



WIRRAL METROPOLITAN BOROUGH COUNCIL

LOCAL DEVELOPMENT FRAMEWORK FOR WIRRAL

CORE STRATEGY DEVELOPMENT PLAN DOCUMENT

REPORT OF INITIAL CONSULTATION

JULY 2006

[blank for copying]

1 BACKGROUND

Introduction

- 1.1 This document is a report of the initial consultation undertaken by the Council to inform the preparation of a Core Strategy Development Plan Document as required under Regulation 25 of the Town and Country Planning (Local Development) (England) Regulations 2004.
- 1.2 The Core Strategy Development Plan Document is intended to set out the vision, objectives and spatial strategy for the Borough, for a period of up to ten to fifteen years. The Core Strategy will not be site-specific but will set the overall framework for the site or area-specific proposals to be included in future Development Plan Documents.
- 1.3 The Core Strategy Development Plan Document will replace the majority of the strategic and Borough-wide criteria based policies set out in the Unitary Development Plan for Wirral, adopted in February 2000, and will have status alongside the Regional Spatial Strategy, as part of the statutory Development Plan for the area. It will be used to guide decisions on individual planning applications.
- 1.4 The timetable for the preparation of the Core Strategy Development Plan Document was originally set out in the Local Development Scheme for Wirral approved by the Secretary of State on 31 March 2005 and brought into effect by Council resolution on 30 May 2005. The timetable has been revised by the Local Development Scheme approved by the Secretary of State on 15 May 2006.

The Consultation Process

- 1.5 Initial consultation on the Core Strategy for Wirral began to timetable, in October 2005, in accordance with the Local Development Scheme approved by the Secretary of State on 31 March 2005.
- 1.6 Consultation letters inviting open comment on the strengths, weaknesses, opportunities, threats and needs of the Borough were sent to 437 contacts from the Council's Local Development Framework database, as well as to MPs, Councillors and Area Forum representatives.
- 1.7 A copy of the consultation letter can be viewed at <http://www.wirral.gov.uk/LDF/CSInitialConsulLetter.pdf>
- 1.8 Respondents were also invited to indicate whether they would be willing to take part in a public meeting or focus group to consider the issues raised.
- 1.9 A list of the contacts consulted is attached to this report. The deadline for comments was 5.00 p.m. on Friday 2 December 2005.

Report of Responses

- 1.10 The consultation drew replies from 105 respondents: 46 by e-mail and 59 by letter. 29 respondents were from outside the Borough. A list of respondents and a summary of the strengths, weaknesses, opportunities, threats and local needs identified is attached to this report.
- 1.11 39 respondents expressed an interest in attending an additional meeting or focus group, to learn more about the process and to contribute to the ongoing discussions. It was requested that some of these meetings should be held outside normal office hours. A list of the respondents willing to take part in an additional public meeting or focus group is also attached to this report.

The Next Steps

- 1.12 The issues identified were reported to the Council's Executive Board on 12 July 2006 and will be used to inform the preparation of the Core Strategy Development Plan Document alongside the requirements of the Regional Spatial Strategy for the North West and statements of national policy.
- 1.13 The summary of the strengths, weaknesses, opportunities, threats and needs identified will now be considered by a series of workshops to be held during Summer 2006. It is intended that the workshops will:
- (i) receive a short presentation on the plan preparation process;
 - (ii) consider the findings of the initial consultation and help to prioritise the issues raised;
 - (iii) consider the possible objectives for the Core Strategy and how progress could be measured against them; and
 - (iv) begin to consider some of the options likely to be available for future development.
- 1.14 The findings from the workshops will be the subject of a further report of initial consultation and will be used to inform the preparation of an Issues and Options Report for public consultation towards the end of the year.

2 LIST OF CONSULTEES (OCTOBER 2005)

Action Wirral Rivers
Adams Holmes Associates
Ainsley Gommon Architects
Alisdair Macdonald
Allerton Trust
Ancient Monuments Society
Appleton Group
Arriva North West Limited
Arrowcroft Northwest Ltd
Asset Manager Surveyor, Unilever UK Property
Asset Planning Department
Athertons
Axis Planning Environment & Design
Babtie Group for Dwr Cymru
Baptist Union of Great Britain
Barnston Conservation Society
Barratt Chester
Barton Willmore Partnership
Barton Willmore Planning
Bebington & West Wirral NHS Primary Care Trust
Bebington Chamber of Trade
Beechwood & Ballantyne EMB Ltd
Beechwood Community Association
Bell Ingram Pipelines Ltd
Bellway Homes
Bett Limited
Bidston & N Birkenhead Environmental Action Group
Bidston Preservation Trust
Bidston Village CA Advisory Committee
Biffa Waste Services
Birkenhead & Wallasey Primary Care Trust
Birkenhead Market Tenants Association
Black Macadam
Bloomfields Limited
Blue Sky Planning Limited
Bovis Homes Limited
Brackenwood Committee
Braithwaite Associates
Bridgewater Meeting Room Trust
Bristol-Myers Squibb Pharmaceutical Research
British Aerospace
Broadway Malyan Planning
Brockway Dunn Limited
Brodies Solicitors
Bromborough Conservation Area Committee
Bromborough Pool Village Society
Bromborough Pool Village Society
Bromborough Society
Bruce Nowell Business Services
Building Design Partnership
Bullivant Jones & Company
Business Environments Planning
C D Hughes

Caldy Conservation Area Advisory Committee	Council for British Archaeology
Campaign for Real Ale	Countryside Agency (NW Region)
Carey Jones Architects	Countryside Council for Wales
Carpenter Bidwells Planning	Countryside Properties
Carr Lane Residents Association	Crosby Homes NW Ltd
Cass Associates	Cuff Roberts Solicitors
Catholic Bishops' Conference of England & Wales	CUH2A Architecture & Planning
CB Richard Ellis	Cunnane Town Planning
CgMs Consulting	Cycling Project for the North West
Charlesworth Group Ltd	D Morgan Plc
Chelford Properties	D2 Planning
Cheshire & Merseyside Strategic Health Authority	David McLean Homes Ltd
Cheshire County Council	David Wilson Homes
Cheshire Gardens Trust	De Pol Associates
Cheshire Jehovah's Witnesses	Dee Estuary Conservation Group
Cheshire Office Park Limited	Denbighshire County Council
Cheshire RIGS Group	Denis Wilson Partnership
Cheshire Wildlife Trust	Denis Wilson Partnership
Chesterton Planning & Economics	Denton Clark & Co.
Chris Thomas Limited	Design Planning Development
Church Commissioners	Development Planning & Design Services
Civic Trust	Development Planning Partnership
Cliff Walsingham & Company	Dickinson Dees
Clive Watkin Partnership	Diocese of Chester
CLM Services	Dixon Webb
Colin Buchanan & Partners	Dr K Singh
Consilium Planning Consultancy	Dr M Baker-Schommer
Corporate Property Solutions	Dr M Day
	Drivers Jonas

Drivers Jonas	Forestry Commission (NW Conservancy)
DTZ Piedad Consulting	Fort Perch Rock
Dwr Cymru Welsh Water	Forthview Limited
E M Enterprises	Forum Housing Association
Eastham Village Preservation Association	Frankby Conservation Area Advisory Committee
Eastham Village Residents Association	Friends of Birkenhead Park
EDAW Plc	Friends of Central Park
Edmund Kirby	Friends of Eastham Country Park
Eleanor Road Committee	Friends of Heswall Shore
Eleanor Road Residents Association	Friends of Storeton Woods
Elite Homes (North) Limited	Fuller Peiser
Ellesmere Port and Neston Borough Council	Garden History Society
Emerson Group	General Aviation Awareness Council
Emery Planning Partnership	General Synod of the Church of England
Energy Projects Plus	George Wimpey North West Limited
English Heritage (North West)	George Wimpey Strategic Land
English Nature (Cheshire/Lancs Team)	Georgian Group
English Partnerships	Gerald Eve
Entec UK Ltd	Gough Planning Services
Environment Agency (England)	Government Office for the North West
Environment Agency (Wales)	Groundwork Wirral
Environmental Advisory Service	GVA Grimley
Environmental Resources Management	H D Gee Consultants
Environs Partnership	Halcyon Properties
Fairclough Homes Limited (NW Division)	Hallam Land Management Ltd
Feilden & Mawson	Halliwell Landau
Fender Valley Tenants Association	Halton UA - Environmental Services Directorate
Fire Safety Command (Wirral District)	Harlor Homes
Flintshire County Council	

Haston Reynolds Partnership	Kersh Commercial
Health & Safety Executive	King Sturge
Henry Boot Developments Limited	Kings Gap Conservation Area Committee
Hepher Dixon	Kings Lane Supporters Association
Hepher Dixon	Knight Frank LLP
Hepher Dixon	Knight Frank LLP
Heswall & District Business Association	Knowsley MBC
Heswall Society	Land Projects UK Associates
Hickling Gray Associates	Landmark Information Group Ltd
Higham & Co.	Lands Office - Shell UK Pipelines
Highways Agency (Network Strategy)	Leith Planning Limited
HM Coastguard	Leverhulme Estates
Home Builders Federation	Liverpool City Council
HOW Planning	LRM Development Consultants
HOW Planning	MacIntosh Communications Limited
Hoylake & District Civic Society	Malcolm E Lloyd
Hoylake Civic Society	Malcolm Judd and Partners
Hylgar Properties	Maritime Housing Association
Inglewood Properties	Mason Owen Property Consultants
Insignia Richard Ellis	Matthews & Goodman
Irby, Thurstaston & Pensby Amenity Society	McCormick Architecture
J10 Planning	McDyre & Co.
James Barr Consultants	MCP Planning & Development
Job Centre Plus	Meols Drive Residents Association
Joint Committee of the National Amenity Societies	Mersey Basin Campaign
Jones Lang LaSalle	Mersey Docks and Harbour Company
Jones Lang LaSalle	Mersey Estuary Conservation Group
K Hussenbux	Mersey Estuary Development Co-ordinator
Kemp & Kemp	Mersey Waste Holdings Limited

Merseyside & West Cheshire Ramblers	Mr C T Moore
Merseyside & West Lancs Bat Group	Mr C W Dent BA Dip TP RIBA MRTPI
Merseyside & West Lancs Bat Group	Mr D Birkett
Merseyside Cycling Campaign	Mr D Clamp
Merseyside Cycling Campaign (Wirral Branch)	Mr D Cross
Merseyside Fire Service Headquarters	Mr D McKaigue
Merseyside Police - North Wirral Area	Mr F Burgana BA MCD MRTPI
Merseyside Police Crime Reduction Unit	Mr F Howell
Merseyside Policy Unit	Mr G D Evans
Merseyside Waste Disposal Authority	Mr G S Puddy
Merseytravel	Mr H Turnbull
Methodist Church Property Division	Mr I Coulthard
Miller Homes (North West) Limited	Mr I Wyche
Moneycorp Limited	Mr J A Wright BA (Hons) MRTPI
Morris Developments	Mr J O'Neil
Mr & Mrs A Pasterfield	Mr K Collins
Mr & Mrs C T Hanman	Mr M Curtis
Mr & Mrs D Gleave	Mr M F Lewis
Mr & Mrs G Bowler	Mr M G Laurenson
Mr & Mrs PM & UR Weston	Mr M Meredith Jones
Mr A Kennaugh	Mr Mahoney
Mr A P McArdle	Mr N Whittingham
Mr A T Hurst	Mr P Jackson
Mr B Legan Dip TP DMS	Mr P Whearty
Mr C Airey	Mr R E Dockrell
Mr C M Brand	Mr R Hobbins
Mr C P Arrowsmith	Mr R J Wood
Mr C R Hutchinson	Mr R L Shelbourne
Mr C S Thompson	Mr R Taylor

Mr T J Tarr	New Brighton Community Partnership
Mr T Tarr	New Brighton Football Club
Mr W O'Dowd	New Brighton Heritage Action Group
Mrs B Murthwaite	New Ferry & Rock Ferry Conservation Society
Mrs E M Hale	New Ferry Business Association
Mrs G Wollers	New Ferry Regeneration Action Group
Mrs J M Smith	NJL Consulting
Mrs J Wood	North Birkenhead Neighbourhood Forum
Mrs K M Ives	North Country Homes Group Limited
Mrs R M Fraser	North West Association of Sea Angling Clubs
Mrs S Charlesworth	North West Development Agency
Mrs S Shaw	North West Regional Assembly (RPG Team)
Mrs T Chadwick	North Western & North Wales Sea Fisheries Committee
Ms J M McIlhatton	Northern Trust
Ms L Woodhead	Oxton Society
Ms S Colquhoun	Patrick Farfan Associates Ltd
Ms S Magee	Paul Butler Associates
Ms S Sweeney	Paul Dickinson Associates
Muir Associates	Peacock & Smith
Nathaniel Litchfield & Partners	Peel Holdings Limited
Nathaniel Litchfield & Partners	Persimmon Homes (North West)
National Farmers Union - NW Region	Planning & Environmental Services Ltd
National Grid Company plc	Planning Bureau Limited
National Museums Liverpool	Port Sunlight Village Society
National Trust (NW Region)	Port Sunlight Village Trust
National Wind Power Limited	Poulton & District Residents Association
Network Rail	Poulton Protection Group
Network Rail	Premier Brands UK Limited
New Brighton BRAVO	R G Drake

Railtrack Property Division	Society for the Protection of Ancient Buildings
Redrow Homes	Sport England North West Region
Robinson Architects	St Helen's MBC
Rock Ferry Community Group	Stanton Land & Marine Development Limited
Rock Park Estate Management Committee	Steer Davies Gleave
Roger Tym & Partners	Steven Abbott Associates
Royal Estates	Storey Sons & Parker
Royal Liverpool Golf Club	Strutt & Parker
Royal National Lifeboat Institute	Survey & Design Associates
Royal Society for the Protection of Birds	Susan Hughes Planning
RPS Planning Transport & Environment	Sustrans
RPS Planning Transport & Environment	Taylor Woodrow Developments
RPS Planning Transport & Environment	Taylor Young
RPS Planning Transport & Environment	Terrence O Rourke
RPS Planning, Transport & Environment	Tetlow King Planning
Rural Development Service	The Mersey Partnership
Safety Layne (Investments) Limited	Theatres Trust
Salisbury Developments	Thomas Estates Limited
Saughall Massie Conservation Area Committee	Thornton Hough Community Trust
Savell Bird and Axon	Thornton Hough Community Trust
Savills	Thornton Hough Community Trust
Seacombe Local Area Partnership	Tranmere Alliance
Second Site Property	Transco (North West LDZ)
Sefton MBC	Tulip Limited
Sefton MBC - Planning & Economic Regeneration Division	Turley Associates
Showmens Guild of Great Britain	Twentieth Century Society
Smith & Sons Property Consultants	Unichema Chemicals
Smiths Gore	Unilever Research Port Sunlight
	Unilever UK Home and Personal Care

United Reform Church	Wirral Green Belt Council
United Utilities	Wirral Green Belt Council
United Utilities (Asset Protection)	Wirral Green Belt Council
Venture Housing Association	Wirral Green Party
Villa Medical Centre	Wirral Hospitals Trust
Wainhomes (North West) Limited	Wirral Investment Network Partnership
Wallasey Civic Society	Wirral LA21 Forum, Centre for Sustainable Living
Wardell Armstrong	Wirral Methodist Housing Association
Wardell Armstrong	Wirral Metropolitan College
WBC Sustainable Transport Coordinatort	Wirral Partnership Homes
West Kirby Village CA Advisory Committee	Wirral Planning Advice & Appeals Service
Westbury Homes	Wirral Society
White Young Green Consulting	Wirral Society
WIRED	Wirral Society
Wirral & Cheshire Badger Group	Wirral Society
Wirral Barn Owl Trust	Wirral Transport Users Association
Wirral Chamber of Commerce	Wirral Voluntary and Community Services Network
Wirral Development Corporation Ltd	Wirral Wildlife
Wirral Federation of Tenants & Residents Associations	Woodford Group
Wirral Footpaths and Open Spaces Society	Woodland Trust

3 LIST OF REpondENTS TO INITIAL CONSULTATION (DECEMBER 2005)

Age Concern Wirral	Government Office for the North West
Age Discrimination Scrutiny Panel	Heswall Society
Barnston Conservation Society	Hoylelake Civic Society
Barnston Womens Institute	Jones Lang LaSalle
Bebington & West Wirral NHS Primary Care Trust	Knight Frank LLP
Bidston Preservation Trust	Lady Grace Sheppard
Birkenhead Market Tenants Association	Lairdsie Communities Trust
Bromborough Society	Lambert Smith Hampton
Central Liscard Residents Association	Malcolm Judd and Partners
Cheshire Jehovah's Witnesses	McDyre & Co.
Countryside Agency (NW Region)	Merseyside & West Cheshire Ramblers
Denbighshire County Council	Merseyside Waste Disposal Authority
Development Planning Partnership	Merseytravel
Dr M Baker-Schommer	Mr & Mrs Dunne
Drivers Jonas	Mr & Mrs L & B Bell
DTZ Pleda Consulting	Mr A P McArdle
English Partnerships	Mr C Lord
Environment Agency (England)	Mr C P Hales
Flintshire County Council	Mr D Nooman
Friends of Ashton Park	Mr E J Norton
Friends of Birkenhead Park	Mr E Robinson OBE MRAeS
Friends of Heswall Shore	Mr F Hyde
Friends of Hoylelake & Meols Gardens & Open Spaces	Mr G Noble
Friends of Royden Park	Mr Grey
Garden History Society	Mr I Coulthard
GL Hearn	Mr J L Marshall
	Mr J M Corfe

Mr J Noble	New Brighton Environmentalists
Mr J O'Neil	Norman Street Residents Association
Mr L Burman	North West Development Agency
Mr M F Lewis	NW & North Wales Sea Fisheries Committee
Mr M Harrision	Oxton Society
Mr M Meredith Jones	Ramblers Association (Wirral Group)
Mr M Muller	Sport England North West Region
Mr Martin	Stanton Estate Residents Association
Mr Nuttal	Sure Start (Birkenhead Central)
Mr P Barton MCD BA (hons)	Sustrans
Mr R J Wood	Technical Services Department
Mr R Neale	Theatres Trust
Mr Reade	Thorneycroft etc., Residents Association
Mrs Clarke	Townswomen Wirral 101-25
Mrs G Nicholas	Union Street Day Resource Centre
Mrs G Wollers	United Utilities (Asset Protection)
Mrs K M Ives	Wallasey Civic Society
Mrs Lewis	Wirral Green Belt Council
Mrs M Dockrell	Wirral Partnership Homes
Mrs Matthews	Wirral Society
Mrs V Doodson	Wirral Transport Users Association
Ms D Toony	Wirral Wildlife
Ms K Byrne	Woodland Trust
Ms S J Wall	
Ms S Turner	
Ms Seager	
National Trust (NW Region)	
Network Rail (Mining)	
New Brighton BRAVO	

4 LIST OF RESPONDENTS WILLING TO ATTEND A WORKSHOP (DECEMBER 2005)

Bebington & West Wirral NHS Primary Care Trust	Mrs V Doodson
Central Liscard Residents Association	Ms K Byrne
Cheshire Jehovah's Witnesses	Ms S J Wall
Denbighshire County Council	Ms S Turner
Drivers Jonas	Ms Seager
DTZ Piedad Consulting	New Brighton Environmentalists
Friends of Heswall Shore	Ramblers Association (Wirral Group)
Friends of Hoylake & Meols Gardens & Open Spaces	Sure Start (Birkenhead Central)
Friends of Royden Park	Union Street Day Resource Centre
GL Hearn	United Utilities (Asset Protection)
Jones Lang LaSalle	Wirral Green Belt Council
Mr R Neale	Wirral Society
Mr & Mrs L & B Bell	Wirral Transport Users Association
Mr A P McArdle	
Mr E J Norton	
Mr F Hyde	
Mr G Noble	
Mr Grey	
Mr J Noble	
Mr J O'Neil	
Mr L Burman	
Mr M Harrision	
Mr M Muller	
Mr Martin	
Mr P Barton MCD BA (hons)	
Mr R J Wood	

**5 SUMMARY OF STRENGTHS, WEAKNESSES, OPPORTUNITIES,
THREATS AND NEEDS
(DECEMBER 205)**

STRENGTHS

Local history and cultural heritage	West Kirby (including Hilbre Island)
Natural environment and landscapes	Port Sunlight
Wildlife	Birkenhead Town Centre
Trees and woodlands	Port of Liverpool and other maritime facilities
Formal and informal recreational facilities	Variety and diversity
Victorian/Edwardian heritage	Wirral Country Park
Strong voluntary sector	Royden Park & Thurstaston Common
Access to national road, rail and airport networks	Bidston Hill and Observatory
Access to Liverpool, Chester and North Wales	Birkenhead Park
Limits on new housing development	Pacific Road Arts Centre
Conservation Areas	Tranmere Rovers FC
Green Belt	Mersey waterfront
Parks, gardens, golf courses and open spaces	Local education including Universities
Open countryside, countryside recreation and wildlife	Focus on brownfield development
Peninsula coastline and scenery	Local railway service
Dee Estuary	Wirral International Business Park
Rural villages	South Wirral Retail Park
West Wirral	Pacific Road Arts Centre

WEAKNESSES

Image	Mersey Tunnel charges
Urban design	Long-term unemployment in Birkenhead and Wallasey
Age profile of population	Peninsula isolation
East-west divisions	Over-expansion of services at Arrowe Park Hospital
Low incomes	Absence of land for new public and community buildings and land prices in west Wirral
Absence of attractive, high quality jobs	Lack of adequate crossing points for pedestrians
Leakage of retail spending	Lack of visitor accommodation
Pavement clutter	Poor bus services between areas outside Birkenhead
Low levels of demand and investment	The corridor from Wallasey Tunnel through Seacombe and Egremont to New Brighton
Over-concentration of public resources on deprived areas and HMRI	Liscard Town Centre
Poor quality environment in shopping areas	Condition of Heswall shore
Residential amenity around shopping areas	Repeated cuts in funding for recreation sites
Low quality conversions from shops to flats in declining parades	Land prices
Condition of coastal promenades and facilities	Poor graduate retention
Industrial traffic on residential and minor roads	Policy restraints preventing needed developments
Lack of parking	Large numbers of properties for sale
Birkenhead Town Centre	Weak enforcement of planning conditions
Urban decay in east Wirral	Short-term compromises over long term goals
Large areas with poor housing, health, education and environment	Large stock of affordable but low quality housing
Poor quality industrial areas	Quality of cultural facilities
Lack of maintenance (public and private)	Location of museums, art gallery and library in Birkenhead
Lack of investment in west Wirral	Location of South Wirral Retail Park (traffic patterns and access by public transport)
Failure to use the Open Golf to boost development and investment	
Visual impression along main transport corridors	

Over-concentration of services in Birkenhead

Poor accessibility of local services

Location and accessibility of Arrowe Park and Clatterbridge hospitals

Low priority on the needs of employers and small businesses

Over-concentration on urban problems

Lack of ecological expertise

Failure to maximise the use of section 106 legal agreements

Failure to focus on Birkenhead as the key economic driver for Wirral

Development restrictions prevent the provision of affordable, sheltered and supported housing

OPPORTUNITIES

Promotion of sustainability and sustainable development

Including open space and supporting services alongside Housing Market Renewal

Public art

Promotion of eco-friendly homes

Integration with Biodiversity Action Plan

More homes for sale in poorer areas

Reduce dependency on the car by greater emphasis on local services

Greater use of Bidston-Wrexham railway line

Birkenhead docklands

Provision for growth

Promotion of local character and building materials

Better bus routes

Coastal recreation and watersports

Promotion of energy and water conservation and renewable energy

New Brighton

Woodside

Moor Lane, Heswall

Darlington's Yard, Heswall

Protection for greenfield sites

Surplus land at Lever Faberge factory

Mersey Waterfront Regional Park

Tourism and leisure

Hoylake and West Kirby waterfront

A broader view of regeneration to embrace quality of life

West Kirby Station and Concourse

Docks rail link

Promotion of tree and woodland planting

Housing and employment on surplus land at Clatterbridge Hospital

Retention of surplus school sites for alternative public use

Discourage all but essential car use

A greater emphasis on secure by design and community safety

Birkenhead Town Centre

Re-development of vacant brownfield sites

More facilities for young people

Cammell Lairds

Water taxi to Liverpool Airport

Extended Conservation Areas

Listen to local people

A wider interpretation of heritage beyond designated areas

Support for more sustainable travel choices

Regeneration of Hoylake and West Kirby

Making all community based developments multi-purpose

King Street, Egremont

Inclusive access

Enhanced landscaping

Promotion of waste minimisation and recycling

Promotion of sustainable urban drainage

Promotion of efficient and economical utilities networks

THREATS

Over-provision of flats	Unrealistic parking standards
Continued loss of young people	Trend away from local public services towards fewer larger facilities
Quality of modern development	Parking charges in Wirral shopping centres
Loss of employment areas to housing	Late licensing in residential areas
Impact of new housing on industrial operators	Sale of Council assets to private sector
Impact of masts, fences, signs and buildings on open land	Lack of resources
Over-emphasis on speculative development rather than meeting local needs	Over-emphasis on new rather than existing facilities
Impact of too many drinking establishments	Loss and fragmentation of habitat
Impact of security measures on image of area	Flooding and climate change
Inflexible land designations	Too many take-away food outlets
Global economic trends	Absentee landlords
Loss of good quality housing to flats	Impact of HMRI on local communities and house prices
Loss of Victorian/Edwardian heritage	High rise flats
Loss of private gardens	Over-development, over-loading local infrastructure
Loss of playing fields	Loss of ASLV designations
Prolonged dereliction	Uncontrolled demand for water and energy resources
Traffic volumes and speeds	Loss of planted roundabouts and flowerbeds
Limits on the scale of regeneration	Loss of trees and hedgerows
Dog-dirt	Excessive focus on east Wirral
Drink, youth-related and other anti-social behaviour	Dominance of supermarkets
Uncontrolled housing development	Dominance of Liverpool and Chester
Wind turbines	Central Government over-turning local decisions
Light pollution	
Pressure for greenfield development	
Special "exceptions" to Green Belt policy	

NEEDS

Greater focus on local enterprise and jobs	Greater focus on the needs of elderly people (services and design)
Greater focus on accessibility	Better maintenance
Stronger emphasis on the provision of local services	Public footpaths north of Brimstage
Development in west Wirral	Public indoor recreation in Heswall
Food shopping in Birkenhead	Safe, clean, useable play spaces and youth facilities
Affordable, sheltered and supported housing in all areas of the Borough	Residents parking schemes
Bungalows for the elderly	CCTV outside licensed premises
Better provision for low-cost informal recreation	A local heritage strategy
Public toilets	Up-to-date open space strategy
Improved off-road provision for pedestrians, horses, cyclists and disabled people	Strategic flood risk assessment
New railway stations at Woodchurch Road and Beechwood	Landscape character assessment
Refurbishment of railway stations	Locally grown food and farmers markets
Changing facilities for playing fields	Higher quality sports facilities
More park and ride facilities for railway stations and hospitals	New waste management facilities (as alternatives to landfill)
Improvements to the A41	Up-to-date habitat survey, biodiversity audit and nature conservation strategy
More family housing	Better public transport, especially evenings
More public planting and flower beds	The new railway station between Meols and Moreton
More even distribution of employment	Responses to the Water Framework Directive
Indoor recreation in Eastham	Greater flexibility on small sites at the edge of the Green Belt
Local management plans for villages, conservation areas, shopping areas and open spaces	Traffic calming in shopping centres
Protection of local character	Site assembly in and around Birkenhead
Greater emphasis on conversion and improvement rather than redevelopment	New, modern, larger, area-based health facilities
Greater focus on better design	Better public transport between West Kirby and Heswall

