be significantly increased through a major economic development project on a strategically located site. Inward investment should be significant through the creation of high profile business space.</p> <p>A number of issues will need to be considered and worked up in partnership with the public, voluntary and other sectors.</p> <p>Specifically, skills will need to be improved in Wirral, to ensure that local people benefit from the future economic prospects. The ability of local people and businesses to increase their enterprise performance will also be a key target.</p>
<p>Mersey Waterfront Regional Park Strategic Framework</p>	<p>A programme for creating Regional Parks was outlined in the original Regional Economic Strategy and carried forward to the revised RES. One of the Regional Parks is the “Mersey Basin” or “Mersey Waterfront” as it has now become. The Mersey Partnership is the lead organisation in delivery of the Mersey Waterfront Regional Park and has recently published a strategic framework.</p> <p>The concept is similar to that of the Wirral Tourism Strategy with the core product being destination hubs (called Windows on the Waterfront) linked by a high quality walking and cycling route. The boundaries are Southport to the north, the Wirral Country Park on the Dee Estuary to the south, and (approximately) the Queen Elizabeth 11 Bridge to the east. The intention is to promote the waterfront as an international profile destination.</p> <p>The Central Docks area on the Liverpool and Birkenhead sides of the river are seen as offering a destination experience of particular intensity – called the “International Waterfront”. The vision for the Park is that there</p>	<p>Wirral Waters is a key asset and opportunity within the Mersey Waterfront Regional Park Strategic Framework, being a key part of the “International Waterfront”.</p> <p>It can provide visitor attractions and destinations that will assist in defining the Regional Park and add critical mass to its attractions offer.</p> <p>Opportunities to link Wirral Waters to other key assets, as part of the overall Regional Park experience, will be an inherent principle through the Wirral Waters Masterplanning process.</p>



	<p>should be promenades from Woodside to Seacombe where visitors will be able to enjoy an intensity of destination experiences. This will be matched on the Liverpool side by an intensity of destination experiences from the Kings Dock to the Stanley Dock.</p>	
<p>West Cheshire/North East Wales Sub-Regional Strategy 2004-2021</p>	<p>The Strategy is a sub-regional policy which aims to guide the development of the sub-region up to 2021. The sub-region includes a core area of Chester and Ellesmere Port in England, together with Flintshire and Wrexham in Wales. Wirral is on the periphery of the sub-region, due to its strong travel to work and retail patterns. The main strands of the Strategy are:</p> <ul style="list-style-type: none"> • Supporting existing strategic centres within the sub-region; • Focussing on areas in need of regeneration; • Enhancing links between areas of opportunity and areas of need; and • Placing emphasis on existing and future roles of settlements and centres within the sub-region. <p>Of particular relevance is the policies which relate to transport. These policies recognise the need to strengthen and promote the Wrexham-Bidston-Liverpool railway corridor, which serves a number of deprived communities. The benefits to leisure and tourism of the continued development of the Mersey Waterfront Regional Park are recognised together with the need for it to be complementary to the development of the River Dee Regional Park.</p>	<p>The transport improvements supported by the strategy include the rail corridor from Bidston to Liverpool, recognising the need for regeneration in the area surrounding the Birkenhead docklands.</p> <p>The strategy acknowledges the strong employment and retail links between Wirral and Cheshire. Wirral Waters offers opportunities to create more balanced patterns through the provision of employment and retail opportunities in the areas of greatest regeneration need.</p>
<p>Second Local Transport Plan for Merseyside 2006-2011</p>	<p>The second Local Transport Plan for Merseyside (LTP) sets out transport strategy for a 5 year period from 2006 to 2011 within the context of longer term transport strategies. The vision for transport on Merseyside is:</p> <p><i>“a fully integrated safe transport network for Merseyside which supports economic and social regeneration and ensures good access for all, and which is operated to the highest standards to protect the environment and ensure quality of life”.</i></p> <p>The investment programme set out in the LTP is based on a balance of objectives for the LTP period:</p> <ul style="list-style-type: none"> • Provide the appropriate infrastructure to support social and economic growth and regeneration; • Provide access for all to ensure an inclusive community; • Manage demand to provide an efficient transport network; • Support a healthier community by ensuring transport actively improves health, does not impair quality of life; and ensures safety and security of all users; • Protect and enhances the environment; • Make the best use of existing resources and strive to ensure value for money at all times. <p>The LTP discusses a number of transport improvement measures to seek to deliver the above objectives. The measures most relevant include:</p> <ul style="list-style-type: none"> • The Mid Wirral Line (Wrexham – Bidston line) rail improvement scheme; 	<p>The Plan recognises the importance of an integrated transport network for regeneration and economic growth.</p> <p>The provision of the necessary infrastructure which links to Wirral Waters will be essential in realising environmental, social and economic benefits.</p> <p>Some of the key LTP schemes will have a direct bearing on Wirral Waters, in particular the Bidston Viaduct maintenance scheme, park & ride schemes and bus corridors.</p> <p>The LTP reflects the DfT’s priority of improving accessibility, and Accession modelling will be essential for Wirral Waters in demonstrating good access to key destinations.</p>



	<ul style="list-style-type: none"> • Bidston Moss Viaduct Maintenance; • Improvements to the A5027 Gorse Lane/Duke Street junction with the A5139 Dock Road; • Park and Ride strategy; • Improvements for pedestrians and cyclists; • Improvements to bus corridors: Birkenhead/Liscard/Wallasey/West Kirby; Birkenhead to Heswall; Birkenhead to Bromborough; • Improvements to traffic and pedestrian routes and public realm on the Birkenhead/Wallasey Bridge Links in connection with HRMI; • Access to Mersey Ports; • Freight rail link from Wrexham/Bidston. <p>The Appendices of the LTP2 set out detailed transport strategies including for bus, rail, cycling, pedestrians and accessibility. These are reviewed separately below.</p> <p>Appendix 1 of the LTP2 sets out the Bus Strategy. This highlights that there has been continued decline in bus patronage since 2001. A key outcome of the Bus Strategy is to reverse the decline in bus patronage and increase the number of passengers using Merseyside’s buses over the five year lifetime of LTP2 by one per cent. This equates to an additional 1.5 million trips between 2006 and 2011.</p> <p>The objective of the Merseyside Bus Strategy is:</p> <p><i>“to provide a high quality bus network that meets the needs of the people of Merseyside in a secure, accessible, sustainable and cost effective way.”</i></p> <p>To develop the bus network in Merseyside, the overall strategy is to ensure that the barriers to usage are minimised and patronage of the bus services is maximised. There are nine policies that support the bus strategy, which can only be delivered in partnership between Merseytravel and the five Merseyside Districts, the Police, the Traffic Commissioners and Merseyside’s Bus Operators. These policies are:</p> <ul style="list-style-type: none"> • Policy 1 – Developing the Bus Network; • Policy 2 – An Accessible Network; • Policy 3 – An Affordable Network; • Policy 4 – Simplified Network Ticketing; • Policy 5 – A Stable and Understandable Network; • Policy 6 – An Integrated Network; • Policy 7 – A Reliable Network; • Policy 8 – A Sustainable Network; • Policy 9 – A Secure Network. 	
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	<p>The Local Transport Plan Rail Strategy is set out in Appendix 2 of LTP2. Over the five-year period of the first Local Transport Plan, demand for Merseyrail services grew from 31.5 million to 34.1 million trips per year. The target for 2006 to 2011 is to increase trips to 36.8 million per year. If this target is achieved, it will also lead to a greater mode share of trips by rail. This is important in reducing growth of car trips. Merseytravel’s objective for the rail network in Merseyside is:</p> <p><i>“To provide a high quality rail network that meets the needs of the people of Merseyside in a secure, accessible, sustainable and cost effective way.”</i></p> <p>Merseytravel have developed 11 policies to meet the wider LTP and Rail Strategy objectives and to overcome. These are as follows:</p> <ul style="list-style-type: none"> • Policy 1 – Continue to identify the required reach of the rail network for local, regional and national connections. • Policy 2 – Continue to ensure the rail network in Merseyside is as accessible as practicable by providing accessible trains, stations and interchanges. • Policy 3 – Engage positively with train operators and government to minimise rail fare increases. • Policy 4 – Engage positively with train operators to introduce a common ticketing system and a simplified fare structure across Merseyside. • Policy 5 – Work with operators to provide comprehensive service information provision before travel, at stations and on-board trains. • Policy 6 – Facilitate, and work with operators, to improve integration with other modes. • Policy 7 – Work with operators to maintain the current performance of the rail network. • Policy 8 – Work with train operators to enhance further safety and security on the rail network. • Policy 9 – Seek to optimise the use of the existing rail infrastructure. • Policy 10 – Seek to control the level of subsidy. • Policy 11 – Seek to facilitate rail freight growth. <p>The Merseyside Cycling Strategy, July 2005, is set out in Appendix 4 of LTP2. Its intention is:</p> <p><i>“To promote and increase cycle use throughout Merseyside, by highlighting the benefits of cycling as a healthy sustainable mode of transport and through the development of infrastructure which is safe, convenient, efficient and attractive for cyclists.”</i></p> <p>This Appendix highlights the health and environmental benefits of increased cycling and given that 72 per cent of all trips are under five miles, there is potential for this mode to increase in popularity. The latest Merseyside Household Survey undertaken in 2001 indicated that the overall level of cycling is approximately one per cent. The Headline Target for increasing cycling use in Merseyside is to increase cycle trips by 10 per cent by 2011. In order to achieve the Cycling Strategy Targets, five key areas are identified as essential to achieving these. These are: policies, the physical environment and facilities, promotion, safety and training and resources.</p>	
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	<p>The policy headings are:</p> <ul style="list-style-type: none"> • Hierarchy of Road Users; • Hierarchy of Solutions; • Consultation with User Groups; • Cycle Audit and Review; • Monitoring; and • Action Plan. <p>The Draft Pedestrian Strategy for Merseyside (DPSM) is included in Appendix 10 of LTP2. The LTP partnership is committed to increasing walking for all purposes to reverse the trend in falling walking trips. The objectives of the Merseyside Pedestrian Strategy are to create a place where:</p> <ul style="list-style-type: none"> • The pedestrian environment is friendly, safe and accessible; • More people walk, more often; and • All pedestrians are able to move about with ease and confidence. <p>The DPSM sets out policies, actions and timescales. The policies that the Merseyside partners will implement are as follows:</p> <ul style="list-style-type: none"> • Ensure that the accessibility needs of disabled people are met; • Set out a programme for improvements to the existing network and streetscape in key locations to encourage walking for utility and leisure purposes; • Pursue initiatives that address road safety issues relating to pedestrians through the introduction of physical measures and the use of targeted programmes of education and training; • Address the personal security concerns of pedestrians and public transport users; • Identify locations on the pedestrian network which will benefit from the provision of amenities and signing, and their introduction will be promoted; • Encourage walking through the development, and enforcement where possible of travel plans; • Ensure that all public rights of way are legally defined, adequately maintained and well publicised in accordance with the Countryside and Rights of Way Act 2000; • Ensure best practice is observed in the maintenance of footways and public rights of way, and address the general issues of obstruction on the footway; • Work in partnership with the Health Sector to promote walking as a healthy activity; • Undertake initiatives to reduce air and noise pollution, particularly in places of high pedestrian activity; 	
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	<ul style="list-style-type: none"> • In partnership with other organisation, promote walking and its benefits; • Establish a baseline database on walking and adopt a comprehensive data collection procedure in order to monitor pedestrian journeys, residents travel habits, accidents involving pedestrians and public attitudes/ perceptions; and • Seek alternative capital and revenue sources of funding to fund the Pedestrian Action Plans. <p>LTP2 apportioned great weight to Accessibility and reflects Government Policy. It states that:</p> <p><i>“All members of the community must be able to enjoy the benefits of Merseyside’s economic regeneration. However, for some, these benefits are not readily available to them. The ability to access places of employment, learning, healthcare, shopping, leisure and other opportunities that are often taken for granted by many others can significantly impact on their quality of life and their life chances.”</i></p> <p>It has been agreed by the partners across Merseyside that the key issue for the Accessibility Strategy is ensuring access to jobs and education opportunities. As a result of consultation undertaken for the development of the Local Transport Plan, employment was identified as a priority for the Accessibility Strategy because of high levels of worklessness in some communities in Merseyside, including Wirral. It has been found that transport is a barrier in these communities.</p> <p>A separate Access Plan has been prepared for each of the Merseyside Authorities. Appendix 8.6 sets out Wirral’s Access Plan. This presents local accessibility performance indicators similar to DfT Mandatory Targets. The targets included in LTP2 are:</p> <ul style="list-style-type: none"> • Improve % of workless Merseyside residents who are within 30 minutes of a major employment location by public transport – an average 1% per annum improvement; • Improve % of 16 to 18 year olds not in education, employment or training (NEET) within 30 minutes of a post 16 educational establishment by walking, cycling, bus or train – an average 1 % per annum improvement; and • Maintaining a level of 95 % of rural households within 800m of an hourly or better bus service. <p>A number of accessibility assessments have been undertaken across Merseyside and each highway authority has been provided by the DfT with a computer software package called “Accession”. Accession enables assessments to be made of accessibility for different areas and population groups. This software has been used to undertake a mapping audit of accessibility to key destinations on Wirral.</p> <p>The Wirral Access Plan sets out a number of Action Plans to address specific accessibility issues. These cover Education & Training, Health and Employment. It acknowledges the importance of development location and that the Local Development Framework is a tool to ensuring that new development is in locations that is or can be well served by public transport.</p>	
<p>Joint Municipal Waste Management Strategy for Merseyside</p> <p>Emerging Joint Waste Development Plan</p>	<p>This document sets recycling targets for the Wirral as follows:</p> <ul style="list-style-type: none"> • 2005 – 22% • 2010 – 33% • 2015 – 40+% 	<p>Wirral Waters can make a significant contribution to Wirral meeting its recycling targets. A waste management plan will be produced in due course.</p>



Document	A Merseyside Joint Waste Development Plan Document is being produced and will be consulted upon in due course.	
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<p>Liverpool World Heritage Site – the “Maritime Mercantile City”</p> <p>Nomination Document and Management Plan</p>	<p>Liverpool’s designation as a World Heritage Site (WHS) as the Maritime Mercantile City is of relevance to Wirral Waters, given the potential for large scale development at Wirral Waters to affect the setting of the WHS. The WHS itself has a tightly defined boundary centred around a number of key assets in Liverpool’s waterfront and commercial areas. There is a wider “Buffer Zone”. The boundaries are shown in Section 4 of the Baseline Study.</p> <p>Objective 4.4 of the WHS Management Plan requires that key visual relationships, panoramas and vistas into, out of and across the WHS are identified and protected. It explains that these visual relationships form a significant part of its townscape character and setting and many of these also correspond to strategic views identified by the North West Regional Assembly.</p> <p>Objective 12.1 aims to monitor and manage change within the Buffer Zone and wider environs to ensure that the setting of the Site is adequately protected from development that is incompatible with the distinctive character and status of the Site. Wherever possible, Liverpool City Council and other partners need to ensure that change protects and enhances the visual relationships identified into the Management Plan. No specific Supplementary Planning Guidance exists for the World Heritage Site as yet, but it is expected that a document will be prepared and consulted upon through 2007. This may also incorporate guidance on tall buildings.</p>	<p>Conservation of important views is an important objective for the Liverpool World Heritage Site. Two of the strategic views identified by the North West Regional Assembly (NWRA) are away from the World Heritage Site, across the Mersey to Wirral. Therefore the determination as to whether Wirral Waters constitutes an improvement rather than a decline in the landscape/townscape quality of these views will be a key factor.</p> <p>The borders of the Buffer Zone are reviewed every 4 years. It is understood that the Buffer Zone will not be extended to include parts of Wirral at the first review in 2008.</p>
<p>Sub-Regional Ecological policy</p>	<p>There are many studies and policies relating to the ecological issues in the Mersey Estuary and Irish Sea, which are of relevance to Wirral Waters. These are:</p> <ul style="list-style-type: none"> • Jones, L.A., Coyle, M.D., Gilliland, P.M., Larwood, J.G., & Murray, A.R., 2004, <i>‘Irish Sea Marine Natural Area Profile: A contribution to regional planning and management of the seas around England’</i>, Peterborough: English Nature. • North West Green Infrastructure Think Tank, 2006, <i>‘North West Green Infrastructure Guide (Consultation Draft)’</i> • University of Liverpool Study Team, 1995, <i>‘Mersey Estuary Management Plan: A Strategic Policy Framework’</i> Mersey Basin Campaign. Liverpool University Press. • Greenspace, 1997, <i>‘The Urban Mersey Basin Natural Area – A Nature Conservation Profile’</i> • Evaluation of the Mersey Basin campaign, Gov Office NW 2006; • Mersey Strategy – Mersey Estuary Management Plan. Mersey Basin Campaign 1995; • Mersey Strategy – Mersey Estuary Action Programme. Mersey Basin Campaign 2000; • Mersey Estuary ‘Ramsar’ Data Sheet, JNCC 2006; • The European Birds Directive – safeguarding special places for people and wildlife. Mersey Estuary Case Study RSPB 2004; • Mersey Estuary Management Policies. Mersey Estuary Steering Group 1998; • Consultation of Proposed Extension of the Mersey Estuary Special Protection Area and Ramsar site to include the New Ferry SSSI; • Estuaries, Management Plans, Coastal Processes and Conservation – Mersey Estuary 	<p>The scale and location of Wirral Waters, close to major ecological designations and resources, requires full account to be made of a range of sub-regional studies and policies.</p> <p>Future ecological assessment work will be informed by, and take account of all of these documents. Section 4 of the Baseline Study considers ecological issues.</p>



	<p>Recommendations. Univ of Glasgow 1993;</p> <ul style="list-style-type: none"> • Ecology and Landscape Development – History of the Mersey Estuary, Liverpool University Press 1999; • Characterisation of European Marine Sites. The Mersey Estuary SPA. Marine Biological Association of the United Kingdom. Occasional Publications 2006; • The Mersey Estuary European Marine Sites. English Nature Advisory publication under Regulation 33(2) of the Habitats Regulations 1994; • Mersey Estuary Baseline Biological Survey. Environment Agency report. Prepared by Young Associates 2002; • Liverpool Bay Natural Area, English Nature Natural Area report No. 117, A Nature Conservation Profile 1997; • The Urban Mersey Basin Natural Area, English Nature Natural Area report No. 26; and • Countryside Stewardship Targeting Statement, Merseyside 2003-2004. Overview of the Rural Areas of Merseyside, DEFRA 2002. 	
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Table 1/5: Local level

Policy / Programme / Strategy / Initiative	Summary of relevant aspects	Implications for Wirral Waters
<p>Wirral Local Strategic Partnership “Getting Better Together” Local Area Agreement submission February 2006</p>	<p>The Wirral Community Strategy and Local Area Agreement are encapsulated within this document.</p> <p>The Fourth Block of the LAA – Economic Development and Enterprise – is seen as central to partners’ wider aspirations for Wirral. It has therefore been adopted as a cross-cutting theme of the overall LAA. It has the following three priorities:</p> <ul style="list-style-type: none"> • Increase the number of employment opportunities available to Wirral residents by a) supporting and enabling the growth of indigenous companies, b) increasing inward investment and c) increasing the number of self-employment start-ups; • Enable more people to access jobs; and • Increase the vocational achievement of the workforce. <p>These priorities seek to address what have been identified as Wirral’s headline economic challenges, including needs to:</p> <ul style="list-style-type: none"> • Increase levels of investment into the Borough; • Increase the Borough’s GVA; • Attract high value and high growth businesses; • Support and encourage entrepreneurship; • Support indigenous businesses; • Increase the levels of start up businesses; and • Tackle unemployment and worklessness. 	<p>The Community Strategy and LAA are key statements of local policy. The document highlights the key objectives for Wirral and is heavily focussed on economic development objectives.</p> <p>Wirral Waters can assist greatly in Wirral both meeting and exceeding its objectives, through introducing a major high quality project where people will want to visit, live and work.</p> <p>As noted in Sections 2 and 8 respectively, Wirral must embrace major opportunities in order to achieve the required economic transformation, and must do this in a manner that secures benefit for local people. Wirral Waters represents the single largest opportunity for Wirral in the foreseeable future.</p>
<p>Wirral Unitary Development Plan 2000</p>	<p>The Wirral UDP was adopted in 2000 and remains, along with RSS, with statutory development plan for the Wirral Waters area. It sets out a range of policies which seek to shape development and regeneration within the borough and balance their social, environmental and physical impacts.</p> <p>The policies of the UDP were saved for 3 years when changes to the local planning system were introduced in September 2004.</p> <p>The Proposals Map extracts for the area in and around Birkenhead Docks can be seen in Section 2 of the Baseline Study.</p>	<p>The UDP forms part of the statutory Development Plan for Wirral, and primary regard must be granted to it, as is required by Section 38(6) of the Planning Act. Individual policies are therefore considered below.</p> <p>However, the time horizons for Wirral Waters are such that the emerging Local Development Framework (LDF – see below), which will supersede the UDP, will constitute the local element of the statutory development plan for most aspects of Wirral Waters, aside from potential “early wins”.</p>



	<p>Policy URN1 confirms that the UDP is guided by the general principles of the Urban Regeneration Strategy. Full and effective use of neglected, unused or derelict land or buildings within the urban area is encouraged.</p>	<p>Wirral Waters represents a development opportunity which is consistent with this Strategic policy.</p>
	<p>Policy EMP1 allocates 185 hectares of employment land.</p>	<p>Parts of the Wirral Waters area, beyond the core dock estate, are currently included within this allocation.</p>
	<p>Policy EM3 allocates Twelve Quays for new development within uses in Classes B1, B2 or B8 of the Use Classes Order 1987 i.e. offices, light industry, R&D, technology, general industry or storage and distribution.</p>	<p>The eventual use of this land was for a Roll-on Roll-off ferry terminal accompanied by other uses within those defined classes.</p>
	<p>Policy EM6 sets “General Criteria for New Employment Development”. It provides guidance in respect of amenity, access, off-street car and cycle parking, siting, scale, design, choice of materials, boundary treatment and landscaping.</p>	<p>These considerations are typical for employment development, and will be taken into account for future detailed design in Wirral Waters.</p>
	<p>Policy EM10 designated the operational dock areas at Birkenhead and Eastham for port use. Wirral MBC decided not to save EM10 beyond 1 September 2007.</p>	<p>The non-saving of policy EM10 means that proposals for non-port uses on this land will be considered against other criteria-based policies in the UDP, and will not be an automatic departure from the UDP.</p>
	<p>Policy HSG1 sets the strategic housing requirement for Wirral over the period April 1986 – March 2001 of 10,500 new dwellings.</p>	<p>This requirement is time expired. It is however important to note that Wirral’s historic housing requirements in this period were considerably higher than at present. The UDP requirement equates to 700 per annum, in comparison with 160 at present through Adopted RSS, and 250 in Draft RSS.</p>
	<p>Policy HS4 sets out the criteria for new housing development in terms of scale and character, access and servicing, landscaping, open space and amenity space, as well as secure-by-design principles.</p>	<p>The need to comply with the requirements set out in this policy in terms of housing design and layout will need to be considered. However, the debate on housing design has evolved considerably in recent times, through considerable national guidance which will be taken into account as the project evolves.</p>
	<p>Policy HSG2 seeks to encourage the provision of an element of affordable housing within development.</p>	<p>Regard will need to be made to affordable housing needs.</p>
	<p>Policy HS6 sets out that affordable housing will be sought on sites of over 1 hectare, and shall be provided by a partnership arrangement or on a low-cost units for sale or part sale, part rent basis.</p>	<p>A housing needs assessment is currently being undertaken by Wirral MBC, which will inform the future approach to affordable housing provision.</p>
	<p>Policies GRE1 and GR1 seek to protect existing urban greenspace and open space networks from inappropriate development. This will include accessible public open space and other land with amenity value. The policy refers in particular to areas of mature parkland, areas suitable to accommodate recreational activities, linear parks and walkways and areas of visual importance to the locality or to a wider</p>	<p>Bidston Hill is a major open space and recreational resource. Wirral Waters will seek to increase its role, function and accessibility. Other green assets within the development will be promoted.</p>



	<p>area.</p>	
	<p>Policy GR7 seeks the protection of existing trees on development sites and the promotion of new planting in development schemes.</p>	<p>The majority of the dock estate has no trees, hence the protection of existing trees is unlikely to be a major issue.</p> <p>However, new plating as part of a comprehensive and structured approach to landscaping will assist in creating character and extending the green qualities of west Wirral into the inner area.</p>
	<p>Proposal TL3 "Land for Tourism Development at Wirral Waterfront" identifies sites within the Wirral Waterfront, including land at Twelve Quays, Wallasey and land at the former Cammell Lairds shipyard, as suitable locations for tourism developments. However tourist related activities will only be allowed as part of mixed-use schemes for wider industrial, business and commercial purposes. Proposals located in these areas should, wherever possible, be designed and located in order to be well-integrated within The Birkenhead Dockland Heritage Trail.</p>	<p>The UDP acknowledgement the importance and opportunities for tourism development. Some successes have been achieved, for example the Historic Warships, Spaceport and Birkenhead Heritage Trail.</p> <p>Wirral Waters will seek to build on these successes through introducing major new attractions and creating a key destination in the City-Region.</p>
	<p>Policies CHO1 and CH1 explains that development proposals must aim to protect listed buildings, structures and other features of recognised architectural or historic importance, historic areas of distinctive quality and character and important archaeological sites and monuments.</p>	<p>Wirral Waters will need to have regard in particular to the Grade II Listed former Pumping Station and the setting of the Grain Mills; the setting and views to and from buildings within Bidston Village, Hamilton Park, Birkenhead Park, and Flaybrick Cemetery Conservation Areas and views to and from 'Liverpool – Maritime Mercantile City' World Heritage Site.</p>
	<p>Policy CH2 requires that where a proposed development would affect the setting or character of a conservation area, proposals should preserve or enhance distinctive characteristics of the area, including important views into and out of the area and the character and setting of buildings and other elements which contribute to the character of the area. The nature of the design, including materials, will be an important consideration, especially within prominent elevations. Policy references for Conservation Areas in or near the Wirral Waters are as follows:</p> <ul style="list-style-type: none"> • CH4 – Bidston Village Conservation Area; • CH5 – Hamilton Park Conservation Area; • CH6 – Birkenhead Park Conservation Area ; and • CH23 – Flaybrick Cemetery Conservation Area. 	<p>Whilst the Dock estate is not within a Conservation Area, there are a number of Conservations Areas within the locality.</p> <p>Parts of the Wirral Waters study area which are visible from the nearby Conservation Areas (Bidston Village, Hamilton Park, Birkenhead Park, and Flaybrick Cemetery) must be shown to preserve or enhance the characteristics, layout and character of the Conservation Areas.</p>
	<p>Policy CH25 relates to non-scheduled archaeological remains. It states that where there are development proposals liable to affect areas of known or suspected important un-scheduled archaeological remains, the potential importance of the interest (in terms of rarity, condition and age of remains) and whether it is desirable or practical (owing to the fragility or importance of the remains) to preserve them in situ will be considered.</p>	<p>An archaeological assessment has been undertaken for the Baseline Study, in order to fully understand the potential for remains at Wirral Waters.</p>

	<p>Policy CH26 - The Preservation of Historic Parks and Gardens requires that where a proposed development would affect a site included in the English Heritage Register of Parks and Gardens of Special Historic Interest, proposals will not involve the loss of features or otherwise detract from its character and setting. New development which will be visible from the Grade 1 listed Birkenhead Park must endeavour to comply with the objectives set out in the UDP as well as with national planning policy guidance to preserve the special character of the park itself and its wider setting.</p>	<p>Birkenhead Park is of exceptional historic interest (Grade 1 Listed) and national planning policy guidance dictates that both the special character of the park itself and the wider setting should be protected from inappropriate development.</p> <p>Consideration will be given to the effect of large scale development upon the Park, and in addition linkages from the Park to Wirral Waters should be enhanced.</p>
	<p>Policy NCO1 outlines the approach in terms of protecting Internationally, Nationally and Locally Designated sites for nature conservation and earth science. Proposals which will not adversely affect the integrity of such areas will be permitted.</p>	<p>The development must not adversely affect the ecology of nearby nature conservation areas, namely Bidston Moss, Bidston Marsh (area west of Bidston Hill), and the Mersey Estuary.</p>
	<p>Policy NC1 sets out the level of protection which will be afforded to European Sites, proposed European Sites or Ramsar sites.</p>	<p>The nearest site of international importance is the Mersey Estuary Ramsar Site and Special Protection Area (SPA). As part of future SEA and EIA processes, it will be necessary to determine whether development will adversely impact on the designation in any way.</p>
	<p>Policy NC3 provides the approach which will be taken in respect of development potentially affecting sites of National importance for nature conservation.</p>	<p>The North Wirral Foreshore is included in the Mersey Narrows SSSI. Consultation with Natural England regarding the area will be necessary as part of the SEA/Masterplanning process. It will be necessary to determine whether the development will adversely affect the area. Mitigation measures may be required.</p>
	<p>Policy NC5 protects areas beyond those protected under Policy NC1 and NC3 which form habitats of special local importance for nature conservation.</p>	<p>Whilst there are no locally designated sites in the dock estate itself, there are two sites of local biological importance within the broad locality of Wirral Waters. These are Bidston Hill and Bidston Marsh.</p> <p>It will be necessary to determine whether the development will adversely affect the important habitats of the designated areas. These are pond, reedbed and marshland habits for migrating birds and herons, and wildflowers within the dry grassland and scrub areas.</p> <p>If there is the potential for impact, mitigation measures must be put in place to minimise the long-term damage. Opportunities for the creation of new habitats as part of Wirral Waters will also be explored.</p>
	<p>Policy NC7 states that development which would have an adverse impact on wildlife species protected by law will not be permitted, except where protection can be secured through appropriate planning conditions</p>	<p>The presence of protected species will be assessed through</p>

	and/or obligations.	site surveys.
	Policy LA1 relates to Areas of Special Landscape Value (ASLV) and explains that the LPA will protect the character and appearance of ASLV from the adverse effects of development. Proposals should not introduce new intrusive development within an otherwise open setting, especially along a prominent skyline. They should protect existing landscape features, or include appropriate replacement provision and the siting, scale and appearance of the development should not detract from the appearance of the ASLV or intrude within important views into or out of the Area.	Bidston Hill and Tam O’Shanter Urban Farm at Bidston Village are ASLV (identified in Policy LA2). In order for this policy to be met, new development must demonstrate that the existing skyline, particularly the view from Bidston Hill, will not be negatively affected by Wirral Waters. Significant replacement of landscape features will be necessary if any development occurs within the boundaries of the ASLV.
	Policy LA3 prioritises Areas Requiring Landscape Renewal (ARLR) and explains that in such areas, proposals should be appropriate to the general character of the area and should seek to protect existing landscape features and improve the visual appearance of the area. In particular they should seek to screen, remove or enhance existing intrusive features and re-establish appropriate landscape features and boundary treatment. The beneficial use of under-used open land is also encouraged.	Bidston Moss is an ARLR (identified in Policy LA4). The landfill site itself is a Forestry Commission project, managed by the Groundwork Trust. Consultation with Groundwork and the Forestry Commission is underway to better understand the future role and function of Bidston Hill.
	Policy TRT1 sets out the strategic approach towards public transport provision. It places an emphasis on making the best use of existing transport facilities; making adequate physical provision for public transport services and facilities within new developments where appropriate; and ensuring that development would not prejudice proposals for the development of public transport services.	Wirral Waters benefits from excellent basic public transport infrastructure and capacity. Improvements will need to be made to ensure that the quality and quantity of services and infrastructure meets future needs. Consultation with Merseytravel has commenced to ensure the objectives of this policy are met.
	Policy TRT3 sets out the criteria for assessing the environmental impact of transport infrastructure and proposals.	The environmental impacts of associated transport infrastructure work will need to be assessed as part of future SEA/EIA, and mitigation measures proposed where appropriate.
	Policy TR10 lists a number of proposed cycle routes, including the Wirral Coastal Route (Seacombe to Parkgate), the Wallasey to Conway Park, Birkenhead Route and the Seacombe - Liscard Route. The policy requires that new development along the line of these routes will be required to incorporate provision for this purpose to maintain a continuous cycle route.	There are significant opportunities for Wirral Waters to incorporate cycle routes and facilitate some of these linkages.
	Policy TR11 sets out requirements for provision for Cyclists in Highway and Development Schemes. It stipulates that new major developments should have a cycle friendly infrastructure, should maintain existing cycle routes and look for opportunities to enhance or add to provision for cyclists.	
	Policy SHO1 sets out the general principles for considering retail development, underlining that it should seek to sustain and enhance the vitality and viability of key town centres, suburban centres and other shopping provision.	The impact on the vitality and viability of existing centres of any retail element of the opportunity will need to be ensured, particularly Birkenhead town centre.
	Policy SH9 states that applications for out-of-centre or edge-of-centre retail development should comply with certain criteria in terms of the retail, regeneration and travel impacts as well as accessibility by a choice	Any retail element proposed as part of Wirral Waters will need to demonstrate it complies with the criteria set out in

	<p>of transport modes.</p>	<p>the UDP in terms of retail/regeneration impact, transport accessibility and design.</p>
	<p>Policy SH10 states that out-of-centre or edge-of-centre retail development should satisfy certain criteria, which seeks to control the design and location of retail development.</p>	
	<p>Policy WAT1 states that planning permission will only be granted for new development which would not be at risk from fluvial or tidal flooding, or which would not increase these risks to other developments.</p>	<p>The magnitude of the risk to the area from flooding will be determined through a Flood Risk Assessment, in accordance with PPS25. Mitigation measures will be prescribed where required.</p>
	<p>Policy WA1 prevents development taking place within identified areas of Washland unless the development is consistent with the criteria set out in the policy.</p>	
	<p>Strategic Policy COA1 "Principles for the Coastal Zone" stipulates that development proposals within the zone should not affect coastal marine nature conservation, earth science, archaeology, landscape value or visual quality. They should preserve and preferably enhance public access to the coast. Cumulative impacts of the proposals combined with other existing or proposed development in the Coastal Zone will also be taken into consideration by the Local Authority.</p> <p>This policy sets out the requirement for proposals for development within the coastal zone to have to satisfy development control criteria related to preservation and enhancement of the coast, directing appropriate development to the developed coast, provision for appropriate and environmentally sustainable tourism and recreation and employment development and the need to improve the quality of bathing and coastal waters.</p>	<p>Development within the coastal zone, which is designated as the area of the port to the east of East Float, must preserve or enhance the character of the coast, and have no significant negative impacts upon the international and national nature conservation designations in the Mersey Estuary.</p>
	<p>Policy CO1 requires development within the Developed Coastal Zone to satisfy the criteria set out by the policy, which includes the need for the development to be within a coastal location, the impact on coastal and marine nature conservation or earth science, archaeology, urban or rural landscape value or visual quality, and does not reduce the effectiveness or impede the maintenance of sea defence or coastal protection structures.</p>	<p>The area within the coastal zone must not affect coastal marine nature conservation, earth science, archaeology or landscape value, or increase the risk of flooding. These factors will all be covered by the future EIA process, and mitigation measures adopted where appropriate.</p>
	<p>Policy CO8 states that where the submission of an environmental assessment is required in connection with development within the Coastal Zone, it should address the detailed information specified within the policy.</p>	<p>Future Environmental Impact Assessments will take full account of all relevant criteria.</p>
	<p>Policy POL1 seeks to restrict potentially polluting or hazardous development to appropriate locations. New development close to existing hazardous or polluting activities should also not compromise public safety or the integrity or effectiveness of existing pollution or hazard controls.</p>	<p>The potential for pollution resulting from the development must be assessed and mitigated as required.</p> <p>The effects of existing pollutants upon future development will also need to be taken into account.</p>
	<p>Policy PO2 allows development near existing sources of pollution only where the LPA is satisfied in terms of vulnerability from pollution, that there would not be a need for a higher standard of pollution control measures and there is no adverse cumulative effect where a development is also a pollution source.</p>	
	<p>Policy PO3 seeks to protect noise-sensitive land-uses from noise generating development</p>	<p>The likely amount of noise resulting from the construction and operation of the opportunity will be assessed thoroughly as part of the EIA process, and mitigation measures prescribed, in accordance with Building Research</p>

	<p>Policy PO4 seeks to protect noise sensitive development from the impacts of noise</p>	<p>Establishment (BRE) guidelines;</p> <p>Increased traffic noise caused by the development will also be assessed using the Calculation of Road Traffic Noise methodology, and mitigation options prescribed where required.</p> <p>Noise sensitive receptors within the development will be assessed as to whether they require mitigation, in accordance with PPG24, BS 4142 and World Health Organisation Guidelines. Mitigation measures will be agreed where required.</p>
	<p>Policy POS requires that development on contaminated will be required to incorporate a detailed ground survey report. Where necessary, remediation work should be carried out.</p>	<p>Full ground surveys and remediation work will be undertaken where needed.</p>
	<p>Policy PO6 sets out that development on land which is liable to be affected by the migration of gas from nearby landfill waste disposal sites will only be permitted if adequate provision has been made for gas monitoring and a scheme for migrating gas related to any buildings proposed.</p>	<p>Bidston Moss is known to be a landfill site. Assessments will be made in respect of gassing issues prior to any development on nearby sites.</p>
<p>Wirral Local Development Framework Local Development Scheme, March 2007 Annual Monitoring Report, December 2007</p>	<p>The Wirral Local Development Framework will replace the Wirral UDP. It is at an early stage in its production. The Local Development Scheme (LDS) of March 2007 establishes that the LDF will be comprised of a Core Strategy and three Development Plan Documents (DPDs) which establish allocations for housing, employment and town centres/retail/leisure.</p> <p>Work on the Core Strategy has been delayed due to the need to respond to the Regional Spatial Strategy and the need for evidence studies to be undertaken. The current timetable for the Core Strategy and Allocations DPDs will be published shortly in the LDS 2008, but is expected to show Adoption of the Core Strategy in early 2010</p>	<p>Key spatial planning principles of Wirral Waters will be established through the Core Strategy and Allocations, with masterplanning principles, delivery and implementation through the Wirral Waters Strategic Regeneration Framework. It may be possible as the LDF and Wirral Waters Strategic Regeneration Framework evolve to incorporate parts of Wirral Waters in Supplementary Planning Documents (SPD).</p>
<p>Wirral Statement of Community Involvement, 2006</p>	<p>The Wirral Statement of Community Involvement (SCI) was formally adopted on 18 December 2006. It set out the Council's process for engaging with the local community through the planning process, both in terms of planning policy (LDF) and development control (planning applications).</p>	<p>The consultation to be undertaken on the Wirral Waters Strategic Regeneration Framework will reflect the requirements of the SCI and will be agreed as such with Wirral MBC.</p>
<p>Strategy for Inner Wirral Wirral MBC, 2003 <i>Objectives</i></p>	<p>The Strategy for Inner Wirral, establishes the overall strategic direction for the comprehensive regeneration of the Housing Market Renewal area of Wirral, an area of 1,220 ha. This document had a direct input into the NewHeartlands Prospectus.</p> <p>Some key objectives that are relevant to Wirral Waters are:</p> <ul style="list-style-type: none"> • To reduce the percentage of housing in Inner Wirral within Council Tax Band A to B by 2014 and increase the percentage of housing in higher value Council Tax bands C to F by 2014; • To provide for a more diverse range of housing types across Inner Wirral; • By 2014, to increase the net area of accessible urban greenspace and open space within Inner 	<p>Successful integration of Wirral Waters with HMR areas and objectives is a key requirement of all partners in taking forward the regeneration of Inner Wirral.</p> <p>The redevelopment and regeneration of those areas with failing housing markets must not be compromised by the redevelopment of the docks. Wirral Waters should complement the work taking place to re-establish successful and sustainable communities to the south and to the north of the docks.</p>



	<p>Wirral, whilst ensuring that the quality of existing provision in the district park areas is enhanced through targeted investment and maintenance;</p> <ul style="list-style-type: none"> • By 2014, 1 million square metres of new, converted, or brought back into use, high quality commercial and employment floorspace is created in the strategic employment areas for the identified target growth sectors and clusters, for new and existing investments; • To rationalise the amount of vacant industrial floorspace and vacant office floorspace in Inner Wirral by reducing the level of vacancy, with a particular focus on those areas outside of the strategic employment areas and in close proximity to residential locations; • By 2014, to reduce the amount of severely and moderately constrained sites, with or without contamination, by 50%, with a specific priority for addressing the need to create an attractive business environment around the strategic employment areas in Inner Wirral and also where there is an interface with residential locations; • Ensuring that residents in Inner Wirral have access to the skills necessary for them to access employment opportunities, measured by a reduction in income support and other workless residents claimants to 25% by 2014; • By 2014, to increase the frequency of buses on key transport corridors and to continue to improve public transport links to the strategic employment areas; • To encourage better access for pedestrians and cyclists to public transport routes, employment opportunities and leisure facilities and schools and within this, to increase the mode share of walk trips of all; • To increase parking space provision at a selective number of rail interchanges at Rock Ferry station and at Birkenhead North and to focus investment resources into improving the security and the physical fabric of existing Merseyrail stations and Ferry terminals within Inner Wirral; • By 2014, to reduce the gap in health inequality between Inner Wirral and the rest of Wirral by at least 50%; • To ensure that each primary school within Inner Wirral and each secondary school within the catchment of Inner Wirral are achieving a level of attainment that is in accordance with the average for all schools within the Wirral local education authority by 2014. • To rationalise failing linear retail centres into defined local centres within Inner Wirral to provide a community resource within the context of housing market restructuring. 	<p>The provision of a greater range of housing in Inner Wirral, and high quality business space, are clearly achievable through a major dockside opportunity.</p> <p>This will help Wirral to meet a number of the objectives set through its HMR strategy.</p> <p>There will however need to be a comprehensive programme of community cohesion, as referenced in the main Baseline Study, in order to ensure that regeneration effects are delivered locally.</p>
<p>Strategy for Inner Wirral Wirral MBC, 2003 <i>Neighbourhood Development Frameworks</i></p>	<p>The NewHeartlands HMRI in Wirral consists of 5 Neighbourhood masterplanning areas. These are Tranmere, Rock Ferry, Seacombe-Egremont, Poulton and Birkenhead.</p> <p>These five areas cover a total of 24,000 dwellings. A key aim is to stabilise the New Heartlands areas with a diverse range of tenures, house values and household income groups.</p> <p>A Development Framework for each area has been drawn up. The three areas of direct relevance to Wirral Waters are as follows:</p> <ul style="list-style-type: none"> • Seacombe-Egremont, located immediately north of Twelve Quays and East Float, where a range of 	<p>The HMRI Neighbourhood Development Frameworks are shown in Section 2 of the Baseline Study. The relationships between these areas and Wirral Waters will influence how Wirral Waters emerges.</p> <p>A key principle will be to ensure integration between HMRI and Wirral Waters, through phasing, type/scale of development, treatment of transitional areas and taking a broader perspective than simply either HMRI or Wirral</p>



	<p>interventions are planned, although no major developments have occurred to date;</p> <ul style="list-style-type: none"> • Poulton, a smaller area located north of West Float, again where a range of interventions are planned, but have yet to be implemented; and • Birkenhead, immediately south of the dock estate and including most of the “grid-iron” town plan area. Some progress has been made in this area, focussing employment uses north of Price Street (in particular the Ten Streets area) and consolidating housing areas south of Price Street. The Birkenhead area was expanded north through a fresh Masterplan in 2005 – see North Birkenhead Masterplans below. <p>Section 2 Catalysts for Change shows extracts of these Development Frameworks and in particular how the areas for significant change relate to the dock estate.</p> <p>The focus to date in Wirral has been on Tranmere and Rock Ferry. Attention is turning to Birkenhead, however it is likely to be some time before areas to the north of the dock estate experience any significant change through HMRI. The extent of future intervention is also heavily dependent on Government funding for acquisitions, which are present is not of the scale to achieve many of the planned interventions, and is unlikely to rise to the level needed.</p> <p>There is therefore likely to be a strong reliance on private sector funding, to deliver a range of new housing in Inner Wirral.</p>	<p>Waters. Consultation with Wirral’s HMR team has already identified a strong desire to work in partnership to ensure maximum effect and delivery of key objectives.</p> <p>The Framework, as drafted in 2003, did not recognise the Wirral Waters opportunity. Hence the areas could link better to Wirral Waters. The Wirral Waters Masterplanning process will identify such opportunities and set these out in the Masterplans for Wirral Waters.</p> <p>Updates of the HMRI Masterplans are to be undertaken. At this initial stage, it is difficult to say where and how the main opportunities for linkage and integration will emerge. Some key principles do however emerge from the urban design appraisal:</p> <ul style="list-style-type: none"> • The importance of grid layout to the south of East Float in integrating any major development in this area to Birkenhead; • The limited links to most HMRI areas to the north, due to physical separation caused principally by the Kingsway/M53 cutting; • The opportunity to regenerate parts of Seacombe through linking initial schemes at the docks into key sites and routes.
<p>North Birkenhead Framework for Regeneration</p>	<p>Following the initial HMRI Birkenhead Neighbourhood Masterplan, the Council decided that the programme needed to expand into North Birkenhead. A Framework for Regeneration for North Birkenhead and Bidston was consulted upon in 2005. It remains a conceptual plan, which promotes significant clearance and rebuilding of new homes in order to secure a sustainable future for North Birkenhead.</p> <p>Any decisions about clearance in the future will be taken by the council after further, more detailed discussion with the residents who might be affected. As yet no further decisions have been made, although some consultation is underway over “Neighbourhood Options” in relation to the Milner & Carrington Street Area (Inc Thorneycroft, Plumer and Rundle Street) and the Bray, Brill, Patten and Laird Street Area.</p> <p>In North Birkenhead, some schemes are however being progressed on Station Road and Tyrer Street. The new Park & Ride proposals for Birkenhead North station are emerging following clearance in this area. There is also a group repair scheme underway in Norman street triangle area and new build development opposite St James Church in North Birkenhead.</p> <p>Section 2 Catalysts for Change shows this Masterplan and in particular how areas for significant change relate to the dock estate.</p>	<p>The Birkenhead Docks estate has a very strong relationship with Birkenhead North. There is the potential to provide strong new links given the amount of vacant land, particularly around the “Rivers Streets” area.</p> <p>The Masterplanning exercise will look at this area as a priority.</p>
<p>Wirral Housing Strategy Statement 2005-2010</p>	<p>The Vision for Wirral’s housing strategy is set out in the Statement. The Vision is to create sustainable communities across the whole of the borough. An assessment of Wirral’s housing market and needs has</p>	<p>Wirral Waters has the potential to have a major impact on the supply of new housing in Wirral over the next 30-50 years. Through an integrated approach with HMRI areas, it</p>



	<p>been made and the priorities which need to be addressed identified. These priorities are:</p> <ul style="list-style-type: none"> • The geographical spread of housing; • Property Type, Age, Condition and Tenure Mix; • Changing Supply, Needs and Demands; • Affordability/Change in Prices; • Quality/Decency; and • Keeping Track on Housing Market Change. <p>The strategy is intended to be in line with the strategic priorities within the North West Regional Housing Strategy. Wirral’s Strategy seeks to deliver four Strategic Housing Priorities of:</p> <ul style="list-style-type: none"> • Delivering an urban renaissance; • Providing affordable homes to maintain balanced communities; • Delivering decent homes in thriving neighbourhoods; and • Meeting the needs of communities and providing support for those who need it. 	<p>will be possible to ensure that a wide range of needs are met throughout inner Wirral where transformation is most needed.</p>
<p>Wirral Retail Study, Roger Tym & Partners for Wirral MBC, 2004</p>	<p>The Wirral Retail Study 2004 emphasises that the Council needs to take a proactive stance in delivering town centre retail sites for comparison shopping, particularly in Birkenhead. It recommends a comparison floorspace requirement of almost 44,000 sq m from 2003 to 2011, most of this to be located in Birkenhead and Liscard. However, it notes that long term efforts to secure comparison retailing on two car park sites in Birkenhead town centre have not been successful.</p> <p>The comparison capacity for Wirral is based upon increasing the retention rate from 55% to 57% by 2006 and then to 60 % by 2011. This would increase retail capacity from 26,700 sq m to 44,000 sq m (470,000 sq ft). Those capacity figures do not take account of the 7,500 sq m (80,000 sq ft) non-food retail development proposed at Hind Street.</p> <p>In Birkenhead and its surrounding area, the Wirral Retail Study found that comparatively low proportions of residents carry out convenience shopping in the zone where they live. They shop at the larger stores, which as a result are overtrading. Between 2003 and 2011 RTP forecast a quantitative need for 8-10,000 sqm gross convenience retailing in the Borough. The first choice for development is the Oliver St car park site in Birkenhead town centre. Other choices will be governed by regeneration benefits, sequential testing and impact on Birkenhead town centre.</p> <p>These forecasts are based on modest aspirations to increase Birkenhead’s market share, and as a result will be insufficient to claw back some of the leakage of trade to nearby centres, Liverpool in particular which will strengthen when the Paradise St project opens in 2008. The point to note is that in fact the “55%” share is not that of Birkenhead town centre on its own (its share is 33.8%), but includes the shares retained by Liscard, Bromborough, and Wirral’s other centres and retail parks. The “44,000 sq m” capacity figure therefore includes capacity that has been created by, and is technically available to, a range of different centres and stores.</p> <p>In any review of the Retail Study, the capacities need to be reassessed to test by how much Birkenhead and</p>	



	<p>shopping in the Wirral generally can be expanded, what type of retailing is best suited to Birkenhead and other centres like Liscard, and what other capacity exists to support key regeneration projects like Wirral Waters.</p>	
<p>Wirral Tourism Strategy, Wirral MBC, July 2003</p>	<p>The Wirral Tourism Strategy explains that tourism can be an important driver for both regeneration and economic growth. Wirral has a number of strengths that it can use to develop its visitor economy, the most important of which is its long and varied waterfront, with its superb views, including world famous views of Liverpool. The development of recreational opportunities along the waterfront, and the linkage of them, is the focus of the strategy.</p> <p>The strategy has been structured in order to fit with the Regional Tourism Strategy and includes the development of Signature Projects. Five key projects have been identified. The first project to be implemented will be Wirral Waterside Way, a world class walking and cycling facility around the Peninsula, linking a number of tourist attractions. Development of the Birkenhead Docks can make a key contribution to delivery of the strategy, especially by making the waterfront link from Woodside to Seacombe.</p> <p>Other projects include Historic Birkenhead and continued regeneration of the Hamilton Quarter area. The vision is of developing a place where people can walk safely, and where cafes and shops can spill onto the pavements. The opening of the Europa Boulevard College Site with its proposed tramway link and pedestrian and cycle links is likely to assist this evolution.</p> <p>The Council has commissioned a masterplan for Hoylake and West Kirby and has already invested in public realm in Hoylake through the Mersey Regional Waterfront Park initiative, which was completed in time for the 2006 Open and is now being extended.</p>	<p>Wirral Waters should seek to assist in the achievement of the aims of the strategy by enhancing the special characteristics and attractiveness of the area and providing pedestrian and cycle routes which link into existing and proposed routes, including the Wirral Waterside Way.</p> <p>Other significant projects will be assisted by the critical mass of Wirral Waters, which will help to market Wirral on a broader scale and assist in attracting new visitors to the area.</p>
<p>Wirral Enterprise Strategy</p>	<p>The Wirral Enterprise Strategy sets out the scale of the enterprise gap in Wirral, finding that of the 42 districts in the North West Wirral has:</p> <ul style="list-style-type: none"> • The second largest business start up gap; • The second largest business stock gap; and • The third largest self-employment gap. <p>The Strategy adopts a Vision Statement, achievement of this Vision is to be reflected in:</p> <ul style="list-style-type: none"> • A narrowing of the enterprise gap between Wirral and the North West, and within Wirral communities; • A rising share of enterprise amongst women and in deprived communities across Wirral; and • An increase in rates of innovation and sustainability amongst Wirral businesses. <p>The Strategy sets out a total of 9 Action Areas under three Strategic Priorities. These three Strategic Priorities, together with their Action Areas are:</p> <p>Priority 1: Creating an Enterprising Culture. This includes a range of actions and interventions in order to promote the appetite for entrepreneurial activity across Wirral, delivered under the following Action Areas:</p> <p>Priority 2: Supporting Enterprise Success. This includes action on the development and operation of workspace for enterprises and entrepreneurs, and the promotion of Wirral as an enterprising place in which</p>	<p>The Enterprise Strategy highlights Wirral’s economic gap.</p> <p>Wirral Waters can assist in meeting all objectives of the Enterprise Strategy, through unlocking the possibilities for commercial business sectors to locate in Wirral, and in the process creating major associated spin-off and ripple effects for the local economy.</p>



	<p>to invest. Actions are delivered under the following Action Areas:</p> <ul style="list-style-type: none"> • Creating Enterprise Space: Increasing the quantity of appropriate business space available. • Managing Enterprise Space: Making better use of the existing stock of business space. • Enterprise Friendly Wirral: Increase the number of people and firms from outside Wirral who invest in the district. <p>Priority 3: Maximising the Returns on Enterprise. This includes action to improve the competitiveness of existing businesses and nascent start-ups, delivered under the following Action Areas:</p> <ul style="list-style-type: none"> • Enterprising Start-ups: increasing the rate of start-ups and survival amongst entrepreneurs. • Enterprising Business: raising the competitiveness of existing businesses in Wirral, encouraging them to become more innovative, win new business and engage with workforce development more fully. 	
<p>Wirral Full Employment Strategy</p>	<p>The Wirral Full Employment Strategy complements the Enterprise Strategy and both seek to set out a response to the challenges and priorities identified in the Fourth Block of the Local Area Agreement. The Full Employment Strategy proceeds from a recognition that:</p> <ul style="list-style-type: none"> • There are geographic concentrations of worklessness and economic inactivity • Those with the lowest qualifications are most likely to be affected by worklessness • Although there is a significant volume of employment opportunities across the Travel to Work Area there is a relatively low take-up of these opportunities. • Many of Wirral’s residents are trapped in a <i>low-pay, no-pay</i> cycle, moving back and forwards between low-paid temporary employment and worklessness. <p>Partners in Wirral have set a full employment target employment rate of 76%, to be achieved by 2012. This requires a movement of some 9,500 people into employment in Wirral. The Strategy highlights the importance of ensuring that residents are able to access a wide range of employment opportunities (including lower-paid or entry level jobs), both in terms of physical accessibility and skills and aptitudes required.</p>	<p>The provision of major employment opportunities through Wirral Waters will assist in delivering the aims of the Employment Strategy.</p>
<p>Supplementary Planning Documents</p>	<p>Wirral MBC is in the process of producing, or has recently produced, a number of Supplementary Planning Documents (SPD). These will guide future Masterplanning and Implementation, and include:</p> <ul style="list-style-type: none"> • SPD2 – Designing for Self-Contained Flat Development & Conversions (October 2006), which provides guidance on the development of new residential flat developments, and conversions of existing buildings. The objectives of the SPD include supporting the creation of attractive and sustainable developments for self contained flats, promote the retention of sound property of architectural or historical interest, provide advice on accessible locations and promote good design and layout. • SPD3 – Hot Food Takeaways, Restaurants, Cafes & Drinking Establishments (October 2006) which is likely to be of relevance for such uses in Wirral Waters; and 	<p>These SPDs will be relevant in considering the detailed issues of Wirral Waters.</p>



	<ul style="list-style-type: none"> • Car Parking Standards, which is currently in preparation with a view to being adopted in June 2007. Once adopted it will supplement UDP policy TR9 – Requirements for Off-Street Parking and supersede SPG41. 	
<p>Interim Housing Policy</p>	<p>The Interim Housing Policy was adopted in October 2005. The Policy was introduced following the adoption of the current RSS which included the part of Wirral east of the M53 within the North West Metropolitan Area where development and urban renaissance resources will be focussed. It seeks to restrict housing development in the west of the Borough and direct residential development to the Housing Market Renewal areas and other identified regeneration priority areas.</p>	<p>The focus on inner Wirral is consistent with the Council’s regeneration objectives, particularly those set out in the Strategy for Inner Wirral.</p> <p>Housing at Wirral Waters is well located in terms of the Interim Housing Policy, and can assist in attracting new markets to inner Wirral through the creation of high quality waterside living.</p>
<p>Twelve Quays / Birkenhead Strategic Site Draft Masterplan and Delivery Strategy July 2003</p>	<p>This remains a Draft Masterplan and Delivery Strategy, undertaken on behalf of NWDA and Wirral MBC. It did not progress into a finalised document owing uncertainty over public funding and the extent of opportunity.</p> <p>The document does however provide a useful analysis of the Strategic Region Site, and provides a suggested list of improvements, including:</p> <ul style="list-style-type: none"> • Improved access to and activity along the waterfront adjoining Scott’s Quay; • The retention and reinforcement of views to Liverpool especially from Morpeth Wharf and Egerton Bridge; • The renovation and repair of landmark features such as the Hydraulic Tower and the historic Spiller’s warehouses; • Improvements to the approaches from Hamilton Square, including the treatment of vacant sites and prominent frontages; • Enhance the appearance of the Ro-Ro ferry terminal, to improve the quality of the environment as a business location; • A landmark feature to mark the site from the Liverpool side of the Mersey; and • Improvements to the appearance of the visually dominant Vittoria Dock transit sheds. <p>The complementary public realm strategy suggests:</p> <ul style="list-style-type: none"> • Including a mixture of public art, lighting, hard and soft landscaping, signage and street furniture; • Building on the industrial dockland heritage to generate a unique and consistent sense of identity across the Strategic Site; • Addressing key road corridors and vehicular gateways, “post card” sites such as Tower Point, the waterfront with views to Liverpool, the former Grain Warehouses along Dock Road; • Improved pedestrian accessibility in appropriate areas; and 	<p>The Wirral Waters study area includes the Twelve Quays and Scotts Quay areas. The Draft Masterplan and Delivery Strategy is therefore of interest in terms of what it identified as being of importance. Evidently the scale of aspiration has changed through Wirral Waters. However, it will be important that full account is taken of the identified principles in bringing forward Wirral Waters.</p>



	<ul style="list-style-type: none"> • Possible relocation of the Warships Museum to Tower Quay and the extension of the Birkenhead Tram system. 	
<p>The Woodside Masterplan</p>	<p>The Woodside Masterplan sets out a strategy to deliver the regeneration of the Woodside area. The masterplan sets out key urban design principles together with phasing and key development requirements for a new mixed use urban quarter. The fundamental objectives are to create critical mass at a key gateway area for Wirral, and improve linkages between current arrival points, particularly Woodside Ferry Terminal, and other destinations.</p>	<p>The Masterplan was drafted prior to the announcement of Wirral Waters in 2006. Hence, the scale of wider opportunity had not been recognised.</p> <p>The Woodside principles are however consistent with the Wirral Waters opportunity, and will be highly important in creating a key gateway to Wirral Waters. The detailed design of project coming forward under the Masterplan will need to take account of creating linkage to and capacity for Wirral Waters. Peel Holdings are involved in the delivery of Woodside through their ownership of the Woodside Business Park.</p>
<p>Wirral Playing Pitch Assessment – Assessment Report 2004</p>	<p>The Assessment Report represents the findings of a detailed survey report of sports pitches within Wirral, carried out during 2002/03. It covered private, public and voluntary sector facilities, including school playing fields.</p> <p>The report found that nearly 700 teams played competitive sport in Wirral, excluding school based teams, and that there were 364 individual sport pitches, including 123 pitches at schools. Only 242 pitches were found to be available for use by the wider community.</p> <p>The quality of many of the playing surfaces and ancillary facilities was found to be a concern. A lack of junior-size facilities was also identified. The lack of pitches and the poor quality of many of the existing pitches and facilities has led to a suppression of demand for further growth and inhibited the further development of sports clubs.</p> <p>The Report recognised that investment into existing facilities and/or the provision of new facilities.</p> <p>Within Inner Wirral, within close proximity to Wirral Waters, there is identified latent/future demand of 1 senior and 1 junior rugby pitch, and 0.5 senior and 2 junior football pitches generated by clubs based at Birkenhead Park. A requirement of 0.5 senior football pitches is identified for a club based at Central Park. Additionally, the existing Central Park facilities are inadequate, with users suggesting that two of the three football pitches are unacceptable. There is also an issue with the size of all of the pitches.</p>	<p>Inadequacies in terms of the quality of existing facilities existing around Wirral Waters, as does demand for further pitches.</p> <p>Opportunities for the improvement of existing pitches and facilities and the provision of further facilities will be explored in consultation with the Council through the Masterplanning process.</p> <p>Birkenhead Park is an important asset for Wirral Waters. Section 2 identified that certain projects have been delivered in Birkenhead Park through public funding. The key objective for Wirral Waters will be to seek to create linkages and connections to Birkenhead Park, which can link into play pitches.</p> <p>Other opportunities will include improvements to nearby playing pitches such as those in Central Park, and the potential provision of new facilities. The potential to improve the linkages between Wirral Waters and Central Park will also need to be considered.</p>
<p>Wirral Playing Pitch Assessment – Strategy & Action Report 2004</p>	<p>The Strategy & Action Report is based on the findings of the Assessment Report. The aim of the Strategy and Action Plan is to provide an adequate number of sustainable and good quality playing pitches which are properly distributed, accessible for all Borough residents and meet the objectives of assisting and encouraging participation in active formal recreation.</p> <p>A number of policy objectives are identified, and include increasing the quality and capacity of existing sports pitch facilities, maintaining a quality and quantity of sports pitch provision to meet identified needs of sports clubs and other pitch users, improving the health and wellbeing of residents by providing high quality opportunities for sports pitches and supporting the progress and facilities of local sports clubs.</p> <p>The Report sets out local standards for the amount of pitches that should be provided for the catchment</p>	



	<p>population in each ward, however the wards within the A41 corridor (which includes Birkenhead) are amalgamated. An amount of 1.02 Hectares per 1,000 population is required within the A41 corridor, and 0.77 Ha/100 population in Wallasey.</p> <p>There are 3 senior football pitches at Birkenhead Park. They are assessed as being poor in terms of pitch drainage and levels, and are only able to withstand one match per week. In addition, changing facilities are some distance from the pitches.</p>	
<p>Birkenhead and Wallasey Primary Care Trust, 2004, 'Choosing health and health services: Local Delivery Plan (LDP) 2005-2008'</p>	<p>Although now assimilated into a wider Wirral PCT, the LDP for Birkenhead and Wallasey sets out the objectives for achieving good health and well-being among residents. The LDP acknowledges that Birkenhead and Wallasey face health inequality challenges, which is reflected in the area's designation as a "Spearhead" PCT which is given to those PCT's operating in areas with the worst 20% health and deprivation indicators</p> <p>In property terms, the PCT has a number of plans to expand and improve facilities and premises in order to respond to the challenges of reducing health inequality and providing high quality modern health facilities.</p>	<p>Dialogue with the PCT at the Masterplanning stage will identify whether any additional health facilities are likely to be needed as a result of population increases arising from Wirral Waters.</p>