

to

date 1 November 2010

your ref  
my ref CS/SD/FP/CS/PO/NOTIF  
service Strategic Development  
tel 0151 691 8206 Please ask for Pam Conway  
fax 0151 691 8188  
email [pamconway@wirral.gov.uk](mailto:pamconway@wirral.gov.uk)

Dear Sir or Madam,

**LOCAL DEVELOPMENT FRAMEWORK FOR WIRRAL – CORE STRATEGY  
DEVELOPMENT PLAN DOCUMENT – CONSULTATION ON PREFERRED  
OPTIONS**

This letter is to inform you that the Council will be publishing a Preferred Options Report for public consultation as part of the next stage in the preparation of a Core Strategy for Wirral. Your comments are invited.

The Core Strategy is a key document in the emerging Local Development Framework for Wirral, which will replace the Unitary Development Plan adopted in February 2000. The Core Strategy will provide the long term direction for future development and investment in the Borough over the next fifteen years and beyond. When adopted, the Core Strategy will contribute towards decisions on individual planning applications and will be used to guide the identification of site specific land allocations.

**A public open day has been arranged at Wallasey Town Hall on Monday 15 November 2010 between 10.00am and 8.00pm** to enable you to obtain copies of the documents, hear a presentation, ask questions and obtain additional information to help you respond. Please contact me, if you wish to attend, to obtain further details.

An Open Space Assessment and Strategic Housing Land Availability Assessment are also being consulted on alongside the Preferred Options Report. These documents will form part of the evidence base for the Local Development Framework.

Copies of all the documents can be viewed and commented on on-line at <http://wirral-consult.limehouse.co.uk/portal>. Paper copies will also be available for public inspection from 15 November 2010 at public libraries, One Stop Shops and at the public counter of the Technical Services Department at the Cheshire Lines Building, Canning Street, Birkenhead, CH41 IND during normal opening hours. Copies can also be provided electronically, on request.

**The deadline for comments to be received is 5pm on Friday 7 January 2011.**

It would be particularly helpful if your comments could be submitted on-line at <http://wirral-consult.limehouse.co.uk/portal>. Otherwise, comments must be submitted in writing, by letter, e-mail or fax. Paper questionnaires are also available to help you respond. Written comments and paper questionnaires should be addressed to Wirral Council, Strategic Development, Town Hall, Brighton Street, Wallasey, Wirral, CH44 8ED.

The comments received on these documents will be published in a public report. Please note that the Council will not be able to keep the comments you make confidential and that your name and/or the organisation you represent may also need to be published in a public report. The comments on the Preferred Options Report will be used to help the Council decide on the content of a draft Core Strategy, which will be published in Spring 2011.

Please contact me if you have any additional questions. I look forward to hearing from you.

Yours faithfully

Pam Conway  
Technician