



**WIRRAL METROPOLITAN BOROUGH COUNCIL**

**PLANNING AND COMPULSORY PURCHASE ACT 2004**

**CORE STRATEGY DEVELOPMENT PLAN DOCUMENT**

**SUSTAINABILITY APPRAISAL SCOPING REPORT**

**JULY 2007**

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## 1 NON-TECHNICAL SUMMARY

- 1.1 This document is part of the preparation of a Core Strategy Development Plan Document for Wirral. It marks the start of an ongoing sustainability appraisal process to promote sustainable development by integrating social, environmental and economic considerations into the preparation of the Core Strategy DPD.
- 1.2 The document has been informed by the Sustainability Appraisal Framework for Wirral, adopted in July 2006, and takes account of the need to prepare an environmental report under the European Strategic Environmental Assessment Directive. It has been prepared following public consultation.
- 1.3 There are five main stages to the sustainability appraisal process. This document reports on the completion of the first stage – setting the context, establishing the baseline and deciding on the scope of the appraisal – and is concerned with the first five tasks of a sustainability appraisal:
- Task A1: A review of relevant plans, policies and programmes;
  - Task A2: The collection of baseline information on the present state of the Borough and the identification of any gaps in available data;
  - Task A3: The identification of sustainability issues and problems;
  - Task A4: The development of a framework for the sustainability appraisal; and
  - Task A5: Consultation on the proposed scope of the appraisal.
- 1.4 Four further stages are still to be completed and a full diagram of the process is included in Section 1 of this report.
- 1.5 Section 2 outlines the background to the sustainability appraisal and strategic environmental appraisal processes, explains why the Core Strategy has to be subject to an appraisal, and explains the role of this report - which is intended to set out how the sustainability appraisal of the Core Strategy will be undertaken and the baseline information that will be used in the appraisal process.
- 1.6 Section 3 outlines the background to the Core Strategy and the key milestones in its preparation.
- 1.7 Section 4 details the work carried out so far, relating to Stage A of the appraisal process:
- Task A1: The results of the review of relevant plans, programmes and strategies is summarised in Appendix 1, to identify the key objectives of the plan and any specific implications for the emerging Core Strategy.

- Task A2: The details of the baseline information that has been collected is set out in Appendix 2, linked to a series of sustainability objectives and the indicators that will be used to measure them... Problems with data collection have been highlighted.
- Task A3: The sustainability issues and problems emerging from the completion of the first two tasks are presented alongside a short commentary, grouped under the general headings of social inclusion; sustainable consumption and production; environmental protection and enhancement; natural resources; and quality of life.
- Task A4: The sustainability objectives, indicators and decision criteria that will form the heart of the appraisal, are set out in Appendix 3, again, grouped under general headings identified in Task A3, and a matrix, to assess the compatibility of the sustainability objectives, is set out in Appendix 4.
- Task A5: The results of the consultation undertaken on the proposed content of the Scoping Report and the changes made to the final document are recorded in Appendix 5.
- 1.8 Section 5 briefly outlines the background to the separate assessment of the likely impact of the Core Strategy on designated European Sites required under the European Habitats Directive, which will be carried out in parallel with the sustainability appraisal process.
- 1.9 Section 6 summarises the next Tasks in the sustainability appraisal of the emerging Core Strategy Development Plan Document.

## **2 SUSTAINABILITY APPRAISAL AND STRATEGIC ENVIRONMENTAL ASSESSMENT**

2.1 Section 19 of the Planning and Compulsory Purchase Act 2004 requires that Local Development Documents, which consist of Development Plan Documents (DPDs) and Supplementary Plan Documents (SPDs) must now be subject to a sustainability appraisal (SA) incorporating strategic environmental assessment (SEA).

### **Sustainability Appraisal**

2.2 Sustainability Appraisal is a tool used to assess the impact of plan policies from an environmental, economic and social perspective. It is intended to provide a systematic process through which the performance of a plan can be tested against the objectives of sustainable development. This process should ensure that planning decisions are made in line with the principles of sustainable development.

2.3 The UK Sustainable Development Strategy “Securing the Future” published in March 2005, identifies five UK principles for sustainable development:

- Living within environmental limits;
- Ensuring a strong, healthy and just society;
- Achieving a sustainable economy;
- Promoting good governance; and
- Using sound science responsibly.

2.4 Shared priorities for UK action are identified as:

- Sustainable consumption and production;
- Climate change and energy;
- Natural resource protection and environmental enhancement; and
- Sustainable communities.

2.5 Guidance issued by the Office of the Deputy Prime Minister (ODPM) in November 2005<sup>1</sup> indicates that sustainability appraisal must be central to the spatial planning system. The stated purpose of sustainability appraisal is to promote sustainable development through the integration of social, environmental and economic considerations into the preparation of revisions of Regional Spatial Strategies and for new

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<sup>1</sup> Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents. ODPM, November 2005.

or revised Development Plan Documents and Supplementary Planning Documents.

### **Strategic Environmental Assessment**

- 2.6 Sustainability appraisals must also, where appropriate, incorporate the requirements of the Strategic Environmental Assessment Directive (the SEA Directive)<sup>2</sup>. The SEA Directive requires that a formal assessment is undertaken of plans and programmes which are likely to have significant effects on the environment. This has been transposed into UK law through the Environmental Assessment of Plans and Programmes Regulations 2004 (the SEA Regulations).
- 2.7 The purpose of the SEA Directive is to provide a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation of plans and programmes. National advice indicates the requirements of the SEA Directive can be incorporated within the sustainability appraisal process, so long as the aspects of the process intended to ensure compliance are clearly identified in the documentation.
- 2.8 In August 2005, the Council consulted the four consultation bodies<sup>3</sup> on the scope of the environmental report for the Core Strategy, which has to be prepared under the requirements of the SEA Directive and the SEA Regulations. Following this consultation, the Council formally determined in July 2006 that the Core Strategy DPD is likely to have significant environmental effects and that an additional environmental report should be prepared as part of the sustainability appraisal (Executive Board, 12 July 2006, Minute 114 refers).

### **Sustainability Appraisal Framework for Wirral**

- 2.9 The Council has adopted an overarching Sustainability Appraisal Framework, to identify the sustainability issues, objectives and indicators relevant to Wirral, to inform the preparation of sustainability appraisals for individual Development Plan Documents, such as the Core Strategy. This Scoping Report draws on the adopted Sustainability Appraisal Framework for Wirral, to identify the specific context and baseline information needed to provide a starting point from which to appraise the likely effects of the emerging Core Strategy DPD.

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<sup>2</sup> European Directive 2001/42/EC “on the assessment of the effects of certain plans and programmes on the environment” (the Strategic Environmental Assessment or ‘SEA Directive’)

<sup>3</sup> English Nature, English Heritage, the Countryside Agency and the Environment Agency  
Local Development Framework for Wirral  
Core Strategy DPD - Sustainability Appraisal Scoping Report  
July 2007

Figure 1 below (extracted from the ODPM November 2005 Guidance) sets out the requirements for undertaking SA of DPDs and indicates how the stages in the planning process correlate with the stages of undertaking a SA.

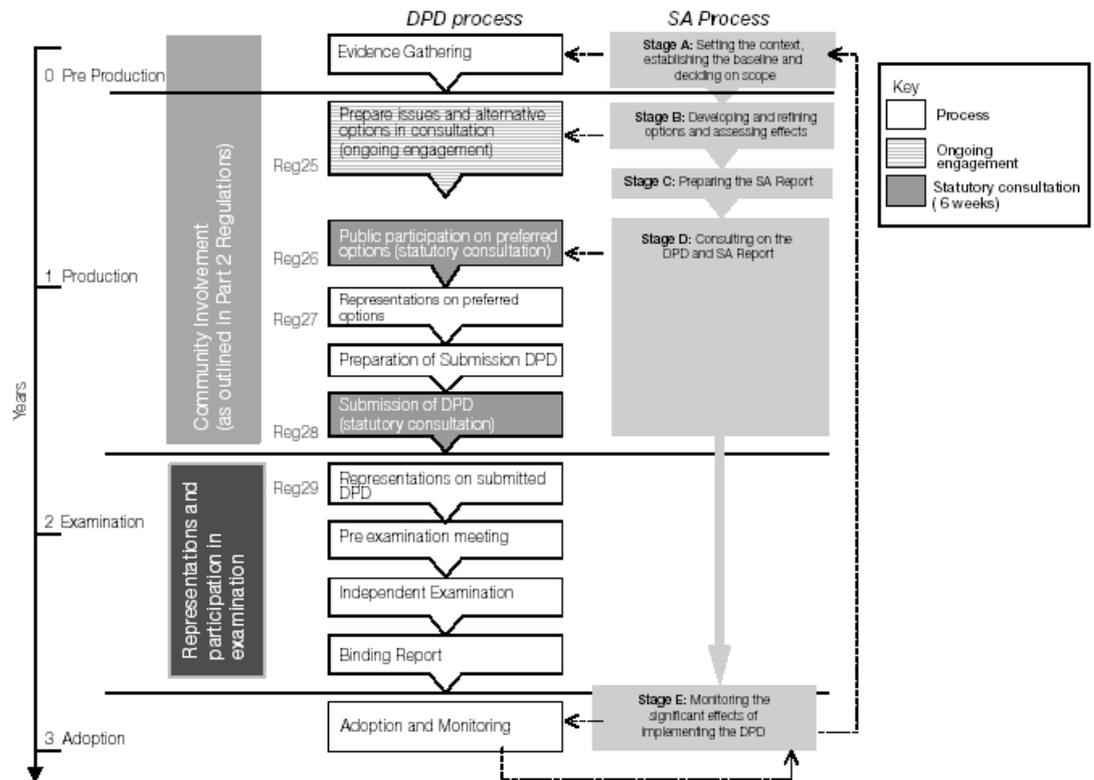


Figure 2 below (extracted from the ODPM guidance) sets out the SA process and stages linked in with the stages of DPD production.

<p><b>DPD Stage 1: Pre-production – Evidence Gathering</b></p> <p>SA stages and tasks</p> <p><b>Stage A: Setting the context and objectives, establishing the baseline and deciding on the scope</b></p> <ul style="list-style-type: none"> <li>● <b>A1:</b> Identifying other relevant policies, plans and programmes, and sustainability objectives.</li> <li>● <b>A2:</b> Collecting baseline information.</li> <li>● <b>A3:</b> Identifying sustainability issues and problems.</li> <li>● <b>A4:</b> Developing the SA framework.</li> <li>● <b>A5:</b> Consulting on the scope of the SA.</li> </ul>
<p><b>DPD Stage 2: Production</b></p> <p>SA stages and tasks</p> <p><b>Stage B: Developing and refining options and assessing effects</b></p> <ul style="list-style-type: none"> <li>● <b>B1:</b> Testing the DPD objectives against the SA framework.</li> <li>● <b>B2:</b> Developing the DPD options.</li> <li>● <b>B3:</b> Predicting the effects the DPD.</li> <li>● <b>B4:</b> Evaluating the effects of the DPD.</li> <li>● <b>B5:</b> Considering ways of mitigating adverse effects and maximising beneficial effects.</li> <li>● <b>B6:</b> Proposing measures to monitor the significant effects of implementing the DPDs.</li> </ul> <p><b>Stage C: Preparing the Sustainability Appraisal Report</b></p> <ul style="list-style-type: none"> <li>● <b>C1:</b> Preparing the SA Report.</li> </ul> <p><b>Stage D: Consulting on the preferred options of the DPD and SA Report</b></p> <ul style="list-style-type: none"> <li>● <b>D1:</b> Public participation on the preferred options of the DPD and the SA Report.</li> <li>● <b>D2(i):</b> Appraising significant changes.</li> </ul>
<p><b>DPD Stage 3: Examination</b></p> <p>SA stages and tasks</p> <ul style="list-style-type: none"> <li>● <b>D2(ii):</b> Appraising significant changes resulting from representations.</li> </ul>
<p><b>DPD Stage 4: Adoption and monitoring</b></p> <p>SA stages and tasks</p> <ul style="list-style-type: none"> <li>● <b>D3:</b> Making decisions and providing information.</li> </ul> <p><b>Stage E: Monitoring the significant effects of implementing the DPD</b></p> <ul style="list-style-type: none"> <li>● <b>E1:</b> Finalising aims and methods for monitoring.</li> <li>● <b>E2:</b> Responding to adverse effects.</li> </ul>

### **3 THE PROPOSED CORE STRATEGY DEVELOPMENT PLAN DOCUMENT**

3.1 The Core Strategy is a key document within the Local Development Framework. It is intended to set the longer-term vision, objectives and spatial strategy for the Borough. The Core Strategy will not be site-specific, but will influence the content of all the other documents to be prepared as part of the Local Development Framework for Wirral, including site-specific land allocations.

3.2 The final objectives for the Core Strategy will need to be confirmed through public consultation but the types of issue that the Core Strategy will need to address, to integrate environmental and sustainability objectives, are likely to include:

- The future distribution of new dwellings across the Borough, including areas of growth and restraint;
- The future distribution of employment development, including retail and tourism;
- The promotion of Housing Market Renewal;
- Measures to promote the phasing of new development in support of social, economic and environmental objectives and the use of previously developed land;
- The identification of Action Areas for significant areas of change or regeneration;
- Measures to support social inclusion and equality of opportunity;
- Safeguard and enhance opportunities to participate in sport and physical activity
- Measures to enhance Wirral's cultural facilities
- A strategy to reduce the need to travel and to support more sustainable travel choices;
- Measures to address flood risk in river washlands and in low lying coastal areas
- responding to the challenges of climate change - reducing the climate change impact of new development and other activities and planning for the effects of climate change on the Borough.
- Measures to protect the Green Belt and other special designations to prevent inappropriate development;
- Measures to conserve and enhance local biodiversity;
- Preserving and enhancing the historic environment;

- Maintaining and strengthening local distinctiveness and sense of place.
  - Measures to promote good design and crime prevention;
  - Proposals for the delivery of sub-regional strategies for minerals and waste; and
  - Support for the achievement of other identified sub-regional priorities.
  - Safeguarding and enhancing landscape character and visual amenity and promoting opportunities for recreation and enjoyment of the countryside
  - Identification of measures to ensure provision of efficient transport networks
  - Measures to improve accessibility
  - Measures to encourage sustainable design and construction and energy efficiency
  - The development of renewable energy sources in the Borough, supporting the achievement of regional and sub-regional renewable energy targets.
- 3.3 The principal objective of the Core Strategy will be to promote sustainable development in accordance with national and regional policies and the Wirral Community Strategy.
- 3.4 The Core Strategy will form part of the statutory Development Plan for Wirral alongside the Regional Spatial Strategy for the North West, and will be used to guide future decisions on individual planning applications. Once adopted, the Core Strategy will replace the policies of the Unitary Development Plan for Wirral, adopted in February 2000, that dealt with strategic and Borough-wide policy issues. Approval of the content of the Core Strategy is the responsibility of full Council.

### **Key Milestones**

- 3.5 Initial consultation on the Core Strategy began in October 2005. Letters inviting open comment on the strengths, weaknesses, opportunities, threats and needs of the Borough were sent to 415 contacts from the Council's Local Development Framework database, as well as to MPs, Councillors and Area Forum representatives. A series of workshops were held in November 2006, to consider the findings of the initial consultation, prioritise the issues raised and consider the possible objectives for the Core Strategy.
- 3.6 The remaining key milestones for the Core Strategy are set out in the Local Development Scheme for Wirral. The key milestones set out in the Scheme approved by the Secretary of State on 24 April 2007, which will come into effect in July 2007, are:

- Consultation on Issues and Options – September 2007
- Consultation on Preferred Options – March 2008
- Submission to the Secretary of State – October 2008
- Pre-Examination Meeting – February 2009
- Public Examination – April 2009
- Inspectors Report – September 2009
- Adoption – October 2009

## 4 STAGE A - SETTING THE CONTEXT, BASELINE AND SCOPE

### 4.1 The SEA Directive sets out the following requirements:

*The Environmental Report should provide information on [inter alia]:*

- *the “relationship [of the plan or programme] with other relevant plans and programmes” (Annex I(a))*
- *“the environmental protection objectives, established at international, [European] Community or [national] level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation” (Annex I (e))*
- *“relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme” and “the environmental characteristics of the areas likely to be significantly affected” (Annex I (b), (c))*
- *“any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC” (Annex I (d))*
- *“...the authorities... which, by reason of their specific environmental responsibilities, are likely to be concerned by the environmental effects of implementing plans and programmes ... shall be consulted when deciding on the scope and level of detail of the information which must be included in the environmental report” (Article 5.4 and 6.3).*

### **Task A1 - Identifying Relevant Policies, Plans and Programmes**

4.2 Other relevant policies, plans and programmes at international, regional and local level that may influence the Core Strategy, with implications of a social, environmental and economic nature, will need to be identified. The relationship between relevant policies and the Core Strategy will need to be clearly set out and the implications for the emerging Core Strategy identified.

4.3 The appraisal must also be consistent with the requirements of:

- Planning and Compulsory Purchase Act 2004 (HMSO 2004, Chapter 5);
- Town and Country Planning (Local Development) (England) Regulations 2004 (HMSO, SI 2004, No.2204);
- The Environmental Assessment of Plans and Programmes Regulations 2004 (HMSO, SI 2004, No.1633);

- National guidance on the Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks (ODPM, November 2005);
  - SEA Directive: Guidance for Planning Authorities (ODPM 2003);
  - The Practical Guide to the SEA Directive (ODPM, September 2005); and
  - Securing the Future: The UK Sustainable Development Strategy (March 2005).
- 4.4 There are a considerable number of policies, plans and programmes that are relevant to the Core Strategy DPD.. The plans and programmes that have been identified as particularly relevant to Wirral, as listed in the Sustainability Appraisal Framework for Wirral, include:
- The Sustainable Communities Plan;
  - The Northern Way Growth Strategy;
  - The Regional Spatial Strategy;
  - The Regional Housing Strategy;
  - The Regional Economic Strategy;
  - NW Climate Change Action Plan;
  - The NW Plan for Sport and Physical Activity;
  - Action for Sustainability;
  - Merseyside Local Transport Plan;
  - Wirral Community Strategy; and
  - Wirral Housing Strategy.
- 4.5 A number of these strategies, such as the Local Transport Plan, perform an overarching role, co-ordinating and directing a number of other more detailed lower level strategies.
- 4.6 The review of relevant international, European, national, regional and local documents undertaken as part of the sustainability appraisal for the Core Strategy DPD is summarised in Appendix 1. Each of the plans, policies and programmes listed have been reviewed to record the key objectives of relevance to the Core Strategy DPD and any relevant targets and indicators, alongside their implications for the emerging Core Strategy DPD.
- 4.7 Appendix 1 is also intended to address the requirements of the SEA Directive, which requires an environmental report to provide information on the “relationship of the plan or programme with other relevant plans and programmes” (Annex 1(a)).

## **Task A2 – Collecting Baseline Information**

- 4.8 Baseline information provides the basis for predicting and monitoring effects and helps to identify sustainability issues and alternative ways of dealing with them.
- 4.9 The Sustainability Appraisal Framework for Wirral sets out a detailed review of available baseline data to provide a picture of Wirral prior to the preparation of the Local Development Framework. The baseline review is considered to provide a reasonable basis for the sustainability appraisal of the Core Strategy DPD, given that the Core Strategy has a Borough-wide focus.
- 4.10 The data collected is intended to relate as closely as possible to the indicators adopted for the sustainability objectives discussed under Task 4, below. Detailed baseline information for each sustainability objective and proposed indicator is presented in Appendix 2 and the available data is presented in the form of graphs, charts and tables.
- 4.11 The baseline review is also intended to address the requirements of the SEA Directive to “identify the relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme” and to identify “the environmental characteristics of the area likely to be affected” (Annexe 1(b)(c)).

### ***Data Gaps and Limitations***

- 4.12 Ideally, all the baseline information would relate to a common timeframe. Unfortunately, this is not the case. The baseline information presented, nevertheless, represents the most up-to-date information that was available during the period of collection. In some cases, time-series data, which would better enable trends to be identified has not been available.
- 4.13 A number of the indicators do not have any associated baseline information, because it has not been possible to establish the most appropriate target, figures or data sources. It is important that the choice of indicators is not simply guided by the immediate availability of data. It is, therefore, intended that Appendix 2, in particular, should be treated as “work in progress” which will be added to and amended as new sources of baseline information are identified at each stage of the appraisal process.

## **Task A3 - Identifying Sustainability Issues and Problems**

- 4.14 Identifying the problems and issues for local sustainability is an opportunity to define the key social, environmental and economic issues for the emerging Development Plan Document. The principal local sustainability issues have been identified from the review of baseline information and are summarised under the following five headings:

### ***Social Inclusion Sustainability Issues***

- 4.15 Wirral's Population has declined from over 350,000 during the 1970's to 313,800 in mid-2003. The population structure is skewed towards older age groups. The pace of decline appears to have slowed over recent years and the population is now expected to grow by 2.8% by 2028. The working age population is still however, expected to fall, with implications for future wealth creation.
- 4.16 In terms of migration, the most significant recent flows are out of Wirral to Denbighshire, Flintshire and Chester and into Wirral from Liverpool and the rest of Greater Merseyside. The largest flows are between Wirral and Liverpool. There is a consistent loss of people between 16-24 years of age seeking employment and higher education.
- 4.17 In terms of social conditions, the Borough falls within the worst 50 of the 354 English local authorities and has a high number of localities that fall within the worst 25% of English "Super Output Areas". These localities, mainly concentrated in the older urban areas in the east of the Borough score very poorly across the full range of indicators for income; employment; health and disability; education, skills and training; living environment; and crime and disorder. Symptoms of low demand, including high levels of vacancy and unfit housing, led to the designation of the "NewHeartlands" Pathfinder Area, in April 2002, in parts of Birkenhead, Bidston, Seacombe, Tranmere and Liscard
- 4.18 Specific sustainability issues for local social inclusion are:
1. The need to promote cohesive and sustainable communities (a key theme of the Wirral Community Strategy);
  2. Recognising different values and needs within the community;
  3. Population stabilisation across Merseyside with population growth in Liverpool (a recognised sub-regional priority in the Regional Spatial Strategy);
  4. Tackling local inequalities including health, education employment and transport inaccessibility to provide access and equity (a key objective of the Wirral Community Strategy);
  5. Tackling the problems of poor and empty housing, particularly in deprived areas; and
  6. The provision of affordable high quality homes and high quality housing services (a key theme of the Wirral Community Strategy).

### ***Sustainable Consumption and Production Sustainability Issues***

- 4.19 Wirral has two strategic regional sites: at Twelve Quays and at the Wirral International Business Park. Major local facilities include the Birkenhead Docks system, part of the Port of Liverpool, including the

Twelve Quays roll-on-roll-off ferry terminal; and the entrance to the Manchester Ship Canal. Peel Holdings have recently announced plans for the long-term redevelopment of significant parts of Birkenhead docks. Wirral is also home to international companies such as Lever Faberge.

- 4.20 Key sectors in the local economy include retail and distribution, public administration and business services. In manufacturing, the Borough is strongest in chemicals and food and drink, which are regional target sectors. The number of tourism-related jobs is also significant. The promotion of tourism is a corporate priority.
- 4.21 The Borough's economic performance, nevertheless, continues to be a major concern. Although having grown strongly since 1995, the Borough's economic output per head of population is still below the UK average. Wirral also has fewer VAT registered businesses than many areas and a lower rate of business formation.
- 4.22 Although the total number of jobs in Wirral has grown from 98,500 in 1971 to 101,300 today, this is still not adequate to fully employ the working age population. Average earnings for jobs located in Wirral are also lower than the average weekly earnings of Wirral residents as a whole. These two factors continue to lead to a high number of journeys to work to Liverpool, Chester and beyond.
- 4.23 While Wirral is home to a higher than average proportion of managers and professional people, national indices continue to reveal a high concentration of income and employment deprivation in eastern areas of the Borough. Although registered unemployment, at 3.2%, is now well below the 19% peak of September 1985, economic activity rates are still lower than regional and national benchmarks.
- 4.24 Specific sustainability issues for local sustainable consumption and production are:
1. Securing increased sustainable economic growth, productivity and diversification (a key theme in the Wirral Community Strategy);
  2. Seek to attract high GVA jobs to the Borough;
  3. Support key sectors of the economy such as the Port of Liverpool;
  4. Ensure equality of access to education and training;
  5. Provision of a range of attractive sites and premises for new and existing businesses, appropriately located to reduce conflicts;
  6. Reduce distances between residences and workplaces, healthcare, education, shopping and leisure;
  7. Need to further encourage tourism; and

8. Reducing the level of worklessness (a key objective of the Wirral Community Strategy and Access Strategy).

### ***Environmental Protection and Enhancement Sustainability Issues***

- 4.25 Wirral is an area of generally high environmental quality. The protection and improvement of the environment is a corporate priority and is a key objective of the Wirral Community Strategy.
- 4.26 Wirral has an extensive network of locally identified non-statutory Sites of Biological Importance, together with twelve Sites of Special Scientific Interest, two designated European nature conservation sites and two potential European nature conservation sites. These designations cover most of the key habitats identified as priorities within the Wirral Biodiversity Action Plan. The Borough's coastline is of special importance for nature conservation.
- 4.27 There are, however, relatively few designated sites within the urban areas of east Wirral and not all aspects of Wirral's biodiversity resource are currently captured by site designations. There are also twelve locally identified non-statutory sites designated for their importance to earth science.
- 4.28 Wirral falls within two of the Countryside Agency's Countryside Character Areas: Character Area 59 (Wirral), reflecting the more rural character of the Borough west of the M53 - and Character Area 58 (Merseyside Conurbation) – reflecting the more urban influence east of the Motorway. No landscape character assessments are in place for the Borough, although a historical landscape character assessment for Cheshire (including Wirral) is underway.
- 4.29 Wirral has a significant built heritage, with over 1,850 listed structures, twenty-two designated conservation areas, nine scheduled ancient monuments and four sites on the English Heritage Register of Historic Parks and Gardens.
- 4.30 No air quality management areas are currently designated in Wirral, although the continuing high level of out-commuting has major implications for travel generation and long-term air quality. Car ownership is still at low levels in some parts of the Borough and increased economic prosperity may see these levels rise, with further implications for congestion and air quality.
- 4.31 Water quality within the Dee and Mersey Estuaries and inland watercourses continues to improve, largely due to the ongoing programme of capital works undertaken by United Utilities. Wirral's beaches are also consistently among the cleanest in the North West. There is an active boat- and shore-based fishery on Wirral, along with some processing and transport activity.

4.32 Specific sustainability issues for local environmental protection and enhancement are:

1. Secure continued protection and enhancement of the Borough's townscapes, natural environment, landscapes, visual amenity of the wider countryside and biodiversity particularly where degraded and/or not covered by existing designations. Maintain and strengthen local distinctiveness, sense of place;
2. safeguard tranquil areas;
3. To preserve, protect and enhance sites, features and areas of archaeological, historical and cultural heritage importance;
4. support for local production and services to meet local needs;
5. Reduce single occupancy car use and dependency;
6. Improve public and non-motorised forms of transport and infrastructure;
7. Ensure that water quality is safeguarded and enhanced;
8. Ensure reduction of waste arisings and continued development of sustainable waste management systems, encourage further re-use, recycling and recovery of waste; and
9. Increase participation rates in waste minimisation and recycling.

#### ***Natural Resources Sustainability Issues***

4.33 Levels of waste recycling remain low at around 10%, some way short of national targets, although the commissioning of a new Materials Recycling Facility at Bidston will result in a significant improvement. The existing landfill site at Bromborough Dock has recently closed and no other containment sites are currently available.

4.34 Wirral has no significant mineral reserves, apart from small amounts of winnable brick clay. Reserves of aggregates are very limited and generally constrained by nature conservation or other considerations.

4.35 Much of Wirral is founded on sandstone, which is a major aquifer and groundwater provides around 13% of Wirral's water resources.

4.36 Extensive low-lying areas, especially in the north of the Borough, are protected by defences from both tidal and fluvial (river) flooding. While much of the coastline is protected from erosion and/or flooding by "hard" defences, a short stretch of the clay cliffs at the Thurstaston and New Ferry Shorelines continue to be subject to natural erosion processes, the continuation of which is central to their nature conservation value.

- 4.37 Land quality is generally good and there are significant areas of high-grade agricultural land, particularly in the south and west of the Borough. While major progress has been made on urban land reclamation, particularly in Bromborough, a number of significant sites in the east of the Borough can only be brought forward for development once contamination or other ground condition problems have been addressed.
- 4.38 The Government has identified Liverpool Bay for a significant expansion in offshore wind farm development. The construction of twenty-five turbines has started off the coast of New Brighton and the shore connection to the national grid will take place on the North Wirral Coast. There is, however, little provision of onshore renewable energy schemes.
- 4.39 Specific sustainability issues for local natural resources are:
1. Minimise the number of properties at risk of flooding;
  2. Promote more sustainable drainage systems where appropriate;
  3. Control activities that contribute to climate change;
  4. Planning for the impacts arising from climate change;
  5. Continue to focus development on previously developed land;
  6. Ongoing need to remediate potentially contaminated land;
  7. Derelict land targeted for development may offer unique habitats and biodiversity value;
  8. Need to identify opportunities for sustainable/renewable energy generation, both stand-alone and incorporated within development proposals and maximising energy efficiency/conservation within new and existing buildings;
  9. Maximise opportunities for the incorporation of sustainable design and construction generally in new proposals;
  10. The protection of soil quality; and
  11. Management of demand for potable (drinking) water.

### ***Quality of Life Sustainability Issues***

- 4.40 Wirral generally offers a very high quality of life: 45% of the Borough is open countryside, with much of high landscape quality. The coast is a special feature of Wirral. There are also a significant number of leisure and cultural facilities in both urban and rural areas.

- 4.41 The need to maintain local character and distinctiveness and promote high quality design is a major local concern, especially in the lower density residential areas built during the Victorian and Edwardian eras. Although not an environmental protection designation, the Green Belt has made an important contribution to Wirral's environmental quality and plays a significant role in supporting other sustainability and planning objectives such as urban regeneration. Provision, protection and enhancement of sites that provide outdoor recreation opportunities close to and accessible by existing communities is an important objective.
- 4.42 Some of the urban area, is of limited attractiveness in terms of the environment and amenities.
- 4.43 Issues related to the prevention of crime and the promotion of sustainable travel choices will also have a significant impact on local quality of life. The promotion of safer communities is a key theme of the Wirral Community Strategy.
- 4.44 Specific sustainability issues for local quality of life are:
1. Need for continued enhancement of urban environmental quality;
  2. Need for production of a landscape strategy to protect and enhance the wider countryside including wildlife corridors;
  3. Reduce crime and disorder; and
  4. Maximise opportunities to reduce crime through good design.

#### **Task A4 – Developing the Sustainability Appraisal Framework**

##### ***Sustainability Objectives***

- 4.45 The Sustainability Appraisal Framework for Wirral provides a method for describing, analysing and comparing the sustainability effects of plans and policies. A series of sustainability objectives has been developed, taking into account the relationship between the Core Strategy DPD and the objectives of other plans and programmes, alongside the findings of the baseline information review and the sustainability issues identified above. These objectives will form the basis of the framework for evaluating the various options for emerging Core Strategy.
- 4.46 The following objectives have been confirmed, following public consultation, to guide the sustainability appraisal of the Core Strategy DPD:

### ***Social Inclusion***

1. To promote a balanced population structure
2. To reduce the incidence of multiple deprivation
3. To promote the accessibility of services and facilities to all sectors of society
4. To meet identified local housing needs and promote housing market renewal
5. To promote inclusive, healthy communities

### ***Sustainable Consumption and Production***

6. To promote improved economic performance
7. To provide for employment growth and business creation
8. To reduce worklessness and income deprivation
9. To promote the vitality and viability of town centres
10. To maximise provision for high quality tourism

### ***Environmental Protection and Enhancement***

11. To maintain and improve biodiversity and natural habitats
12. To minimise pollution to land, water or air (including noise pollution)
13. To preserve, protect and enhance sites, features and areas of archaeological, historical and cultural heritage importance.
14. To provide for the separation of incompatible land uses
15. To reduce the impact of traffic intrusion in residential areas

### ***Natural Resources***

16. To maximise the use of previously developed urban land
17. To minimise reliance on non-renewable energy sources
18. To promote sustainable drainage and water conservation
19. To minimise waste generation and maximise recycling
20. To minimise the impact of flooding and other natural hazards including climate change

## ***Quality of Life***

21. To conserve and enhance the character and quality of the Borough's landscapes and townscapes, maintaining and strengthening local distinctiveness and sense of place.
  22. To achieve high quality and sustainable design for buildings, spaces and the public realm sensitive to the locality
  23. To maximise opportunities for culture, sport and leisure
  24. To promote sustainable travel choices and reduce the need to travel
  25. To minimise opportunities for crime and anti-social behaviour
- 4.47 The policies and proposals of the emerging Core Strategy DPD will need to be appraised against each of these local objectives. To aid consideration, a series of design criteria have also been devised, to indicate the types of question that should be asked when carrying out the sustainability appraisal. No weighting will be attached to any of the objectives. The only intention is to inform the decision-making process by identifying areas where the intended policies and proposals may perform weakly in terms of the promotion of sustainable development.
- 4.48 Although the local sustainability objectives and decision criteria have been presented under a number of separate headings, the Core Strategy sustainability appraisal report will provide an integrated assessment, seeking to optimise the benefits across all the relevant objectives. Any cumulative interrelationships will, therefore, also need to be directly identified and addressed as part of the sustainability appraisal process.
- 4.49 The local sustainability objectives have also been used to identify a series of indicators against which progress can be measured over the longer term. The Council has, wherever possible, sought to select indicators that will enable comparison with national and regional data. Preference has, however, been given to indicators that can be reported at local level and which will continue to allow long-term trends to be identified. Particular regard has been had to the indicators developed at a Merseyside sub-regional level in compiling the finalised list.
- 4.50 Each indicator has, additionally, been subject to a SMARTER test, to determine whether they are Specific, Measurable, Appropriate, Realistic, Time Bound and based on Existing information. The indicators will be used to assess progress towards meeting the local objectives for sustainable development as part of the Council's on-going monitoring requirements.
- 4.51 Tables presenting the local sustainability objectives, alongside their relevant decision criteria and indicators, are set out in Appendix 3.

- 4.52 The local sustainability objectives have been tested to ensure that they are as compatible with each other as possible and the results of this test are presented in the form of a matrix in Appendix 4.
- 4.53 It is intended that the objectives, decision criteria and indicators should be broadly consistent across all the sustainability appraisals undertaken as part of the Local Development Framework. The framework for this sustainability appraisal may, however, need to be reviewed in the light of new or updated baseline information, changes to wider sustainability issues or objectives and/or feedback from consultation arising from later stages of the plan making process.

#### **Task A5 – Consulting on the Scope of the Sustainability Appraisal**

- 4.54 National guidance requires the Council to consult with the public and with key stakeholders on the scope of the sustainability appraisal to be carried out for each Local Development Document, with a balance between those concerned with social, economic and environmental issues.
- 4.55 The SEA Directive also requires that the statutory environmental consultation bodies designated in the SEA Regulations are consulted on the scope and level of detail on the information to be contained in a proposed environmental report. The four consultation bodies identified in the SEA Regulations are:
- The Environment Agency
  - English Nature
  - Countryside Agency<sup>4</sup>
  - English Heritage
- 4.56 The Council consulted on the content of a draft Scoping Report between 31 July and 22 September 2006. All the individuals and organisations registered on the Council's Local Development Framework database were notified of the consultation and copies of the documentation were made available for public inspection, free of charge, at Council offices, 24 public libraries and on the Council's website. Consultees were invited to address the series of questions set out in the draft Scoping Report and to make any other observations that they thought would be relevant.
- 4.57 Representations were received from 32 individuals or organisations. The content of these representations, together with the Council's response, are summarised in Appendix 5.

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<sup>4</sup> English Nature and the Countryside Agency have since been amalgamated into a single body under the new name of Natural England

4.58 The content of this final Scoping Report and the Council's responses to public consultation have also been independently reviewed by the Council's Sustainability Appraisal Panel, which includes representatives from a range of environmental, social and economic interests. The comments of the Panel and the Council's responses are set out in Appendix 6.

## 5 HABITATS REGULATIONS ASSESSMENT

- 5.1 The European Habitats Directive (92/43/EEC) is implemented in UK law by the Conservation (Natural Habitats & c) Regulations 1994, (the Habitats Regulations) which also apply to areas classified under the European Wild Birds Directive (79/409/EEC). The Habitats Directive aims to protect a network of designated sites across Europe that have rare or important habitats and species in order to safeguard biodiversity. This has given rise to the network of Special Protection Areas (SPAs) under the EU Birds Directive and Special Areas of Conservation (SACs) under the Habitats Directive. Together, these sites form part of the Natura 2000 network identified under Article 3(1) of the Habitats Directive.
- 5.2 The Habitats Regulations, require authorities to ensure that all the activities they regulate will have no adverse effect on the integrity of any of the Natura 2000 sites. Regulation 48 of the Habitats Regulations requires the competent authority to assess the possible effects of proposals on, or potentially affecting, any Natura 2000 sites. This includes screening for potential impacts on European sites. Where significant effects seem likely, the plan or project proposed must be subject to an appropriate assessment of its implications for the European site(s). The competent authority shall agree to the plan or project only after having ascertained that it will not adversely affect the integrity of the European site concerned (Regulation 48(5)). The assessment process is referred to as a Habitats Regulations Assessment (HRA).
- 5.3 A recent ruling by the European Court of Justice confirmed that the requirements to carry out HRA apply to land use plans. The Government had indicated that revisions to the Habitats Regulations, which transpose this requirement into UK law, would come into force in September 2006, but these have yet to be issued. Guidance on undertaking HRA as part of the plan-making process will be issued separately, but is still awaited.
- 5.4 The draft guidance emphasises that HRA and sustainability appraisal are two separate processes each with their own legal requirements. While HRA can be undertaken in conjunction with a sustainability appraisal - utilising common baseline information, for example – the outputs of both processes must be clearly distinguishable and must be reported on separately. As a result, the Council now proposes to report on the findings of the initial HRA screening exercise for the Core Strategy separately.

## **6 THE NEXT STEPS**

- 6.1 Stage B in the sustainability appraisal process involves assessing the various options put forward for the emerging Core Strategy against the local sustainability objectives set out in Appendix 3.
- 6.2 More specifically, the ODPM guidance indicates that Stage B should include:
  - Task B1: Testing the Core Strategy DPD objectives against the SA framework established at Stage A;
  - Task B2: Developing the Core Strategy DPD options;
  - Task B3: Predicting the effects of the Core Strategy DPD;
  - Task B4: Evaluating the effects of the Core Strategy DPD;
  - Task B5: Considering ways of mitigating adverse effects and maximising beneficial effects; and
  - Task B6: Proposing measures to monitor the significant effects of implementing the Core Strategy DPD.
- 6.3 The assessments required under these tasks will be undertaken on the basis of professional judgement and will be informed by evidence obtained from the baseline review and from the identification of sustainability issues and objectives.
- 6.4 Each reasonable plan option, including the 'do nothing' option or the 'business as usual' option will be subject to appraisal. The findings of the options appraisal will be documented in an Interim Sustainability Appraisal Report. This Interim Report will be made available for public consultation alongside the Issues and Options Report for the Core Strategy DPD.
- 6.5 The Council's Preferred Options will also need to be subject to sustainability appraisal, which will again be made available for public consultation. The findings from these appraisals will be documented in a final Sustainability Appraisal Report, which will be submitted to the Secretary of State for public examination alongside the Council's final Core Strategy Development Plan Document.

## **7 APPENDICES**

**Appendix 1 – Review of Policies , Plans and Programmes**

**Appendix 2 – Baseline Review**

**Appendix 3 – Sustainability Objectives, Decision Criteria and Indicators**

**Appendix 4 – Sustainability Objectives Compatibility Matrix**

**Appendix 5 – Report of Consultation (Stage A)**

**Appendix 6 – Report of the Sustainability Appraisal Panel (March 2007)**

**Appendix 7 – Glossary**

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**APPENDIX 1 - REVIEW OF POLICIES, PLANS AND PROGRAMMES**

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
<b>EUROPEAN AND INTERNATIONAL</b>		
Johannesburg Declaration on Sustainable Development (2002)	Actions include: - Reverse trend in loss of natural resources, efficient use of resources and reduction in consumer consumption, increase global uptake of renewable energy, increase business innovation in green technology, and reduce loss of biodiversity.	LDF and Core Strategy should include policies which balance environmental, social and economic considerations and promote sustainable development.
Kyoto Protocol	Key objective is to achieve a reduction in emissions of Carbon Dioxide and other Greenhouse Gases. UK agreement is to reduce emissions by 20% below 1990 levels by 2010	The LDF/Core Strategy should include policies which minimise increases in Carbon and other emissions
European Spatial Development Perspective	The three fundamental goals of European policy should be achieved equally in all parts of the EU: • Economic and social cohesion; • Conservation and management of natural resources and the cultural heritage; • More balanced competitiveness of the European territory. However, due to cultural variety, spatial development policies must not standardise local and regional identities in the EU, which help enrich the quality of life of its citizens.	LDF Core Strategy objectives should deal with the issues of economic and social cohesion within Wirral and within the North West region, conservation and management of natural resources and cultural heritage and competitiveness.

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
EU Habitats Directive	The Habitats Directive aims to protect Biodiversity through conservation of natural habitats and species of wildlife fauna and flora. It requires all Member States to protect certain species and habitat types. The Network of protected sites is known as Natura 2000.	An appropriate assessment may need to be carried out of the Core Strategy if there are likely to be significant effects on a European site.
EU Framework Directives on: air quality, water, nitrates, water quality, drinking water quality, , waste, landfill of waste, packaging, packaging waste,	Relevant objectives include: Improvement of ambient air quality, improving water quality, protection of water resources, protection of aquatic ecosystems, reducing water pollution caused by nitrates, reduction of waste and effective waste management.	Core Strategy to include plan objectives covering water and air quality, protection of water and land based ecosystems, reduction of waste and sustainable waste management.
European Sustainable Development Strategy	Strategy focuses on the need to: <ul style="list-style-type: none"> <li>▪ Limit climate change and increase use of clean energy;</li> <li>▪ Address threats to public health;</li> <li>▪ Combat poverty and social exclusion;</li> <li>▪ Deal with the economic and social implications of an ageing society;</li> <li>▪ Manage natural resources more responsibly (including biodiversity and waste generation);</li> <li>▪ Improve the transport system and waste management</li> </ul>	LDF and Core Strategy objectives to address issues highlighted with spatial implications especially climate change, management of natural resources, transport and waste management and ensure policies balance environmental, social and economic considerations.
EU Sixth Environmental Action Programme	The 6 <sup>th</sup> EAP proposes five priority avenues of strategic action to help achieve	Core Strategy objectives to address those issues highlighted with spatial implications

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>environmental objectives:</p> <ul style="list-style-type: none"> <li>▪ Improve the implementation of existing legislation</li> <li>▪ Integrating environmental concerns into other policies</li> <li>▪ Encouraging the market to work for the environment</li> <li>▪ Empowering citizens and changing behaviour</li> <li>▪ Greening land use planning and management decisions</li> </ul> <p>The 6<sup>th</sup> EAP focuses attention on four priority areas for action:</p> <ul style="list-style-type: none"> <li>▪ Tackling climate change</li> <li>▪ Nature and biodiversity – protecting a unique resource</li> <li>▪ Environment and health</li> <li>▪ Sustainable use of natural resources and management of wastes</li> </ul>	<p>especially climate change, management of natural resources, nature and biodiversity and ensure policies balance environmental, social and economic considerations.</p>
European Landscape Convention	<p>UK Government signed the convention in February 2006, and has been ratified by UK Parliament. It aims to encourage public authorities to adopt policies and measures for protecting, managing and planning landscapes throughout Europe. Landscape defined as “an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human</p>	<p>The definition of landscape and general objectives are reflected in the UK programme of historic landscape Characterisation. The LDF/Core Strategy should include policies to safeguard and enhance landscapes</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	factors” and applies to urban and rural areas.	
European Biodiversity Strategy	<p>The EBS states that the scale of human impact on biodiversity has accelerated dramatically in recent decades and that, in spite of efforts by the Community and Member States to address the problem of biodiversity reduction or loss, existing measures are insufficient to reverse present trends.</p> <p>The EBS is developed around four major themes:</p> <ul style="list-style-type: none"> <li>▪ Conservation and sustainable use of biological diversity</li> <li>▪ Sharing of benefits arising out of the utilisation of genetic resources</li> <li>▪ Research, identification, monitoring and exchange of information</li> <li>▪ Education, training and awareness</li> </ul>	Core Strategy objectives to address those issues highlighted with spatial implications.
European Directive on SEA	<p>Legislation from the European Commission regarding assessment of the Impacts on the environment of plans and programmes. Translated through planning guidance and national legislation (UK regulations on EIA and SEA)</p>	Sustainability appraisal to address requirements of SEA Directive/Regulations
<b>NATIONAL</b>		
Securing the Future – delivering UK Sustainable Development Strategy	Replaces the previous UK Strategy published in 1999. Contains the following guiding principles:	For a policy to be ‘sustainable’ it must respect all five of the principles set out on the left. The Core Strategy should include a

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<ul style="list-style-type: none"> <li>▪ Living within environmental limits</li> <li>▪ Ensuring a strong, healthy and just society</li> <li>▪ Achieving a sustainable economy</li> <li>▪ Promoting Good governance</li> <li>▪ Using Sound Science responsibly</li> </ul> <p>For the UK, priorities for the future are:</p> <ul style="list-style-type: none"> <li>▪ Sustainable Consumption and Production</li> <li>▪ Climate Change and Energy</li> <li>▪ Natural Resource Protection and Environmental enhancement</li> <li>▪ Sustainable Communities</li> </ul> <p>Full list of 68 indicators, including 20 UK framework indicators included</p>	<p>commitment to sustainable development and promote the five principles in policy making.</p>
<p>“Working with the grain of nature - A biodiversity strategy for England” (DEFRA, 2002)</p>	<p>The UK Biodiversity Action Plan –</p> <ul style="list-style-type: none"> <li>▪ Describes the UK’s biological resources;</li> <li>▪ Commits a detailed plan for the protection of these resources; and</li> <li>▪ Has 391 Species Action Plans, 45 Habitat Action Plans and 162 Local Biodiversity Action Plans with targeted actions.</li> </ul> <p><i>Working with the grain of nature: a biodiversity strategy for England</i>, was launched on 24 October 2002. The Strategy sets out a series of actions that will be taken by the Government and its partners to make biodiversity a fundamental consideration across all main sectors of public policy.</p>	<p>The Core Strategy should include policies to promote biodiversity conservation and enhancement in Wirral, particularly in relation to the built environment and urban green space.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
<p>UK Government 10 year Transport Plan (2000)</p>	<p>The ten-year plan sees the following as key:</p> <ul style="list-style-type: none"> <li>▪ Integrated transport: looking at transport as a whole, matching solutions to specific problems by assessing all the options;</li> <li>▪ Public and private partnership: government and the private sector working more closely together to boost investment;</li> <li>▪ New projects: modernising our transport network in ways that make it bigger, better, safer, cleaner and quicker.</li> </ul>	<p>The Core Strategy will need to reflect the objectives of the Transport Plan, particularly where reflected in regional and sub-regional transport strategies.</p>
<p>Sustainable Communities Plan</p>	<p>Relevant aims are:</p> <ul style="list-style-type: none"> <li>▪ To ensure that all tenants have a decent home by 2010.</li> <li>▪ To improve conditions for vulnerable people in private accommodation.</li> <li>▪ To ensure all tenants, social and private, get an excellent service from their landlord.</li> <li>▪ To ensure all communities have a clean, safe and attractive environment in which people can take pride.</li> <li>▪ Low demand and abandonment – bring back life to those cities where there is low demand for housing, and where homes have been abandoned.</li> </ul>	<p>Securing and encouraging the provision of a choice of good quality housing will be a key issue for the Core Strategy</p>

<b>Plan, Programme, Strategy or Initiative</b>	<b>Key Objectives relevant to the Core Strategy and Sustainability Appraisal</b>	<b>Implications for the Core Strategy DPD</b>
Government White Paper: <i>Towards an Urban Renaissance</i>	The key objective of this White Paper is to concentrate new development on brownfield land and increase the attractiveness of urban areas as places to live, work and visit.	The Core Strategy should ensure the provision of high quality residential, employment, shopping and leisure facilities in order to improve the quality of life. Priority should be given to development on brownfield land
Government White Paper: A <i>New Deal for Transport</i>	Sets out Current Government views and policy on transport. Emphasis on integration and accessibility.	The concept of integration within and between different types of transport and land use planning will need to be reflected in policies in the Core Strategy
Energy White Paper: Our Energy Future	The White Paper includes 4 goals: <ul style="list-style-type: none"> <li>• Reduction in CO2 emissions by 60% by 2050 with real progress by 2020;</li> <li>• Maintain reliability of energy supplies;</li> <li>• Promote competitive energy markets</li> <li>• Ensure every home is adequately and affordably heated</li> </ul>	LDF/Core Strategy policies should promote energy efficient development and the development and availability of renewable energy.
Aviation White Paper	Sets out a strategic framework for the development of airport capacity over the next 30 years. It supports the expansion of both Liverpool and Manchester Airports	The LDF/Core Strategy will need to consider any spatial planning impacts for the Borough arising from the possible future expansion of Liverpool Airport
The Air Quality Strategy for England, Scotland, Wales and Northern Ireland: Working together for Clean Air (DETR 2000) + addendum (2003)	The Strategy sets objectives for 9 air pollutants to protect public health and deadlines for achieving them	The LDF/Core Strategy policies should promote development which minimises impacts on air quality.
Choosing Health: making healthy choices easier White Paper	An action plan to tackle poor health and improve health of the population in England, especially those living in the most deprived areas.	The LDF/Core Strategy policies should aim to reduce health inequalities through sport/recreation, access, retail./town centre and other policies

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
DEFRA Soil Action Plan 2004-2006	Outlines a range of actions for the protection of soil – identifies national policy and SEA requirements	Both Sustainability Appraisal and LDF/Core Strategy will have consider issue of impact on soils.
Planning Tomorrows Countryside (Countryside Agency 2000)	<p>Provides advice to local authorities, the Government and Developers on how the planning system should operate – sets out six propositions:</p> <ul style="list-style-type: none"> <li>• Consider what development is needed to sustain the countryside, not just where it will go;</li> <li>• Integrate policies so that plans and the Development Plan process look for solutions which first bring social, economic and environmental benefits, and then for solutions where unavoidable adverse impacts are mitigated or compensated: there should always be a net gain and no significant losses from development</li> <li>• Use positive objectives as the basis of planning, not predict and provide</li> <li>• Encourage high quality applications and assess them on the basis of are they good enough to approve rather than are they bad enough to refuse</li> <li>• Give a positive role to communities and community planning</li> <li>• Respect the character of all landscapes and protect and enhance the best.</li> </ul>	Relevant recommendations for LDF policies should be taken on board where applicable to Wirral

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	A number of specific recommendations for LDF policies are included	
The Historic Environment: a Force for Our Future (DCMS 2001)	<p>The Strategy encourages</p> <ul style="list-style-type: none"> <li>• local authorities to adopt a positive approach to the management of the historic environment and the monitoring of its condition within their area. Champions for the historic environment should be appointed within management structures and Members given access to training on the historic environment</li> <li>• local policy making on the historic environment takes proper account of the value a community places on particular aspects of its immediate environment. Character assessment is commended as useful tool in this respect</li> <li>• Support is restated for the principles set out in PPG15 and PPG16</li> <li>• Community strategies to consider the role of the historic environment in promoting economic, employment and educational opportunities within the locality.</li> </ul>	The LDF/Core Strategy should adopt a positive approach to management of the historic environment and ensure that community engagement includes consideration of historic environment issues.
Environmental Quality in Spatial Planning (Countryside Agency/English Heritage/English Nature)	Encourages a move away from a 'topic-based' to an 'objectives-led' approach for plans and strategies. Promotes the environment and rural issues in a new and	The document includes a large number of recommended actions, and the LDF/Core Strategy will need to take these into account as appropriate. Aim should be to achieve

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>better integrated policy framework, addressing wider sustainability issues whilst meeting local needs within a national, regional and district wide context. Each section of the guidance, sets out <i>recommended actions</i> that planning authorities are encouraged to take on board.</p>	<p>development which is</p> <ul style="list-style-type: none"> <li>• more sustainable; both in built form and location;</li> <li>• respects the ability of the environment to accommodate change (including climate change);</li> <li>• avoids damage to and increases or enhances the environmental resource;</li> <li>• reduces risks to, and potentially arising from, the environment;</li> <li>• respects local distinctiveness and sense of place and is of high design quality, so that it is valued by communities; and</li> <li>• reflects local needs and provides local benefits.</li> </ul>
<p>Diversity and Equality in Planning – A good practice guide ODPM</p>	<p>The guide indicates that to engage effectively with diversity issues, all those delivering the planning service need to have an understanding of what diversity, inclusion and equality mean, and why they are important to planners. The Guide aims to identify key diversity issues and relate them to planning practice, with suggestions on how this may be done. Case studies demonstrate ways of addressing diversity issues as part of the spatial planning process.</p>	<p>The LDF/Core Strategy and accompanying sustainability appraisal processes should recognise that diversity and equality are central to sustainable communities, and adopt good practice recommendations from the guide.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
Disability Discrimination Act	Requires consideration of access for all in new developments and extensions and changes of use	Policies in the Core Strategy will need to reflect the importance of creating and enhancing an inclusive environment
Moving Forward: The Northern Way First Growth Strategy Report (2004)	<p>Prepared in response to invitation by Deputy Prime Minister to northern RDAs to unlock growth potential and address productivity gap. Identifies ten policy priorities:</p> <ul style="list-style-type: none"> <li>▪ Bring more people into work.</li> <li>▪ Strengthen the knowledge base to support innovation by every company.</li> <li>▪ Build a more entrepreneurial culture.</li> <li>▪ Capture a larger share of global trade.</li> <li>▪ Support the expansion of key clusters of companies across the North.</li> <li>▪ Invest significantly more in meeting the skills needs of our employers.</li> <li>▪ Improve surface access, especially by rail, to Manchester Airport along with preparing a Northern Airports Priorities Plan to identify how to secure the growth of all the North's airports.</li> <li>▪ Invest in improving access to the North's sea ports.</li> <li>▪ Invest in creating better integrated public transport services within and between our city regions</li> <li>▪ Creating truly sustainable communities.</li> <li>▪ Market the North to the world.</li> </ul>	Policies in the Core Strategy will need to reflect the priorities set out in the Northern Way Growth Strategy

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	Separate Action Plan for the Merseyside City Region also produced – see below	
PPS1 – Delivering Sustainable Development	<p>PPS1 sets out the overarching planning policies on the delivery of sustainable development through the planning system</p> <p>Key principles:</p> <ul style="list-style-type: none"> <li>▪ Development plans should ensure that sustainable development is pursued in an integrated manner;</li> <li>▪ LPAs should ensure that development plans address the causes and potential impacts of climate change.</li> <li>▪ A spatial planning approach should be at the heart of planning for sustainable development.</li> <li>▪ Planning policies should promote high quality inclusive design.</li> <li>▪ Development plans should contain clear, comprehensive and inclusive access policies.</li> </ul> <p>PPS1 outlines specific objectives in the context of Planning for Sustainable Development:</p> <ul style="list-style-type: none"> <li>• Development plans should promote development that creates socially cohesive communities including suitable mixes of housing, social cohesion and</li> </ul>	<p>The Core Strategy should include a commitment to sustainable development and incorporate policies to promote sustainability. In particular, the Core Strategy should include policies on climate change, good design and better access in addition to taking a generally more ‘spatial’ approach to planning.</p> <p>The LDF/Core Strategy should:</p> <ul style="list-style-type: none"> <li>• Recognise the needs and broader interests of the community as a whole.</li> <li>• Ensure that plans are drawn up over appropriate time scales, and do not focus on the short term or ignore longer term impacts</li> <li>• Not impose disproportionate costs, in terms of environmental and social impacts, or by unnecessarily constraining otherwise beneficial economic or social development.</li> <li>• Adopt a realistic approach to implementation having regard to costs and available resources</li> <li>• Take account through the SA process of the range of effects (both negative and positive) on the environment, as well as</li> </ul>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>inclusion;</p> <ul style="list-style-type: none"> <li>• Development Plan policies should take account of environmental issues such as climate change, protection of the built and natural environment:, taking account of hazards such as flooding, and planning for waste.</li> <li>• Development plan policies should seek to minimise the need to consume new resources over the lifetime of developments and should seek to promote and encourage, rather than restrict, the use of renewable resources</li> <li>• Recognise that economic development can have environmental and social benefits; ensure a range of sites are identified, provide for improved choice, productivity and competition, ensure that everyone has the opportunity of a decent home, in locations that reduce the need to travel; provide appropriate infrastructure, take account of regional strategies.</li> </ul>	<p>the positive effects of development in terms of economic benefits and social well being.</p> <ul style="list-style-type: none"> <li>• Ensure that plans and policies are properly based on a sound evidence base. Where there are uncertainties policy makers should exercise and demonstrate soundly based judgement, taking account of the other principles listed. Where justifiable on the basis of the evidence available, a precautionary approach to proposals for development may be necessary.</li> <li>• Take full account of the need for transparency, information and participation.</li> <li>• Recognise that the impact of proposed development may adversely affect people who do not benefit directly.</li> </ul>
PPG2 – Green Belts	<p>Aims to prevent urban sprawl by keeping land permanently open. Objectives are to:</p> <ul style="list-style-type: none"> <li>▪ Provide access to the open countryside for people living in urban areas</li> <li>▪ Provide opportunities for outdoor sport</li> </ul>	<p>Core Strategy key diagram will need to include the Green Belt designation within Wirral and include appropriate policy guidance.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>and recreation near urban areas</p> <ul style="list-style-type: none"> <li>▪ Retain attractive landscapes and enhance landscape close to where people live</li> <li>▪ Improve damaged and derelict land around towns contributing to urban regeneration</li> <li>▪ Protect and enhance nature conservation resources</li> <li>▪ Retain land in agriculture, and forestry uses</li> </ul>	
PPS3 - Housing	<p>Indicates that the specific outcomes that the planning system should deliver are:</p> <ul style="list-style-type: none"> <li>– High quality housing that is well-designed and built to a high standard.</li> <li>– A mix of housing, both market and affordable, particularly in terms of tenure and price, to support a wide variety of households in all areas, both urban and rural.</li> <li>– A sufficient quantity of housing taking into account need and demand and seeking to improve choice.</li> <li>– Housing developments in suitable locations, which offer a good range of community facilities and with good access to jobs, key services and infrastructure.</li> <li>– A flexible, responsive supply of land – managed in a way that makes efficient and effective use of land, including re-use of</li> </ul>	<p>The LDF/Core Strategy should indicate the proportion of households which require market or affordable housing, the profile of household types requiring market housing and the size and type of housing required</p> <p>The LDF/Core Strategy will need to identify specific sites and broad locations that will enable continuous delivery of housing for at least 15 years from the date of adoption, with sufficient specific deliverable sites to deliver housing in the first five years. The supply of land should be managed in a way which ensures a continuous five year supply of deliverable sites. A plan-wide target for the amount of affordable housing to be provided should be included. It should set out the criteria to be used for identifying broad locations and specific sites for new housing,</p>

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	previously-developed land, where appropriate.	include a local previously developed land target and trajectory and strategy for bringing PDL into housing use. Housing density policy should be included. A housing implementation strategy should also be included that describes the approach to managing the housing and PDL targets and trajectories
PPG4 – Industrial and Commercial Development and Small Firms	<p>Economic development should be promoted in a way that is compatible with environmental objectives. New development can be encouraged in locations that:</p> <ul style="list-style-type: none"> <li>▪ Minimise the length and number of trips by motor vehicle;</li> <li>▪ Can be served by energy efficient modes of transport;</li> <li>▪ Will not add unacceptably to congestion; and</li> <li>▪ Access appropriate roads so as not to add to congestion on roads designed for longer distance travel.</li> <li>▪ Preference for users that will benefit from increased rail freight in localities close to rail nodes.</li> <li>▪ Opportunity to locate business requiring lorry access away from residential areas.</li> </ul>	The Core Strategy must weigh the importance of industrial and commercial development with that of maintaining and improving environmental quality.
PPS6 – Planning for Town Centres	<p>key objectives are to</p> <ul style="list-style-type: none"> <li>▪ Promote vital and viable city, town and</li> </ul>	Core Strategy must develop a retail hierarchy based on the sequential approach which

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	<p>other centres;</p> <ul style="list-style-type: none"> <li>▪ Planning for the growth and enhancement of existing centres, by focusing development in such centres</li> <li>▪ Enhance consumer choice by making provision for a range of shopping, leisure and local services;</li> <li>▪ Support an efficient, competitive and innovative retail and leisure sector;</li> <li>▪ Ensuring that development is highly accessible, well served by a choice of means of transport;</li> <li>▪ Promote social inclusion;</li> <li>▪ Regenerate deprived areas;</li> <li>▪ Deliver more sustainable patterns of development; and</li> <li>▪ Promote good design.</li> </ul>	<p>supports existing centres and adopt a proactive plan-led approach to the provision of retail and other town centre uses. LDFs should in particular:</p> <ul style="list-style-type: none"> <li>• assess the need for new floorspace for retail, leisure and other main town centre uses, taking account of both quantitative and qualitative considerations;</li> <li>• identify deficiencies in provision, assess the capacity of existing centres to accommodate new development, including, where appropriate, the scope for extending the primary shopping area and/or town centre, and identify centres in decline where change needs to be managed;</li> <li>• identify the centres within their area where development will be focused, as well as the need for any new centres of local importance, and develop strategies for developing and strengthening centres within their area;</li> <li>• define the extent of the primary shopping area and the town centre, for the centres in their area on their Proposals Map</li> <li>• identify and allocate sites in accordance with the considerations set out in the guidance</li> <li>• review all existing allocations and</li> </ul>

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		<p>reallocate sites which do not comply with this policy statement;</p> <ul style="list-style-type: none"> <li>• develop spatial policies and proposals to promote and secure investment in deprived areas by strengthening and/or identifying opportunities for growth of existing centres,</li> <li>• and to seek to improve access to local facilities; and</li> <li>• set out criteria-based policies for assessing and locating new development proposals, including development on sites not allocated in development plan documents.</li> </ul>
<p>PPS7 – Sustainable Development in Rural Areas</p>	<p>The policies in PPS7 apply to rural areas, including country towns and villages and the wider, largely undeveloped countryside up to the fringes of larger urban areas. LPAs should:</p> <ul style="list-style-type: none"> <li>▪ Set out policies allowing some limited development in, or next to, rural settlements that are not designated as local service centres, in order to meet local business and community needs and to maintain the vitality of these communities.</li> <li>▪ Re-use of buildings is encouraged</li> </ul>	<p>The Core Strategy should include policies in response to PPS7 and, in particular, incorporate accessibility into all new developments; provide for local facilities; and favour the re-use of buildings and previously developed land. Need to carry out landscape character assessment as part of evidence base. Local landscape designations should only be maintained or, exceptionally, extended where it can be clearly shown that criteria-based planning policies cannot provide the necessary protection.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>especially for economic development purposes.</p> <ul style="list-style-type: none"> <li>▪ LPAs should be supportive of well-conceived farm diversification schemes for business purposes.</li> <li>▪ Support sustainable rural tourism.</li> <li>▪ Promotes the use of landscape character assessment to underpin criteria-based policies in local development documents</li> </ul>	
PPG8 - Telecommunications	Sets out policy guidance on telecommunications development, including radio masts and towers, antennas, radio equipment housing, public call boxes, cabinets, poles and overhead wires.	Core Strategy must respond by setting a broad framework for the development of telecommunications infrastructure and providing protection for sensitive areas.
PPS9 – Biodiversity and Geological Conservation	<p>PPS9 emphasises that the planning system has a significant part to play in meeting the Government’s international commitments and domestic policies for biodiversity.</p> <p>Key principles for LPAs include:</p> <ul style="list-style-type: none"> <li>▪ Policies and decisions based upon up-to-date environmental information</li> <li>▪ Policies and decisions should aim to maintain, and enhance, restore or add to conservation interests.</li> <li>▪ Policies should take a strategic approach to conservation, enhancement and restoration of biodiversity and geology</li> </ul>	<p>The LDF/Core Strategy should indicate the location of designated sites of importance for biodiversity and geo-diversity making clear distinctions between the hierarchy of international, national, regional and locally designated sites.</p> <p>The LDF should identify any areas or sites for the restoration or creation of new priority habitats which contribute to regional targets and support this restoration or creation through appropriate policies.</p>

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	<ul style="list-style-type: none"> <li>▪ Policies should promote the incorporation of beneficial biodiversity and geological features within the design of development.</li> <li>▪ Permit Development proposals where the principal objective is to conserve or enhance biodiversity and geological conservation interests.</li> <li>▪ Planning decisions should aim to prevent harm to biodiversity conservation interests.</li> </ul>	
<p>PPS10 – Planning for Sustainable Waste Management</p>	<p>Key issues include:</p> <ul style="list-style-type: none"> <li>▪ Driving waste management up the waste hierarchy, addressing waste as a resource and looking to disposal as the last option;</li> <li>▪ Enabling communities to take more responsibility for their own waste, and enable sufficient provision of waste management facilities to meet community needs;</li> <li>▪ Help implement the national waste strategy, - Help secure the recovery or disposal of waste while safeguarding human health and the environment, and enable waste disposal in the nearest appropriate installations;</li> <li>▪ Recognise the particular locational needs</li> </ul>	<p>The LDF/Core Strategy should set out policies and proposals for waste management in line with the RSS and ensure sufficient opportunities for the provision of waste management facilities in appropriate locations, including for waste disposal. It should both inform and be informed by any relevant Municipal Waste Management Strategy. It should look forward for a period of at least 10 years from the date of adoption and should aim to look ahead to any longer-term time horizon that is set out in RSS. A separate Merseyside-wide Development Plan Document for Waste is in production.</p>

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	<p>of some types of waste management facilities when defining detailed green belt boundaries.</p> <ul style="list-style-type: none"> <li>▪ In determining planning applications, recognise that locational needs, wider environmental and economic benefits, are significant material considerations.</li> <li>▪ Ensure the design and layout of new development supports sustainable waste management.</li> </ul>	
PPS11 – Regional Spatial Strategies	Sets out the process and guiding principles for producing Regional Spatial Strategies.	Core Strategy must be in broad conformity to RSS.
PPS12 – Local Development Frameworks	Sets out the process and guiding principles for producing Local Development Documents (which together will comprise the Local Development Frameworks).	Core Strategy must be produced in a way that meets the requirements of PPS12.
PPG13 – Transport	<p>Key objectives are:</p> <ul style="list-style-type: none"> <li>▪ Promote more sustainable transport choices for both people and moving freight;</li> <li>▪ Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling, and</li> <li>▪ Reduce the need to travel, especially by car</li> </ul>	Core Strategy should promote Integrated transport and aim to concentrate new development (particularly development that will generate a large amount of travel) in existing centres and areas of high public transport accessibility.

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	<p>LPA's should:-</p> <ul style="list-style-type: none"> <li>▪ Manage the pattern of urban growth to make fullest use of public transport</li> <li>▪ Direct development to urban centres which are more likely to offer access by a range of transport modes</li> <li>▪ Integrate Local Transport Plan and Land Use planning policies</li> <li>▪ Use parking policies to promote sustainable transport choices</li> <li>▪ Give priority to people over ease of traffic movement</li> </ul>	
PPG14 – Development on Unstable Land	<p>PPG14 advises that the role of the planning system is to:</p> <ul style="list-style-type: none"> <li>• Minimise the risk of land instability on property, infrastructure, and the public</li> <li>• Ensure development should not be placed in unstable locations without precautions;</li> <li>• Bring unstable land back into use;</li> <li>• Assist in safeguarding public and private investment by proper appreciation of site conditions and precautionary measures</li> </ul>	The LDF/Core Strategy will need to take into account the possibility of land instability and where appropriate set out policies for the reclamation and use of land.
PPG15 – Planning & the Historic Environment	PPG15 enables the protection of the historic Environment, whether individual listed buildings, conservation areas, parks and	Core Strategy should safeguard and enhance the Historic environment through protecting listed buildings, Conservation Areas and

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	<p>gardens, battlefields to be taken fully into account both in the formulation of authorities planning policies and in development control.</p> <p>Key objectives:</p> <ul style="list-style-type: none"> <li>▪ Ensuring effective protection of all aspects of the historic environment.</li> <li>▪ Planning should balance need for economic growth with the need to protect the natural and historic environment.</li> <li>▪ LPA's need to identify what is special, define capacity for change and assess impact of new proposals on historic environment.</li> </ul>	<p>other areas of historic value and their settings. The LDF/Core Strategy should set out all conservation policies relevant to the authority's development control functions.</p>
<p>PPG16 – Planning &amp; Archaeology</p>	<p>Archaeological remains should be seen as a finite and non-renewable resource, in many cases highly fragile and vulnerable to damage and destruction. Appropriate management is therefore essential. Planning authorities will need to weigh the relative importance of archaeology against other factors including the need for the proposed development, for remains not of national importance.</p>	<p>The Core Strategy should reconcile the need for development with the interests of conservation including archaeology and should include policies for the protection, enhancement and preservation of sites of archaeological interest and of their settings.</p>
<p>PPG17 – Planning for Open Space, Sport and Recreation</p>	<p>Objectives of PPG17 emphasise the contribution of open space to people's quality of life, and the role it plays in supporting</p>	<p>Robust assessments of the existing and future needs of the community for open space, sports and recreational facilities will</p>

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	<p>broader objectives such as urban renaissance, social inclusion &amp; community cohesion, health &amp; wellbeing, and sustainable Development. LPAs should:</p> <ul style="list-style-type: none"> <li>▪ Assess needs for open space, sports and recreational facilities</li> <li>▪ Carry out audits of existing provision to identify specific needs or surpluses/deficiencies in public open space, sports or recreational facilities.</li> <li>▪ Set locally derived standards for open space, sport and recreational facilities.</li> <li>▪ Existing facilities should be safeguarded unless shown to be surplus.</li> </ul>	<p>be an important element of the Core Strategy evidence base. The Core Strategy should recognise the varied roles of open space, and its contribution to urban renaissance.</p>
<p>PPG20 – Coastal Planning</p>	<p>The key policy issues for coastal planning are:</p> <ul style="list-style-type: none"> <li>▪ Conservation of the natural environment;</li> <li>▪ Development, particularly that which requires a coastal location;</li> <li>▪ Risks, including flooding, erosion and land instability; and</li> <li>▪ Improving the environment, particularly of urbanised or despoiled coastlines.</li> </ul> <p>Development Plans should define a coastal zone and include policies on protected coasts, recreation, tourism, coastal development and coastal defences.</p>	<p>The Core Strategy should set out the principles for defining the coastal zone and afford protection to undeveloped stretches of coastline, promote public accessibility and permit only appropriate development within the developed coastal zone.</p>

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<p>Good Practice Guide on Planning for Tourism (replaces PPG21) (2006)</p>	<p>This document is designed to:</p> <ul style="list-style-type: none"> <li>• Ensure that planners understand the importance of tourism and take this fully into account when preparing development plans and taking planning decisions;</li> <li>• Ensure that those involved in the tourism industry understand the principles of national planning policy as they apply to tourism and how these can be applied when preparing individual planning applications;</li> <li>• Ensure that planners and the tourism industry work together effectively to facilitate, promote and deliver new tourism developments in a sustainable way.</li> </ul>	<p>In order to keep policies to a manageable number, authorities should aim to support the policies affecting tourism in the core strategy in the following ways:</p> <ul style="list-style-type: none"> <li>• Putting detail on matters such as mitigating the effects of development (e.g. by landscaping) into supplementary planning documents;</li> <li>• Putting good practice messages in other documents or in supporting text; and</li> <li>• Not repeating national or regional policies in LDFs, although LDFs should indicate how the objectives and any targets for tourism contribute to those set out in the RSS.</li> </ul> <p>Where specific tourism policies are included in a plan, they should aim to:</p> <ul style="list-style-type: none"> <li>• Maximise the benefits of tourism, in particular ensuring that the development is able to reach its potential to contribute to tourism in the area and for local communities to enjoy those benefits;</li> <li>• identify optimal locations, for example to maximise synergies with other tourist attractions and to promote opportunities for access by public transport;</li> </ul>

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		<ul style="list-style-type: none"> <li>• integrate development with its surroundings both in terms of design and layout and in the way that the service or facility is able to function; and</li> <li>• avoid adverse impacts, for example by disturbance to activities on adjacent land.</li> </ul>
PPS22 – Renewable energy	<p>Policies in PPS22 cover most technologies but not energy from mass incineration of domestic waste, nor combined heat and power. Key principles:</p> <ul style="list-style-type: none"> <li>▪ Planning policies should not rule out or place constraints on the development of all, or specific types of, renewable energy technologies.</li> <li>▪ Benefit of small-scale projects to meeting energy needs is recognised</li> <li>▪ Local planning authorities may include policies requiring a percentage of the energy to be used in new developments to come from on-site renewable energy developments, but only where this would be viable and does not place an undue burden on developers.</li> <li>▪ Local planning authorities and developers should consider the opportunity for incorporating renewable energy projects in all new developments.</li> </ul>	<p>Core Strategy should recognise the importance of increasing the proportion of energy which comes from renewable sources. Policies should include broad locations which may have potential for renewable energy as well as criteria-based policies which promote the use of renewable energy in developments of all scales and types. In particular, opportunities to require a percentage of the energy to be used in new developments to come from on-site renewable energy developments should be exploited.</p>

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<p>PPS23 – Planning and Pollution Control</p>	<p>Key principles in PPS23:</p> <ul style="list-style-type: none"> <li>▪ Any considerations of the quality of land, air or water and potential impacts which may arise from any land use are material considerations.</li> <li>▪ Planning should focus on the acceptability of the development, rather than control of processes or emissions themselves.</li> <li>▪ The precautionary principle should be used when there is good reason/scientific uncertainty of the risks to human, animal or plant health.</li> <li>▪ Development Plans should include strategic land use policies on the location of potentially polluting developments and on the location of sensitive development in proximity to existing sources of pollution.</li> <li>▪ Policies to reduce impacts should also be included.</li> </ul>	<p>The Core Strategy should include policies in response to the advice in PPS23. Particular focus in Wirral on the location of potentially polluting developments and on the location of sensitive development in proximity to existing sources of pollution. Policies and proposals should deal with the potential for contamination and the remediation of land so that it is suitable for the proposed development/use</p>
<p>PPG24 – Planning and Noise</p>	<p>Key Principles in PPG24</p> <ul style="list-style-type: none"> <li>▪ Outlines the considerations to be taken into account in determining planning applications both for noise sensitive developments and for those activities which will generate noise;</li> <li>▪ Introduces the concept of noise exposure</li> </ul>	<p>The Core Strategy/other DPDs should recognise the potential impacts of particular types of development on existing communities/sensitive environmental receptors such as wildlife. It should allow for developments that are potentially noise generating to be constructed, as long as they</p>

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	<p>categories for residential development, encourages their use and recommends appropriate levels for exposure to different sources of noise;</p> <ul style="list-style-type: none"> <li>▪ Advises on the use of conditions to minimise the impact of noise.</li> </ul>	<p>are in appropriate areas to limit impacts on sensitive receptors and designated landscapes.</p>
<p>PPG25 – Development and flood risk</p>	<p>Key Principles in PPG25:</p> <ul style="list-style-type: none"> <li>▪ Explains how flood risk should be considered at all stages of the planning and development process in order to reduce future damage to property and loss of life.</li> <li>▪ Advises that Local planning authorities should consider the information available on the nature of flood risk and its potential consequences and accord it appropriate weight in the preparation of development plans.</li> <li>▪ LPAs should apply the sequential approach to their plan-making functions</li> <li>▪ LPAs should adopt a risk-based approach to proposals for development in or affecting flood-risk areas.</li> </ul>	<p>Core Strategy should set out the strategic approach to flood risk and the control of surface-water drainage. This includes identifying those areas at risk of flooding and requirements and restrictions regarding the type and form of development that will be acceptable in flood risk areas.</p>
<p>PPS 25 – Development and Flood Risk</p>	<p>Local planning authorities (LPAs) should prepare and Implement planning strategies that help to deliver sustainable development by:</p>	<p>A Strategic Flood Risk Assessment will have to be prepared as part of the evidence base for the Core Strategy. Subsequent policies will have to guide development to locations</p>

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	<ul style="list-style-type: none"> <li>• Identifying land at risk and the degree of risk of flooding from river, sea and other sources in their areas;</li> <li>• Preparing Strategic Flood Risk Assessments (SFRAs) as appropriate, either as part of the Sustainability Appraisal of their plans or as a freestanding assessment that contributes to that Appraisal;</li> <li>• Framing policies for the location of development which avoid flood risk to people and property where possible and manage any residual risk, taking account of the impacts of climate change;</li> <li>• Only permitting development in areas of flood risk where there are no reasonably available sites in areas of lower flood risk and benefits of the development outweigh the risks from flooding</li> <li>• Safeguarding land from development that is required for current and future flood management eg conveyance and storage of flood water and flood defences</li> <li>• Reducing flood risk to and from new development through location, layout and design, incorporating sustainable drainage systems (SUDS);</li> <li>• Using opportunities offered by new development to reduce the causes and</li> </ul>	<p>which avoid flood risk to people and property, adopting the sequential approach.</p>

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	<p>impacts of flooding; e.g. surface water management plans; making the most of green infrastructure for flood storage, conveyance and SUDS; re-creating functional flood plain and setting back defences</p> <ul style="list-style-type: none"> <li>• Working effectively with the Environment Agency other operating authorities and other stakeholders to ensure that best use is made of their expertise and information so that decisions on planning applications can be delivered expeditiously; and</li> <li>• Ensuring spatial planning supports flood risk management and emergency planning.</li> </ul>	
Government best practice guidelines	Includes: planning for sustainable development, climate change, By design – Urban design in the planning system, towards better practice.	The Core Strategy should adopt good practice advice where appropriate to Wirral.

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<p>A space for Nature (English Nature)</p>	<p>Sets out standards for accessible urban greenspace:</p> <p>These standards recommend that people living in towns and cities should have:</p> <ul style="list-style-type: none"> <li>• an accessible natural greenspace less than 300 metres (5 minutes walk) from home;</li> <li>• statutory Local Nature Reserves at a minimum level of one hectare per thousand population;</li> <li>• at least one accessible 20 hectare site within two kilometres of home; one accessible 100 hectare site within five kilometres of home; and one accessible 500 hectare site within ten kilometres of home.</li> </ul> <p>In some areas this will be hard to achieve in the short-term, but it should be a long-term aim.</p>	

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<b>REGIONAL LEVEL</b>		
<p>Regional Planning Guidance / Regional Spatial Strategy (March 2003). submitted and examined – proposed changes awaited.</p>	<p>. The overriding aim of RSS for the North West is to promote sustainable patterns of spatial development and physical change. The Region’s economic social and environmental interests must be advanced together and support each other.</p> <p>The 7 key objectives are:</p> <ul style="list-style-type: none"> <li>▪ To achieve greater economic competitiveness and growth, with associated social progress;</li> <li>▪ To secure an urban renaissance in the cities and towns of the North West;</li> <li>▪ To ensure the sensitive and integrated development and management of the coastal zone, and secure the revival of coastal resort towns;</li> <li>▪ To sustain and revive the Region’s rural communities and the rural economy;</li> <li>▪ To ensure active management of the Region’s environmental and cultural assets;</li> <li>▪ To secure a better image for the Region and high environmental and design quality ; and</li> <li>▪ To create an accessible Region, with an efficient and fully integrated transport system</li> </ul>	<p>Both the LDF and Core Strategy must be in broad conformity with RSS. The Core Strategy’s strategic objectives will have to take into account the relevant regional objectives, related to:</p> <ul style="list-style-type: none"> <li>▪ Competitiveness</li> <li>▪ Urban renaissance and regeneration</li> <li>▪ Protection and sensitive management of coastal zone and environmental/cultural assets</li> <li>▪ Promoting the image of the Borough and raising design quality</li> <li>▪ Providing travel choice and ensuring new developments are accessible to all</li> </ul> <p>[Annual Monitoring Report will need to integrate required indicators to measure effectiveness of RSS].</p>

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	<p>Spatial Development framework sets out guideline for the distribution of development and resources to achieve urban renaissance – focuses on the North West Metropolitan Area, maximise use of existing buildings and brownfield land, urban regeneration and maintenance of green belts.</p> <p>Partial review recommended introduction of a new Core Policy relating to climate change</p>	
<p>The North West Plan: Draft RSS for the North West – submitted and examined – Proposed changes awaited</p>	<p>The draft RSS identifies a number of objectives to be achieved by 2021:</p> <ul style="list-style-type: none"> <li>• Improved sustainable economic growth, closing the gap with parts of the country that have the highest economic performance;</li> <li>• A more competitive, productive and inclusive regional economy, with more people in employment that uses and develops their knowledge and skills;</li> <li>• The development of urban, rural and coastal communities as safe, sustainable, attractive and distinctive places to work and visit</li> <li>• The reduction of economic, environmental, educational, health and other social inequalities between north west communities;</li> </ul>	<p>Both the LDF and Core Strategy must be in broad conformity to RSS, once adopted. The LDF/Core Strategy will need to reflect in particular the objectives set out in draft DP1</p> <ul style="list-style-type: none"> <li>• Make more sustainable, transparent decisions</li> <li>• Make better use of land, buildings and infrastructure</li> <li>• Ensure quality in development</li> <li>• Tackle climate change</li> </ul>

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	<ul style="list-style-type: none"> <li>• The protection and enhancement of the region’s built and natural environmental assets, its coastal areas and unique culture and heritage;</li> <li>• The active management and prudent use of our natural and man-made resources, with fewer emissions of key greenhouse gases and the most efficient use of infrastructure; and</li> <li>• The introduction of a safe, reliable and effective integrated transport network that supports opportunities for sustainable growth and provides better links with jobs and services.</li> </ul> <p>Additional policies and priorities are identified for the Regional Transport Strategy</p>	
<p>“Action for Sustainability” Regional Sustainable Development Framework for the North West (2000)/Integrated Appraisal Toolkit</p>	<p>Identifies ten regional priorities and long term goals:</p> <ul style="list-style-type: none"> <li>▪ Sustainable transport and access, reducing the need to travel and allowing access for all to places, goods and services;</li> <li>▪ Sustainable production and consumption, ensuring energy and resources are used both efficiently and effectively by all;</li> <li>▪ Social equity, that respects, welcomes and celebrates diversity and allows all communities and generations a</li> </ul>	<p>The priorities in AFS with spatial planning implications will need to be reflected in the Core Strategy. Regard has been had to the Sustainability toolkit in drawing up the Sustainability Appraisal Framework</p>

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	<p>representative voice;</p> <ul style="list-style-type: none"> <li>▪ Biodiversity and landscapes that are valued in themselves and for their contribution to the region's economy and quality of life;</li> <li>▪ Active citizenship that empowers people and enables them to contribute to issues that affect the wider community;</li> <li>▪ A culture of Lifelong Learning that allows people to fulfil their duties and potential in a global society by acquiring new skills, knowledge and understanding;</li> <li>▪ Cultural distinctiveness, nurturing and celebrating diversity to create a vibrant and positive image.</li> <li>▪ An active approach to reducing our contribution to climate change whilst preparing for potential impacts.</li> <li>▪ Healthy communities where people enjoy life, work and leisure and take care of themselves and others.</li> <li>▪ Enterprise and innovation, harnessing the region's educational and scientific resources and the creative and entrepreneurial skills of its people to achieve sustainable solutions.</li> </ul>	
Streets for All North West – a regional English Heritage Guide to the management	The document provides guidance on the way in which streets and public open spaces are	

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of streets and public open spaces	managed. It aims to improve the appearance of public spaces by showing how practical solutions to common highway problems can be achieved.	
North West Best Practice Design Guide (NWRA May,2006)	Highlights design considerations such as biodiversity, security, energy efficiency and so on, illustrated by case study examples from North West England. Ten guiding principles are identified, related to the management of individual proposals:	Ensure the LDF/Core Strategy adopts best practice in terms of design policies
North West Sustainable Energy Strategy (NWRA)	<p>Key objectives:</p> <ul style="list-style-type: none"> <li>• Improving energy efficiency and eliminating energy wastage in all areas of activity across the region.</li> <li>• Accelerating the transition to sustainable forms of energy and achieving regional renewable energy deployment targets.</li> <li>• Setting the region on a course to reduce greenhouse gas emissions by at least 60% by 2050.</li> <li>• Eliminating fuel poverty by ensuring that all householders have access to affordable warmth and decent housing.</li> <li>• Contributing to the region's economy by harnessing business innovation and employment opportunities arising from sustainable energy practices.</li> </ul>	The LDF/Core Strategy should actively facilitate reductions in energy requirements and improvements in efficiency by incorporating robust provisions relating to design, layout, location and use of materials and natural resources in new buildings and refurbishment schemes. Effective provision for sustainable travel and access via public transport, walking and cycling should also be made.

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<ul style="list-style-type: none"> <li>• Communicating views, experiences and examples from the region to improve national and international policy frameworks</li> </ul>	
<p>Regional Economic Strategy (NWDA, 2006).</p>	<p>The RES sets out a vision of a dynamic, sustainable international economy which competes on the basis of knowledge, advanced technology and an excellent quality of life for all, where:-</p> <ul style="list-style-type: none"> <li>▪ Productivity and Enterprise levels are high, in a low carbon economy, driven by innovation, leadership excellence and high skills.</li> <li>▪ Manchester and Liverpool are vibrant European Cities and, with Preston, are key drivers of city-regional growth.</li> <li>▪ Growth opportunities around Crewe, Chester, Warrington, Lancaster and Carlisle are fully Developed.</li> <li>▪ Key Growth Assets are fully utilised (Priority Sectors, the Higher Education and Science Base, Ports/Airports, Strategic Regional Sites, the Natural Environment especially The Lake District, and the Rural Economy).</li> <li>▪ The economies of East Lancashire, Blackpool, Barrow and West Cumbria are regenerated.</li> </ul>	<p>The Core Strategy will have regard to the vision and objective of the regional economic strategy which have spatial planning implications, in particular ensuring that there is an appropriate provision of employment/housing land and utilities infrastructure which recognises the importance of economic growth for sustainable development</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<ul style="list-style-type: none"> <li>▪ Employment rates are high and concentrations of low employment are eliminated.</li> </ul> <p>Three major drivers are identified for achieving the vision:</p> <ul style="list-style-type: none"> <li>▪ Improve productivity and grow the market</li> <li>▪ Grow the size and capability of the workforce</li> <li>▪ Creating and maintaining the conditions for sustainable growth and private sector investment</li> </ul> <p>The RES goes on to identify a series of actions through which the vision will be achieved, a number of which are relevant to Wirral including 73 (Grow the Port of Liverpool) 80 (Deliver the Strategic Regional sites including 12 Quays and the International Business Park and 116 (Create and manage Mersey Waterfront Regional Park)</p>	
<p>Regional Housing Strategy (Produced by the Regional Housing Board, 2003)</p>	<p>The key objectives of the strategy are:</p> <ul style="list-style-type: none"> <li>▪ Matching the supply of housing with the changing patterns of demand and aspiration;</li> <li>▪ Eliminating obsolescence, unfitness and disrepair;</li> <li>▪ Reverse the trend of depopulation of urban areas by imaginative regeneration of existing built-up areas with appropriate development of brownfield land and by</li> </ul>	<p>The Core Strategy should interpret the key objectives of the Regional Housing Strategy in relation to Wirral and ensure broad conformity with the strategy. In particular, it should include complementary planning policies which recognise the inter-relationship between the neighbourhoods experiencing low demand and those with potential to grow. High quality urban design of places as well as buildings plays a key role in regeneration</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>minimising greenfield development;</p> <ul style="list-style-type: none"> <li>▪ Engaging people in the development and management of their own communities and promoting social inclusion;</li> <li>▪ Meeting the continuing need for affordable housing;</li> <li>▪ Meeting the specific housing needs of vulnerable and disadvantaged groups and individuals;</li> <li>▪ Meet the housing needs and aspirations of ethnic minority communities across the region.</li> </ul>	
<p>Regional Transport Strategy (to be integrated into RSS)</p>	<p>Regional framework for transport related policies. Currently being under review alongside other RSS policies.</p> <p>Key Objectives are:</p> <ul style="list-style-type: none"> <li>▪ Improving trans - European route networks (TENs)</li> <li>▪ Promoting multi-modal solutions to transport problems and providing good quality transport interchanges</li> <li>▪ Creating a pleasant, safe environment, in particular through providing attractive gateways and transport corridors</li> <li>▪ Promoting the use of new technology to improve the existing transport infrastructure</li> <li>▪ Providing high quality public transport and</li> </ul>	<p>The Core Strategy should set a spatial framework for new development that conforms to the broad objectives of the RTS.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	encouraging more walking and cycling	
Regional Waste Strategy (September 2004)	<p>Key Objectives are:</p> <ul style="list-style-type: none"> <li>▪ Reducing waste produced in the region;</li> <li>▪ Maximising the reuse of waste products;</li> <li>▪ Recycling and composting waste;</li> <li>▪ Recovering value (in the form of energy) from waste that is not recycled;</li> <li>▪ Maintaining sufficient landfill capacity for the disposal of final residues following treatment and recovery</li> </ul>	Need to ensure approach to waste in Core Strategy is consistent with any emerging Waste LDD (A Joint Waste Local Development Document for Merseyside in development is being prepared).
The Strategy for Tourism in England's Northwest 2003-2008 (NWDA)	<p>Sets out a framework for the development of the tourism industry. Five objectives;</p> <ul style="list-style-type: none"> <li>▪ Enhancing the region's communication with consumers;</li> <li>▪ Improving the tourism product that brings people to England's Northwest;</li> <li>▪ Improving tourism infrastructure;</li> <li>▪ Boosting the performance of tourism businesses</li> <li>▪ Maximising the potential of the people who work in the sector.</li> </ul> <p>Other relevant documents include:</p> <ul style="list-style-type: none"> <li>▪ A New vision for NW Coastal Resorts</li> </ul>	The Core Strategy should reflect the objectives of the Strategy with spatial planning implications, particularly in relation to boosting tourism infrastructure
Regional Cultural Strategy	<p>Key objectives are:</p> <ul style="list-style-type: none"> <li>▪ Advocacy - making the case for the role of culture and creativity within all aspects</li> </ul>	The Core Strategy should reflect the aims of this strategy with spatial planning implications particularly in relation to cultural and civic

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	<p>of regional policy;</p> <ul style="list-style-type: none"> <li>▪ Image – make culture central to the region’s self-image and the external marketing of the region as a place to live, learn, work, visit and do business with;</li> <li>▪ Cultural Economy - develop a sustainable, innovative cultural and creative economy;</li> <li>▪ Social Economy - develop the role of culture in sustainable, healthy communities that work, in education and in employment;</li> <li>▪ Environment – promote heritage and landscape as central to the culture of the region, and its role in developing excellent design</li> </ul>	<p>facilities, environmental policy and general awareness of potential cultural implications in formulating policy.</p>
<p>Investment for health: A Plan for the North West of England</p>	<p>Objective is “to achieve significant reductions in health inequalities between groups and areas in the North West, within a framework of sustainable development which supports economic, social, and environmental regeneration”.</p>	<p>Health and health inequality is a key issue to be covered by the Core Strategy.</p>

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North West Plan for Sport and Physical Activity	<p>The plan has two main aims:</p> <ul style="list-style-type: none"> <li>• To increase participation in sport and physical activity</li> <li>• To widen access and reduce inequality in participation amongst priority groups.</li> </ul> <p>The plan will deliver across five themes:</p> <ul style="list-style-type: none"> <li>• Enhancing the sporting infrastructure</li> <li>• Improving health and well being</li> <li>• Developing education and skills</li> <li>• Benefiting the economy</li> <li>• Creating stronger and safer communities</li> </ul>	<p>A number of indicators are identified for measuring delivery: including Increasing participation and widening access, Provision of leisure facilities, plus a range of other socio-economic indicators which cover a number of Core Strategy/Sustainability themes.</p>
NW Climate Change Action Plan (NWDA)	<p>Sets out a vision of a low carbon and well adapted North West by 2020. Sets out 27 actions under the headings of: Enable, Encourage, Engage, Exemplify, Catalyse. Relevant actions include:</p> <p>15. Increase good practice in public engagement to facilitate the development</p>	<p>The LDF/Core Strategy will need to reflect the relevant actions, including the advice relating to the location of new development, support for low-carbon energy generation schemes and sustainable building design.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>of low carbon energy generation schemes and support Local Authority planning decisions.</p> <p>21. Ensure that all regional strategies prioritise an increase in energy efficiency and reduced demand, climate change adaptation, low carbon transport and energy generation using Supplementary Planning Documents where appropriate.</p> <p>23. Ensure a positive policy and streamlined planning framework to:</p> <ul style="list-style-type: none"> <li>• Position new developments on current and planned public transport corridors</li> <li>• Support the development of new low-carbon energy generation schemes prioritised through the work on Action 4</li> <li>• Support sustainable building design and construction</li> </ul>	

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NW Green Infrastructure Guide (draft)	<p>Identifies Green infrastructure as the region's life support system – the network of natural environmental components and green spaces that lies within and between the North West's cities, towns and villages and provides multiple social, economic and environmental benefits. Identifies a 4 stage planning approach:</p> <ol style="list-style-type: none"> <li>1. Data audit</li> <li>2. Current resource mapping and functionality assessment</li> <li>3. Needs assessment</li> <li>4. Intervention plan</li> </ol>	<p>Strategically significant potential routes and sites for green infrastructure should be safeguarded where appropriate within Local Development Frameworks and Supplementary Planning Documents. There should be a co-ordinated approach in relation to natural assets across the local authority area to ensure green assets are viewed as interlinked. A possible model Local Development Framework policy is suggested for inclusion in the Core Strategy. Alternative, approach suggested is to embed green infrastructure principles into policies on other issues.</p>
<b>SUB-REGIONAL</b>		
Mersey Regional Waterfront Park Action Plan	<p>Promotes the sub-region's economy and image using the unique selling point of the Mersey Waterfront. The priorities are:</p> <ul style="list-style-type: none"> <li>▪ Mersey Maritime,</li> <li>▪ Estuary Development and Management</li> <li>▪ Tourism, sport and leisure, and</li> <li>▪ Flagship infrastructure and development.</li> </ul>	<p>The Core Strategy's approach to protecting and enhancing the coastline must support and be compatible with the Action Plan.</p>
The Liverpool City Region –Transforming Our Economy. The Strategic Proposals May 2005	<p>Vision is to regain Merseyside's status as a premier European city region by 2025. Aim is to secure an internationally competitive economy and cultural offer and outstanding quality of life; and vibrant communities</p>	<p>The Core Strategy must reflect the vision and priorities of the Action Plan.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>contributing to and sharing in sustainable wealth creation. Five strategic priorities identified:</p> <ul style="list-style-type: none"> <li>▪ The Premier destination centre</li> <li>▪ The well connected city region</li> <li>▪ The creative and competitive City Region</li> <li>▪ The talented and able City Region</li> <li>▪ The City Region of Sustainable Neighbourhoods and Communities</li> </ul> <p>Other supporting relevant documents include:</p> <ul style="list-style-type: none"> <li>▪ Merseyside's changing Economy – an examination of growth (May 2005)</li> <li>▪ West Cheshire/North East Wales sub-regional study 2004</li> <li>▪ Merseyside Employment Land Study 2004</li> </ul>	
<p>Merseyside Local Transport Plan 2006-2011</p>	<p>15 year strategy and 5 year programme of investment. Land use implications to be reflected in development plans within the sub-region. Priorities are to</p> <ul style="list-style-type: none"> <li>▪ Provide appropriate infrastructure to improve the capacity and efficiency of the transport network and support areas where the economy is growing.</li> <li>▪ Provide access for all to provide better links to employment, education and health.</li> <li>▪ Manage demand for travel to ensure that our roads do not become congested and</li> </ul>	<p>The Core Strategy should ensure that policies generally are consistent with and deliver the objectives of the Local Transport Plan, in particular, promoting developments in locations which are accessible, or close to public transport, walking and cycling links and by encouraging the development of sustainable transport networks. Merseyside-wide supplementary planning document on transport under preparation – Wirral to prepare SPD on Car Parking as first stage</p>

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	<p>affect the efficient movement of public transport and freight.</p> <ul style="list-style-type: none"> <li>▪ Protect/enhance the environment by taking positive measures to reduce the impacts of travel demand.</li> <li>▪ Support a healthier community by addressing air and noise problems caused by traffic and promote cycling and walking.</li> <li>▪ Make best use of our existing resources by ensuring an efficient maintenance regime.</li> </ul>	
Merseyside Accessibility Strategy	<p>Is a (statutory) daughter document to the LTP It sets out an assessment of accessibility problems across Merseyside and proposals for improving access to key opportunities and services over the next five years within the context of the longer-term strategy of the LTP.</p> <p>The Merseyside Accessibility Strategy sets out:</p> <ul style="list-style-type: none"> <li>• What the accessibility issues for Merseyside are.</li> <li>• Where barriers to accessing services exist.</li> <li>• How the Accessibility Strategy fits with key stakeholders respective agendas.</li> <li>• The approach to be adopted to deal with</li> </ul>	<p>Well integrated land use and transport provision can assist in the commitment to equality of travel opportunity across many priority areas, make it easier for people to access opportunities and can reduce the need to travel.</p> <p>Accessibility to basic services from new housing development is one of the key indicators that has to be measured in Annual Monitoring Reports. Building accessibility into LDFs will include data collection, local partnerships and use of accessibility mapping using Accession in analysing suitability of sites for allocation. The development of the Merseyside SPD on transport and access is</p>

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	<p>specific accessibility problems.</p> <ul style="list-style-type: none"> <li>• Potential funding streams.</li> <li>• Priorities and suggestions for joint working with key stakeholders to overcome accessibility problems. The Accessibility Strategy also contains a detailed Action Plan for overcoming accessibility barriers in the initial stages of the strategy. The strategy also sets out the key role of travel planning through the Merseyside TravelWise campaign, links with the revised Merseyside Bus Strategy and links with the TravelSafe initiative.</li> </ul>	<p>highlighted as a critical element of this and aims to set out a clear and consistent standard for LPAs and developers to ensure that a system to improve the integration of transport and land use planning is in place.</p>
<p>Joint Municipal Waste Strategy for Merseyside 2005 (JMWMS)</p>	<p>Key elements of the JMWMS are as follows:</p> <ul style="list-style-type: none"> <li>▪ To reduce the amount of waste going to landfill and to deliver the overarching targets.</li> <li>▪ To develop optimal solutions that are environmentally and socially sustainable.</li> <li>▪ To inform and to educate the people of Merseyside about waste management.</li> <li>▪ For MWDA and its partner District Councils to work together to realise the benefits of economies of scale and to share the risks of implementing the JMWMS.</li> <li>▪ To encourage and to provide opportunity for community involvement in the</li> </ul>	<p>Need to ensure approach to waste in the LDF /Core Strategy is consistent with the waste strategy. A Joint Waste Local Development Document for Merseyside is in development.</p>

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	<p>JMWMS through support of the Merseyside Community Recycling Forum.</p> <ul style="list-style-type: none"> <li>▪ To promote effective joint decision making mechanisms between MWDA and the partner District Councils.</li> </ul> <p>Key improvements are proposed under three main headings:</p> <ul style="list-style-type: none"> <li>▪ Waste Minimisation and Re-Use</li> <li>▪ Recycling and Composting</li> <li>▪ Recovery and Residual Waste Management</li> </ul>	
<p>NewHeartlands Strategic Integrated Investment Framework 2006-2008</p>	<p>Four main goals of NewHeartlands are:</p> <ul style="list-style-type: none"> <li>▪ To create the conditions for the revival of housing markets in the NewHeartlands area</li> <li>▪ To create attractive and sustainable urban neighbourhoods through the delivery of a more balanced mix of housing,</li> <li>▪ To build sustainable communities, ensure community cohesion and safeguard investment</li> <li>▪ To contribute to the competitiveness and prosperity of the wider Merseyside conurbation and the North West Region</li> </ul> <p>Six Strands to approach:</p> <ul style="list-style-type: none"> <li>▪ Economic and social linkage;</li> <li>▪ Linking need and opportunity;</li> </ul>	<p>Core Strategy needs to support the objectives and contribute to the delivery of the HMRI pathfinder. Current interim housing policy aims to direct new housing development to the Pathfinder area and surrounding Regeneration Priority Wards. Development of sites in Council ownership provides an opportunity to secure sustainable design principles in new development.</p>

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	<ul style="list-style-type: none"> <li>▪ Effective neighbourhood renewal and services;</li> <li>▪ Working with the private sector;</li> <li>▪ High quality urban design;</li> <li>▪ Contributing to environmental sustainability.</li> </ul> <p>Related documents include:</p> <ul style="list-style-type: none"> <li>▪ Understanding the drivers of Housing Market Change in the New Heartlands HMR area</li> <li>▪ Merseyside Urban Housing Capacity Study 2005</li> </ul>	
Cell 11a Shoreline Management Plan	<p>The current Shoreline Management Plan (SMP) for Cell 11a was adopted in December 1999. The shoreline has been divided into 35 Management Units, with recommendations for future management. For some Units the recommended option may be 'Do Nothing', which means no immediate action, apart from observe, monitor and review. In most Units the recommendation is 'Hold the Line', which means to maintain, improve or rebuild existing defences. A further, rare, option is 'Managed Retreat' from the existing line. The SMP map shows draft recommendations for the next five years and beyond. A review process has recently commenced.</p>	<p>The Core Strategy needs to take full account of the SMP recommendations with respect to areas at risk of flooding or coastal erosion together with the longer term predicted impacts of climate change</p>

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Cheshire Historic Landscape Characterisation	Cheshire County Council is carrying out the Historic Landscape Characterisation of Cheshire (HLC), as part of a national programme developed and funded by English Heritage. The project encompasses Cheshire, the unitary authorities of Halton and Warrington and the metropolitan borough of the Wirral. HLC involves the examination of the modern landscape, in order to infer the historic processes that have formed that landscape as it is seen today. The modern landscape, field shape, settlement patterns etc, is systematically assessed and compared to 19th century Ordnance Survey maps to assess change and time depth. The collated data is held in a database, which can be analysed to produce broad or detailed historic landscape classifications, answer specific questions or map change and whose results can be displayed through a Geographic Information System (GIS) to produce map based interpretative models. draft maps, report and datasets were produced in 2004. The final report and maps will become available in autumn of 2006.	It will form part of the evidence base for the LDF/Core Strategy and a tool to help make informed decisions on conservation and development proposals from a strategic level. The LDF/Core Strategy will need to take its conclusions into account
Merseyside Code of Practice on Access and Mobility (2006)	The Code of Practice seeks to ensure that: <ul style="list-style-type: none"> <li>▪ Special consideration is given to ensure ease of access and movement for</li> </ul>	Ensure that policies (especially in site specific DPDs) support and do not conflict with the objectives of the code of practice.

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	<p>disabled people between and within public areas by the careful provision, siting and design of parking areas, paths, dropped kerbs, pedestrian crossings, street furniture and open space</p> <ul style="list-style-type: none"> <li>▪ Access to, and egress from, existing buildings and their surroundings is improved as opportunities arise through alterations, extensions and changes of use</li> <li>▪ In new developments, suitable provision is made for disabled people, both as employees and customers, in terms of facilities, access/egress and car parking.</li> </ul>	
<b>LOCAL</b>		
<p>Wirral Community Strategy – Getting Better together 2003-2013/Refreshing the Community Strategy (2005)</p>	<p>Wirral’s Community strategy – ‘<i>Getting Better Together</i>’ in October 2003. The Community Strategy was “refreshed” in 2005 in response to concerns that the sheer number of objectives and targets (over 150) does not lend itself to the development of any meaningful communication with stakeholders about progress against the community strategy. Cross-cutting priorities were identified as a framework for ensuring that the community strategy fully reflects local needs and priorities, is more manageable in terms of the number of indicators, and</p>	<p>The LDF/Core Strategy is intended to be the spatial expression of the Core Strategy and as such will be a key influence on the spatial planning framework for the Borough. The LDF/Core Strategy will need to consider: -</p> <p>Provision of a range of sites for employment development of the right type and in the right location.</p> <p>Ensure pleasant and secure neighbourhoods, achieving a high standard of sustainable design for new developments, and safeguard</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>provides a clearer focus for joint working. For each of the new themes, a number of key measures have been identified which are broader measures of progress, further supported by a more detailed set of underpinning indicators. The themes are as follows:</p> <p>These priorities are:</p> <p><b>Worklessness</b> - we want all residents of Wirral to have access to well paid jobs. We want to ensure a range of opportunities and training are open to all of our communities, supporting work as an option and the development of an enterprise culture where local businesses are supported and entrepreneurship is encouraged.</p> <p><b>Key measure 1</b> - Increase the number of business start ups across Wirral:</p> <p><b>Key measure 2</b> - Reduce worklessness</p> <p><b>Key measure 3</b>- Reduce the number of adults who have poor literacy, ICT and numeracy skills</p> <p><b>Key measure 4</b>-Increase levels of vocational</p>	<p>and enhance the quality of the built and natural environment in general.</p> <p>Ensure that new and existing developments are easily accessible to all sections of the community</p> <p>Continue support for urban regeneration, including the HMRI Pathfinder</p> <p>The provision of social infrastructure – such as education establishments, community facilities</p> <p>Removing constraints to development and redevelopment</p> <p>Provision of sites/facilities for recreation and tourism</p>

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	<p>skills and qualifications across Wirral</p> <p><b>Key measure 5</b> - Increase the number of young people (16 – 24) supported into work and / or fulltime education across Wirral</p> <p><b>Cohesive and Sustainable Communities</b> - we want to make Wirral a place that people are proud of, where all of our communities are safe and supported and where our young people are given the best possible start in life to achieve their potential and secure their futures.</p> <p><b>Key measure 1</b>- Increase expectations within our local communities, particularly amongst Wirral’s young people</p> <p><b>Key measure 2</b> - Support older people to live at home</p> <p><b>Key measure 3</b> - Reduce overall levels of crime across Wirral</p> <p><b>Key measure 4</b> - Improve the safety of Wirral roads</p> <p><b>Key measure 5</b> - Reduce antisocial behaviour</p>	

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	<p><b>A Quality Environment</b> - we want to make Wirral a clean, green, attractive borough, and through working with and supporting our local communities, we will protect and improve both the built and natural environment, promoting Wirral as a place to live, work and visit.</p> <p><b>Key measure 1-</b> Increase household recycling</p> <p><b>Key measure 2</b> - Improve the image and cleanliness of Wirral's landscape</p> <p><b>Key measure 3</b> - Reduce the proportion of unfit housing and vacant dwellings in the social and private sectors</p> <p><b>Access and Equity</b> – we want to make Wirral a place where all people can easily access jobs and local facilities such as shops and healthcare. We want our local communities to be empowered and involved in local decisions affecting local services and where all people in all areas have similar life chances.</p> <p><b>Key measure 1-</b> Reduce variations between areas and communities in relation to</p>	

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	<p>unemployment, educational attainment, health and crime</p> <p><b>Key measure 2</b> - Increase bus use and satisfaction levels across Wirral</p> <p><b>Key measure 3</b> - Increase the capacity and involvement of local people and communities in local service delivery</p> <p><b>Key measure 4</b> - Improve access to healthcare facilities and services across Wirral</p>	
<p>Wirral Borough Council Corporate Plan 2002/3-2007/8</p>	<p>The Corporate Plan sets out the broad strategic direction and priorities for the Council in relation to these corporate objectives. Its principle focus is on improving services for local people. The priorities in the Corporate Plan reflect the Council's contribution to the delivery of Wirral's Community Strategy and to national agendas such as decent housing, community safety, equalities and e-government.</p> <p>The Council's corporate objectives are:</p> <ul style="list-style-type: none"> <li>▪ Protecting and Improving our Environment</li> <li>▪ Promoting and Supporting the Economic</li> </ul>	<p>The Core Strategy should have regard to the Council's corporate objectives which have spatial planning implications. In particular The LDF/Core Strategy will need to consider:</p> <p>Provision of a range of sites and premises for employment development of the right type and in the right location.</p> <p>Ensure pleasant and secure neighbourhoods, achieving a high standard of design for new developments, and safeguard and enhance the quality of the built and natural environment in general.</p> <p>Ensure that new and existing developments</p>

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	<p>regeneration of Wirral</p> <ul style="list-style-type: none"> <li>▪ Providing Educational and Cultural Opportunities for All</li> <li>▪ Improving the Health of Wirral People</li> <li>▪ Making Wirral Safer</li> <li>▪ Meeting the Housing Needs of Wirral</li> <li>▪ Supporting and Protecting Vulnerable People</li> <li>▪ Improving Transport</li> <li>▪ Continuously Improving our Services</li> </ul>	<p>are easily accessible to all sections of the community</p> <p>Continue support for urban regeneration, including the HMRI Pathfinder</p> <p>The provision of social infrastructure</p> <p>Provision of opportunities for recreation/tourism</p>
<p>Wirral Economic Regeneration Strategy 2001-2010</p>	<p>Identifies 4 key priorities:</p> <ol style="list-style-type: none"> <li>1. Focusing on chosen areas of the district: <ul style="list-style-type: none"> <li>▪ The Employment Corridor (east Wirral) and the Pathways areas</li> <li>▪ To consider selective support for regeneration initiatives in a number of other areas including Hoylake, the north Wirral coast, the west Wirral (Dee) coast, and the M53 corridor</li> </ul> </li> <li>2. Supporting business</li> <li>3. Investing in Wirral's people</li> <li>4. Infrastructure and the Environment <ul style="list-style-type: none"> <li>▪ Provision of key sites, premises and services</li> <li>▪ Reduce amount of derelict land and buildings</li> <li>▪ Improve public transport links and reduce congestion, pollution and car</li> </ul> </li> </ol>	<p>The LDF/Core Strategy should reflect and support the delivery of those priorities which have spatial planning implications, in particular the provision of a portfolio of sites for employment development, accessible to all sections of the community. Continue to focus development on previously developed land and secure the restoration of derelict and contaminated land and buildings.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>dependency,</p> <ul style="list-style-type: none"> <li>▪ Expand business, cultural and leisure tourism</li> <li>▪ Promote healthier lifestyles for all residents</li> </ul> <p>Other relevant documents:</p> <ul style="list-style-type: none"> <li>▪ Hoylake and West Kirby Masterplan</li> <li>▪ Woodside Masterplan</li> <li>▪ Wirral Tourism Strategy</li> </ul>	
<p>Housing Strategy Statement for Wirral 2005-2010</p>	<p>The vision for the Housing Strategy is to create sustainable communities across the Borough where people choose to live in and stay in. Four key strategic priorities are identified:</p> <ul style="list-style-type: none"> <li>▪ Delivering Urban Renaissance</li> <li>▪ Providing affordable homes to maintain balanced communities</li> <li>▪ Delivering decent homes in thriving neighbourhoods</li> <li>▪ Meeting the needs of communities and providing support for those who need it.</li> </ul> <p>Other relevant documents - Private sector Housing Strategy for Wirral</p>	<p>The Core Strategy should reflect and support the delivery of those priorities which have spatial planning implications. In particular, continued support for Housing Market Renewal and urban regeneration, the reuse/redevelopment of previously developed land and buildings.</p>
<p>New Heartlands - a Strategy for Inner Wirral (2004-2014)</p>	<p>The Strategy for Inner Wirral (2004-2014) establishes the overall strategic direction for</p>	<p>The LDF/Core Strategy should reflect and support the delivery of those themes that</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>the comprehensive regeneration of an area of 1,220 hectares containing some 45,750 residents on the eastern side of the Wirral peninsula adjacent to the River Mersey. The Strategy offers a ten-year programme of activity that will seek to redress the balance between failing housing markets and associated measures of deprivation.</p> <p>Three key themes:</p> <ul style="list-style-type: none"> <li>▪ Housing and the Environment</li> <li>▪ Access to Employment</li> <li>▪ Community Infrastructure</li> </ul> <p>Five Neighbourhood Development Frameworks</p> <ul style="list-style-type: none"> <li>▪ Rock Ferry</li> <li>▪ Tranmere</li> <li>▪ South Seacombe-Egremont</li> <li>▪ Poulton</li> <li>▪ Birkenhead</li> </ul> <p>Other relevant documents:</p> <ul style="list-style-type: none"> <li>▪ NewHeartlands – North Birkenhead Framework for Regeneration</li> <li>▪ NewHeartlands – Church Road Masterplan</li> <li>▪ Wirral Neighbourhood Renewal Strategy</li> </ul>	<p>have spatial planning implications and will need to reflect the objectives of the neighbourhood development frameworks and masterplans. The LDF/Core Strategy should aim to meet the housing needs of the whole community, providing wider housing opportunity and choice, a better mix, seek to create mixed communities including the provision of other infrastructure and access to employment opportunities.</p>
<p>Tackling and preventing dereliction in Wirral: a strategy to target empty property and vacant land (2005)</p>	<p>In summary the priorities for the empty properties are as follows:</p> <ol style="list-style-type: none"> <li>1. To develop a co-ordinated, focused and</li> </ol>	<p>Ensure that the LDF/Core Strategy prioritises and facilitates the re-use of existing buildings over new and re-development.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>consistent approach to empty properties and vacant land across the Council.</p> <p>2. To develop a proactive approach towards early identification and prevention of empty properties land and issues relating to them.</p> <p>3. To utilise and ensure effective use of existing statutory powers for dealing with empty properties and derelict, disused land.</p> <p>4. To further develop and promote effective partnership working.</p> <p>5. To work towards decreasing the negative impact of empty properties and land on local communities.</p> <p>6. To maximise the best use of potential sources of building land, empty housing and empty commercial properties</p>	
<p>Wirral Cultural Strategy –2002-2007</p>	<p>Wirral’s Cultural Strategy aims to:</p> <ul style="list-style-type: none"> <li>▪ Develop services which are in touch with the people of Wirral, influenced by them and responsive to their changing needs and expectations.</li> <li>▪ Develop policies, services and activities that address the national cross-cutting agendas of public health, community safety, social inclusion, environmental sustainability, regeneration and lifelong learning and to address the local authority’s corporate objectives.</li> </ul>	<p>The Core Strategy should reflect and support the delivery of the aims in the Cultural Strategy which have spatial planning implications, in particular, ensuring that cultural and sports facilities are accessible to all sectors of the community.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<ul style="list-style-type: none"> <li>▪ Improve access to culture and cultural activities for all people, widening the user base and persuading users to continue taking part.</li> <li>▪ Inform people in a clear and positive manner about what is available, as well as when, where and how they can participate.</li> <li>▪ Offer value-for-money services, which are friendly, welcoming and measurable against published criteria.</li> </ul> <p>Includes Cultural and Leisure Strategy Survey Other relevant documents: Wirral Parks and Open Spaces Strategy Wirral Playing Pitch Assessment – Strategy and Action Plan 2004.</p>	
Wirral Biodiversity Action Plan	<p>Five broad objectives:</p> <ul style="list-style-type: none"> <li>▪ To maintain and where practicable to enhance the quality and range of wildlife habitats and ecosystems on Wirral;</li> <li>▪ To maintain and where practicable to enhance overall populations and natural ranges of native species on Wirral</li> <li>▪ To contribute to the conservation of internationally and nationally important and threatened species</li> <li>▪ To increase public awareness of and involvement in conserving biodiversity;</li> </ul>	<p>The LDF/Core Strategy should reflect and support the delivery of those priorities which have spatial planning implications, in particular safeguarding and enhancing the habitats and species identified in the Wirral BAP. In addition, it should identify all designated wildlife sites and apply the appropriate level of protection.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<ul style="list-style-type: none"> <li>▪ To identify priorities for habitat and species conservation and set realistic targets and timescales for these.</li> </ul> <p>9 habitat and 16 species action plans included</p>	
Wirral LA21 Action Plan	<p>LA21 Action Plan published in 2000. Not updated LA21 principles now incorporated into new strategies and plans across the Council. Key principles are to:-</p> <ul style="list-style-type: none"> <li>▪ Promote healthy and productive lifestyles in harmony with the environment.</li> <li>▪ Conserve Wirral's heritage, actively encouraging schemes which improve Wirral's quality of life.</li> <li>▪ Make better use of local and global resources,.</li> <li>▪ Develop skills that have very little impact on the environment, and minimise waste.</li> <li>▪ Set targets and regularly review progress towards sustainability.</li> <li>▪ Accept individual and collective responsibility for the global environment.</li> <li>▪ Promote local assets.</li> <li>▪ Maintain bio-diversity,.</li> <li>▪ Encourage partnerships between the Council and the community,</li> <li>▪ Encourage personal and community ownership of local schemes.</li> <li>▪ Embrace community initiatives on Local</li> </ul>	<p>The LDF/Core Strategy should reflect and support the delivery of those principles that have spatial planning implications. In particular, it should include policies that are economically, socially and environmentally balanced and that promote sustainable development.</p>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<p>Agenda 21 themes.</p> <ul style="list-style-type: none"> <li>▪ Involve young people in decisions being made about their environment.</li> <li>▪ Raise awareness of LA21 issues.</li> <li>▪ Promote LA21 to as wide an audience as possible.</li> <li>▪ Share information with the community.</li> <li>▪ Agree what can be done to move towards a better long-term future</li> </ul>	
<p>Birkenhead and Wallasey Primary Care Trust Local Delivery Plan 2005-2008</p> <p>Bebington and West Wirral PCT Delivery Plan 2005-2008</p>	<p>Describes how local health services and other local agencies will contribute to improving health and health care over the next three years 2005-08</p> <p>Four major themes:</p> <ul style="list-style-type: none"> <li>▪ Health and well-being of the population</li> <li>▪ Patient/user experience</li> <li>▪ Long-term conditions</li> <li>▪ Access to services</li> </ul> <p>A cross-cutting theme that runs through all of the above is that of reducing health inequalities.</p> <p>Four major themes:</p> <ul style="list-style-type: none"> <li>▪ Improving health and well-being of local residents</li> <li>▪ Supporting people with long-term conditions to live healthy lives</li> <li>▪ Improving access to health services</li> </ul>	<p>A particularly important issue for the LDF/Core Strategy is ensuring that the spatial planning framework for the Borough contributes to a reduction in health inequalities. The LDF/Core Strategy should have particular regard to the WHO objective for healthy urban planning:</p> <p>Do planning policies and proposals encourage and promote:</p> <ol style="list-style-type: none"> <li>1. healthy exercise?</li> <li>2. social cohesion?</li> <li>3. housing quality?</li> <li>4. access to employment opportunities?</li> <li>5. accessibility to social and market facilities?</li> <li>6. local low-impact food production and distribution?</li> <li>7. community and road safety?</li> </ol>

Plan, Programme, Strategy or Initiative	Key Objectives relevant to the Core Strategy and Sustainability Appraisal	Implications for the Core Strategy DPD
	<ul style="list-style-type: none"> <li>▪ Improving the experience of people using services</li> </ul> <p>Both PCT's merged to form Wirral PCT on 1<sup>st</sup> October 2006</p>	<p>8. equity and the reduction of poverty?            9. good air quality and protection from excessive noise?            10. good water and sanitation quality?            11. conservation and decontamination of land?            12. climate stability?</p>
<p>Other local considerations (see list opposite)</p>	<p>Various objectives, most of which are directly relevant to the Core Strategy. Considerations include:</p> <ul style="list-style-type: none"> <li>▪ Statutory list of historic buildings</li> <li>▪ Conservation Areas</li> <li>▪ English Heritage National Register of Parks and Gardens of Historic Interest</li> <li>▪ Scheduled Ancient Monuments</li> <li>▪ Integrated Transport &amp; Land Use Studies</li> <li>▪ SPA/RAMSAR / SSSI</li> <li>▪ Sites of local Biological and earth science Importance</li> <li>▪ Development Plans for neighbouring local authorities</li> </ul>	<p>Ensure Core Strategy adequately covers and responds to the issues raised by the plans /programmes /initiatives set out.</p>

## APPENDIX 2 – BASELINE REVIEW

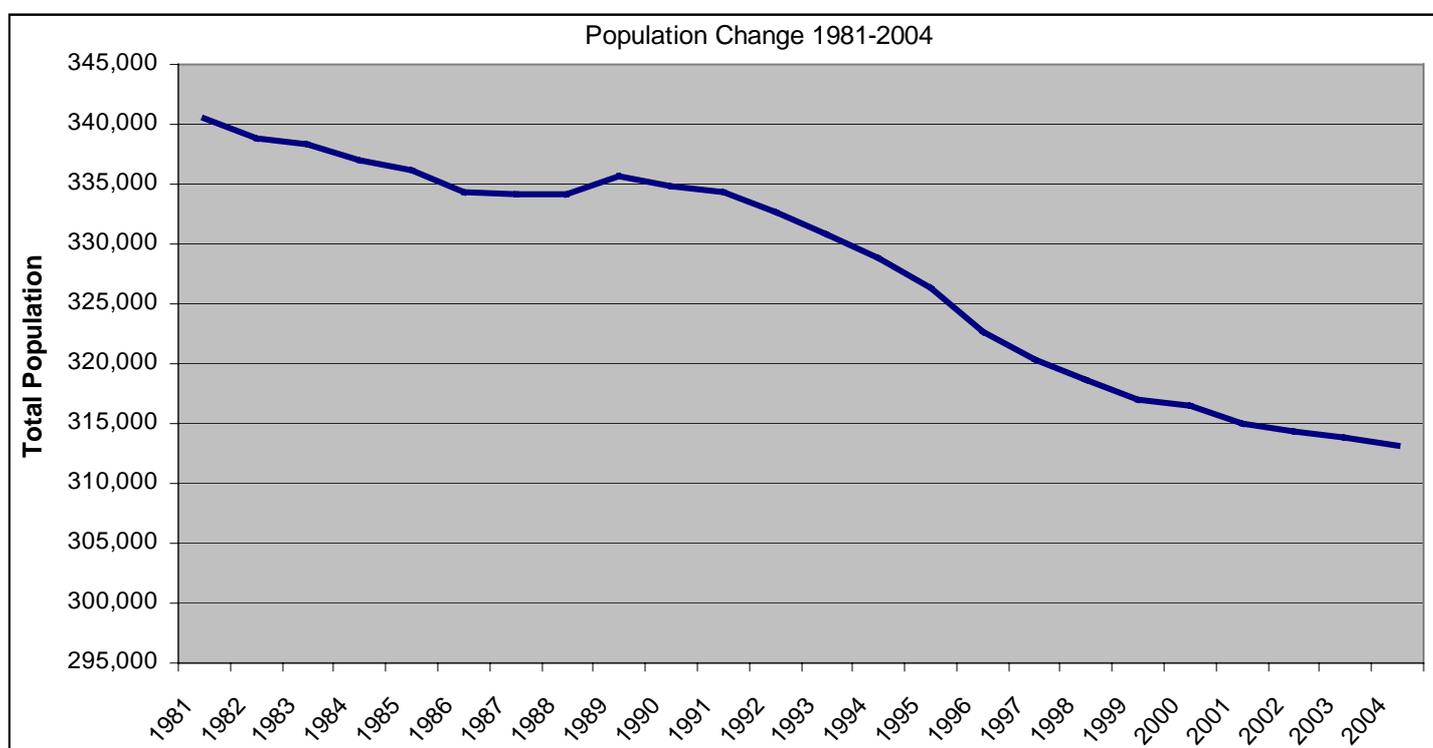
### SOCIAL INCLUSION

#### SA Objective 1: To promote a balanced population structure

***Indicator: Population Change***

Using mid 2004 estimates Wirral's population was estimated to be 313,100 persons. Since 1981 the borough's total population has fallen significantly based on corrected census midyear estimates.

- Between 1981- 2004 the population of Wirral has decreased by 27,400 persons (8% of the total population).

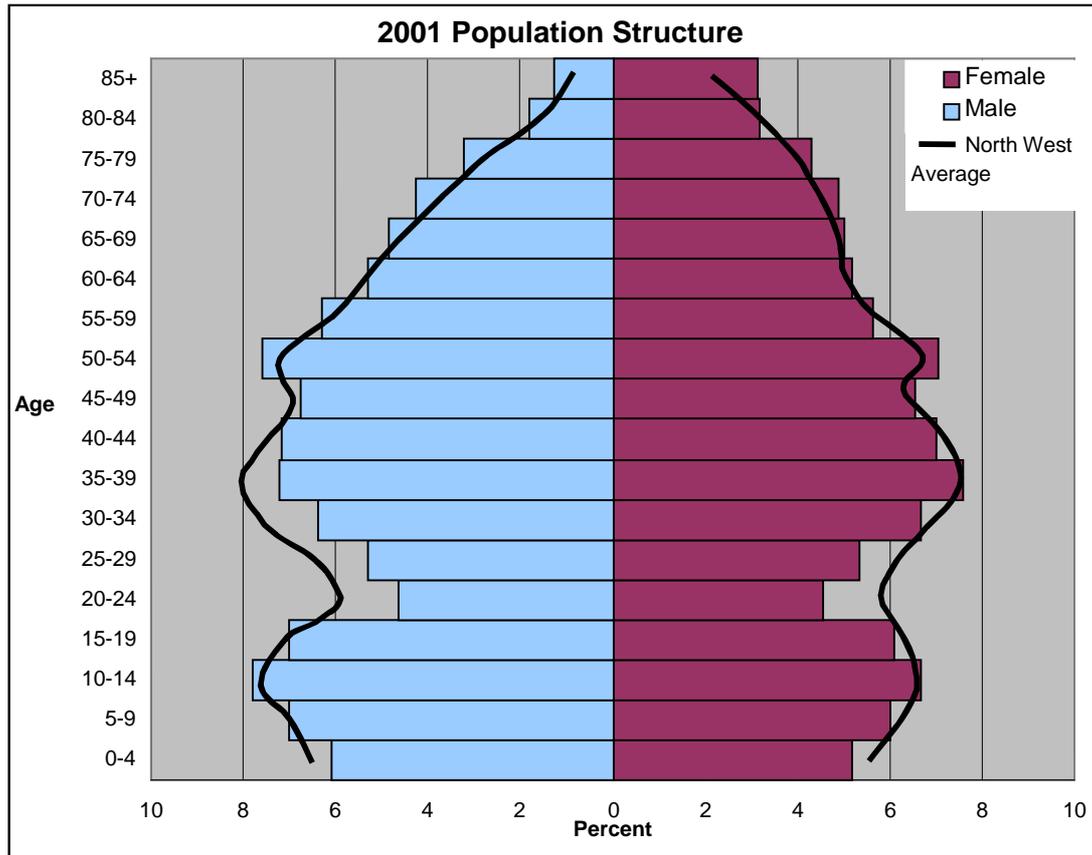


Source: ONS Midyear Population Estimates

**Indicator: Population Structure**

Wirral's population structure based on the 2001 Census results show a trend towards the older age ranges and is estimated that by 2020 the population is predicted to "increase by 8.5% in people aged 65 years and over and by 9.4% in people aged 85 years and over".

The borough therefore has a lower proportion of persons of core working age (18-44) compared with the North West regional average. This indicates significant outward migration of working age persons (16-64).

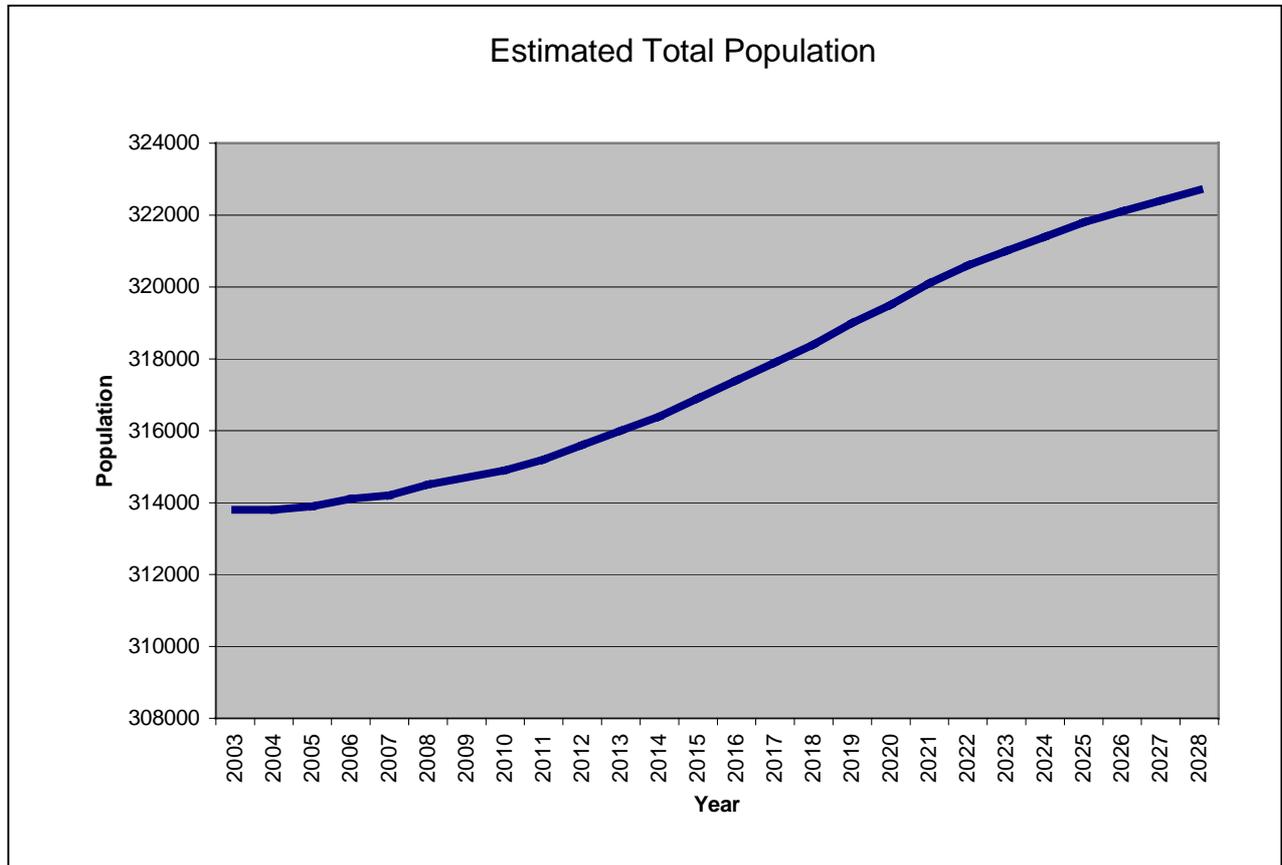


Source: ONS 2001 Census

\* Wirral Public Health Annual Report 2003/2004.

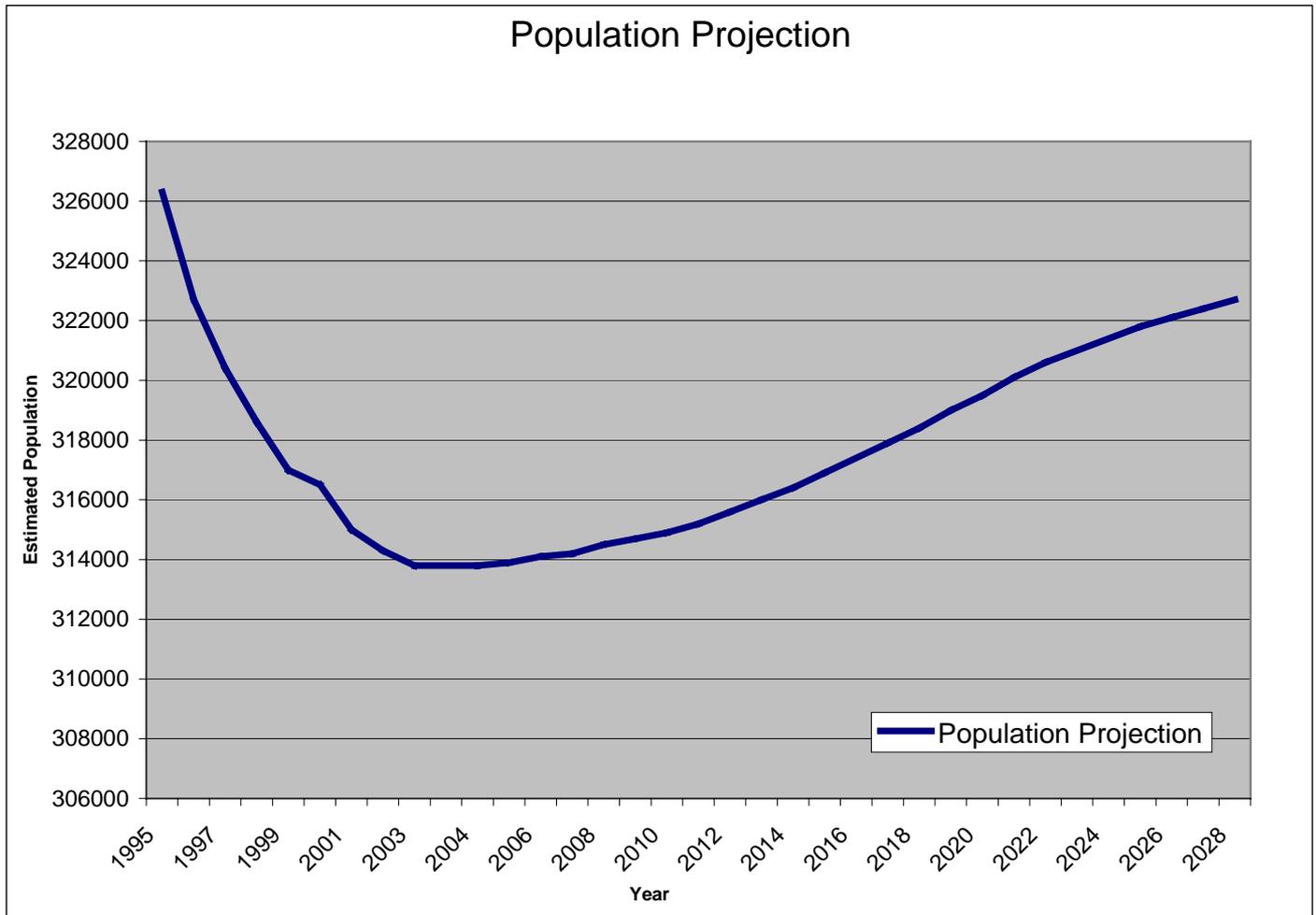
**Indicator: Population Forecasts**

Based on 2003 ONS population projections Wirral's population is expected to rise by 2.8% by 2028. This is lower than the expected rise regionally (4.4%) and nationally (11.1%), but larger than the projected Merseyside increase of 1.5%.



Source: ONS Subnational Population Projections

This graph shows Wirral's estimated population recovery over the next 25 years. From the ONS 2003 Sub-national population estimates, the population of Wirral is expected to rise by 2.8%, from the lowest figure of 313,800 (2003-2004) reaching 322,700 by 2028 (equalling Wirral's 1996 population figure).



Source: ONS Subnational Population Projections

**Indicator: Migration Rates**

Net Migration (thousands)

In recent years NHS migration records have shown a reversal in the long-term trend of net out-migration from Wirral. Since 2001 the borough has gained over 1000 residents through migration per annum.

<b>Year</b>	<b>97-98</b>	<b>98-99</b>	<b>99-00</b>	<b>00-01</b>	<b>01-02</b>	<b>02-03</b>	<b>03-04</b>
Wirral	-0.9	-0.5	-0.2	-0.2	0.4	0.4	0.3

Source: NHS Central Health Register

**More up to date data temporarily unavailable (NHSCR Migration data withdrawn 17/07/06)**

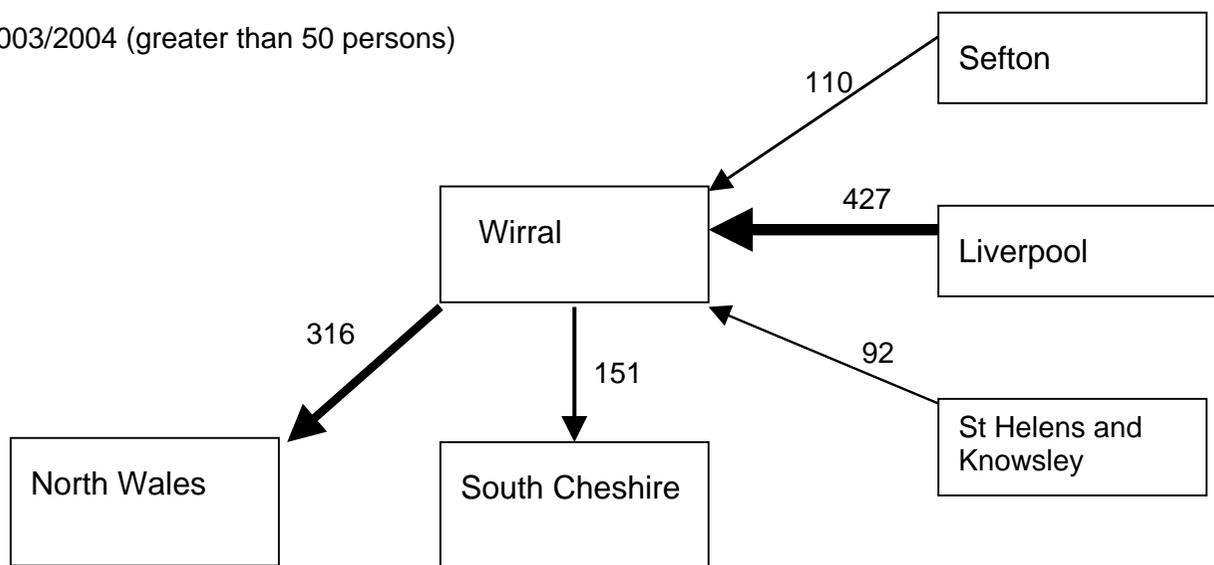
Net Migration Flows 2003/2004 (greater than 50 persons)

Since 2001 to 2004 there has been a trend towards net in-migration flows into Wirral from Merseyside authorities (especially Liverpool), and net migration out-flows to West Cheshire (Chester) and North Wales (Flintshire and Denbighshire).

Top Five Migration Origins/Destinations	2001/2002			2002/2003			2003/2004		
	Total Inflow	Total Outflow	Net Migration	Total Inflow	Total Outflow	Net Migration	Total Inflow	Total Outflow	Net Migration
Liverpool	1184	681	503	1285	758	527	1188	761	427
Sefton	309	192	117	299	220	79	316	206	110
West Cheshire	1110	1156	-46	1019	1055	-36	997	1148	-151
St Helens & Knowsley	267	136	131	217	156	61	261	169	92
North Wales	416	604	-188	412	613	-201	406	722	-316
<b>Total</b>	<b>3286</b>	<b>2769</b>	<b>517</b>	<b>3232</b>	<b>2802</b>	<b>430</b>	<b>3168</b>	<b>3006</b>	<b>162</b>

Source: NHS Central Register

Net Migration Flows 2003/2004 (greater than 50 persons)



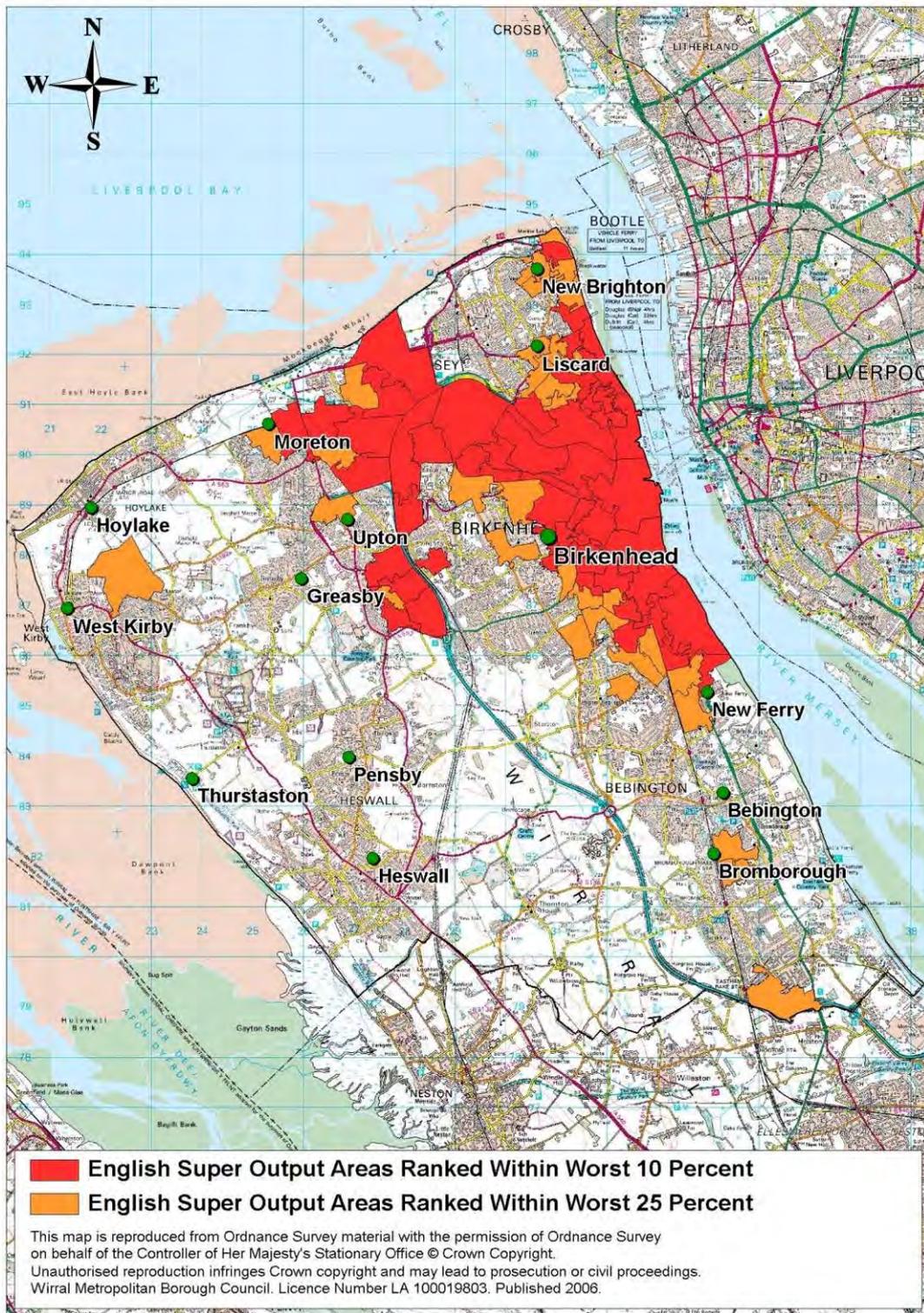
## SA Objective 2: To reduce the incidence of multiple deprivation

***Indicator: Number of Super Output Areas (SOAs) and percentage of Wirral population that rank within the most deprived 10% of SOAs nationally and the most 25% of SOAs nationally.***

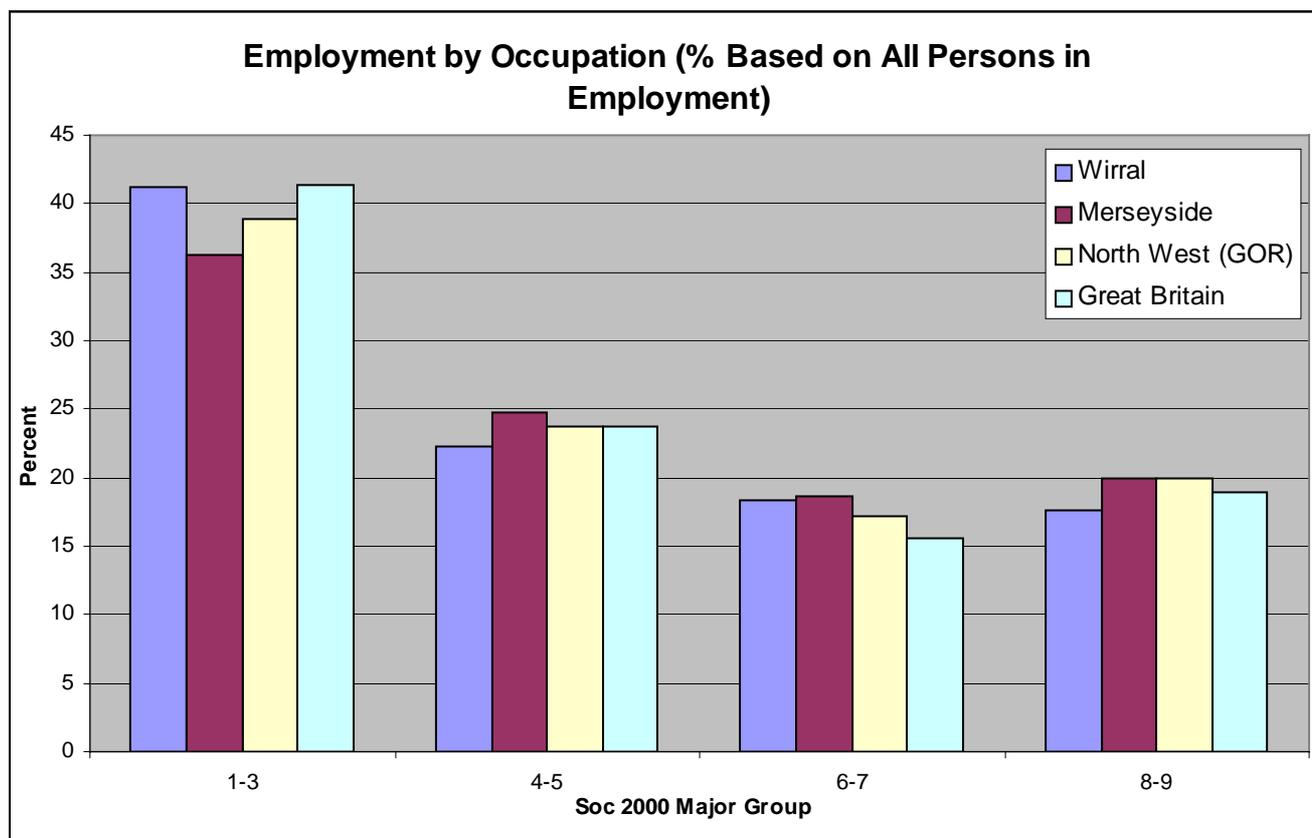
Number of SOAs ranked with worst:		Wirral population in SOAs ranked within worst:		Percentage of total population in SOAs ranked within worst:	
10% Nationally	20% Nationally	10% Nationally	20% Nationally	10% Nationally	20% Nationally
<b>52</b>	<b>75</b>	<b>77,081</b>	<b>117,477</b>	<b>24.7%</b>	<b>37.6%</b>
* Total Wirral SOAs 207		Total population 312,226 (Census 2001 rounded figures)			

Wirral is ranked the 48<sup>th</sup> most deprived local authority area in England (where 1 is the most deprived and 354 least deprived). 36% of the borough's super output areas (SOAs) are within the top 20% most deprived in England, and just over a quarter of the borough's SOA are ranked within the top 10% for deprivation nationally. The major areas of deprivation lie on the eastern side of the borough along the banks of the river Mersey. These areas, which include the wards Birkenhead & Tranmere, Bidston & St James, Seacombe and Rock Ferry are traditionally more densely developed in terms of housing and industry, have suffered dramatically from the economic decline (especially manufacturing) over the past three decades.

### Index of Multiple Deprivation 2004



***Indicator: Population by socio-economic grouping.***

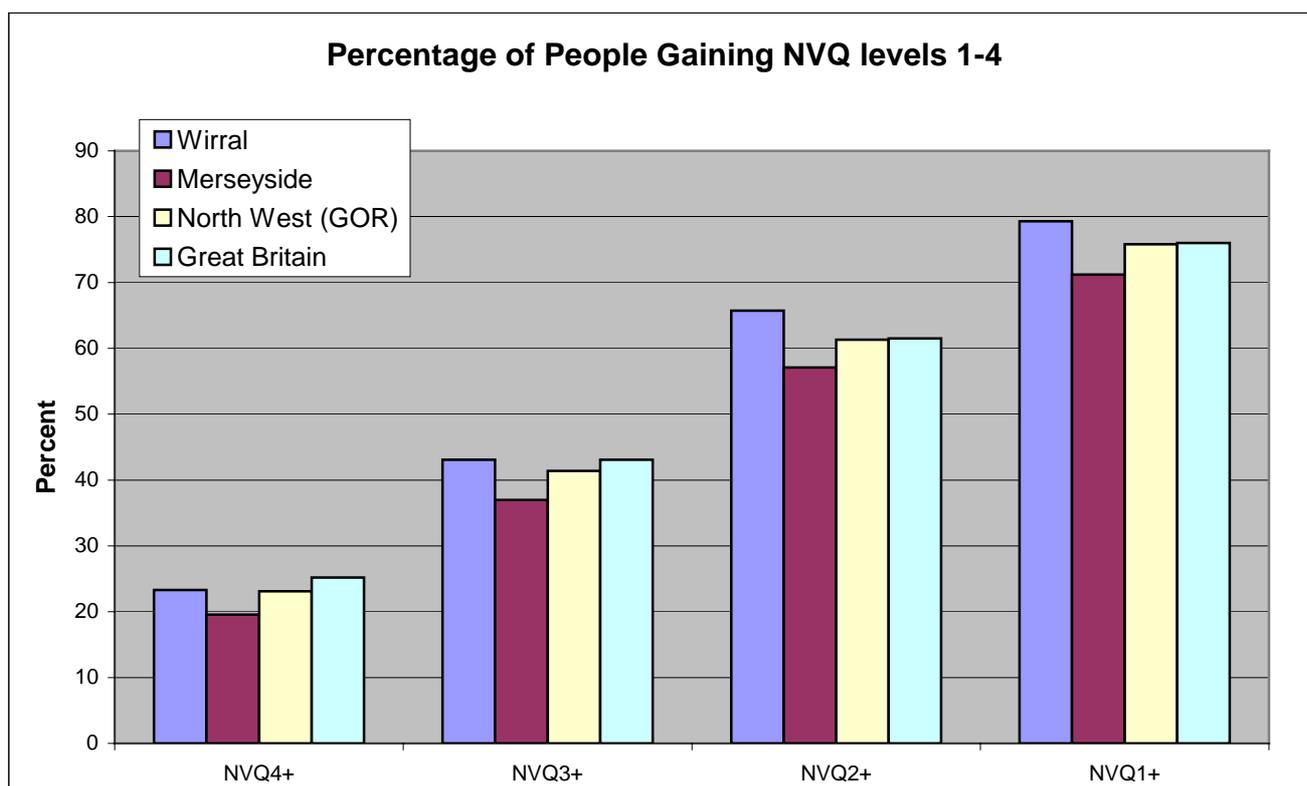


Source: annual population survey (Oct 2004-Sep 2005)

Wirral has 41.2% of all persons in employment in higher management and professional positions (scale 1-3). This is higher than the sub regional (36.3%), regional (38.9%), but slightly below the national (41.4%) figures. At the other end of the social scale 8-9 (Manual Operative and Elementary Occupations) the borough has lower than average number of persons in employment in this scale. This suggests a higher than average educational attainment and working qualification level.

**Indicator: Percentage of people gaining NVQ levels 1-4.**

The chart below shows the qualification level of people within Wirral. The borough as a whole has a strong skills base, with just under a quarter (23.3%) attaining a qualification of NVQ level 4 or above (see below for definitions). This level of attainment is broadly similar to the regional (23.1%) and national averages (25.2%), but much higher than the sub-regional (Merseyside) average (19.6%). Wirral also has a higher proportion of people attaining NVQ levels 2+ and 3+ than the National averages.



Source: local area labour force survey (Mar 2003-Feb 2004)

**Definitions**

Further processing is needed before qualifications data can be published from the APS. Until this is completed, the qualifications data will continue to be taken from the 2003 annual Labour Force Survey.

**No qualifications:** No formal qualifications held

**Other qualifications:** includes foreign qualifications and some professional qualifications

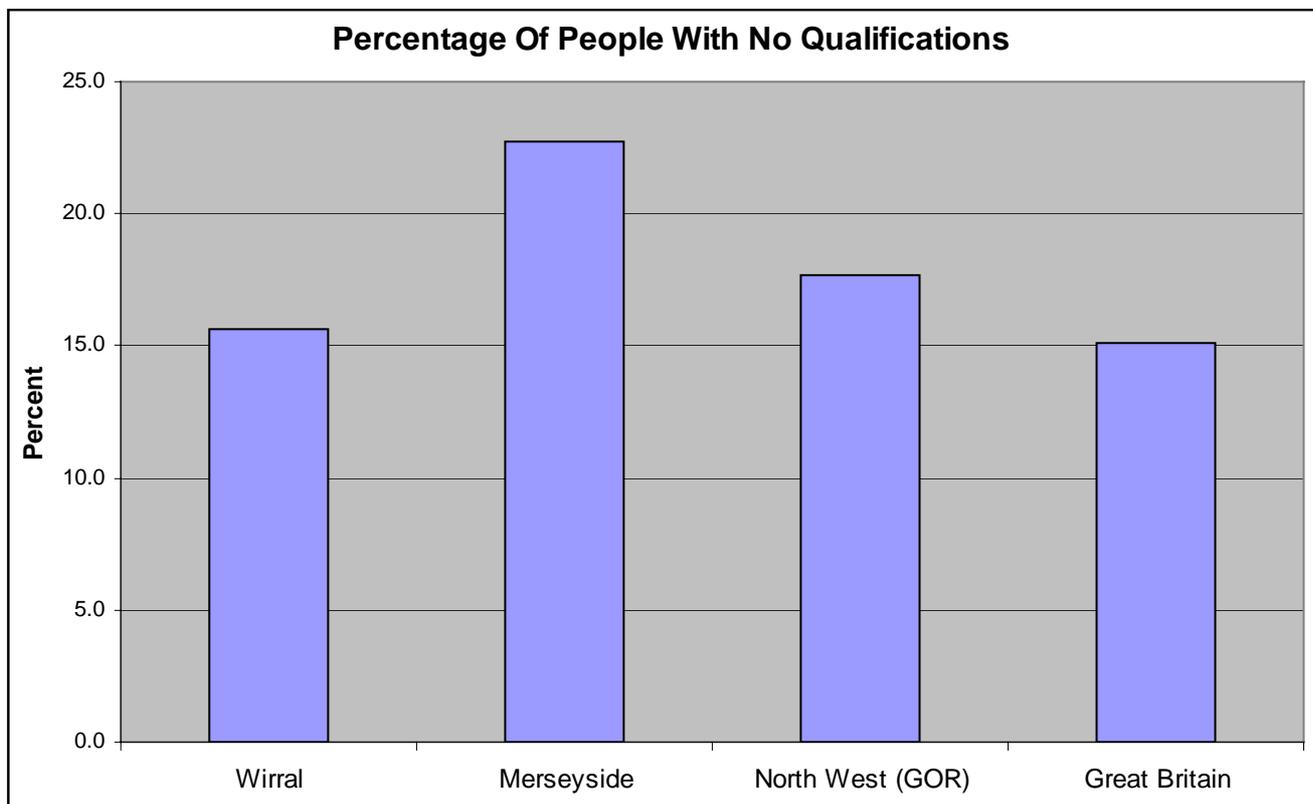
**NVQ 1 equivalent:** e.g. fewer than 5 GCSEs at grades A-C, foundation GNVQ, NVQ 1, intermediate 1 national qualification (Scotland) or equivalent

**NVQ 2 equivalent:** e.g. 5 or more GCSEs at grades A-C, intermediate GNVQ, NVQ 2, intermediate 2 national qualification (Scotland) or equivalent

**NVQ 3 equivalent:** e.g. 2 or more A levels, advanced GNVQ, NVQ 3, 2 or more higher or advanced higher national qualifications (Scotland) or equivalent

**NVQ 4 equivalent and above:** e.g. HND, Degree and Higher Degree level qualifications or equivalent

**Indicator:** Percentage of people with no qualifications.



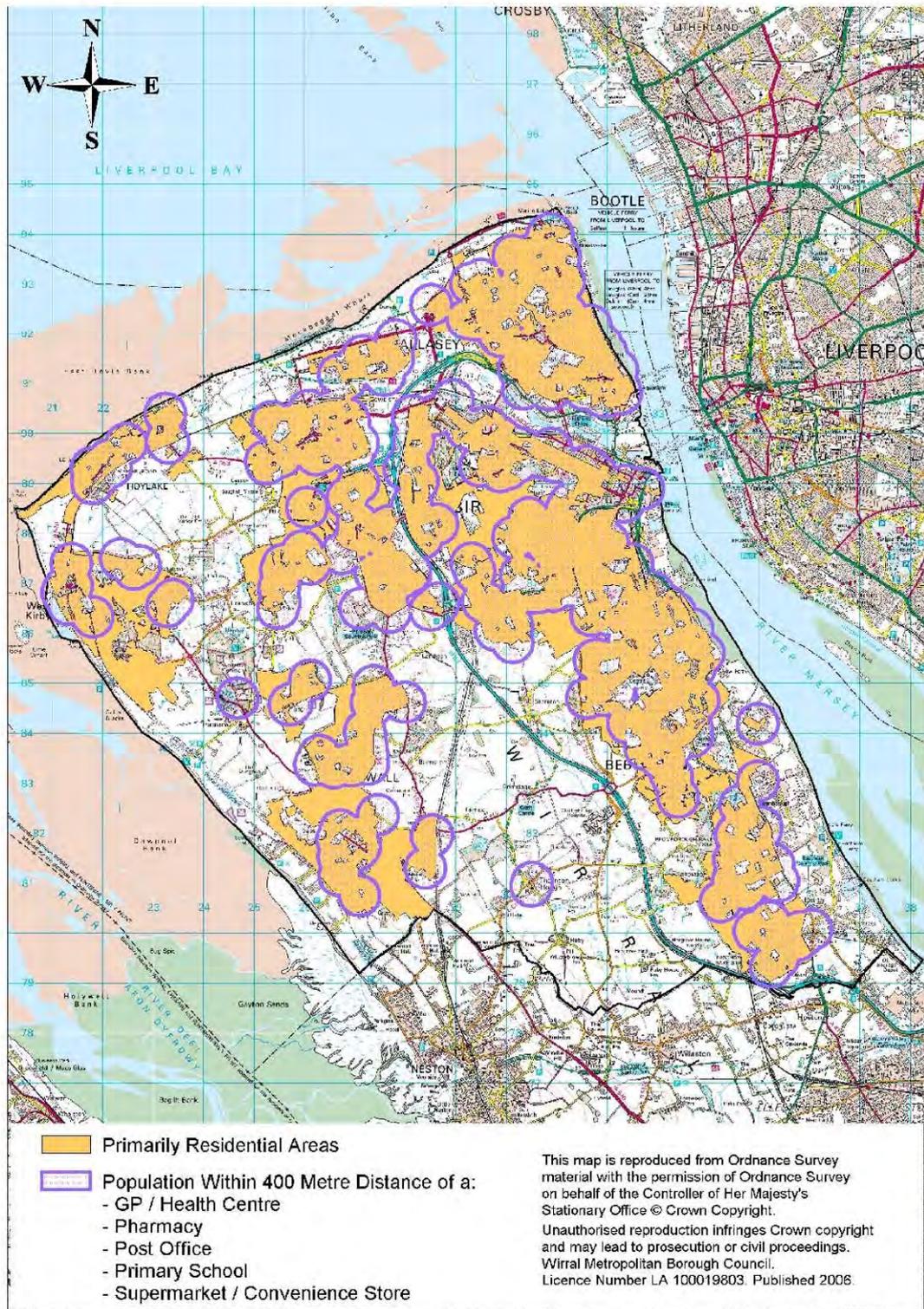
Source: local area labour force survey (Mar 2003-Feb 2004)

The percentage of persons with no qualifications (15.6%) is marginally higher than the national average (15.1%), but significantly lower than the Merseyside average (22.7%).

## APPENDIX 2 – BASELINE REVIEW: SOCIAL INCLUSION (continued)

### SA Objective 3: To Promote the Accessibility of Services and Facilities to All Sectors of Society

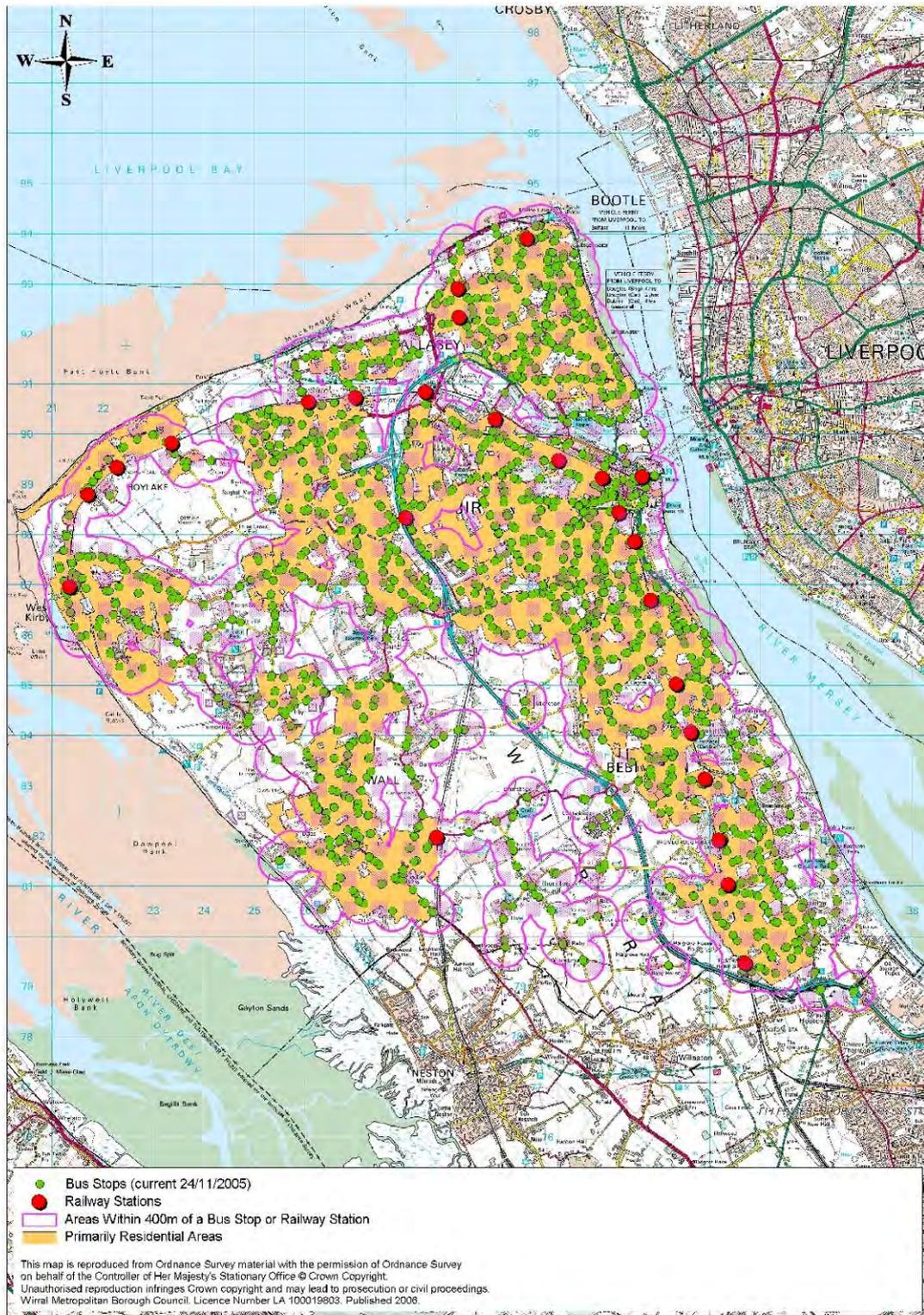
**Indicator:** Population within 400m distance of a GP/health centre, pharmacy, post office, primary school, supermarket/convenience store.



84.6% of the borough's population are within 400 metres distance of the listed 'key' local services. (Source: Wirral Land and Property Gazetteer)

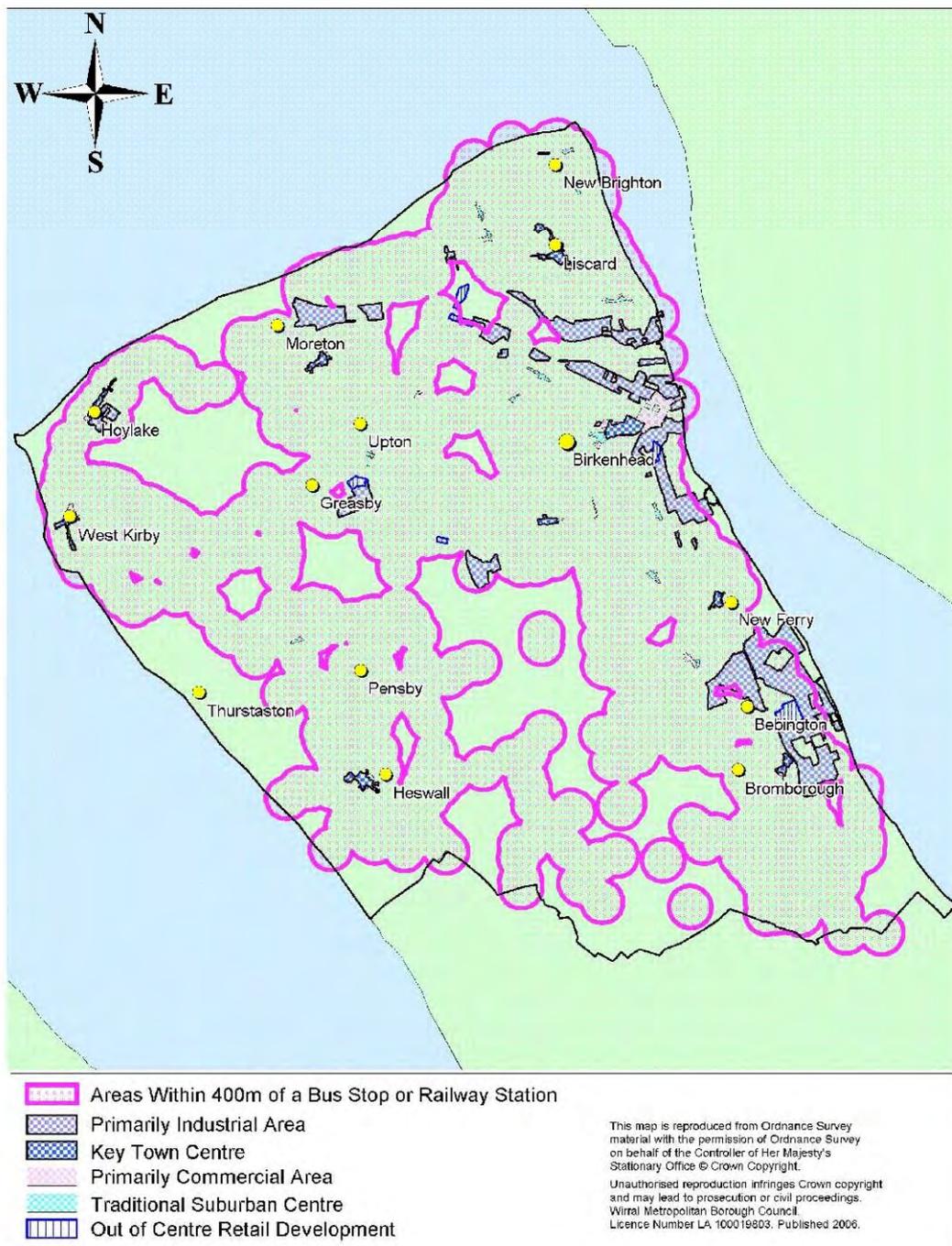
**Indicator: Percentage of residential households within 400m of a bus stop or railway station.**

98.7% of Wirral's residential households are within 400 metres of a bus stop or railway station. (Source: Wirral Land and Property Gazetteer August 2006)



**Indicator: Proportion of jobs and services within 400m of a bus stop or railway station**

Industrial, Commercial, Retail (both within town centres and out of town developments) and traditional suburban centre areas were mapped to show the main service and job areas. These main job and service region boundaries comprise an area of 853 hectares of which 793 hectares are within 400m of a bus or railway station representing 93%.



**APPENDIX 2 – BASELINE REVIEW****SOCIAL INCLUSION (continued)****SA Objective 4: To Meet Identified Local Housing Needs And To Promote Housing Market Renewal*****Indicator: Dwelling stock by size and tenure (2005)***

Local Authority Stock 2005	RSL* Stock 2005	Other Public Sector Stock 2005	Private Sector Stock 2005	Total Dwelling Stock 2005.
0 (0 %)	23,421 (16.6%)	81 (0.06%)	117,904 (83.4%)	141,406 (100%)

\*Registered Social Landlord

***Indicator: Number and percentage of unfit and vacant properties***

	Local Authority Housing	RSL Housing	Other Public Sector Housing	Private Sector Housing	All Dwellings
Number of Unfit Properties	0	100	0	6439	6539
Percentage of Unfit Properties	0%	0.43%	0%	5.46%	4.62%
Number of Vacant Properties	0	650	6	5259	5915
Percentage of Vacant Properties	0%	2.78%	7.41%	4.46%	4.18%

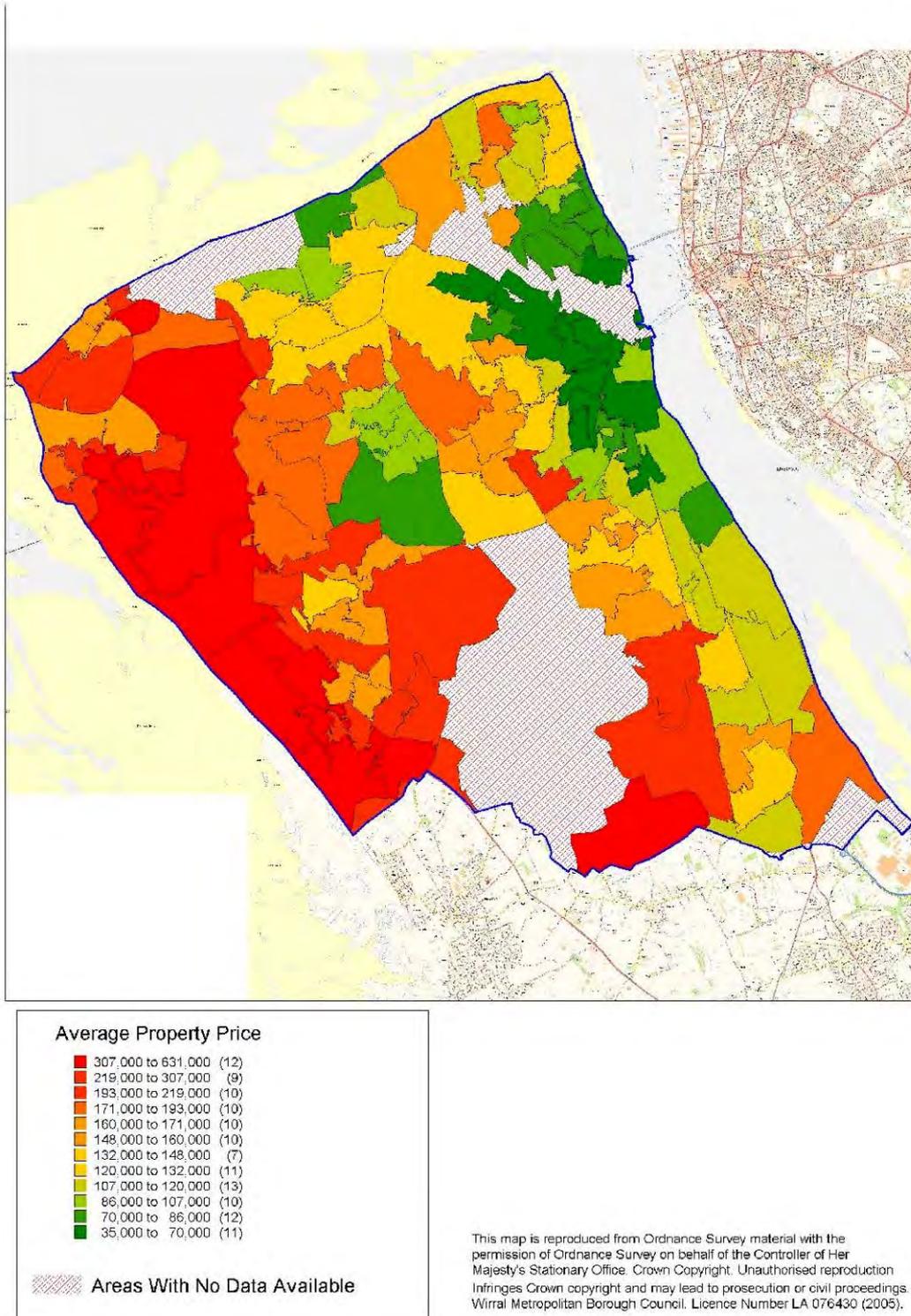
**Indicator: Average House Prices By Area** (April – June 2005)

Taking a ‘snap-shot’ of the average house price from April-June 2005, the figures show that the Wirral’s houses are on average over £45,000 less expensive than the national figure. However the borough’s average house price is £7,864 more expensive than the regional figure and £13,349 more costly than houses located within Merseyside. However over the past five years the average property price for the Wirral has more than doubled from £67,695 in April-June 2000 to the present average (£139,879). These sharp increases over the past few years has meant that housing has become less accessible for many (especially first time buyers).

Area	Average House Price	Average Price Increase (%) Since April – June 2000
England and Wales	£ 184,924	57.3% Increase
North West	£ 132,015	112.5% Increase
Merseyside	£ 126,530	93.1% Increase
<b>Wirral</b>	<b>£ 139,879</b>	<b>106.6% Increase</b>

SOURCE: LAND REGISTRY RESIDENTIAL PROPERTY PRICE REPORT APRIL – JUNE 2005, APRIL- JUNE 2000.

Looking closer at the average house prices within the Wirral there is a marked contrast between the more affluent areas on the western and southern side of the borough and the more deprived areas on the east. The figures used are taken from the land registry and averaged over a year from 1<sup>st</sup> July 2004 to 30<sup>th</sup> June 2005.



Source: Land Registry Property Prices (July 04- June 05).

**Indicator:** *The total number of homes constructed or conversions by tenure in the HMRI Pathfinder intervention area*

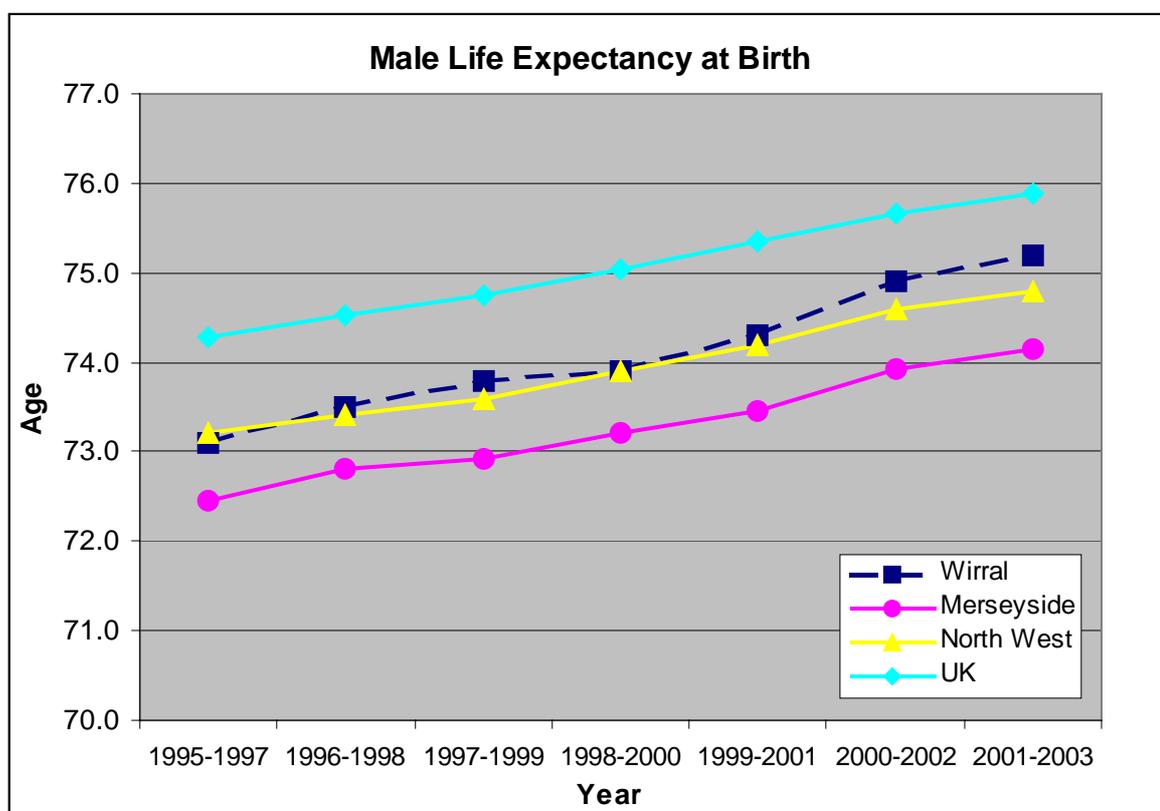
Data to be collected

## SA Objective 5: To Promote Inclusive Healthy Communities

### Indicator: Life Expectancy at Birth

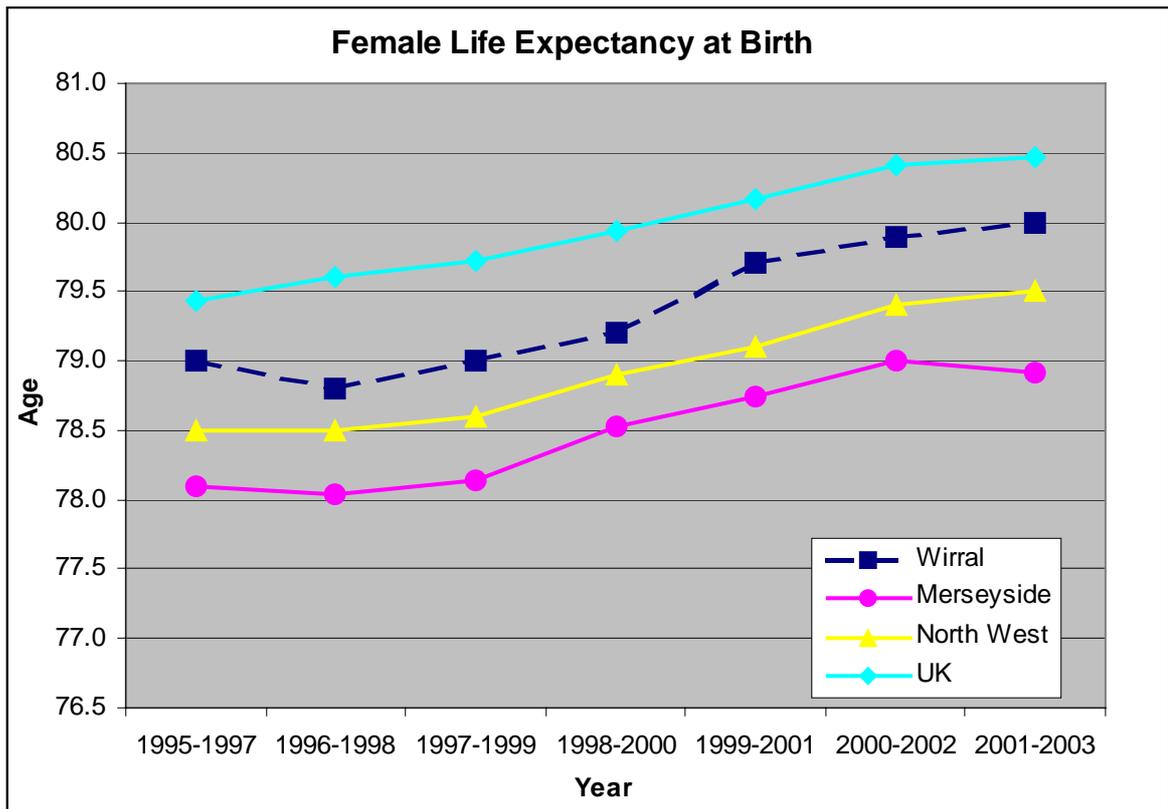
Life expectancy is an “estimate on the average number of years a new born baby would survive if he or she experienced the particular area’s age specific mortality rate for that time period throughout his or her life”.\*

The current male life expectancy (2001-03) is 75.2 years this places Wirral in the lowest 20% of local authorities in England and Wales (75.9 years). However the Male life expectancy for the borough compares favourably with the North West (74.8) and Merseyside life expectancy (74.1).



Source: ONS Life expectancy at birth by health and local authorities in the United Kingdom 1991-1993 to 2001-2003.

The current female life expectancy for Wirral residents follows the national trend of being 4.6 years higher than the male life expectancy. Female life expectancy for the borough (2001-03) is 80 years this places Wirral in the bottom quarter of local authorities in England and Wales (80.5 years). However yet again Wirral's female expectancy of life is higher than the Merseyside (78.9) and North West (79.5) averages.



Source: ONS Life expectancy at birth by health and local authorities in the United Kingdom 1991-1993 to 2001-2003.

**Indicator: Standardised Mortality Ratios 2004 (SMR)**

*“The SMR is a way of comparing the death experience of population groups. The ratios shown in the table below have been standardised against the England and Wales population. SMRs greater than 100 indicate a death rate higher than that experienced in England and Wales”\**.

Area of usual residence	Number of Deaths			Standardised Mortality Ratios		
	Persons	Males	Females	Persons	Males	Females
England and Wales	514,250	245,208	269,042	100	100	100
North West	71,743	34,229	37,514	111	112	109
Merseyside	15,051	7,075	7,976	115	116	113
<b>Wirral</b>	<b>3,660</b>	<b>1,723</b>	<b>1,937</b>	<b>106</b>	<b>110</b>	<b>103</b>

Source: ONS Deaths by local authority of usual residence, numbers and standardised mortality ratios (SMRs) by sex, 2004 registrations

Wirral has a higher than average death rate than the national average for both males and females. However the Wirral's death rate is much lower than the North West and especially the Merseyside figures.

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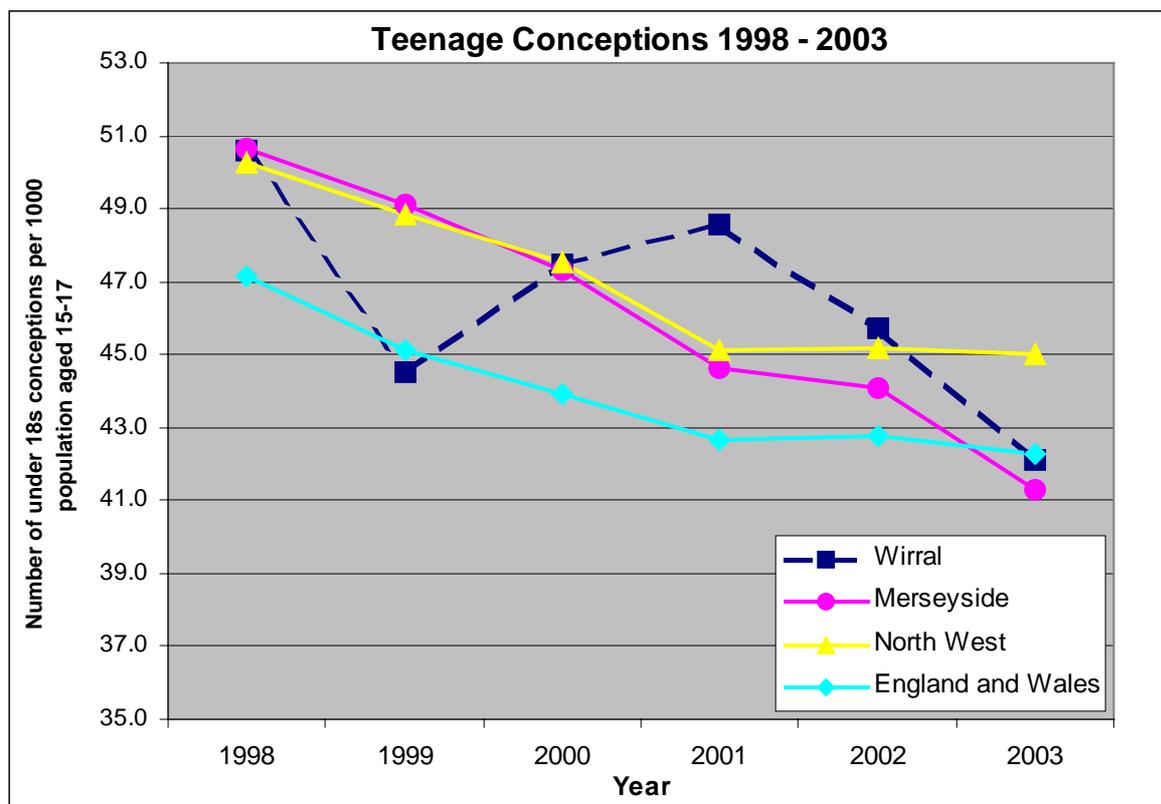
\* Source: Making In-Roads. Wirral's Public Health Annual Report 2003/2004.

**Indicator: Teenage conceptions**

The teenage conception rate is calculated by counting the conceptions per 1000 population aged 15-17.

Area	Teenage Conceptions Rate (per 1000)					
	1998	1999	2000	2001	2002	2003
England and Wales	47.1	45.1	43.9	42.7	42.8	42.3
North West	50.3	48.8	47.5	45.1	45.2	45.0
Merseyside	50.6	49.1	47.3	44.7	44.1	41.3
<b>Wirral</b>	<b>50.6</b>	<b>44.5</b>	<b>47.5</b>	<b>48.6</b>	<b>45.7</b>	<b>42.1</b>

Source: ONS and Teenage Pregnancy Unit (2005).



Wirral's rate of teenage conception has fallen on average by 8.5 per 1000 population or by -16.8% in a five year period (1998-2003), this rate of decline is better than the national figure (average reduction 4.8 per 1000 = -10.2%).

Within Wirral areas with the highest teenage conception rates (greater than 50 per 1000) lie within the more deprived areas. "This is highlighted by the fact that four of the five highest wards for under 18s pregnancies in Wirral are classified as Neighbourhood Renewal Wards"\* (areas that receive additional government funding due to high levels of deprivation).

\* Source: Making In-Roads. Wirral's Public Health Annual Report 2003/2004.

***Indicator: Proportion of the population with a limiting long-term illness***

		<b>Wirral</b>	<b>North West</b>	<b>England</b>
All People (Persons)	count	312,293	6,729,764	49,138,831
With a Limiting Long-Term Illness (Persons)	count	70,336	1,394,609	8,809,194
Without a Limiting Long-Term Illness (Persons)	count	241,957	5,335,155	40,329,637
(April 2001) source: National Statistics				

***Indicator: Activity rates (e.g. gardening, walking, recreational cycling) /sport participation***

Data to be collected

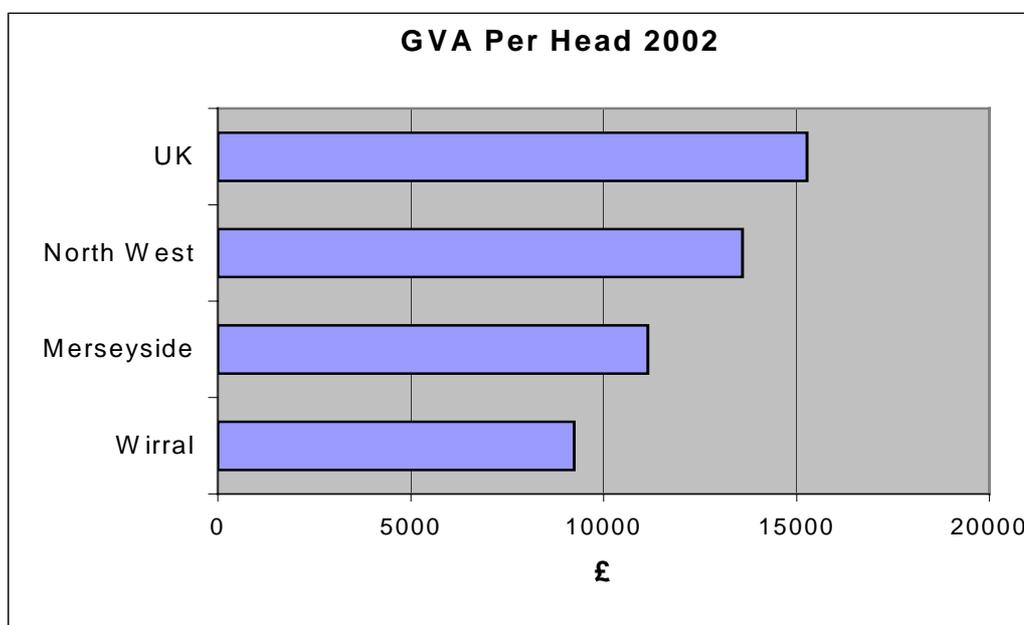
## APPENDIX 2 – BASELINE REVIEW

### SUSTAINABLE CONSUMPTION AND PRODUCTION

#### SA Objective 6: To promote improved economic performance

***Indicator: GVA per head (Source: ONS NUTS 3 Accounts December 2004)***

The Wirral's Gross Value Added (GVA) per head currently stands at £9232. This figure is only 60% of the UK average (within bottom five areas GVA per head), 67% of the North West average and only 83% of Merseyside's GVA. Wirral has the lowest GVA per head figure for the Northwest NUTS 3 region (East Merseyside, Liverpool, Sefton and Wirral). "The Gross value added is the difference between output and *intermediate consumption* for any given sector/industry. That is the difference between the value of goods and services produced and the cost of raw materials and other inputs which are used up in production".



Source: ONS Sub Regional (NUTS 3) Accounts December 2004.

\* About National Statistics and ONS

[http://www.statistics.gov.uk/about/glossary/economic\\_terms.asp](http://www.statistics.gov.uk/about/glossary/economic_terms.asp)

**Indicator: GVA as a percentage of national performance.**

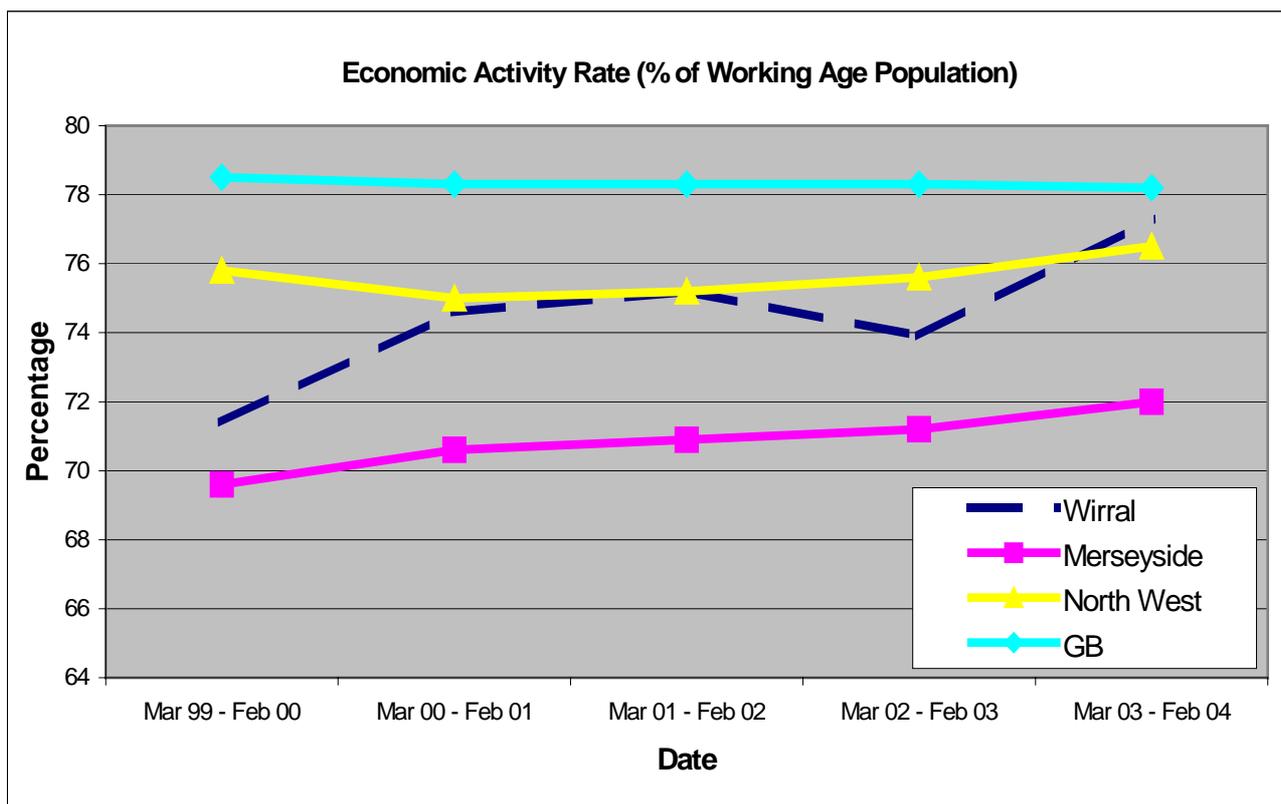
Area	Total GVA in 2002 (£bn)	Share of UK GVA (%)	Growth on 2001 (%)	GVA per Head (£)	GVA per head index (UK = 100)
United Kingdom	906	100	5.1	15,300	100
North West	92.25	9.8	5.2	13,600	89
Merseyside	15.26	1.7	6.0	11,175	73
<b>Wirral</b>	2.90	0.32	5.8	9,232	60

**Indicator: GVA as a Percentage of Sub Regional Performance**

Area	Total GVA in 2002 (£bn)	Share of Merseyside GVA (%)	Growth on 2001 (%)	GVA per Head (£)	GVA per head index (Merseyside 100)
<b>Merseyside</b>	15.26	100	6.0	11,175	100
East Merseyside	3.41	22.4	4.0	10,415	93
Liverpool	6.09	39.9	7.2	13,776	123
Sefton	2.86	18.7	6.1	10,152	91
<b>Wirral</b>	2.90	19.0	5.8	9,232	83

**Indicator: Economic activity rates (Local Area labour force survey Mar02- Feb03)**

The working age population is estimated to be 184,600 of which 142,000 are thought to be economically active. Therefore 77.3% of the working population are economically active, this figure is higher than the Merseyside (72 %) and North West (76.5%) economic activity rates, but slightly below the national figure with 78.2% of the working age population economically active. Wirral's economic activity rate has increased by 5.9% since 1999-2000 compared with a 0.3% decrease in activity nationally.



Source: ONS Local Area labour force survey Mar02- Feb03

### SA Objective 7: To provide for employment growth and business creation

***Indicator: Employment by sector***

Sector	Area			
	Wirral	Merseyside	North West	GB
Manufacturing	12.6	10.7	14.5	12.6
Construction	4.1	3.5	4.7	4.4
Distribution, hotels & restaurants	26.2	24.7	24.9	24.7
Transport & communications	2.9	4.8	6.1	6.0
Finance, IT, other business activities	15.1	16.3	17.6	19.8
Public admin, education & health	34.7	35.4	26.8	25.8
Other services	4	4.5	4.6	5.2
Tourism-related	9	8.7	8.6	8.1

Source: ONS Annual business inquiry employee analysis (2003).

**Indicator: VAT registration and de-registrations**

“VAT registrations and de-registrations are an indicator of the level of entrepreneurship and can indicate the strength of the business population”\*. Wirral has approximately 174 business per 10,000 population, compared to the English average of 303 (per 10,000 population)\*. Therefore Wirral has a low number of businesses and therefore many residents have to commute outside the borough in search of employment.

The number of businesses however has been increasing steadily over the past few years, from a low of 4,855 in 1996 to a total of 5,455 in 2003, an increase of 12.4%.

Year	Registrations	De-registrations	Net Change	VAT Registered Businesses at End of Year
1994	585	690	-105	4,965
1995	525	610	-85	4,880
1996	580	605	-25	4,855
1997	655	495	160	5,010
1998	580	535	45	5,055
1999	585	475	110	5,165
2000	600	525	75	5,240
2001	545	450	95	5,335
2002	535	515	20	5,355
2003	615	515	100	5,455

Source: ONS VAT registrations/de-registrations by industry (2005).

**Indicator: Amount of land developed for employment, by type (completed gross floorspace)**

Data to be collected

**SA Objective 8: To reduce worklessness and income deprivation****Indicator: Unemployment by age and duration**

Data to be collected

**Indicator: Percentage of people in employment receiving incapacity benefits**

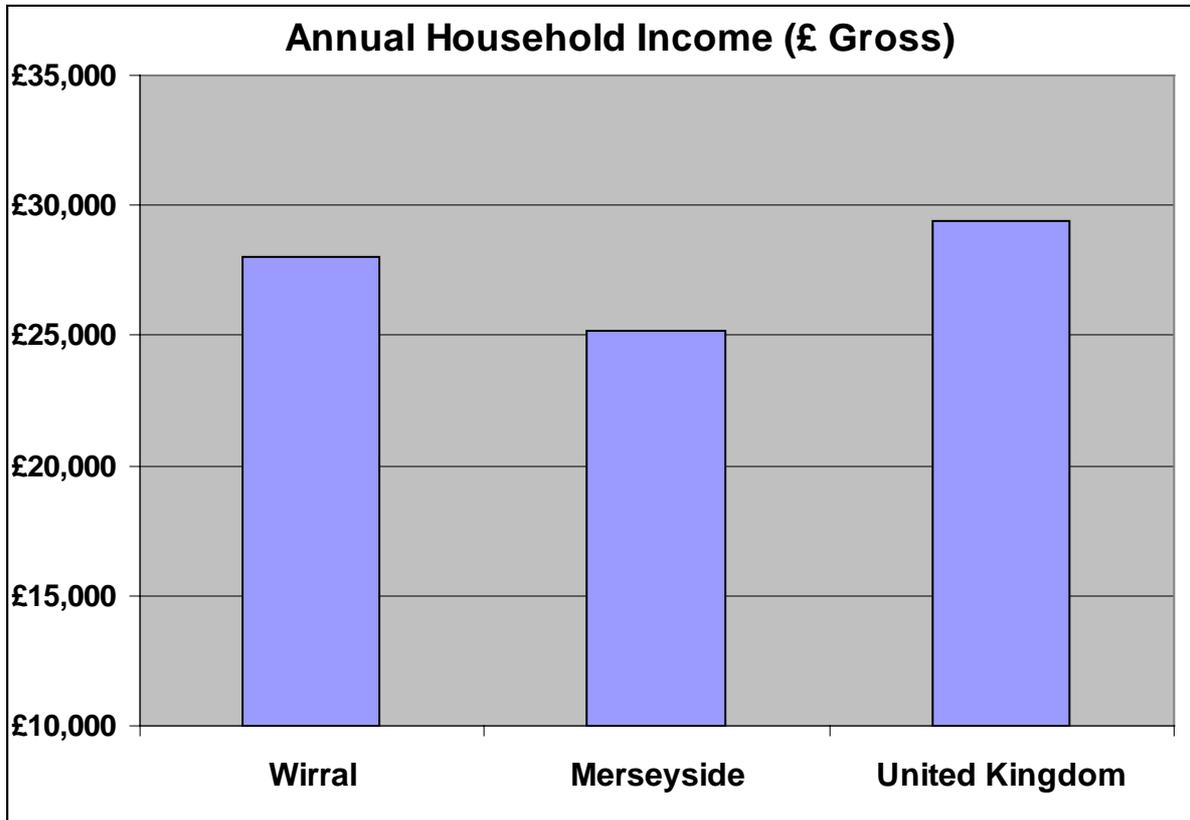
Data to be collected

\* Wirral Regeneration Framework – Audit and Analysis Report May 2005

\* Wirral Regeneration Framework – Audit and Analysis Report May 2005

**Indicator: Average earnings (Annual household income) compared with Merseyside/England**

The average gross annual household income for the Wirral stands at £28, 034. This is 4.6% below the United Kingdom average (£29,374), however it is significantly higher (11.4%) than the Merseyside average of £25,159.



**SA Objective 9: To promote the vitality and viability of town centres**

**Indicator: Vitality and viability of town, district and local centres measured by (a) position in national shopping centre rankings (Birkenhead and Liscard)(b) percentage of vacant street level property (c) retail rents**

In assessing the health of Wirral's Key Town Centres (see Map below) the 'Wirral Retail Strategy' report written by Roger Tym and partners was widely consulted. The assessment of Wirral's nine key town centres used a wide range of data sources including Wirral Councils 'Sales Floor Estimates' and land use surveys carried out by Roger Tym's consultants (September/October 2003). The health checks for the key town centres used numeric evidence of the viability/condition of the property market and qualitative sources such as consultation exercises with key stakeholders in the centres.

<b>Key Town Centre</b>	<b>Summary of Area's Health as a Centre of Retail and Leisure</b>	<b>Vacancy Rates</b>	<b>Retail Rents</b>
Birkenhead (Core Area)	Birkenhead's shops are predominantly at the lower end of the market. Birkenhead does not have a full range supermarket, a second department store, middle and higher order clothes/shoes (particularly young ladies fashion), and quality cafes/ Restaurants. Therefore Birkenhead appeals predominantly to a localised client base and fails to attract the more affluent residents, particularly from the western part of the borough. Birkenhead is failing to fulfil its maximum potential as a sub regional centre.	The proportion of vacant property in the town centre (core area) stands at 11.8%, which is only slightly above the GB average (10.6%), indicating a healthy demand for retail property, albeit at the lower end of the market.	Retail rents have grown from £70 per sq ft, rising to £95 in 2003. However rents for Liverpool, Chester and Warrington are significantly higher than in Birkenhead, at £275, £200 and £145 per sq ft, respectively, which confirms their dominance in the region.
Bromborough Village	Overall Bromborough village is a vital a viable town centre. It has sufficient convenience and services shops and the village centre has a pleasant ambience. The village is not a main destination for fashion goods, although the centre's household goods offer is reasonable. Competition is likely to arise from the nearby South Wirral Retail Park.	The number of vacant units has increased from 6 units in 1997 to 9 units in 2004. However the total number of units has increased from 75 to 85 in the same period. Consequently, the proportion of vacant units (10.6%) mirrors the GB average.	No retail rent data currently available.

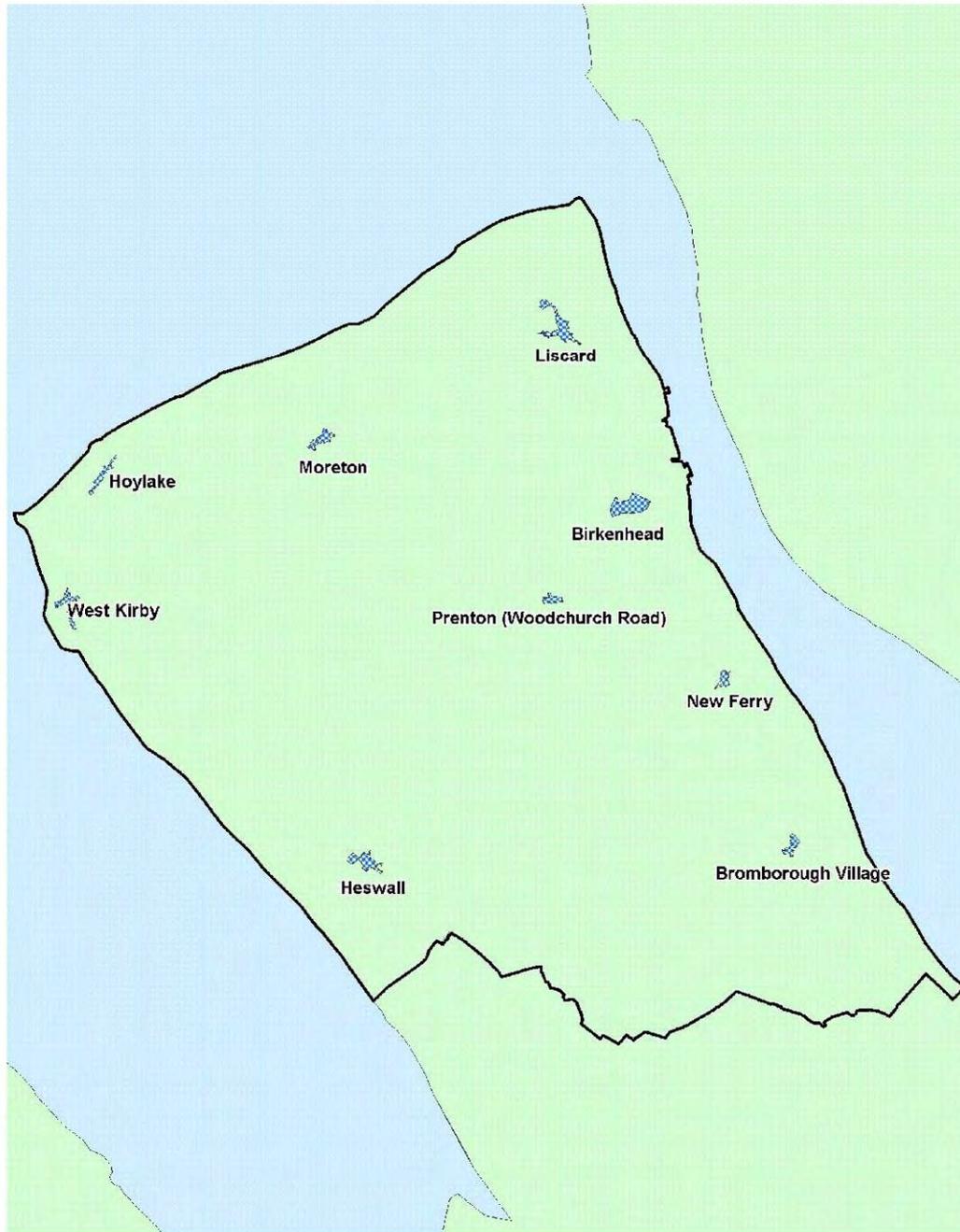
Heswall	Overall Heswall is a vital and viable town centre. The representation by chain retailers in the comparison* sector does not represent the overall affluence of the local population, and parts of the centre are in need of environmental upgrade. Competition is likely Chester City centre due to the major transport links from Heswall Centre direct to Chester centre (A540).	There were 6 vacant units in Heswall in 2004 (4.3%), which is less than half the GB average. This is primarily due to the increase in eating/dining out premises occupying previously vacant units.	Anecdotal evidence suggests that retail rents have increased significantly over the past 10 years. Rent for a standard unit reportedly cost around £6,000 to £10,000 in 1994, consultees assert that it now costs in the region of £30,000 to £35,000.
Hoylake	Hoylake's retail centre has deteriorated substantially in recent years, especially in the comparison sector. Hoylake has a poor number of hotels especially with the Open Championship in 2006. A lack of car parking space has also been identified as another major problem.	The proportion of vacant units in Hoylake has remained steady over the past fifteen years and the current level of 11.2% is only slightly above the national average.	No retail rent data currently available.
Liscard	Liscard's centre has deteriorated over the past 10-15 years, with the offer principally at the lower end of the market. Liscard is lacking a department store and middle order clothes retailers (River Island, Next etc) Liscard needs to significantly improve its comparison retail offer and general environment to regain its former position in the retail hierarchy.	Liscard has an above average retail vacancy rate of 13%.	In marked contrast to Liverpool, Chester, Warrington and Birkenhead, rents in Liscard are just £40 per sq ft, which represents only a marginal increase on the 1993 level (£35 per sq ft).
Moreton	Morton is a vital and viable town centre, with a good convenience offer, low vacancy rate and busy feel. However there is a lack of parking, which will be difficult to remedy.	Moreton has 11 vacant units (8%) lower than the GB average (10.6%) and the lowest vacancy rate since 1980.	No retail rent data currently available.
New Ferry	New Ferry has been in long-term decline, and is no longer a strong district centre. The centre is deficient in many respects, with the quality of property and general environment extremely poor. The centre is no longer vital and viable, and significant investment is required to address the major problems.	The current levels of vacancy (March 04) stand at 31.3%, three times the national average.	No retail rent data currently available.
Prenton	Prenton centre enjoys a good level of health, the	Only one retail unit was	No retail rent data currently

(Woodchurch Road)	predominance of independent operators and the limited offer in clothes retailers means that Woodchurch road functions as a district rather than town centre.	identified as being vacant (1.8%). The low vacancy rate indicates a continued demand for units (confined to independent, small-scale operators).	available.
West Kirby	West Kirby’s convenience and services offer is healthy. However, the range of comparison outlets does not reflect the affluence of the local population and high quality operators need to be attracted. The town centre is suffering from a long-term lack of investment and needs to be updated and re-energised.	West Kirby has 10 vacant units (6.5%) which is much lower than the national average (10.6%).	No retail rent data currently available.

Source: Wirral Retail Strategy Main Report March 2004. (Roger Tym and Partners).

\*The comparison sector is made up of five types of purchase

- Clothes and Shoes
- Furniture/Carpets
- DIY goods
- Domestic Appliances (White Goods)
- Specialist non-food items (china, glass, books, jewellery, photographic equipment, music etc)



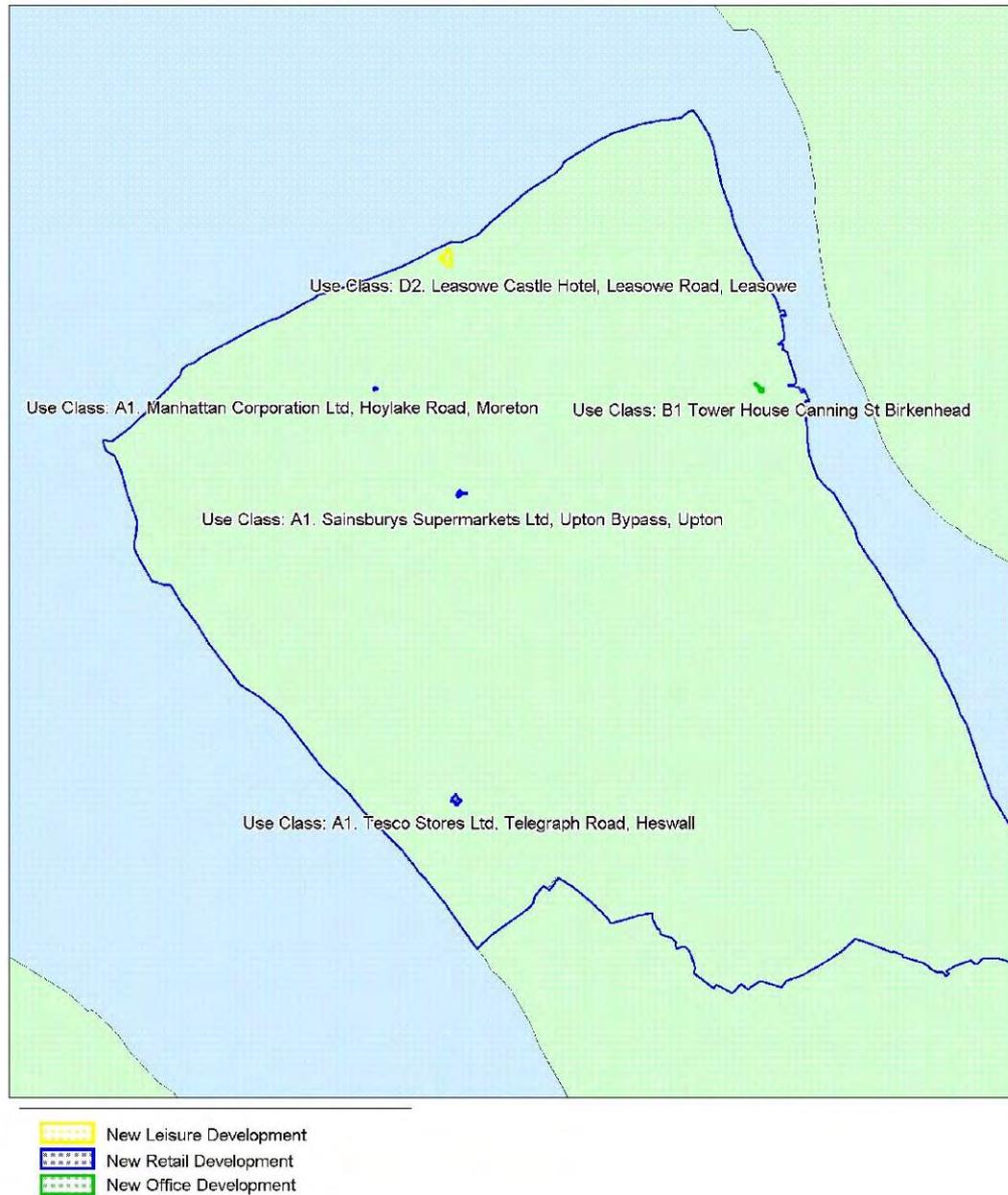
 Key Town Centre

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**Indicator:** *new retail and office development by type and location (sq m developed per annum)*

*The table below contains all the completed retail, office and leisure developments for the financial year April 2004 – March 2005.*

UCOs	Type	Total Floorspace Developed Sq M (Gross)	Total Floorspace Developed in Town Centres Sq M (Gross)	Total Floorspace Developed Sq M (Net)	Total Floorspace Developed in Town Centres Sq M (Net)
B1	Offices	961	0	-	-
A1	Retail	326	0	236	0
A1	Retail	2828	0	2828	0
A1	Retail	1809	1809	1175	1175
D2	Assembly and Leisure	522	0	522	0
<b>TOTALS</b>	<b>1</b>	<b>6446</b>	<b>1809</b>	<b>4761</b>	<b>1175</b>



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**SA Objective 10: To maximise provision for high quality tourism**

**Indicator:** *number and type of visits to Wirral/Merseyside by duration and expenditure*

Area	Overnight Visitors	Day Visitors	Total
<b>Wirral*</b>	457,713	3,623,322	4,081,035
Total Expenditure*	£31.7m	£66.8m	£98.5m
Expenditure/visitor	£69.25	£18.44	£24.13
<b>Merseyside*</b>	2,409,015	16,817,165	19,226,180
Expenditure*	£236.2m	£367.9m	£604.0m
Expenditure/visitor	£98.05	£21.88	£31.41

\*Source: The Mersey Partnership. Digest of Merseyside Tourism July 2004.

Nearly 4.1 million tourists visited the Wirral in 2000, of which 88.8% were 'day-trippers' and 11.2% visited the Wirral for one night or more. These 4.1 million visitors generated a total of £98.5 million for the borough's economy in 2000.

Wirral's tourist numbers represent 21.2% of the total visitors to Merseyside. This share is expected to increase over the next few years, with the rise in golf related tourism due to the hosting of the Open Championship at Hoylake's Royal Liverpool course in Summer 2006. The Level of expenditure per visitor in Wirral is however lower than on Merseyside as a whole.

**Indicator:** *number of visitors to top ten tourist/visitor facilities*

Wirral has a wide variety and number of visitor facilities and tourist attractions, therefore only the more significant attractions in terms of visitor numbers are included in this survey.

The borough has:

- One coastal resort – which includes, amusement arcades and fair grounds.
- Two Art Galleries.
- Four Theatres.
- Twelve Countryside/Marine attractions – including country parks country craft centres and marine lakes.
- Twelve Heritage/Museum attractions – all museum attractions, Mersey Ferries, historic churches.
- Eight Caravan/Camping Sites.

The top 14 tourist attractions in 2003 include.

(\* Mersey Ferry figures not included as joint Liverpool/Wirral attraction)

Attraction	2002	2003	% Change
Birkenhead Priory	15,236	13,441	- 12%
Birkenhead Tramway	12,591	13,172	+ 5%

Appendix 2 – Baseline Review

Egerton Bridge	1,509	1,490	- 1%
Floral Pavilion Theatre	65,000	65,000	0%
Historic Warships	26,578	30,047	+ 13%
Lady Lever Art Gallery	125,988	93,675	- 26%
Pacific Road Museum & Theatre	45,500	75,000	+ 65%
Port Sunlight Heritage Centre	20,000	27,632	+ 38%
Seacombe Aquarium	48,254	41,768	- 13%
Shore Road Pumping Station	3,736	3,046	- 18%
Seacombe Spaceport	Opened Summer 2005 (100,000 visitors estimated annually).		
Voirrey Embroidery Centre	175,000	180,000	+ 3%
Williamson Art Gallery	31,561	35,367	+ 12%
Wirral Museum	38,990	42,527	+ 9%
<b>Total</b>	<b>609,943</b>	<b>622,165</b>	<b>+ 2%</b>

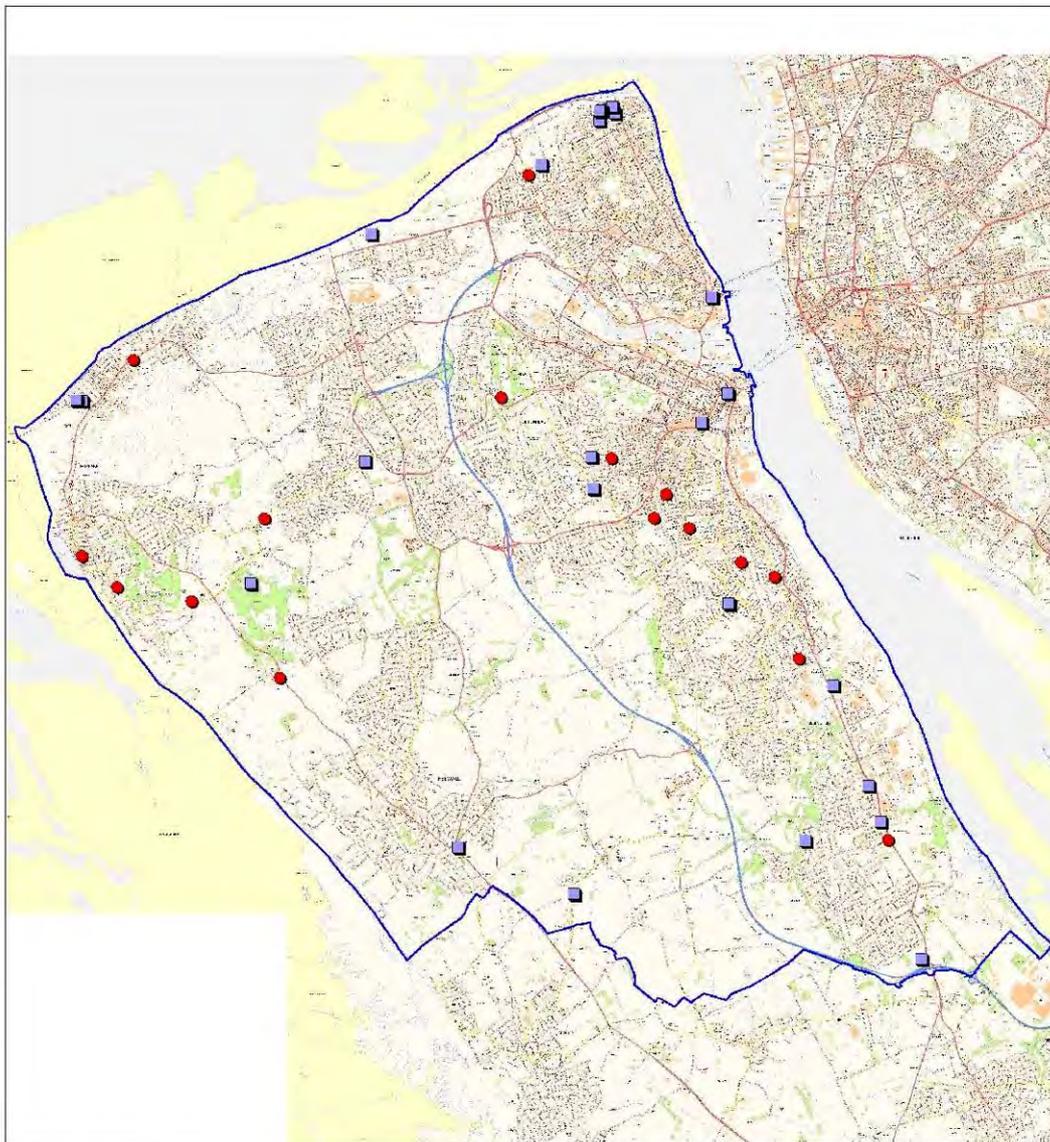
Source: The Mersey Partnership. Digest of Merseyside Tourism July 2004/.

Overall the number of visitors to Wirral tourist attractions has increased by 12,222 people from 2002-2003 (+ 2%).

Not included in the above list is Wirral Country Park which attracted 315,00 visitors in 2005 – 7<sup>th</sup> in the rank of free admission attractions on Merseyside

**Indicator: Number and location of bedspaces**

The Wirral has 17 guest houses (103 rooms) 24 hotels (607 rooms), the borough has a total of 710 guest rooms.



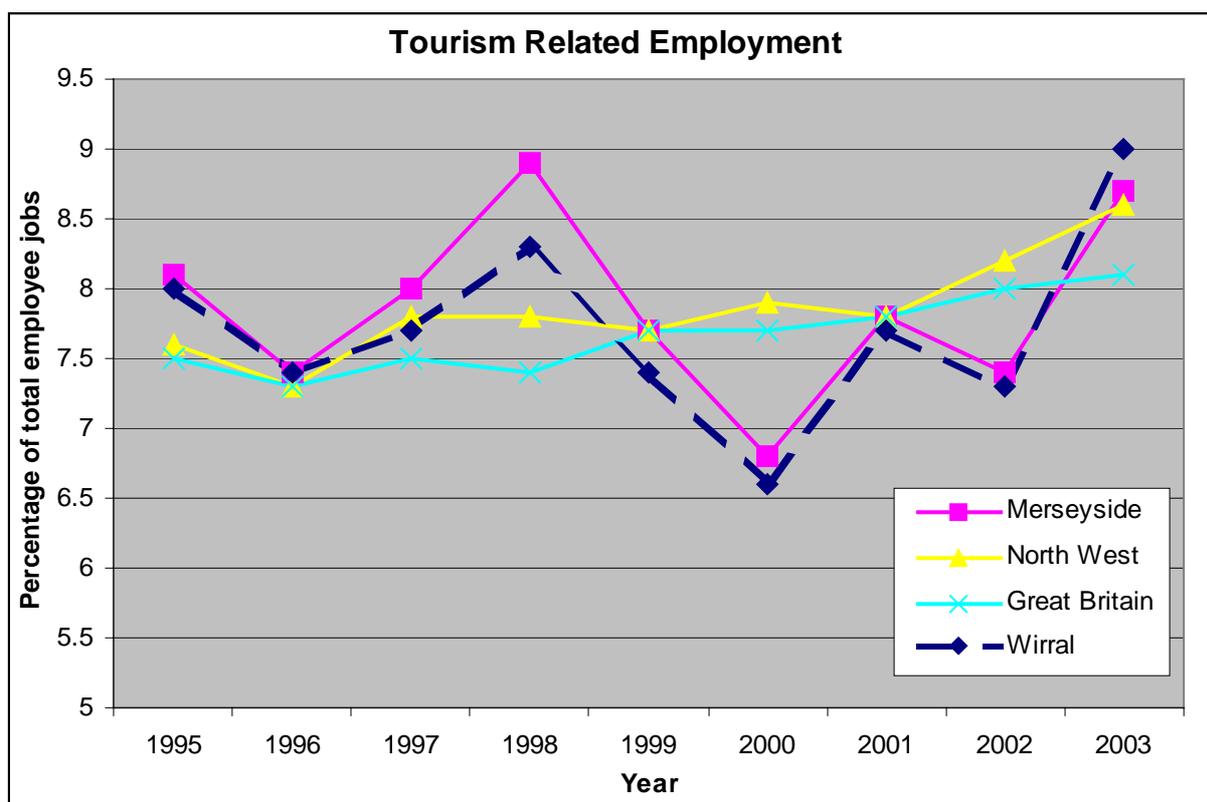
- Wirral Hotels
- Wirral Guest Houses

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**Indicator: Employment in Tourism<sup>1</sup>**

The number of persons employed in tourism related activities increased by 1% since 1995 to 9,094 in 2003, this represents 9% of total employee jobs on the Wirral. This figure is broadly similar to the Merseyside and North West average, but nearly 1% higher than the national figure.

Since 2000 the number of tourism related employees has risen rapidly from 6,586 (6.6%) to 9,094 (9%) in 2003. The number of tourism related jobs is expected to rise further still with the hosting of the Open golf championship at Royal Liverpool golf club in Hoylake (Summer 2006), and Liverpool’s successful bid to become the European capital of culture in 2008.



Source: Annual business inquiry (ABI) employee analysis 2003.

<sup>1</sup>

**Tourism-related** includes the following sectors:

- 551 Hotels
- 552 Camping sites etc
- 553 Restaurants
- 554 Bars
- 633 Activities of travel agencies etc
- 925 Library, archives, museums etc
- 926 Sporting activities
- 927 Other recreational activities

**Source: Annual business inquiry (ABI) employee analysis 2003.**

**APPENDIX 2 – BASELINE REVIEW****ENVIRONMENTAL PROTECTION AND ENHANCEMENT****SA Objective 11: To maintain and improve biodiversity and natural habitats**

***Indicator: Number and total area of internationally and nationally designated nature conservation and geologically important sites and reported condition***

Type of Site	Number of Sites	Condition of Sites	Total Site Area (Hectares)
Special Protection Areas (EU)/ Ramsar sites	2 designated 1 proposed		18108.2 2089.41
Special Areas of Conservation (EU)	1 proposed		15,754.94
Sites of Special Scientific Interest	12	See below	7,129
Sites of Biological Importance	71	Not reported	756.7
Local Nature Reserves	5	Not reported	185.4
Site of Local Importance for Earth Science	17	Not reported	221.1

Condition of Sites of Special Scientific Interest as at January 1<sup>st</sup> 2007

SSSI name	Condition Status
New Ferry SSSI	100% favourable
Mersey Narrows SSSI	100% favourable
North Wirral Foreshore SSSI	100% favourable
Red Rocks SSSI	100% favourable
Dee Cliffs SSSI	13.07% unfavourable (no change) 86.93% unfavourable (recovering)
Thurstaston Common SSSI	0.71% favourable condition 99.29% unfavourable (no change)
The Dungeon SSSI	100% favourable
Dibbinsdale SSSI	8.22% favourable 91.78% unfavourable (no change)
Heswall Dales SSSI	100% unfavourable (recovering)
Meols Meadows SSSI	86.89% unfavourable (no change) 13.11% unfavourable (declining)
Mersey Estuary SSSI	99.95% favourable 0.05% unfavourable (recovering)
Dee Estuary SSSI	29.71% favourable 70.29% unfavourable (recovering)

## **SA Objective 12: To minimise pollution to land water or air**

### **Indicator: Population living in air quality management areas**

For the period April 1<sup>st</sup> to March 31<sup>st</sup> Wirral has declared no (zero) Air Quality management areas, therefore no person in the Wirral resides in an Air Quality Management Area.

‘Since December 1997 Wirral has been carrying out a review and assessment of air quality throughout the borough. This involves measuring air pollution and trying to predict how it will change in the next few years. The aim of the review is to make sure that the national air quality objectives will be achieved throughout the UK by the relevant deadlines. These objectives have been put in place to protect people’s health and the environment.

If a local authority finds any places where the objectives are not likely to be achieved, it must declare an Air Quality Management Area and implement a strategy in order to improve the whole of the affected area’.

(Source Local Air Quality Management Archive)

### **Indicator: The number of days air pollution is moderate or high.**

The local air quality is measured and recorded daily on a scale of 1 –10 where 1 corresponds to ‘Low’ pollution and 10 corresponds to ‘Very High’ pollution.

Scale 1-3 corresponds to ‘low’ air pollution levels: *“Effects are unlikely to be noticed even by individuals who know they are sensitive to air pollutants”.*

Scale 4-6 corresponds to ‘Moderate’ levels: *“Mild effects, unlikely to require action, may be noticed amongst sensitive individuals”.*

Scale 7-9 corresponds to ‘High’ levels: *“Significant effects may be noticed by sensitive individuals and action to avoid or reduce these effects may be needed (e.g. reducing exposure by spending less time in polluted areas outdoors). Asthmatics will find that their ‘reliever’ inhaler is likely to reverse the effects on the lung”.*

Scale 10 corresponds to ‘Very High’ levels: *“The effects on sensitive individuals described for ‘High’ levels of pollution may worsen”.*

In 2004 Wirral experienced 63 days where the air pollution levels were described as ‘moderate’ (scale 4-6), however there were no (zero) days where the air pollution level was ‘high’ or ‘very high’ (scale 7-10). Therefore in 2004 17.3% of days Wirral’s air pollution level exceeded the low pollution scale (1-3).

***Indicator: Proportion of rivers registering good or fair for chemical and biological river quality*** (please refer to environment agency website for river quality definition

[http://www.environment-agency.gov.uk/yourenv/eff/1190084/water/213902/river\\_qual/?lang=e](http://www.environment-agency.gov.uk/yourenv/eff/1190084/water/213902/river_qual/?lang=e)).

### Biology

	Good (%)	Fair (%)	Poor (%)	Bad (%)	Total km
Wirral	0.00	77.04	22.96	0.00	21.75
North West	55.34	33.92	9.24	1.51	4696

Source: Environment Agency General Quality Assessment 2004.

Overall just over three-quarters (77.04%) of Wirral's river lengths measured good or fair for biological quality. However 0% of river length was classified as being in 'Good' biological condition compared to 55.34% for the North West region. Just under a quarter (22.96%) of Wirral's rivers measured 'Poor' for biological quality, this does not compare favourably with the North West figure of 9.24%, however the borough's rivers are not measured as 'bad' on any length.

### Chemistry

	Good (%)	Fair (%)	Poor (%)	Bad (%)	Total km
Wirral	0.00	5.63	78.23	16.13	31
North West	60.8	30.71	6.9	1.59	5428

Source: Environment Agency General Quality Assessment 2004.

Wirral has just 5.63% of its river length classified as being in 'Good' or 'Fair' chemical condition. Wirral again has 0% of river length was classified as being in 'Good' chemical condition compared to 60.8% for the North West region. 94.36% of river length for wirral was classified as being 'Poor' or 'Bad' for chemical quality compared to 8.49% for the North West.

***Indicator: Number of beaches and coastal areas gaining international blue flag status***

"The Blue Flag works towards sustainable development at beaches/marinas through strict criteria dealing with water quality, environmental education and information, environmental management, and safety and other services".

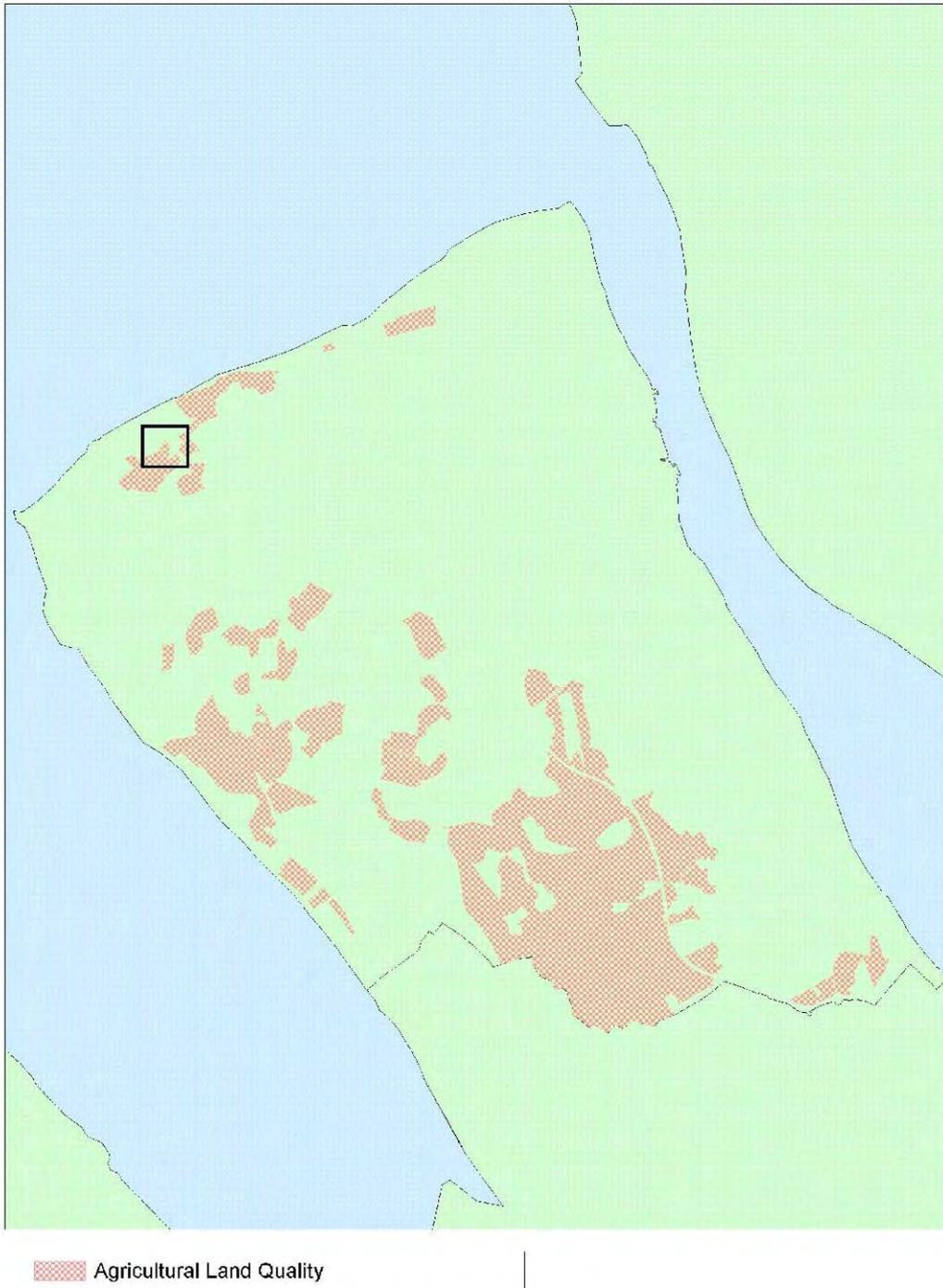
Wirral currently has no (zero) beaches that have been awarded the blue flag status from three beaches inspected.

***Indicator: Number and area of Part 2A contaminated sites***

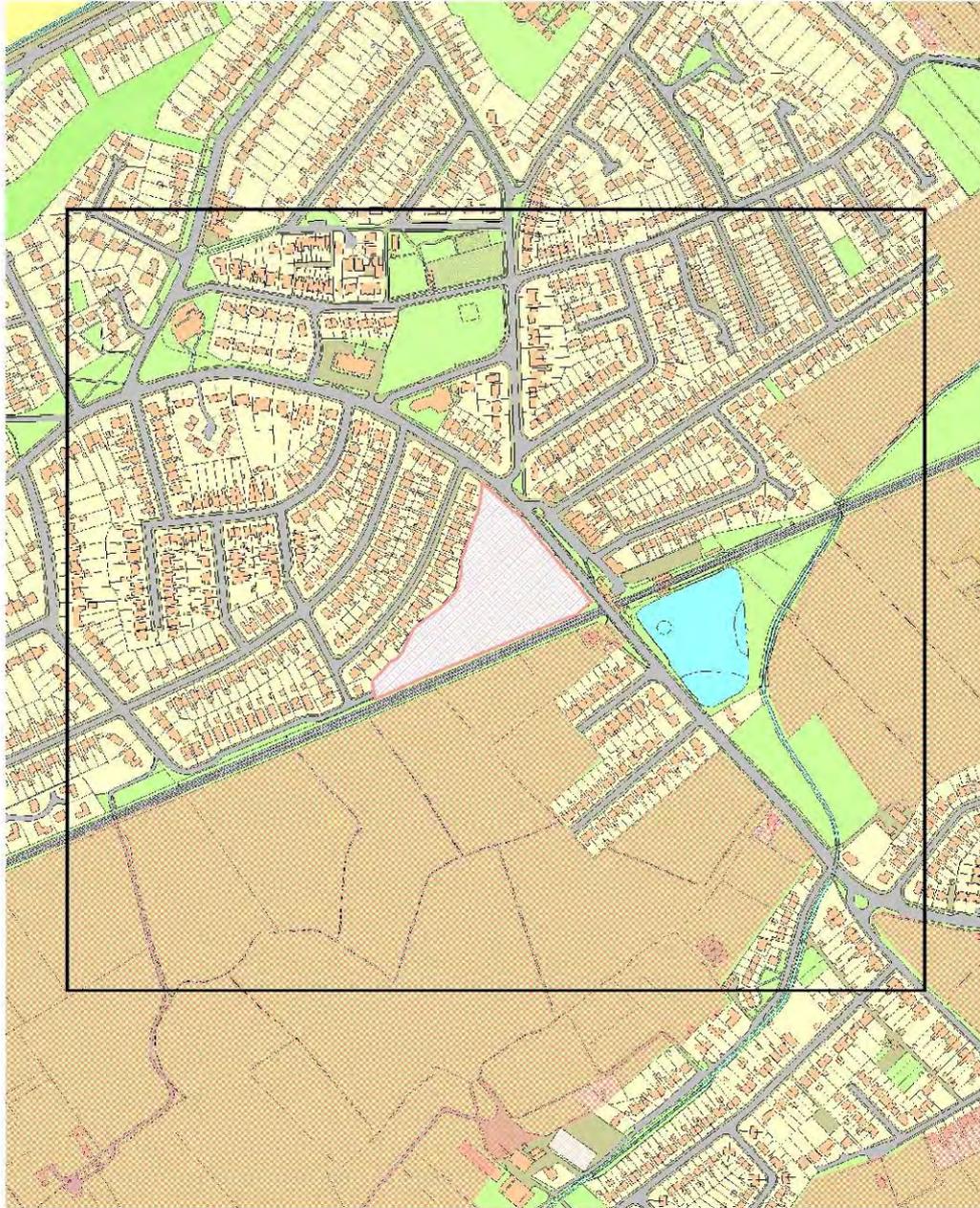
Data to be collected

**Indicator: Area and percentage of high quality agricultural land lost to development**

Currently the borough has 2,766 hectares of quality agricultural land. In July 1997 1.7 hectares was lost to a development of 37 residential dwellings (identified within the enlarged square refer to map below), this equates to 0.06% of the total high quality agricultural land area.



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 Area of High Quality Agricultural Land Lost to Development (1.7 Hectares)

 Agricultural Land Quality

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**APPENDIX 2 – BASELINE REVIEW  
ENVIRONMENTAL PROTECTION AND ENHANCEMENT (continued)**

**SA Objective 13: To preserve, protect and enhance sites, features and areas of archaeological, historical and cultural heritage importance**

***Indicator: Number and area (Ha) of designated conservation areas***



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For the period April 04 to March 05 there were 24 conservation areas within the borough covering a total area of 703.85 Hectares (4.52% of the total borough area).

**Indicator: Number, area and condition of designated Historic Parks and Gardens**

*“Of the many parks and gardens throughout England which are of historic value, a small number are considered to be sufficiently important to be worth identifying by their inclusion on the national Register of Parks and Gardens of special historic interest in England”\**

Wirral currently has two parks and gardens within the register with a total area of 98.64 Hectares:

- 1) Birkenhead Park (57.61 ha) is of exceptional historic interest (Grade I listed)
- 2) Thornton Manor Gardens (41.03 ha) is of special historic interest (Grade II listed)

**Indicator: The number of Listed Buildings on the English Heritage Buildings at Risk Register** (Source: English Heritage Buildings at Risk Register)

There are currently 1843 listed buildings within the Wirral, of which 2 (0.1%) are on the buildings at risk register including:

- 1) Fort Perch Rock, New Brighton



Listed Building Grade: II\*  
Scheduled Monument: No  
Condition: Poor  
Occupancy: Part occupied

- 2) Storeton Hall, Bebington



Listed Building Grade: II\*  
Scheduled Monument: Yes  
Condition: Very bad  
Occupancy: Vacant

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\* English Heritage (2005) Protecting Parks and Gardens (<http://www.english-heritage.org.uk/server/show/nav.1413>).

(For more information: <http://www.english-heritage.org.uk/server/show/nav.1426>)

***Indicator: Number and condition of Scheduled Ancient Monuments***

The borough has nine Scheduled Ancient Monuments (refer to map below), these are protected areas including archaeological sites or historic buildings considered to be of national importance. Of these nine monuments, two (22.2%) are on the buildings at risk register:

1) Irby Hall Moated Site, Heswall



Listed Building Grade: Not Listed  
Scheduled Monument: Yes  
Condition: Poor  
Occupancy: N/A

2) Storeton Hall, Bebington



Listed Building Grade: II\*  
Scheduled Monument: Yes  
Condition: Very bad  
Occupancy: Vacant

(For more information: <http://www.english-heritage.org.uk/server/show/nav.1426> )



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**SA Objective 14: To provide for the separation of incompatible land uses**

***Indicator: number of significant "Point" sources – part A processes***

There 6 Wirral companies operating Part A processes authorised under the Environmental Protection Act 1990. There are 7 Wirral companies operating Part A processes permitted under the Pollution Prevention and Control Act 1999

**Indicator:** *number of homes falling within the consultation distance of a Part A industrial process*

Data to be collected

**Indicator:** *number of homes falling within a major hazard consultation zone*

Data to be collected

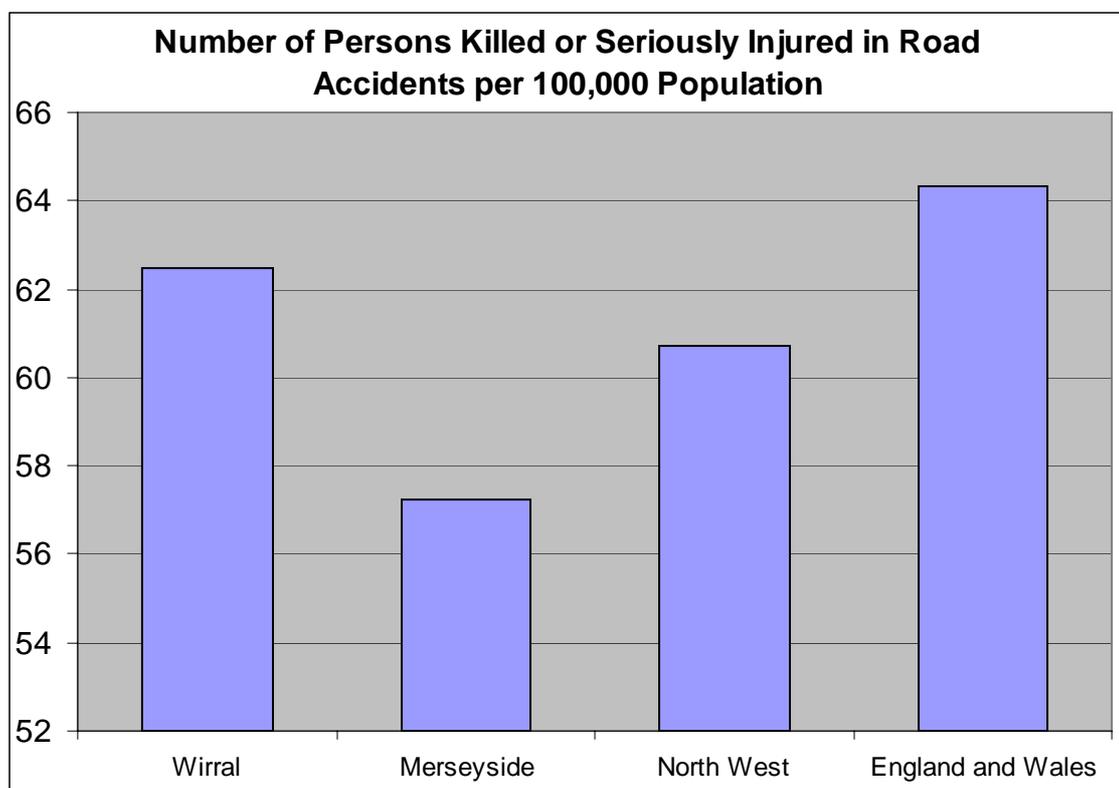
**Indicator:** *number of people reporting disturbance due to noise and type of noise causing complaint*

Data to be collected

**SA Objective 15: To reduce the impact of traffic intrusion in residential areas**

**Indicator:** *Number of persons killed or seriously injured in road accidents per 100,000 Population*

In 2003 196 people were killed or seriously injured in a road traffic accident (RTA) in Wirral, equating to 62.5 persons per 100,000 population. This figure is 2.9% lower than the national average (64.3 persons). However Wirral's Serious RTA victims average is 8.3% higher than the Merseyside average (57.3 persons) and 2.9% greater than the North West average (60.7 persons). Source: Neighbourhood Statistics Road Accident Data 2003 (ONS).



**Indicator:** *Number of Children killed or seriously injured in road accidents per 100,000 population*

Data to be collected

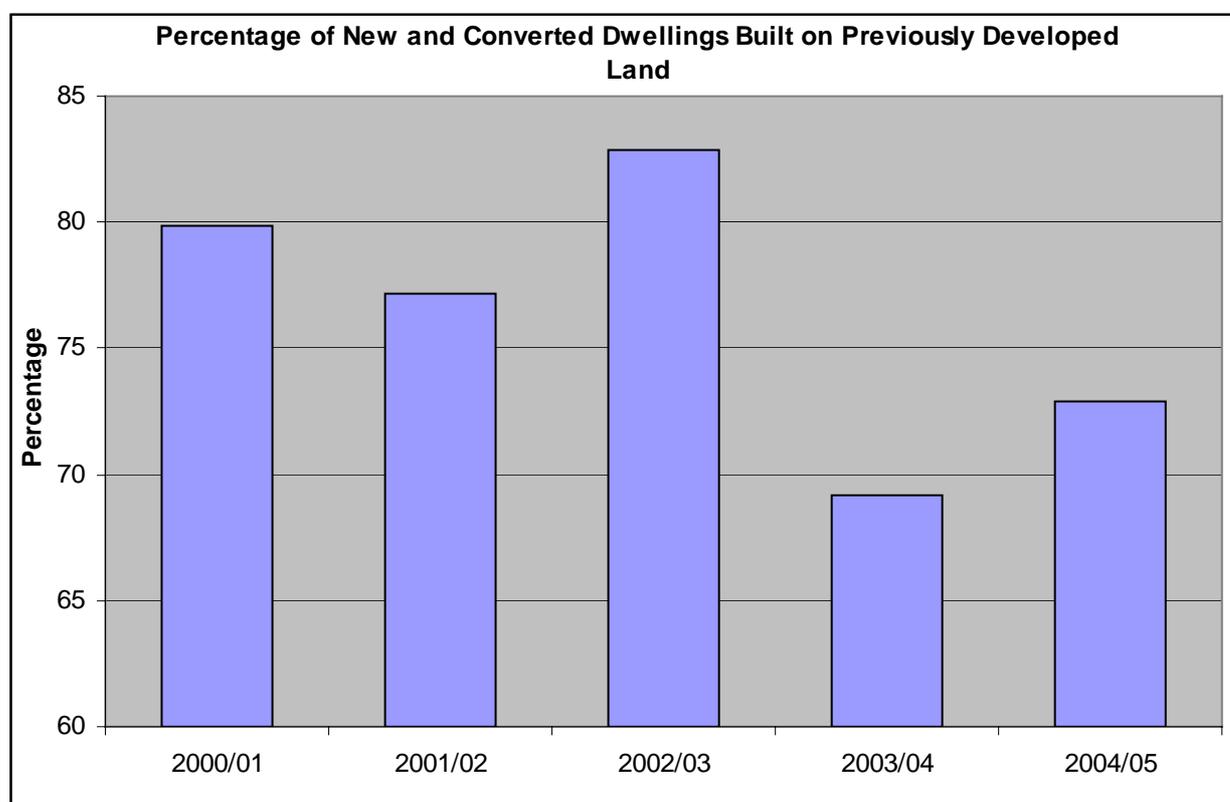
## APPENDIX 2 – BASELINE REVIEW

### NATURAL RESOURCES

#### SA Objective 16: To maximise the use of previously developed urban land

***Indicator:*** *The proportion of new houses built or converted on previously developed land*

	2000/01	2001/02	2002/03	2003/04	2004/05
<b>Percentage of new and converted dwellings built on previously developed land</b>	79.83%	77.17%	82.85%	69.18%	72.93%



For the period April 1<sup>st</sup> 2004 to March 31<sup>st</sup> 2005 just below 73% of new dwellings built or converted were on previously developed land. This is slightly below the previous five year average (April 2000 onwards) of 76.4% of new dwelling built on previously developed land. **(Add RPG 13 figures see AMR housing trajectory in Excel)**

**Indicator: Proportion of new commercial development on previously developed land**

Use Class	Type	Number of Commercial Developments April 1 <sup>st</sup> 2004 to March 31 <sup>st</sup> 2005	Number of Developments on Previously Developed Land	Proportion of Developments on Previously Developed Land
A1	Retail	3	3	100%
B1	Offices	2	2	100%
B2	General Industrial use	5	4	80%
B8	Warehousing	2	1	50%
D2	Assembly and Leisure	1	1	100%
<b>Totals</b>		<b>13</b>	<b>11</b>	<b>84.6%</b>

**Indicator: Total area of land reclaimed and brought back into beneficial use for all land use purposes, including open space**

Data to be collected

**SA Objective 17: To minimise the reliance on non-renewable energy sources****Indicator: average energy consumption per head**

Total domestic energy consumption per capita (Wirral) 10,980 kWh

Total domestic energy consumption per capita (NW England) 10,300 kW

Total industrial and commercial energy consumption per employee (Wirral) 28,000 kWh

Total industrial and commercial energy consumption per employee (NW England) 28,900 kWh

Source: DTI Experimental high level energy indicators for 2003 (published April 2006)

**Indicator: percentage of new homes achieving “good” or better score on the ECO Homes rating scheme**

Data from BREEAM (2006) indicated that there are 12 registered ECO Homes assessments for Wirral: 2 dwellings were rated as “good”

**Indicator: Percentage of new non-residential buildings achieving “good” or better score on the Breeam rating scheme**

Data from BREEAM (2006) indicated that there are 5 registered BREEAM Industrial assessments for Wirral of which 2 were rated as “very good”

Data from BREEAM (2006) indicated that there are 2 registered BREEAM offices assessments for Wirral of which 1 was rated as “very good”

**Indicator: Number and type of renewable energy schemes and quantity of power generated**

A single wind turbine was installed on Hilbre Island in February 2005, which produces 2.5 Kilowatts (kW) per hour at maximum output. This equates to powering twenty-five 100-Watt light bulbs every hour at maximum output. The ranger, Dave Cavanagh suggests that the turbine is presently saving £300 per month in energy bills.

6.6m in height Wind Turbine, blades diameter 3.5 m Hilbre Island - Dee Estuary



Source: Friends of Hilbre Newsletter (<http://www.deeestuary.co.uk/hilbre/newsfoh1.htm>)

**SA Objective 18: To promote sustainable drainage and water conservation**

**Indicator: proportion of development incorporating sustainable drainage systems**

Currently there are no developments (0%) within Wirral using sustainable drainage systems.

**Indicator: Average water consumption per capita/household**

	Litres Per Head Per Day					
	Unmetered Households			Metered Households		
	2000/01	2001/02	2002/03	2000/01	2001/02	2002/03
England and Wales	152	153	153	134	136	137
United Utilities (Including Wirral Area)	141	142	149	135	136	128

Source: OFWAT estimated household water consumption.

## **SA Objective 19: To minimise waste generation and maximise recycling**

### **Indicator: annual volume of waste arising by type and source**

Wirral's volume of household waste arising, which includes domestic waste collection, street sweepings and large item domestic waste for the period April 1<sup>st</sup> 2004 to March 31<sup>st</sup> 2005 was: 139,294 tonnes.

### **Indicator: proportion of municipal waste recycled and composted**

Out of a total of 139,294 tonnes of municipal waste produced by Wirral (04/05) 8% was recycled (11,065 tonnes) and 2% was composted (2,789 tonnes).

### **Indicator: Annual volume of waste sent to landfill**

Out of a total of 139,294 tonnes of municipal waste produced by Wirral (04/05) 90% was sent to landfill (125,440 tonnes).

**SA Objective 20: To minimise the impact of flooding and other natural hazards**

***Indicator: proportion of completed new development sites in flood risk areas***

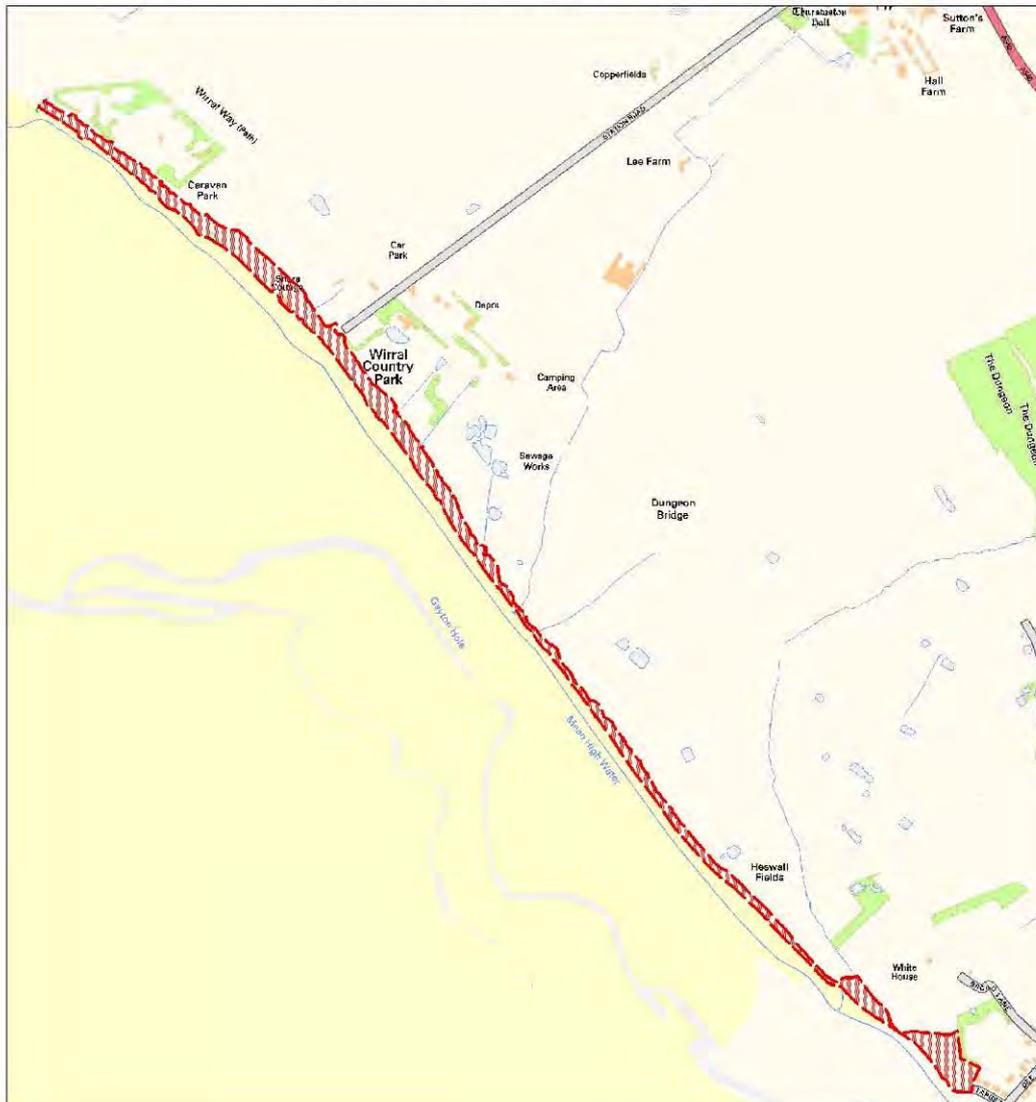
Type of New Development	Number of New Developments	Number of New Developments Located within a flood risk area (includes partially located within area)	% of New Developments Located within a flood risk area
New/Converted Houses	505	100	19.8%
New Industrial / Commercial Development Sites	9	3	33.3%
New Retail / Office / Leisure Development Sites	4	0	-
Totals	518	103	19.9%

For the period April 1<sup>st</sup> 2004 to March 31<sup>st</sup> 2005 a total of 103 or 19.9% of new developments were built in flood risk areas as designated by the Environment Agency 2005.

**Indicator: Proportion of completed new development in areas at risk from coastal erosion**

For the Period April 1<sup>st</sup> 2004 to March 31<sup>st</sup> 2005 no (zero) new developments were in areas at risk for coastal erosion. The borough has two unprotected areas that are liable to erosion by the sea Thurstaston and New Ferry Cliffs, at a predicted recession/erosion rate of 0.5m per year (refer to maps below).

**Thurstaston Cliffs: Area liable to erosion lies within shaded area.  
The predicted recession rate from the top of the cliff is 0.5m per year.**



 Areas At Risk From Coastal Erosion

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**New Ferry Cliffs: Area liable to erosion lies within shaded area.  
The predicted recession rate from the top of the cliff is 0.5m per year.**



 Areas At Risk From Coastal Erosion

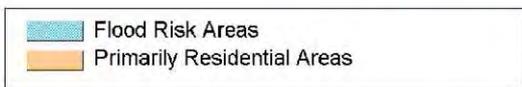
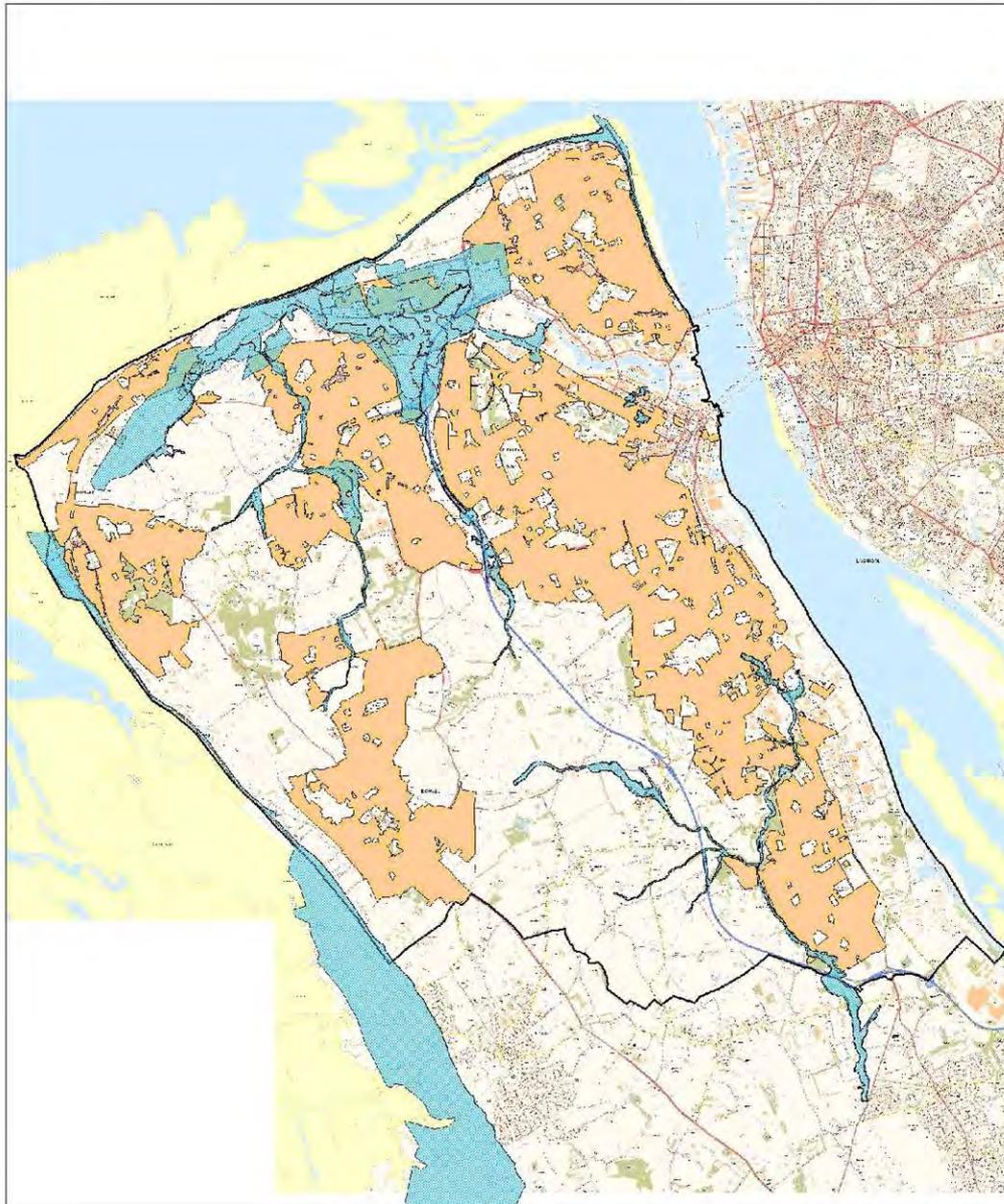
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**Indicator: The Number of planning approvals contrary to Environment Agency advice**

For the Period April 1<sup>st</sup> 2004 to March 31<sup>st</sup> 2005 there were no (zero) planning approvals contrary to Environment Agency advice.

**Indicator: Number of households in flood risk areas (Source: Environment Agency)**

The number of residential households at risk from tidal or fluvial flooding as identified by the Environment Agency is estimated to be 14,562, therefore 10% of all the Borough's households are located within a flood risk area.



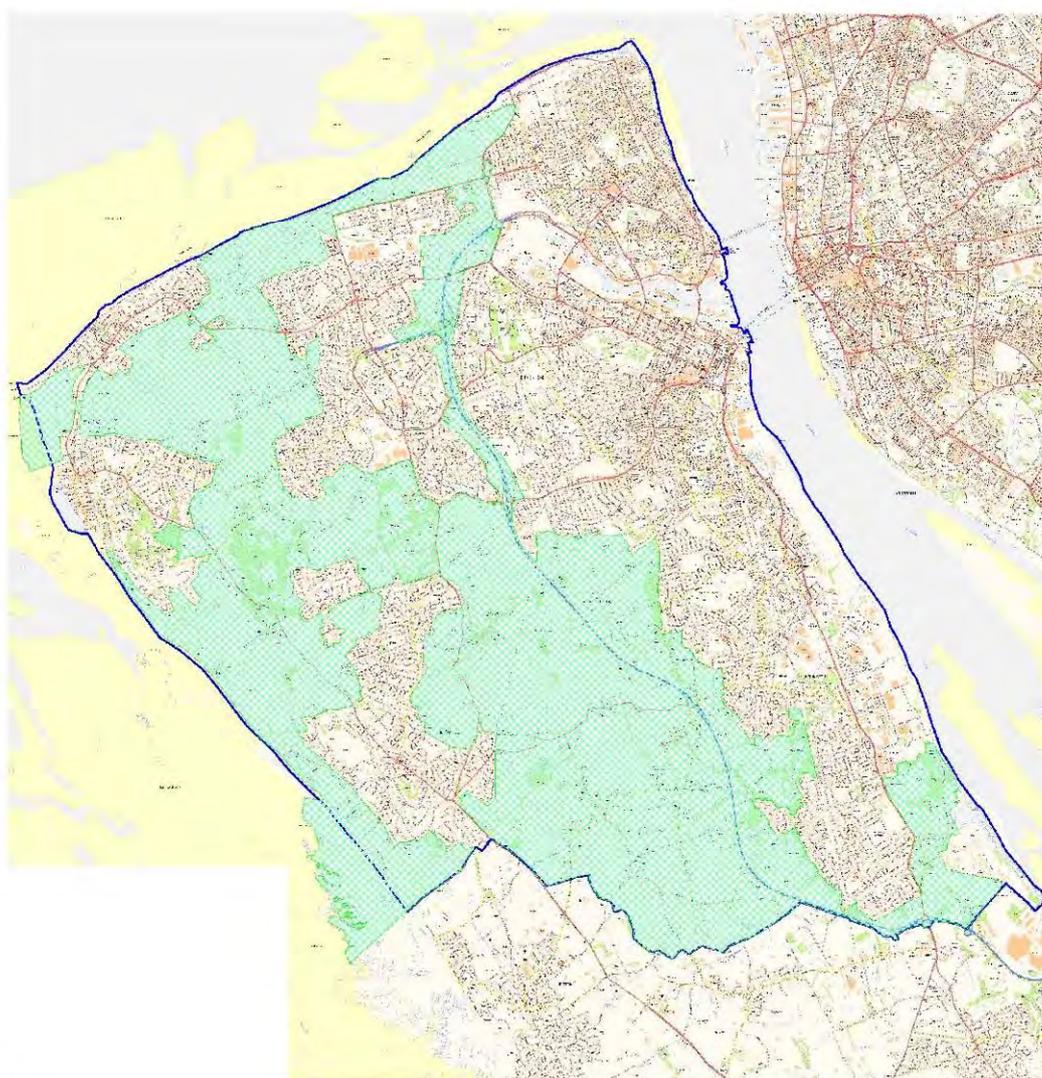
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## APPENDIX 2 – BASELINE REVIEW - QUALITY OF LIFE

**SA Objective 21: To conserve and enhance the character and quality of the Borough's landscapes and townscapes, maintaining and strengthening local distinctiveness and sense of place**

***Indicator: area of green belt as a percentage of the total Borough Area***

The total area of Green Belt within the Wirral is 7,330 hectares, which represents 47.1% of the total land area of the borough.



 Extent of Green Belt Land

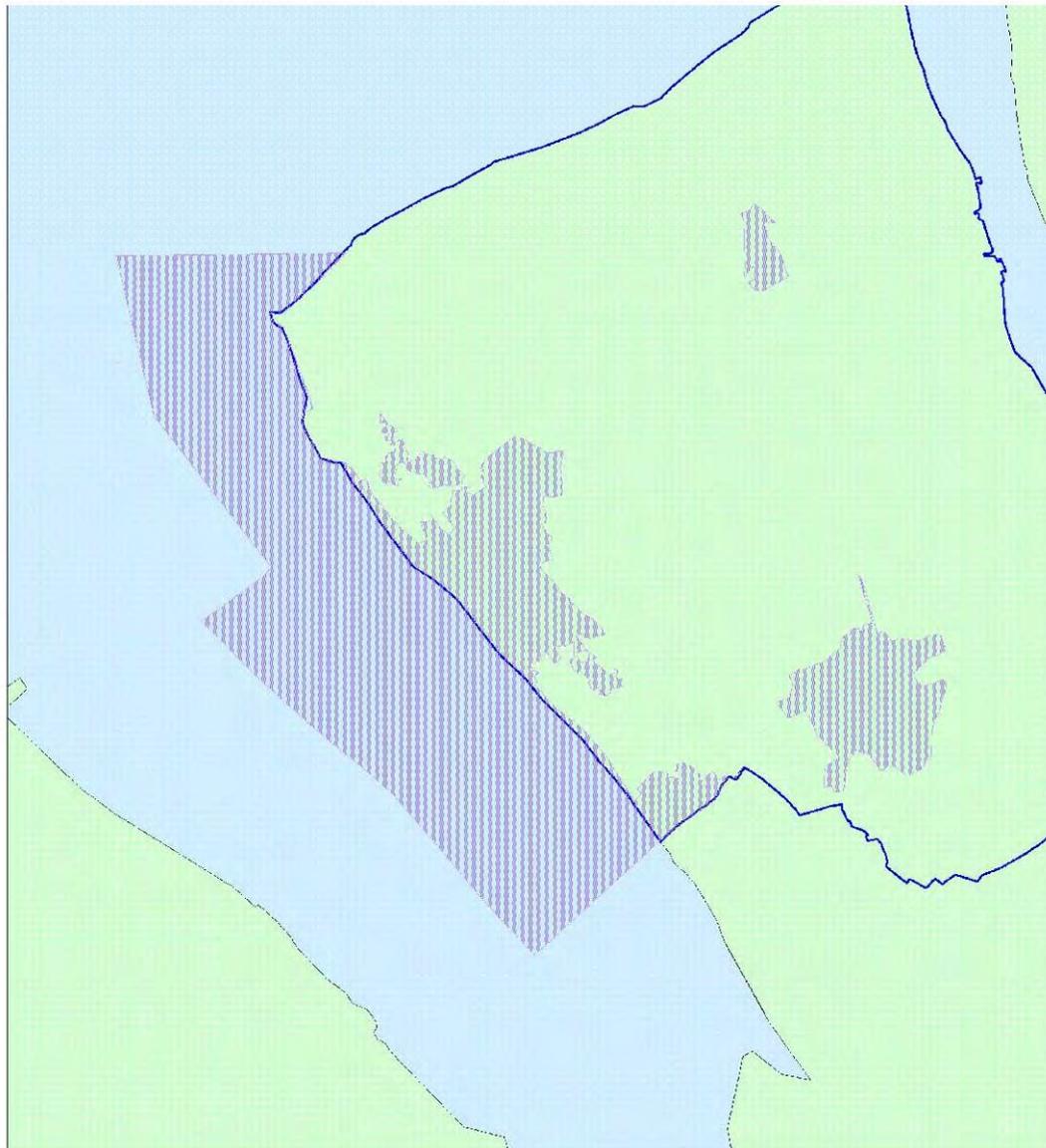
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**Indicator: Area of semi-natural habitat lost to development**

Data to be collected

**Indicator: Extent of areas designated as being of special landscape value**

The Wirral has a total area of 5,463 hectares with special/high quality landscape value.



 Area of Special Landscape Value

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**Indicator:** *percentage of eligible open space managed to Green Flag Standard*

Data to be collected

**SA Objective 22: To Achieve High Quality and sustainable design for buildings, spaces and the public realm sensitive to the locality**

**Indicator:** *Residents satisfaction surveys*

Data to be collected

**Indicator:** *Number of groups/individuals involved in decision-making*

Data to be collected

## **SA Objective 23: To maximise opportunities for culture, sport and leisure**

### **Indicator: Type, number and location of facilities for sport, recreation and leisure**

A list of major sport, recreation and leisure facilities was defined:

- All sports halls/centres.
- All Astroturf pitches.
- All Swimming Pools.
- All health and fitness studios.
- All public libraries.

To monitor if the policy or proposal will retain adequate provision for culture, sport and leisure.

\* The list included facilities which were open and running as of the 31<sup>st</sup> March 2005.

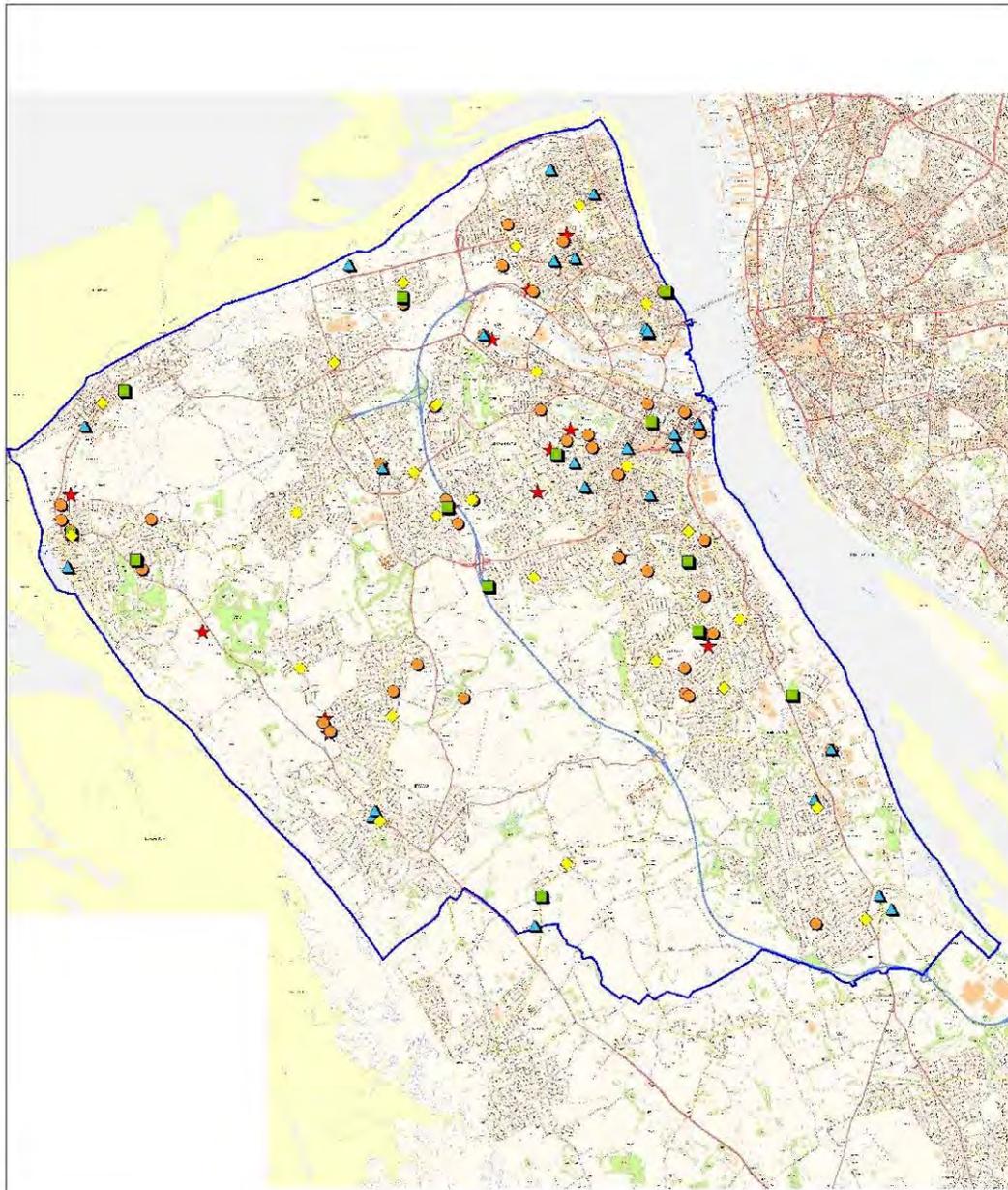
Wirral has **43** Sports Halls available for public use, these include; Sports Centres, Recreation Centres and School Sports Halls open to public use.

There are a total of **13** Astroturf pitches located on the Wirral.

**13** Swimming pools accessible to the public are situated throughout the borough.

There are **32** health and fitness studios located within Wirral, these include all public gyms.

Wirral has a total of **25** public libraries.



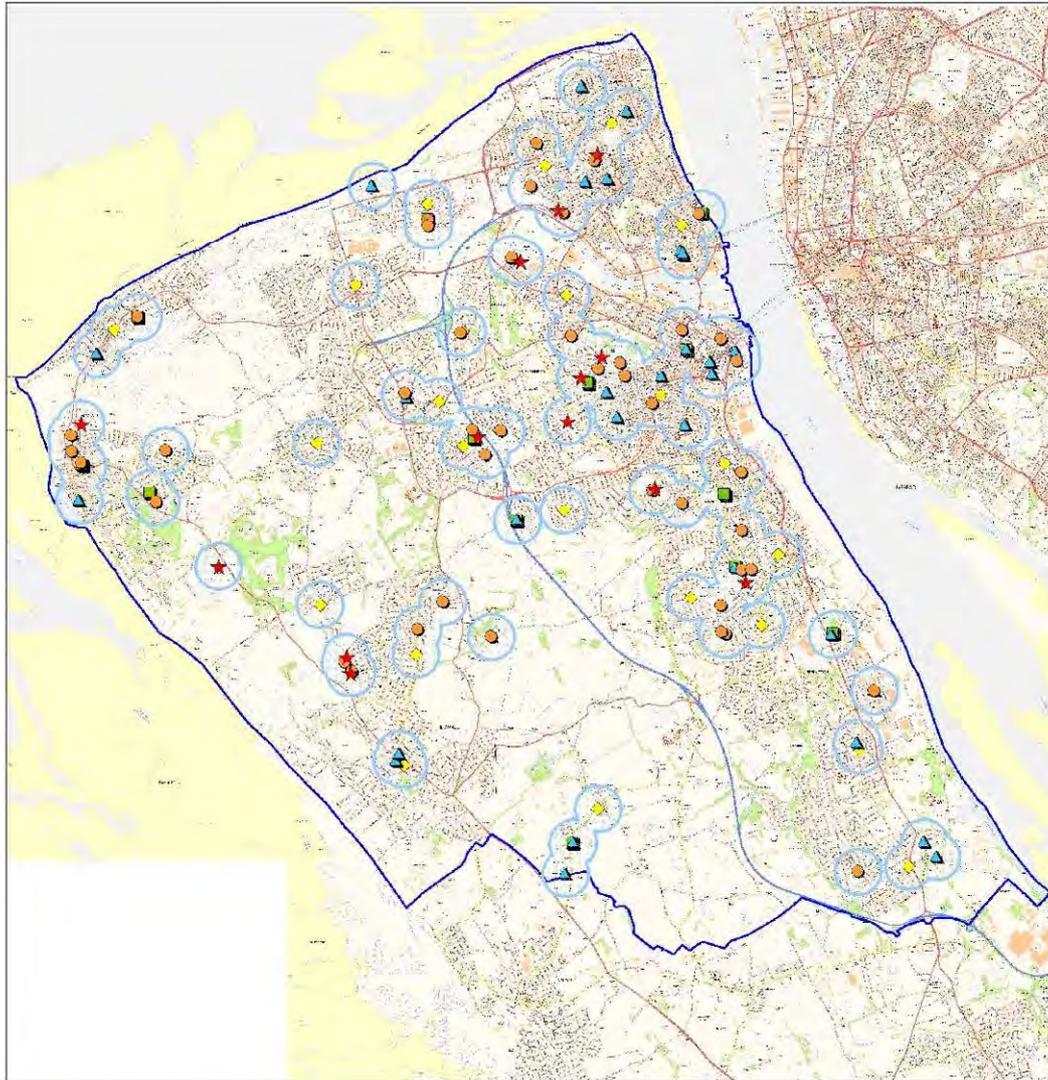
- ◆ Libraries
- Swimming Pools
- ▲ Health and Fitness Facilities
- Sports Halls/Centres
- ★ Astroturf Pitches

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**Indicator:** *Number of households within 400m walking distance of sport, recreation and leisure facilities (swimming pools, Libraries, health and fitness facilities, sports halls/centres, astroturf pitches)*

A buffer of 400 meters was produced around each of the *sport, recreation and leisure facilities* to assess the proportion of Wirral households that have easy access (within walking distance) to these facilities, and to identify if policies or proposals promote additional provision to meet identified needs.

Within this buffer 63,535 residential properties were included from a total of 142,775. Therefore 44.5% of the borough's population has good accessibility to these sport, recreation and leisure facilities.



-  Swimming Pools
-  Libraries
-  Health and Fitness Facilities
-  Sports Halls/Centres
-  Astro turf Pitches
-  Areas Within 400m Walking Distance of Sport, Recreation and Leisure Facilities

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**Indicator: Residents satisfaction surveys**

Data to be collected

### **SA Objective 24: To promote sustainable travel choices and reduce the need to travel**

**Indicator: number and percentage of new housing, commercial, retail/office/leisure developments located within 400m of a bus or railway station**

All completed retail, office, leisure, industrial, commercial and housing developments from April 1<sup>st</sup> 2004 to March 31<sup>st</sup> 2005 were mapped to identify areas that have effective or ineffective accessibility to public transport.

<b>Type of New Development</b>	<b>Number of New Developments</b>	<b>Number of New Developments Located within 400m of a Bus Stop or Railway Station</b>	<b>% of New Developments Located within 400m of a Bus Stop or Railway Station</b>
New Housing Development	505	484	95.8%
New Industrial / Commercial Development Sites	9	9	100%
New Retail / Office / Leisure Development Sites	4	4	100%
<b>Totals</b>	<b>518</b>	<b>497</b>	<b>95.9%</b>

95.9% of all completed new developments have good accessibility to public transport routes. All non-residential development completed in 2004/05 was located within 400m of a bus stop or railway station. For residential development 95.8% of new dwellings were located within 400m of a bus stop or railway station, however one development site with 20 houses was 550m to 590m from the closest bus stop and one new dwelling was 500 m from the closest railway station.

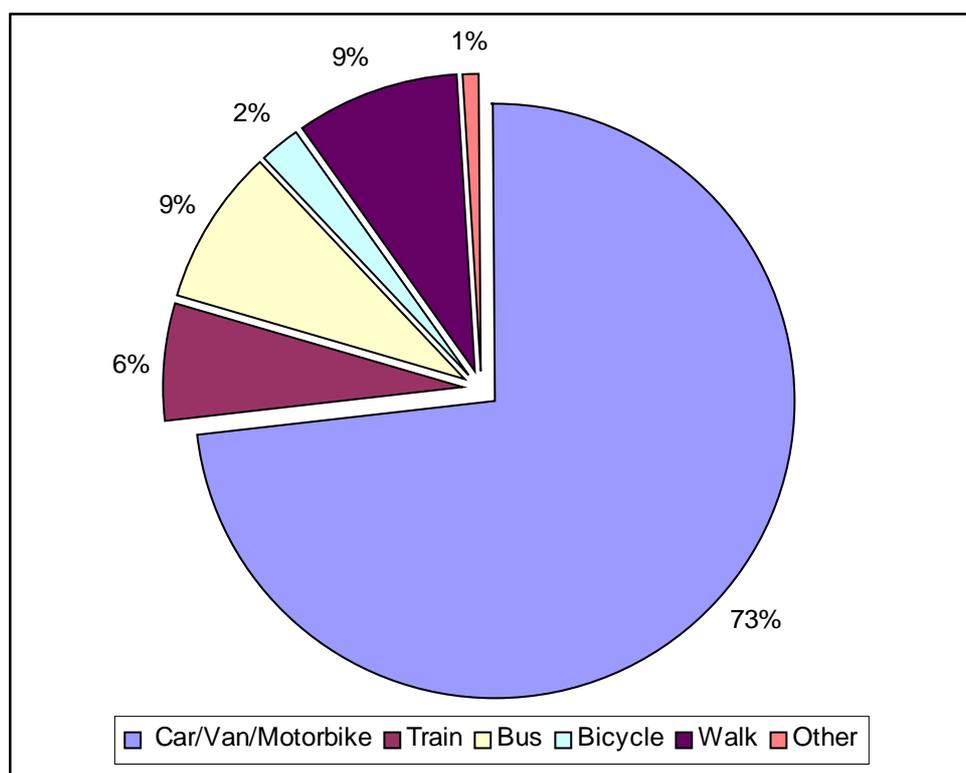
**Indicator: Percentage of completed non-residential development complying with car parking standards set out in the Local Development Framework**

Data to be collected

***Indicator: Journey to work by location, mode and distance***

Mode of travel to work: (Source: ONS 2001 Census)

Transport Mode	Car/Van/Motorbike	Train	Bus	Bicycle	Walk	Other
Number of People	85138	7279	10270	2291	10484	991



**Distance Travelled to Work (Source: ONS 2001 Census)**

	Working at or from home	Less than 2 km	2km to less than 5km	5km to less than 10km	10km to less than 20km	20km to less than 30km	30km to less than 40km	40km an over
<b>Wirral</b>	7%	17%	23%	25%	15%	4%	1%	2%
<b>Merseyside</b>	7%	19%	24%	24%	14%	4%	1%	2%

**Indicator: Location and length of designated cycle tracks**

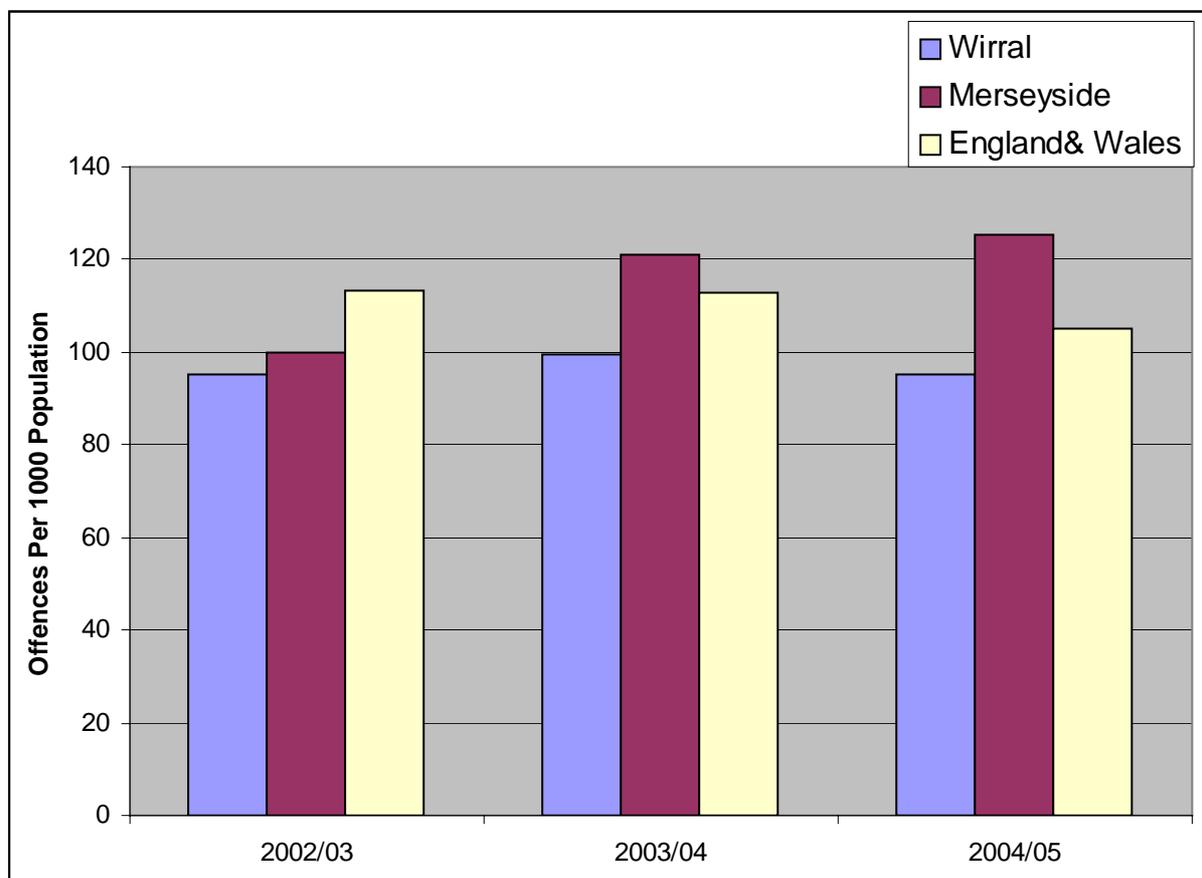
For the period April 1<sup>st</sup> 2004 to March 31<sup>st</sup> 2005 Wirral had a total cycle track network of 72.6 kilometres (45.1 miles) covering the whole of the borough.



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**Objective 25: To minimise opportunities for crime and anti-social behaviour**

***Indicator: Crime rates per 1000 people***



Source: Official Home Office CDRP Statistics 2002 to 2005.

Wirral had a total of 29,941 recorded crimes in 2004/05 (Home Office CDRP Statistics), this equates to a rate of 95.4 offences per 1000 population. This is a 4% reduction from the figure in 2003/04 (99.4 per 1000 population). In 2004/05 Wirral overall has a rate of crime 31.2% lower than the overall Merseyside figure and 10.2% lower than the national figure.

***Indicator: Crime - violence against the person (rate per 1000 population)***

Data to be collected

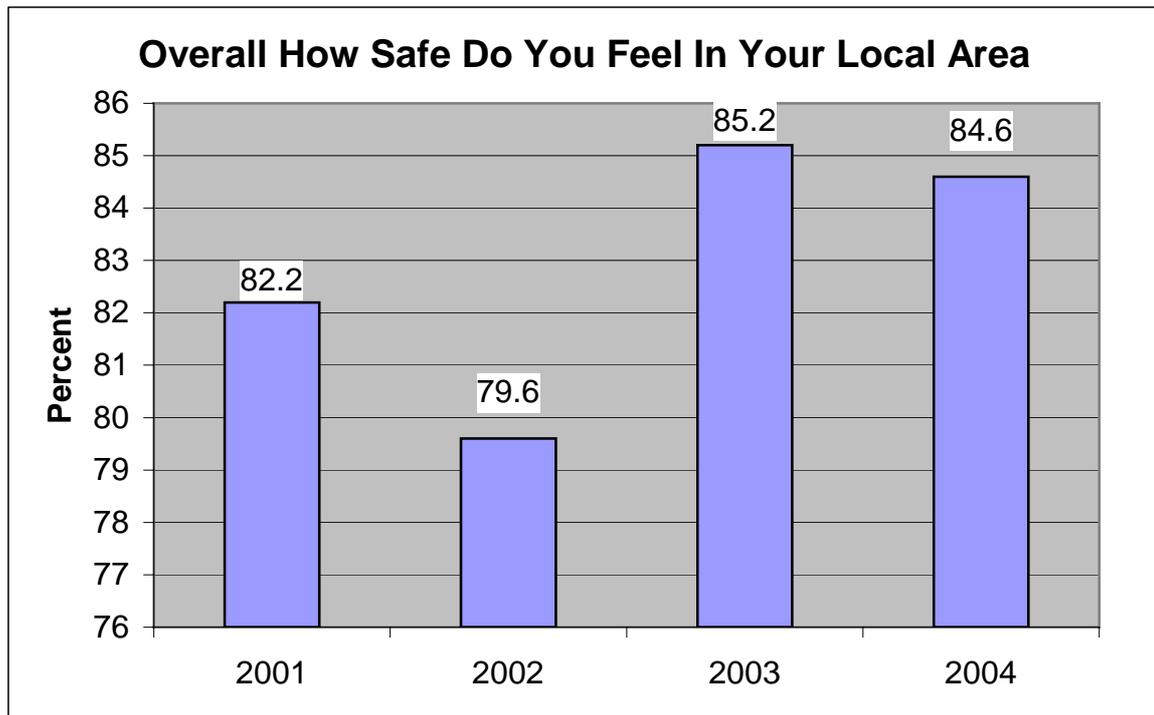
***Indicator: Crime – burglary from a dwelling (rate per 1000 population)***

Data to be collected

***Indicator: Crime – theft from a motor vehicle (rate per 1000 population)***

Data to be collected

***Indicator: Proportion of people reporting fear of crime***



Source: Wirral Citizens Panel 2001-2004.

Responses to the citizens panel question “Overall how safe do you feel in your local area?” were used to measure the fear of crime within Wirral. Overall in 2004 84.6% of the people interviewed said that they felt safe in their local area, therefore 15.4% reported a fear of crime in their local areas. This is a slight increase (0.6%) in the fear of crime from the previous year, but a decrease overall since 2001.

<b>APPENDIX 3 – SUSTAINABILITY OBJECTIVES, DECISION CRITERIA AND INDICATORS</b>		
<b>Social Inclusion</b>		
<i>SA Objective</i>	<i>Decision Criteria</i>	<i>Indicator</i>
1.To promote a balanced population structure	<ul style="list-style-type: none"> <li>• will the policy or proposal retain and promote factors conducive to social regeneration</li> <li>• will the policy or proposal provide for jobs, services and facilities that will attract and retain the working age population</li> </ul>	<ul style="list-style-type: none"> <li>▪ Population change</li> <li>▪ Population Structure</li> <li>▪ Population forecasts</li> <li>▪ Migration rates</li> </ul>
2.To reduce the incidence of multiple deprivation	<ul style="list-style-type: none"> <li>• will the policy or proposal provide for a service or facility that will address an identified local deficiency or inequality</li> <li>• will the policy or proposal include measures to improve economic, social and environmental conditions in areas of greatest need</li> <li>• will the policy or proposal assist in closing the gap between standards of living and opportunity</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of super output areas (SOAs) and percentage of Wirral population that rank within the most deprived 10% of SOAs nationally and the most 25% of SOAs nationally</li> <li>▪ Population by socio-economic grouping</li> <li>▪ Percentage of people gaining NVQ levels 1-4</li> <li>▪ Percentage of people with no qualifications</li> </ul>
3.To promote the accessibility of services and facilities to all sectors of society	<ul style="list-style-type: none"> <li>• will the policy or proposal improve access to modern health, education and social care services</li> <li>• will the policy or proposal provide a service or facility that will address an identified local</li> </ul>	<ul style="list-style-type: none"> <li>▪ Population within 400m distance of a GP/health centre, pharmacy, post office, primary school, supermarket/convenience store</li> <li>▪ Percentage of residential households within 400m of a bus stop or railway station</li> </ul>

	<p>deficiency</p> <ul style="list-style-type: none"> <li>• will the policy or proposal provide for access for people with restricted mobility</li> <li>• will the policy or proposal promote affordable transport links to areas of greatest need</li> <li>• promote access to open space, including the countryside</li> </ul>	<ul style="list-style-type: none"> <li>▪ Proportion of jobs and services within 400m of a bus stop or railway station</li> </ul>
<p>4. To meet identified local housing needs and promote housing market renewal</p>	<ul style="list-style-type: none"> <li>• will the policy or proposal provide for development that will meet an identified local housing need</li> <li>• will the policy or proposal support the provision of modern affordable housing in areas of greatest need</li> <li>• will the policy or proposal support the promotion of housing market renewal</li> <li>• will the policy or proposal assist in reducing the number of unfit and vacant properties</li> </ul>	<ul style="list-style-type: none"> <li>▪ Dwelling stock by size, type and tenure</li> <li>▪ Number, percentage and location of unfit and vacant properties</li> <li>▪ Average house prices by area</li> <li>▪ The total number of homes constructed or conversions by tenure in the HMRI Pathfinder intervention area.</li> </ul>
<p>5. To promote inclusive, healthy communities</p>	<ul style="list-style-type: none"> <li>• will the policy or proposal promote healthy lifestyles</li> <li>• will the policy or proposal protect or improve public health and safety</li> <li>• will the policy or proposal assist in addressing</li> </ul>	<ul style="list-style-type: none"> <li>▪ Years of healthy life expectancy at birth</li> <li>▪ Mortality by main cause (Standardised Mortality Ratios)</li> <li>▪ Teenage conceptions</li> </ul>

	<p>health inequalities</p> <ul style="list-style-type: none"> <li>• will the policy or proposal make appropriate provision for the needs of vulnerable people</li> <li>• Will the policy or proposal take account of different values and needs within the community?</li> </ul>	<ul style="list-style-type: none"> <li>▪ Proportion of the population with a limiting long term illness</li> <li>▪ Activity Rates (e.g. gardening, walking, recreational cycling) /sport participation</li> </ul>
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<b>Sustainable Consumption and Production</b>		
<i>SA Objective</i>	<i>Decision Criteria</i>	<i>Indicator</i>
6. To promote improved economic performance	<ul style="list-style-type: none"> <li>• will the policy or proposal provide for an increase in output and productivity and improved sustainable economic performance</li> <li>• will the policy or proposal secure adequate provision for new and emerging target sectors</li> </ul>	<ul style="list-style-type: none"> <li>▪ GVA per head</li> <li>▪ GVA as percentage of regional and national performance</li> <li>▪ Economic activity rates</li> </ul>
7. To provide for employment growth and business creation	<ul style="list-style-type: none"> <li>• will the policy or proposal encourage an increase in sustainable local employment</li> <li>• will the policy or proposal secure the provision of attractive land and premises</li> <li>• will the policy or proposal assist business creation and support business growth</li> <li>• will the policy and proposal exploit local strengths, maximise the use of key facilities and support urban regeneration</li> </ul>	<ul style="list-style-type: none"> <li>▪ Employment by sector</li> <li>▪ VAT registrations and de-registrations</li> <li>▪ Amount of land developed for employment, by type (completed gross floorspace)</li> </ul>
8. To reduce worklessness and income deprivation	<ul style="list-style-type: none"> <li>• will the policy or proposal contribute towards reducing unemployment and income deprivation</li> <li>• will the policy or proposal contribute towards meeting the employment needs and aspirations of local people including improved access to skills</li> </ul>	<ul style="list-style-type: none"> <li>▪ Unemployment (%) by age and duration.</li> <li>▪ Percentage of working age population receiving incapacity benefit</li> <li>▪ Average earnings compared with Merseyside/ England</li> </ul>

	<ul style="list-style-type: none"> <li>• will the policy or proposal promote job opportunities that will be genuinely accessible to people in greatest need</li> </ul>	<ul style="list-style-type: none"> <li>▪ Amount of land developed for employment, by type, which is in development and/or regeneration areas defined on the Local Development Framework (completed gross floorspace)</li> </ul>
9. To promote the vitality and viability of town centres	<ul style="list-style-type: none"> <li>• will the policy or proposal contribute to the vitality and viability of an existing centre</li> <li>• will the policy or proposal promote the location of appropriate jobs and services within existing centres</li> <li>• will the policy or proposal restrict development that would harm the vitality and viability of existing centres</li> <li>• will the policy or proposal encourage a sequential approach to site selection</li> </ul>	<ul style="list-style-type: none"> <li>▪ Vitality and viability of town, district and local centres measured by: (a) position in national shopping centre rankings (Birkenhead and Liscard) (b) percentage of vacant street level property (c) retail rents.</li> <li>▪ Amount of new retail, leisure and office development by type and location (sq m developed per annum)</li> </ul>
10. To maximise provision for high quality tourism	<ul style="list-style-type: none"> <li>• will the policy or proposal protect and improve existing tourism resources</li> <li>• will the policy or proposal encourage the development of local tourism, cultural and visitor facilities</li> <li>• will the policy or proposal hinder the attraction additional visitors and tourism investment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of visitors to Wirral/Merseyside by duration and average expenditure per visitor</li> <li>▪ Number of visitors to top ten tourist/visitor attractions</li> <li>▪ Number and location of bedspaces</li> </ul>

<b>Environmental Protection and Enhancement</b>		
<i>SA Objective</i>	<i>Decision Criteria</i>	<i>Indicator</i>
11. To maintain and improve biodiversity and natural habitats	<ul style="list-style-type: none"> <li>• will the policy or proposal promote biodiversity or contribute to habitat creation</li> <li>• will the policy or proposal protect sites already recognised as important for nature conservation or earth science</li> <li>• will the policy or proposal assist in the delivery of an approved Biodiversity Action Plan</li> <li>• will the policy or proposal increase tree and woodland cover and minimise the fragmentation of wildlife corridors and networks</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number and total area of internationally and nationally designated nature conservation and geologically important sites and reported condition</li> <li>▪ Progress against biodiversity action plan targets</li> <li>▪ Number and area of locally designated nature conservation/earth science sites</li> </ul>
12. To minimise pollution to land, water or air (including noise pollution)	<ul style="list-style-type: none"> <li>• will the policy or proposal provide for the prevention or minimisation of pollution at source</li> <li>• will the policy or proposal provide for the remedy or treatment of an existing source of pollution</li> <li>• will the policy or proposal protect or improve the quality of ground, surface and coastal waters</li> <li>• will the policy or proposal minimise the loss of productive land and the opportunity for land contamination</li> <li>• will the policy or proposal minimise the likelihood</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number and total area of air quality management areas and population living in air Quality Management Areas</li> <li>▪ Number of days air pollution is moderate or high</li> <li>▪ Proportion of rivers registering good or fair for chemical and biological water quality</li> <li>▪ Number of beaches and coastal areas gaining international blue flag status.</li> </ul>

	<p>of light or noise intrusion</p> <ul style="list-style-type: none"> <li>• will the policy or proposal protect or improve air quality and serve to reduce the emission of greenhouse gases</li> <li>• Impact on soil quality</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number and area of Part 2A contaminated sites</li> <li>▪ Area and percentage of high quality agricultural land lost to development</li> </ul>
<p>13. To preserve, protect and enhance sites, features and areas of archaeological, historical and cultural heritage importance</p>	<ul style="list-style-type: none"> <li>• will the policy or proposal provide for the preservation or enhancement of designated conservation areas and their settings</li> <li>• will the policy or proposal provide for the preservation of listed buildings and structures and their settings</li> <li>• will the policy or proposal conserve other locally important buildings or townscapes</li> <li>• will the policy or proposal conserve designated Historic Parks and Gardens</li> <li>• will the policy or proposal promote the protection of archaeology and the settings of designated sites</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number and area of designated conservation areas</li> <li>▪ Number, area and condition of designated Historic Parks and Gardens</li> <li>▪ Number of Listed Buildings on English Heritage Buildings at Risk Register</li> <li>▪ Number and condition of Scheduled Ancient Monuments</li> </ul>
<p>14. To provide for the separation of incompatible land uses</p>	<ul style="list-style-type: none"> <li>• will the policy or proposal protect the amenity of sensitive uses such as residential areas, hospitals and nursing homes</li> <li>• will the policy or proposal direct activities likely to cause nuisance away from sensitive uses</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of significant “point” sources – part A processes</li> <li>▪ Number of homes falling within the consultation distance of a Part A industrial process</li> </ul>

	<p>such as residential areas, hospitals and nursing homes</p> <ul style="list-style-type: none"> <li>• will the policy or proposal minimise the opportunity for hazards and accidents and maximise public safety</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of homes falling within a major hazard consultation zone</li> <li>▪ Number of people reporting disturbance due to noise and type of noise causing complaint</li> </ul>
15. To reduce the impact of traffic intrusion in residential areas	<ul style="list-style-type: none"> <li>• will the policy or proposal seek to minimise the impact of traffic on Local Access Roads (as defined in the Local Transport Plan)</li> <li>• will the policy or proposal route commercial and other traffic to main routes away from residential areas</li> <li>• will the policy or proposal assist in the reduction of traffic congestion and vehicle emissions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of persons killed or seriously injured in road accidents per 100,000 population</li> <li>▪ Number of children killed or seriously injured in road accidents per 100,000 population</li> </ul>

<b>Natural Resources</b>		
<i>SA Objective</i>	<i>Decision Criteria</i>	<i>Indicator</i>
16. To maximise the use of previously developed urban land	<ul style="list-style-type: none"> <li>• will the policy or proposal maximise the use of previously developed urban land and buildings</li> <li>• will the policy or proposal restrict development on previously undeveloped urban land and other urban open spaces</li> <li>• will the policy restrict development in the open countryside</li> </ul>	<ul style="list-style-type: none"> <li>▪ Proportion of new houses built or converted on previously developed land</li> <li>▪ Proportion of new commercial development on previously developed land</li> <li>▪ Total area of land reclaimed and brought back into beneficial use for all land use purposes, including open space</li> </ul>
17. To minimise the reliance on non-renewable energy sources	<ul style="list-style-type: none"> <li>• will the policy or proposal promote the use of renewable energy, the efficient affordable heating of homes and reduce fuel poverty</li> <li>• will the policy or proposal minimise the use of non-renewable energy sources, promote fuel efficiency and energy conservation</li> <li>• will the policy or proposal promote the use of new and clean technologies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Average energy consumption per capita/household</li> <li>▪ Percentage of new homes achieving 'good' or better score on the ECO Homes rating scheme.</li> <li>▪ Percentage of new non-residential buildings achieving 'good' or better score on the Breeam rating scheme</li> <li>▪ Number and type of renewable energy schemes and quantity of power generated</li> </ul>
18. To promote sustainable drainage and water conservation	<ul style="list-style-type: none"> <li>• will the policy or proposal minimise the impact on the water environment</li> <li>• will the policy or proposal maximise water</li> </ul>	<ul style="list-style-type: none"> <li>▪ Proportion of new development incorporating sustainable drainage systems</li> <li>▪ Average water consumption per capita/household</li> </ul>

	<p>conservation</p> <ul style="list-style-type: none"> <li>• will the policy or proposal provide for sustainable drainage systems</li> </ul>	
19. To minimise waste generation and maximise recycling	<ul style="list-style-type: none"> <li>• will the policy or proposal promote waste reduction</li> <li>• will the policy or proposal provide for an increased rate of domestic and commercial recycling</li> <li>• will the policy or proposal minimise the amount of waste going to landfill</li> <li>• will the policy or proposal promote the use of recycled materials in construction projects</li> </ul>	<ul style="list-style-type: none"> <li>▪ Annual volume of waste arisings by type and source</li> <li>▪ Proportion of municipal waste recycled and composted</li> <li>▪ Annual volume of waste sent to landfill</li> </ul>
20. To minimise the impact of flooding and other natural hazards, including climate change	<ul style="list-style-type: none"> <li>• will the policy or proposal restrict development in areas of recognised risk such as flooding or coastal erosion.</li> <li>• will the policy or proposal only permit development following an appropriate assessment of flood risk</li> <li>• will the policy or proposal promote development that will withstand the impact of climate change</li> </ul>	<ul style="list-style-type: none"> <li>▪ Proportion of new development in flood risk areas.</li> <li>▪ Proportion of new development in areas at risk from coastal erosion</li> <li>▪ Number of planning permissions granted contrary to Environment Agency advice on flood defence grounds</li> </ul>

<b>Quality of Life</b>		
<i>SA Objective</i>	<i>Decision Criteria</i>	<i>Indicator</i>
21. To Conserve and enhance the character and quality of the Borough's landscapes and townscapes, maintaining and strengthening local distinctiveness and sense of place	<ul style="list-style-type: none"> <li>• will the policy or proposal provide for development that will respect the distinctive character of the locality</li> <li>• will the policy or proposal promote the conservation and enhancement of public open space, distinctive landscapes and other natural features such as, trees, hedges, ponds, rivers, coastlines and seascapes</li> <li>• Will the policy or proposal promote high quality urban design</li> </ul>	<ul style="list-style-type: none"> <li>▪ Area of Green Belt as a percentage of the total Borough area</li> <li>▪ Area of semi-natural habitat lost to development</li> <li>▪ Extent of areas designated as being of special landscape value.</li> <li>▪ Percentage of eligible open space managed to green flag standard</li> </ul>
22.. To achieve high quality and sustainable design for buildings, spaces and the public realm sensitive to the locality	<ul style="list-style-type: none"> <li>• will the policy or proposal promote high quality urban design</li> <li>• will the policy or proposal serve to promote the well-being of the area</li> <li>• will the policy or proposal serve to minimise any negative perceptions about the area and improve the satisfaction of people with their neighbourhoods as places to live.</li> <li>• will the policy or proposal serve to promote the social, economic and environmental</li> </ul>	<ul style="list-style-type: none"> <li>▪ Residents satisfaction surveys</li> <li>▪ Number of groups/individuals involved in decision-making</li> </ul>

	regeneration of areas of greatest need	
23. To maximise opportunities for culture, sport and leisure	<ul style="list-style-type: none"> <li>• will the policy or proposal retain adequate provision of facilities for culture, sport and leisure</li> <li>• will the policy or proposal promote additional provision to meet identified needs</li> <li>• will the policy or proposal serve to assist in the promotion of local culture and history</li> </ul>	<ul style="list-style-type: none"> <li>▪ Type, number, and location of facilities for sport, recreation and leisure</li> <li>▪ Number of households within 400m walking distance of sport, recreation and leisure facilities (swimming pools, libraries, health and fitness facilities, sports halls/centres, astroturf pitches)</li> <li>▪ Residents satisfaction surveys</li> </ul>
24. To promote sustainable travel choices and reduce the need to travel	<ul style="list-style-type: none"> <li>• will the policy or proposal promote easy accessibility to homes, jobs and services by alternatives to the private car</li> <li>• will the policy or proposal make appropriate physical provision for walking, cycling and the use of public transport (including park and ride)</li> <li>• will the policy or proposal promote sustainable travel choices and a reduction in traffic congestion</li> <li>• will the policy or proposal encourage the greater use of rail and water for freight transport</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number and percentage of new housing, commercial, retail/office/leisure developments located within 400m of a bus or railway station</li> <li>▪ Percentage of completed non-residential development complying with car parking standards set out in the Local Development Framework</li> <li>▪ Journey to work by mode and distance</li> <li>▪ Location and length of designated cycle tracks</li> </ul>
25. To minimise opportunities for crime and anti-social behaviour	<ul style="list-style-type: none"> <li>• will the policy or proposal promote measures to maximise crime prevention</li> <li>• will the policy or proposal support the principles of “Secured by Design”</li> </ul>	<ul style="list-style-type: none"> <li>▪ Crime rates per 1000 people</li> <li>▪ Crime – violence against the person (rate per 1000 population)</li> </ul>

	<ul style="list-style-type: none"> <li>• will the policy or proposal provide for measures to minimise the opportunity for anti-social behaviour</li> </ul>	<ul style="list-style-type: none"> <li>▪ Crime – burglary from a dwelling (rate per 1000 population)</li> <li>▪ Crime – theft from a motor vehicle (rate per 1000 population)</li> <li>▪ Proportion of people reporting fear of crime</li> </ul>
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## APPENDIX 4 – SUSTAINABILITY OBJECTIVES COMPATIBILITY MATRIX

### Key

#### **Social Inclusion**

- SO1 To promote a balanced population structure
- SO2 To reduce the incidence of multiple deprivation
- SO3 To promote the accessibility of services and facilities to all sectors of society
- SO4 To meet identified local housing needs and promote housing market renewal
- SO5 To promote inclusive, healthy communities

#### **Sustainable Consumption and Production**

- SO6 To promote improved economic performance
- SO7 To provide for employment growth and business creation
- SO8 To reduce worklessness and income deprivation
- SO9 To promote the vitality and viability of town centres
- SO10 To maximise provision for high quality tourism

#### **Environmental Protection and Enhancement**

- SO11 To maintain and improve biodiversity and natural habitats
- SO12 To minimise pollution to land, water or air (including noise pollution)
- SO13 To preserve, protect and enhance sites, features and areas of archaeological, historical and cultural heritage importance.
- SO14 To provide for the separation of incompatible land uses
- SO15 To reduce the impact of traffic intrusion in residential areas

#### **Natural Resources**

- SO16 To maximise the use of previously developed urban land
- SO17 To minimise reliance on non-renewable energy sources
- SO18 To promote sustainable drainage and water conservation
- SO19 To minimise waste generation and maximise recycling
- SO20 To minimise the impact of flooding and other natural hazards including climate change

#### **Quality of Life**

- SO21 To conserve and enhance the character and quality of the Borough's landscapes and townscapes, maintaining and strengthening local distinctiveness and sense of place.
- SO22 To achieve high quality and sustainable design for buildings, spaces and the public realm sensitive to the locality
- SO23 To maximise opportunities for culture, sport and leisure
- SO24 To promote sustainable travel choices and reduce the need to travel
- SO25 To minimise opportunities for crime and anti-social behaviour

**Compatibility Matrix**

	SO 25	SO 24	SO 23	SO 22	SO 21	SO 20	SO 19	SO 18	SO 17	SO 16	SO 15	SO 14	SO 13	SO 12	SO 11	SO 10	SO 9	SO 8	SO 7	SO 6	SO 5	SO 4	SO 3	SO 2	SO 1	
SO1	☺	☺	☺	☺	☺	-	-	-	-	☺	-	-	-	-	-	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO2	☺	☺	☺	☺	☺	-	-	-	☺	☺	-	-	-	-	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO3	☺	☺	-	-	-	-	-	-	-	☺	-	×	-	-	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO4	☺	☺	☺	☺	☺	-	-	-	☺	☺	☺	☺	-	-	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO5	☺	☺	☺	☺	☺	-	-	-	-	-	☺	☺	-	☺	-	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO6	☺	☺	☺	☺	☺	-	☺	☺	☺	☺	-	×	-	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO7	☺	☺	☺	☺	☺	-	☺	☺	☺	☺	-	×	-	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO8	☺	☺	☺	☺	☺	-	-	-	-	☺	-	×	-	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO9	☺	☺	-	☺	☺	-	-	-	-	☺	-	-	-	-	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO10	-	☺	☺	☺	☺	-	-	-	-	☺	-	-	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO11	-	-	-	-	☺	☺	☺	☺	☺	☺	-	×	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO12	-	☺	-	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO13	-	-	-	☺	☺	☺	-	☺	☺	☺	-	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO14	-	-	-	☺	☺	-	-	-	-	×	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO15	-	☺	-	☺	☺	-	-	-	-	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO16	-	☺	☺	☺	☺	☺	-	-	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO17	-	☺	-	☺	☺	☺	-	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO18	-	-	-	☺	☺	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO19	-	-	-	☺	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO20	-	☺	-	☺	☺	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO21	-	☺	☺	☺	☺	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO22	☺	☺	☺	☺	☺	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO23	☺	☺	☺	☺	☺	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO24	-	☺	☺	☺	☺	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	
SO25	-	☺	☺	☺	☺	☺	-	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	☺	

☺ = compatible x = incompatible - = no link

## APPENDIX 5 – REPORT OF CONSULTATION (STAGE A)

No.	Organisation/individual	Consultation Response	Directors Comments
1	Barnston Conservation Society	<p>Concerned that the appraisal does not identify solutions to issues such as the rate of teenage conceptions, access to health services, waste issues, charging for hospital parking.</p> <p>While the objectives are supported but the indicators are pathetic. There are only long-term time scales and reliance on outside bodies for delivery. Who is responsible for corporate governance?</p>	<p>Noted – not the role of the Scoping Report to identify solutions, but identify sustainability issues and objectives – which include reduction in health inequalities.</p> <p>Many of the issues identified are outside the direct control or responsibility of the Council in general and the planning system in particular– there is inevitable reliance on actions of others in some cases. No change proposed.</p>
2	Bromborough Society	References to built heritage conservation contain helpful and positive objectives, but heritage still needs to be given proper weight against economic considerations in the planning process. Nationally important sites are being compromised. Local history societies need to be consulted earlier.	SA Objective 13 has been amended in response to this and other submissions
3	Central Liscard Area Residents Association	Keen to promote community-led regeneration and note that the document supports this. Suggest new approach to waste collection in Liscard area. Note increase in house values may encourage improvements in housing standards	Noted – the issues raised fall outside the scope of the SA Scoping Report. No change proposed
4	Countryside Agency	<p>Generic advice on SA/SEA provided. Specific comments:</p> <p><u>Section 3 The Core Strategy:</u></p> <p>Omissions from para 3.2 include:</p>	Paragraph 3.2 has been amended

		<ul style="list-style-type: none"> <li>• Landscape Character approach;</li> <li>• Visual amenity and enjoyment of the countryside;</li> <li>• Protection of the whole countryside from inappropriate development</li> <li>• Recreation.</li> </ul> <p><u>Section 4 Task A1 &amp; Appendix 1 :</u></p> <p>Refer to additional CA publications “Planning Tomorrows Countryside”, ”Environmental Quality in Spatial Planning”, ”The Countryside in and Around Towns”;</p> <p><u>Section 4 Task A2</u></p> <p>Information and indicators relating to protected landscapes, state of the Countryside and Countryside Quality Counts highlighted. Text could refer to Landscape Character Volume for NW England.</p> <p><u>Section 4 Task A3</u></p> <p>Support inclusions of issues in A3 for protection and enhancement of natural environment: add reference to landscape and visual amenity;</p> <p>Quality of life section should include provision, protection and enhancement of sites providing outdoor recreation opportunities. Enhancement of urban environmental quality should be linked</p>	<p>Additional references to documents included in Appendix 1.</p> <p>Paragraph 4.28 has been amended.</p> <p>Paragraph 4.32 has been amended</p> <p>Paragraph 4.41 has been amended</p>
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		<p>to local character and distinctiveness;</p> <p>Include an objective under A4 on conservation and enhancement of landscapes and townscapes</p> <p><u>Appendix 2</u></p> <p>Query amount of Green Belt as in indicator for development respecting character of the locality – not a purpose for including land in the green belt. Suggest use of locally sourced materials or design respecting local character or settlement;</p> <p>Indicator for % of POS managed to green flag standards should be linked to objectives and decision criteria linked to open space and recreation.</p>	<p>SA Objective 21 has been amended</p> <p>Acknowledged that Green Belt is not ideal as an indicator but does contribute to the character of the Borough, so retained until more suitable indicator identified.</p> <p>Decision criteria have been amended to include reference to public open space</p>
5	Director of Technical Services (Wirral MBC)	<p><u>Section 3</u></p> <p>3.2 add new issues:</p> <ul style="list-style-type: none"> <li>• Identification of measures to ensure provision of efficient transport networks</li> <li>• Measures to improve accessibility</li> </ul> <p>4.7 should clarify overarching role of LTP</p> <p><u>Consultation Question 1:</u></p> <p>Additional documents – NW Energy &amp; Climate Change Action Plan, LTP SEA and HIA reports,</p>	<p>Paragraph 3.2 has been amended</p> <p>Paragraph 4.5 has been amended</p> <p>Additional documents have been added to Appendix 1</p>

		<p>Wirral Social Inclusion Strategy, Merseyside Accessibility Strategy</p> <p><u>Consultation Question 2:</u></p> <p>Include accessibility to jobs, education, healthcare and food shopping.</p> <p><u>Consultation Question 3:</u></p> <p>Amendments/additions suggested under social inclusion, environmental protection and quality of life headings</p> <p><u>Consultation Question 4:</u></p> <p>Noted that SA objectives broadly correspond with LTP SEA objectives (comparison table provided).</p>	<p>Accessibility to services, transport etc have been added to Appendix 2</p> <p>Amendments have been made where appropriate.</p> <p>Noted</p>
6	English Heritage	<p><u>Section 3</u></p> <p>Para 3.2 list of issues for the Core Strategy should include:</p> <ul style="list-style-type: none"> <li>• Preserving and enhancing the historic environment,</li> <li>• Understanding and respecting local context,</li> <li>• Reinforcing local distinctiveness,</li> <li>• Promoting good design,</li> <li>• Heritage-led regeneration.</li> </ul> <p>While SA objectives 13, 21 and 22 are supported, alternative wording suggested.</p>	<p>Paragraph 3.2 has been amended, with the exception of heritage-led regeneration which is too narrowly-focused.</p> <p>Amendments have been incorporated into Appendix 2</p>

		<p><u>Appendix 1</u></p> <p>Additional legislation and guidance suggested for inclusion relating to historic environment at national, regional and local level.</p> <p><u>Appendix 2</u></p> <p>Additional decision criteria questions put forward for inclusion relating to historic environment:</p>	<p>Appendix 1 has been amended to reflect additional documents highlighted where appropriate.</p> <p>Some elements have been incorporated in Appendix 3 where appropriate but suggestions were generally too focused on heritage issues.</p>
7	Environment Agency	<p><u>Appendix 1</u></p> <p>Note that PPG25 is due to be replaced by PPS25 in Oct 2006.</p> <p><u>Appendix 2</u></p> <p>In relation to maximising the use of previously developed land, suggest an indicator that shows the total area of land reclaimed and brought back into beneficial use for all land use purposes, including open space. Could also be used to measure Decision Criterion restricting development of undeveloped urban land and other urban open spaces.</p>	<p>PPS25 now issued in final form – Appendix 1 has been amended.</p> <p>Additional indicator has been included under SA Objective 16, although available data incomplete.</p>
8	Friends of Birkenhead Park	<p>More explicit reference needed to role of educational provision as a key factor underpinning sustainability objectives. Refer to Wirral Econ. Devt Strategy.</p>	<p>These issues have been picked up in the baseline review. Education attainment is under SA Objective 2 with access to education under SA Objective 3</p>

		<p><u>Section 3</u></p> <p>3.2 - rewording suggested for greater clarity</p> <p><u>Section 4</u></p> <p>4.11 include extra data from Census/Indices of Deprivation to highlight diversity of socio-economic conditions</p> <p>4.12 List docks separately in light of Peel plans</p> <p>4.12 Is Levers included in this definition?</p> <p>4.16 rewording suggested for greater clarity</p> <p>4.31 is applicable to other centres, Seacombe, Liscard, Wallasey, New Ferry and Rock Ferry</p> <p>4.33 Is population stabilisation a policy objective?</p> <p>P17 Is it better to improve transport infrastructure rather than reduce travel distance?</p> <p>4.35 needs a reference to educational policy</p>	<p>Rewording has been incorporated</p> <p>Appendix 2 draws heavily on Indices of Deprivation/Census</p> <p>Reference is made to redevelopment plans for the docks in paragraph 4.19.</p> <p>Levers is not designated as a Strategic Regional Site (it is a regional designation)</p> <p>Paragraph 7.9 has been amended, although not the precise wording suggested</p> <p>Reference to Birkenhead has been deleted</p> <p>The objective derives from the Regional Spatial Strategy – no change proposed</p> <p>Reference is included to infrastructure in paragraph 4.32</p> <p>New decision criteria refer to access to education and skills</p>
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		<p>4.35 (SA1) clarify and question balanced population structure</p> <p>4.35 (SA13) rewording suggested for greater clarity</p> <p>4.35 Additional objective suggested – To promote use of parks and countryside</p>	<p>This is intended to address issues such as an ageing population. No change proposed</p> <p>Has been reworded in response to another representation</p> <p>This issue is addressed through other objectives/decision criteria – no change proposed</p>
9	Government Office North West	<p>Consider including a glossary and executive summary in the final document.</p> <p>Para 4.4 should refer to Appendix 1 rather than Appendix 2</p> <p><u>Task A2</u></p> <p>(baseline information) expand to reflect advice in 3.2.9 of ODPM SA guidance. AMR may assist. Some data quoted could be more specific, eg 4.23.</p> <p><u>Task A4</u></p> <p>Make links to baseline data to illustrate objectives (3.2.12 of ODPM guidance)</p> <p>Need for discussion with Environmental bodies in relation to appropriate assessment</p> <p><u>Appendix 1:</u></p>	<p>Glossary and Executive Summary are now included</p> <p>Correction has been made.</p> <p>Appendix 2 reflects advice in guidance where data is available.</p> <p>Links to baseline are made through Appendix 2</p> <p>Habitats Regulations Assessment is now being progressed as a separate report</p>

		<p>Implications for the Core Strategy could be drawn out in more detail (Halton SA scoping suggested as an example). Additional documents suggested for inclusion</p> <p><u>Appendix 2:</u></p> <p>Table would be improved if it considered relevant targets and data sources, but otherwise comprehensive.</p>	<p>Implications for Core Strategy have been expanded where possible in Appendix 1 and extra documents included</p> <p>New Appendix 2 links SA Objectives with baseline data</p>
10	Health and Safety Executive	No specific comments – generic advice in relation to development plans and hazards supplied.	Noted
11	Heswall Congregation of Jehovah’s Witnesses	<p><u>Consultation Question 1:</u></p> <p>More detail needed on objectives in PPS1. Requirements relating to religion need to be reflected in policy. Also add “Diversity and Equality in Planning - a Good Practice Guide” and reflect its advice in relation to faith groups.</p> <p><u>Consultation Question 2:</u></p> <p>Population involvement in faith groups should be included in baseline information along with extent to which places of worship meet current needs.</p> <p><u>Consultation Question 3:</u></p> <p>Social inclusion issues should include the need to take into account all sections of society.</p>	<p>Expanded reference to PPS1 included, Diversity good practice guide has been included in Appendix 1.</p> <p>Data regarding active involvement in faith groups not identified by Census data. Review of provision a potentially a matter for other planning documents</p> <p>New decision criterion added under SA Objective 5 – recognising different values and needs within the</p>

		<p>Quality of life issues should include facilitating forms of community engagement that promote social and moral education.</p> <p><u>Consultation Question 4:</u></p> <p>Objective 23 should be changed to maximise opportunities for culture, sport leisure and religious faith</p> <p>Overall SA should include measures to assess the impact of plan documents on religious faith and provide opportunities for enabling integration of faith groups into the wider community.</p>	<p>community</p> <p>Noted but this goes beyond the scope of the Core Strategy DPD</p> <p>Decision criteria for SA Objective 5 have been amended to recognise different values and needs within the Community</p> <p>Noted but amendments do not single out faith groups specifically but aim to ensure that differing values and needs within the community are recognised as part of the LDF process</p>
12	Highways Agency	No specific comments raised.	Noted
13	Hoylake and District Civic Society	<p><u>Consultation Question 1:</u></p> <p>Suggest list of documents include North West Best Practice Design Guide (NWRA)</p> <p><u>Consultation Question 2:</u></p> <p>Suggest some baseline information could be presented in the form of maps, diagrams or graphs, eg HMRI boundary</p> <p>Green Belt should be considered an issue in its own right.</p>	<p>Document has been included within Appendix 1</p> <p>Appendix 2 now presents much of the baseline data in graphical form</p> <p>Green Belt is not an environmental protection designation, but does have a potential role in delivering or supporting other sustainability</p>

		<p>More baseline data on methods of travel to work would support paras 4.15 and 4.21. Car usage relevant to air quality and energy use.</p> <p>More data needed on coast needed to reflect its importance</p> <p>Include data on area of woodland cover, rates of tree planting/woodland erosion</p> <p>Include number of buildings on EH's Buildings at risk register</p> <p><u>Consultation Question 3:</u></p> <p>More emphasis should be placed on issue of climate change and high quality design – additional objectives suggested.</p> <ul style="list-style-type: none"> <li>• Planning for rises in sea level</li> <li>• Planning for drier summers and the need for water conservation</li> <li>• Planning for higher summer temperatures and the need to reduce dependence on air conditioning</li> <li>• Planning for higher wind speeds</li> <li>• Planning for heavier autumn and winter rainfall</li> <li>• Ensuring reduced dependence on fossil fuels not only for transport and heating, but</li> </ul>	<p>objectives and acknowledgement of this is now included in paragraph 4.41</p> <p>Expanded baseline data included in Appendix 2 although focus is on accessibility</p> <p>Noted – data on some aspects of coastal management is limited</p> <p>Data will be included in Appendix 2 when available</p> <p>Data is now included in Appendix 2</p> <p>In the interests of brevity decision criterion under SA Objective 20 refers in general terms to policies/proposals promoting development that will withstand the impact of climate change</p>
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		<p>also for lighting cooling and ventilation</p> <p>New buildings should incorporate eco-friendly design principles. Good design an end in itself, not just a means for reducing crime.</p> <p>Number sustainability issues rather than bullets</p> <p><u>Consultation Question 4:</u></p> <p>Objectives, criteria and indicators are fairly comprehensive, but suggested list of objectives is subdivided into same categories as tasks A2 and A3 – social, economic, natural resources, environment, quality of life</p> <p><u>Appendix 2</u></p> <p>Add numbering</p> <p>Portrait format easier to read online</p>	<p>Additional sustainability issue has been included under natural resources heading</p> <p>Bullets have been replaced by numbers</p> <p>Sustainability objectives listed in main text have been sub-divided as suggested</p> <p>Numbering of SA Objectives included</p> <p>Noted but landscape format has been retained to accommodate data presentation. Will keep under review</p>
14	John Noble	<p>Appendix 2 add objective “To reduce the impact of parked cars on the environment of residential areas and accessibility to dwellings” Impact could be measured by before and after surveys</p>	<p>This is too specific an issue to include in the sustainability appraisal for the Core Strategy. No change proposed</p>
15	Merseyside Environmental Advisory Service	<p><u>Consultation Question 1:</u></p> <p>Additional documents: Merseyside Waste DPD, Regional Climate Change Action Plan, NW Sustainable Energy Strategy</p>	<p>Energy Strategy has been included in Appendix 1. The other documents will be included in future versions when they are at a more advanced stage</p>

		<p><u>Consultation Question 2:</u></p> <p>Detailed baseline needs to match the data needed to measure progress against indicators</p> <p><u>Consultation Question 3:</u></p> <p>Energy efficiency/conservation should be included alongside renewables generation. Wording should be strengthened</p> <p><u>Consultation Question 4:</u></p> <p>Objectives are comprehensive but need to be kept under review. Indicators should be included in the baseline data in the SA report as a starting point for monitoring or reasons for their omission included</p> <p><u>Consultation Question 5:</u></p> <p>Need for greater clarity on way SA process meets the SEA Directive.</p> <p>Appropriate Assessment section will need to be revisited in light of new draft Govt Guidance. Approach as set out may not fit with tenor of draft guidance. Need to consider possibility that development outside boundary of European Sites may have significant effects. EU guidance may assist.</p>	<p>Appendix 2 links data with objectives/indicators</p> <p>Reference to energy efficiency/conservation has been included in Natural Resources Issue 8</p> <p>Appendix 2 links objectives, indicators and baseline.</p> <p>References/signposting to SEA has been strengthened where appropriate.</p> <p>Appropriate Assessment screening is now being carried out separately in line with emerging DCLG guidance.</p>
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16	National Trust	<p><u>Section 3</u></p> <p>Para 3.2 add reference to the built environment and heritage/cultural considerations</p> <p><u>Consultation Question 1:</u></p> <p>SA needs to consider DEFRA Soil Action Plan Also NW Regional Green Infrastructure Guide, NWDA Draft Action Plan for Climate Change, Shoreline Management Plan</p> <p>In relation to already quoted documents: PPS7 refer to paras 24/25 re landscape issues</p> <p>PPS9 refer to geological considerations in DPD implications column</p> <p>Refer to Panel report on Partial review of RPG in respect of Climate change</p> <p><u>Task A2</u></p> <p>How have headings been arrived at? References to economic growth might better be replaced with sustainable consumption and production</p> <p>Environmental enhancement is as important as protection</p>	<p>Paragraph 3.2 has been amended</p> <p>Reference has been included in Appendix 1</p> <p>Appendix 1 has been amended to include reference to landscape issues.</p> <p>Reference to geodiversity has been included</p> <p>Reference to recommendation on climate change policy has been included</p> <p>Title has been amended to “Sustainable Consumption and Production”</p> <p>Title has been amended to “Environmental Protection and Enhancement”</p>
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		<p>an indicator as well as decision criterion.</p> <p>Registered Historic Parks and gardens should be in the decision criteria column as well as an indicator.</p> <p>Climate change needs a separate heading rather than under natural resources and relevant issues considered there.</p> <p>In relation to Quality of Life indicators, concern that Green Belt is a poor proxy as green belt has no need to have landscape merit.</p> <p>Special landscape value not ideal indicator as being replaced by wider landscape character work.</p> <p>Could include built heritage and landscape questions as part of resident satisfaction surveys.</p>	<p>indicator</p> <p>The decision criteria have been amended</p> <p>No separate heading, but reference has been included in the decision criteria for SA Objective 20</p> <p>Noted but Green Belt contributes to character of Borough, so retained for present.</p> <p>Special landscape retained as an indicator for the present but unlikely to be carried forward as part of the LDF so will be reviewed in due course</p> <p>Noted.</p>
17	Network Rail	No comments, but wishes to be consulted at future stages	Noted
18	NJL Consulting	<p><u>Consultation Question 1:</u></p> <p>List of plans and programmes is reasonable. Need to consider age of documents reviewed and keep list up to date. Need to ensure requirements of SEA Directive are followed and kept up to date. Need to take into account requirements for Appropriate Assessment.</p>	Noted. Appendix 1 will be subject to regular review at each stage of the appraisal.

		<p><u>Consultation Question 2:</u></p> <p>Suggest baseline data is presented in table format or “portfolios” where details relating to each topic are presented alongside data source, targets, objectives and indicators. Maps, graphs and illustrations could be used.</p> <p>Need to highlight data gaps, limitations and uncertainties.</p> <p><u>Consultation Question 3:</u></p> <p>List of issues is comprehensive, but origin of the issues (from baseline info, review of plans/programmes etc) is not made clear.</p> <p><u>Consultation Question 4:</u></p> <p>Need to make clear links and justification for the objectives from earlier stages of the SA.</p> <p><u>Consultation Question 5:</u></p> <p>Approach to screening acceptable at this stage but needs to take full account of “in combination” effects. Conclusions need to be supported by evidence and precautionary principle applied.</p>	<p>Baseline data is presented in Appendix 2 along the lines suggested.</p> <p>Gaps in data availability/uncertainties have been highlighted.</p> <p>Links to baseline data have been clarified in Appendix 2 and re-structured text</p> <p>Appendix 2 links objectives, baseline and indicators</p> <p>Appropriate Assessment will now be run separately but in parallel with sustainability appraisal. Accepted that there is need for further refinement of the Appropriate Assessment methodology: forthcoming DCLG guidance will clarify requirements.</p>
19	North Western and North Wales Sea Fisheries	No reference to the fishing industry within Wirral both boat-based and shore based within the	Reference has now been included under baseline information.

	Committee	document. Scope for development of the industry, which is a significant employer, both directly and indirectly in Wirral. Fisheries activity should be reviewed, analysed and given its place in the objectives of the strategy.	
20	Northwest Development Agency	Notes and welcomes inclusion of Regional Economic Strategy in schedule of plans and programmes. Various actions in the RES with Wirral relevance are highlighted (73 – port of Liverpool, 80 – Strategic Sites and 116 – Mersey Waterfront Reg. Park), but accepted they may be of more relevance at Issues/Options stage.	Appendix 1 has been amended.
21	Npower Renewables	Para 3.2 add measures to (a) support and encourage development of renewable energy sources and (b) support achievement of regional and sub-regional targets for renewable energy development  Para 4.35 add: “To maximise the use of renewable energy sources”	Paragraph 3.2 has been amended  Reference is already made to this issue under Natural Resource Sustainability Issues
22	Ramblers Association	Objectives in Section 3 if implemented will provide the basis for worthwhile needs for Wirral’s future. Other issues include retention of graduates/younger people, promoting virtues of good citizenship, promoting healthy lifestyles.  Can or should the Council seek to provide/encourage some more affordable properties?  Need for consultation and considering varied viewpoints essential.	Noted.  Provision of affordable high quality housing is identified as one of the sustainability issues under the Social Inclusion heading.  Noted – consultation principles are established in the Statement of Community Involvement.

23	Royal Liverpool Golf Club	No specific comments	Noted
24	Sport England	<p>Paragraph 3.2 - sport and physical activity should be listed as an issue.</p> <p>Para 4.2-4.7 and Appendix 1 need to refer to North West Plan for Sport and Physical Activity. Including objectives of widening access to sport and physical activity and increased participation.</p> <p><u>Appendix 2:</u></p> <p>400m accessibility yardstick to sport and leisure facilities accepted. Sport indicators should be applied to social inclusion, healthy communities, vitality and viability of town centres and tourism.</p> <p>General omission regarding the role of sport in terms of:</p> <ul style="list-style-type: none"> <li>• use of activity indicators/participation levels to assess change in lifestyles as a plan outcome</li> <li>• measuring spatial changes in the above,</li> <li>• setting targets for level of sports infrastructure provision.</li> </ul> <p>Role of sport should be given equal treatment with other topic areas.</p> <p>Links in national policy between sport and physical activity and health/well-being highlighted.</p>	<p>Paragraph 3.2 has been amended.</p> <p>Appendix 1 has been amended.</p> <p>Sport/physical activity indicators have been included, subject to data availability</p>

		Core Strategy should consider greater use of sport indicators and make reference to the development of sport policies as a key element of the Core Strategy. Relevant references provided.	Appropriate references to sport and physical activity will be included in the Core Strategy
25	Sustrans	SA should test all Core Strategy Options for Transport Implications and overall aim should be to minimise traffic generation and stimulate interest in walking and cycling. Support SA Objective 24 but sustainable travel needs to be part of all objectives not just as an optional extra.	All Core Strategy options will be subject to sustainability appraisal. Minimising traffic generation and promoting public transport, walking and cycling will be a central objective of the Core Strategy.
26	Theatres Trust	<p><u>Consultation Question 3:</u></p> <p>Disappointed that measures to conserve and enhance cultural facilities are not covered as an objective in the list at 3.2 on page 9 of the report and suggest a suitable objective be included. Support Objective 23 in para 4.35 on p18.</p> <p>Appendix 1 (page 26, 27 and 36) Note reference to Cultural Strategy/cultural offer wish these to be reflected in issues and options stage.</p> <p>Appendix 2 (page 4) wish to see tourism policy integrated with cultural facilities provision.</p> <p>Support culture sport and leisure objective for quality of life on page 11 of Appendix 2 but wish to see reference to Culture and Leisure Strategy survey 2000-2001</p>	<p>Paragraph 3.2 has been amended to refer to the enhancement of cultural facilities</p> <p>Noted</p> <p>Decision making criteria have been amended to include reference to cultural facilities</p> <p>Appendix 1 has been amended.</p>

27	United Utilities	<p><u>Consultation Question 3</u></p> <p>Welcome acknowledgement of infrastructure improvements.</p> <p>Within Section “Natural Resource Sustainability Issues include...” add reference to “Promote potable water demand management measures”.</p> <p><u>Consultation Question 4</u></p> <p>support inclusion of point 18 water conservation.</p> <p><u>Appendix 2</u></p> <p>Under natural resources support “Promote sustainable drainage and water conservation”.</p> <p>Suggest extra indicator - “require potable water conservation measures in new development”</p>	<p>Noted.</p> <p>Natural Resources Sustainability Issues have been amended.</p> <p>Noted</p> <p>Noted</p> <p>Data availability uncertain: decision criteria already require policy/proposal to maximise water conservation. No change proposed.</p>
28	Wirral Community Safety Team	<p>Reference made to Section 17 of the Crime and Disorder Act and requirements for design and access statements. Keen for consultation at pre-application/forward planning stage to achieve designing out crime. Encourage secured by design. “Park Mark” and safer car parks.</p>	<p>Decision criteria have been amended under Quality of Life to refer to principles of Secured by Design</p>
29	Wirral Green Belt Council	<p>Pleased that Green Belt is seen as making a positive contribution to the Wirral</p>	<p>Noted</p>

		<p><u>Consultation Question 1:</u></p> <p>Are there are any strategies relating to the provision of access to open spaces for gentle activity or provision of space for outside activities for school children.</p> <p><u>Consultation Question 2:</u></p> <p>Need for monitoring of all issues and objectives</p> <p>Suggested additions:</p> <ul style="list-style-type: none"> <li>• Open spaces in size as a ratio to the population analysed by type of open space</li> <li>• Availability of locally produced food</li> <li>• Assessment of out/in-commuting to places not well served by public transport</li> <li>• Assessment of general health/weight/exercise levels</li> </ul> <p><u>Consultation Question 3:</u></p> <p>With reference to reducing distance between home and work place, clarification sought re applicability to home working/local work centres advocated.</p> <p>Other sustainability issues identified:</p>	<p>No specific strategies identified for these issues but they are likely to be highlighted through other strategies, for example, related to public health</p> <p>Intention is that baseline data/indicators will be subject to monitoring and updating as the appraisal progresses.</p> <p>Focus in Appendix 2 is on quality of open spaces</p> <p>Data is not available at local level</p> <p>Accessibility profiling is being developed through the LTP process</p> <p>Recognised health indicators already included in Appendix 2</p> <p>Increase in homeworking might be an effect of this policy, but precise impact in this area would be difficult to measure.</p>
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		<ul style="list-style-type: none"> <li>• Quality of diet, access to fresh food</li> <li>• Domestic and commercial renewable electricity generation</li> <li>• More support for re-use of previously developed land</li> <li>• Waste reduction/energy efficient appliances</li> <li>• Need to consider sustainable drainage solutions, including woodland and open green spaces</li> </ul> <p><u>Consultation Question 4</u></p> <p>Specific objective needed to maintain Green Belt on Wirral which should take precedence over the others.</p> <p>Other objectives acceptable, but their application - especially in conflict resolution – will be key issues.</p> <p><u>Consultation Question 5</u></p> <p>Supports establishment of sustainability appraisal panel</p>	<p>This is arguably addressed through reduction of health inequalities</p> <p>This is included in Appendix 3 under Natural Resources</p> <p>This is included in Appendix 3 under Natural Resources</p> <p>Household energy consumption/waste minimisation is included in Appendix 3 under Natural Resources. Encouraging use of energy efficient appliances falls outside scope of the Core Strategy DPD.</p> <p>This is included in Appendix 3</p> <p>This is not appropriate as a <u>Sustainability Objective</u>, even though it is a key issue for the Core Strategy DPD.</p> <p>Noted</p> <p>Noted</p>
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30	Wirral Green Party	<p>SA should have at its core recognition of the following key issues:</p> <ul style="list-style-type: none"> <li>• Consumption of fossil fuels is unsustainable, leading to climate change with direct implications for Wirral’s long-term future;</li> <li>• Price rises resulting from fossil fuel consumption will undermine the local economy.</li> </ul> <p>Within this context priority actions arising from these:</p> <ul style="list-style-type: none"> <li>• Minimising energy consumption;</li> <li>• Maximise renewable energy production, exploiting Wirral’s position in relation to wind and wave power and micro-generation</li> <li>• All new buildings built on zero carbon emissions basis</li> <li>• Greenbelt land protected to facilitate local food production.</li> </ul> <p>Further specific points:</p> <ul style="list-style-type: none"> <li>• Wirral needs to commit to local action to reduce global warming;</li> <li>• The Council needs to appoint staff to monitor energy efficiency and raise and enforce standards;</li> <li>• Wirral should become a beacon Council for facilitating micro-power generation;</li> </ul>	<p>Controlling activities which cause climate change and planning for its effects are highlighted in main text. Note however that the sustainability appraisal process has to incorporate and balance social and economic issues, in addition to environmental factors.</p> <p>Sustainable energy issues are set out in the Scoping Report.</p> <p>Although desirable, it is not possible under the current Building Regulations to require zero emission development.</p> <p>National policy would need to be required to enable Greenbelt land to be safeguarded for the purpose of food production</p> <p>These matters are picked up within the Scoping Report where appropriate but some go beyond the scope of the sustainability appraisal for a Core Strategy DPD.</p>
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		<ul style="list-style-type: none"> <li>• The Council should undertake more action to reduce car usage/dependency, scrap plans to expand the road network use funds to expand the rail network, enforce speed limits, improve provision for cyclists and public transport users;</li> <li>• More consideration of integrated systems of waste management needed, encourage the government to do more to reduce generation of waste;</li> <li>• Restore vacant wasteland for mixed residential development, protection and maintenance of greenspaces a priority;</li> <li>• Need for enhanced street cleaning and public health services (public toilets etc);</li> <li>• Audit of play and leisure facilities for children and young people needed; plus leadership and supervision</li> <li>• Consider implication of changing population structure on educational provision;</li> <li>• More resources for protection, maintenance and restoration of heritage properties and sites.</li> </ul>	
31	Wirral Society	<p><u>Consultation Question 1:</u></p> <p>NWDA Climate change strategy “Rising to the Challenge” should be considered – includes a number of objectives mentioned in para 3.2</p> <p>List plans in Appendix 1 against strategy’s core objectives to identify overlaps, inconsistencies or</p>	<p>The finalised Climate Change Action Plan has now been issued. Appendix 1 has been amended.</p> <p>While the approach suggested has some merit, Appendix 1, as set out, reflects good practice. The</p>

		<p>conflicts. This would align outcomes with policies rather than the reverse</p> <p><u>Consultation Question 2:</u></p> <p>Include employment trends (skilled/unskilled) and educational attainment; Baseline data on transport by mode would inform all topics under A2;</p> <p>In relation to para 4.15 and 4.16 (earnings/employment/travel) suggest extra data on how Wirral impacts and is impacted by surrounding sub-region. SA may need consideration of out of Borough impacts;</p> <p>Baseline data on level of unoccupied buildings (housing and commercial) needed to inform strategy development;</p> <p><u>Consultation Question 3:</u></p> <p>No further issues, but highlight strong interdependence between issues. Two items on flooding (P17) may be in contradiction</p> <p>Structure of document may make it difficult to identify opportunities and conflicts: suggest regrouping bullet points under headings such as sustainable growth, sustainable living and working.</p>	<p>implications for the Core Strategy have been expanded. A compatibility matrix has been included to test the sustainability objectives against each other.</p> <p>Expanded baseline information has been included</p> <p>National/regional contextual information has been included where available and appropriate.</p> <p>Wirral's Empty Property Strategy has been added to Appendix 1 and relevant baseline information added to Appendix 2.</p> <p>Revised sustainability issues refers to planning for the effects of climate change in more general terms</p> <p>Would require a major restructuring of other parts of the document and of the Council's overarching Sustainability Appraisal Framework – no change proposed for this appraisal but will reconsider in future revisions of the Framework.</p>
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32	Wirral Wildlife	<p>Pleased that biodiversity has due recognition</p> <p>Section 3.2 add: a commitment to reducing the Borough's contribution to global climate change; a commitment to helping the Borough cope with existing and forthcoming effects of climate change</p> <p><u>Consultation Question 1</u></p> <p>Add: NWDA Energy and Climate change action plan; English Nature standards for accessible natural greenspace; European Landscape Convention</p> <p>Section 4.23 update: - Bromborough Dock landfill closed</p> <p>Section 4.26 should make clear that clay cliff erosion is essential for nature conservation</p>	<p>Noted</p> <p>Paragraph 3.2 has been amended</p> <p>Appendix 1 has been amended.</p> <p>Paragraph 4.33 has been amended</p> <p>Paragraph 4.36 has been amended</p>

		<p>value.</p> <p><u>Consultation Question 2</u></p> <p>Add: relative sea levels; Average climate and likely medium-term weather changes</p> <p><u>Consultation Question 3</u></p> <p>Add to Economic Issues: helping existing business adapt to the challenge of climate change, including renewables/energy conservation</p> <p>Add to Environmental Protection: reduce need to travel by encouraging local production/local services.</p> <p><u>Section 4.35</u></p> <p>24 add “and reduce need to travel”</p> <p>15 reducing intrusion of aircraft noise in Wirral</p> <p><u>Consultation Question 5</u></p> <p>Consider indirect impacts such as tourism;</p>	<p>Concern would be that there would be no measurable changes in these indicators over the likely life of the sustainability appraisal. No change proposed.</p> <p>Planning for the effects of climate change (not specific to business) has been added as an issue</p> <p>Support for local production and local services to meet local needs has been added as an issue.</p> <p>Suggested amendment has been incorporated</p> <p>There is already an objective to minimise pollution to land water or air, which has been clarified to apply to noise pollution.</p> <p>Accepted that there is a need to consider direct and indirect seaward impacts. Appropriate Assessment will be reviewed in light of forthcoming DCLG</p>
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Appendix 5 – Report of Consultation (Stage A)

		<p>General comments about more support from the Council for nature conservation, including a nature conservation strategy.</p> <p>Document needs to record data gaps for species such as Great Crested Newts and Bats.</p>	<p>guidance on Appropriate Assessment and is being carried out separately.</p> <p>Noted</p> <p>Data gaps have been highlighted in relation to the baseline assessment.</p>
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### List of Consultees for the Core Strategy Draft Sustainability Appraisal Scoping Report

Barnston Conservation Society	Unilever Research Port Sunlight	Mrs J Wood
Bidston Village CA Advisory Committee	Unilever UK Home and Personal Care	Ms Johnson
Bromborough Pool Village Society	Birkenhead Market Tenants Association	New Brighton BRAVO
Bromborough Society	Birkenhead Town Centre Forum	New Brighton Community Association
Caldy Conservation Area Advisory Committee	Heswall & District Business Association	New Brighton Community Partnership
Eastham Village Preservation Association	Job Centre Plus	New Ferry Regeneration Action Group
Frankby Conservation Area Advisory Committee	New Ferry Business Association	Norman Street Residents Association
Friends of Birkenhead Park	Showmens Guild of Great Britain	North Birkenhead Neighbourhood Forum
Heswall Society	Wirral Chamber of Commerce	Partnership for Racial Equality
Hoylake & District Civic Society	Wirral Investment Network	Poulton & District Residents Association
Irby, Thurstaston & Pensby Amenity Society	Age Concern Wirral	Rock Ferry Community Group
Kings Gap Conservation Area Committee	Barnston Womens Institute	Seacombe Local Area Partnership
Mr Clegg	Bebington CVS	Stanton Estate Residents Association
Mr G Hunter	Beechwood Community Association	Sure Start (Birkenhead Central)
Mr Gladden	Bidston Residents Association	Thorneycroft etc., Residents Association
Mr Toosey	Central Liscard Residents Association	Thornton Hough Community Trust
Ms E Davey	Claughton Community Group	Tower Action Group
New Ferry & Rock Ferry Conservation Society	Eastham Village Residents Association	Townswomen Wirral 101-25
Oxton Society	Eleanor Road Residents Association	Tranmere Alliance
Port Sunlight Village Society	Friends of Ashton Park	Tranmere Together
Saughall Massie Conservation Area Committee	Friends of Hoylake & Meols Gardens & Open Spaces	Union Street Day Resource Centre
Wallasey Civic Society	Friends of Royden Park	Wallasey Village Community Partnership
Wellington Road CA Advisory Committee	Hoylake CVS	Westwood Road Residents Association
West Kirby Village CA Advisory Committee	Kings Lane Supporters Association	WIRED
Wirral Footpaths and Open Spaces Society	Lairdsie Communities Trust	Wirral CVS
Wirral Green Belt Council	Manor Egremont Mast Action Group	Wirral Federation of Tenants & Residents Associations
Wirral Society	Meols Drive Residents Association	Adams Holmes Associates
Bristol-Myers Squibb Pharmaceutical Research	Merseyside Civic Society	Ainsley Gommon Architects
Premier Brands UK Limited	Mr & Mrs A Pasterfield	Alisdair Macdonald
Tulip Limited	Mr G D Evans	Athertons
Unichema Chemicals	Mr L Parker-Davies	Axis Planning Environment & Design

## Appendix 5 – Report of Consultation (Stage A)

Barton Willmore Partnership	Denton Clark & Co.	HOW Planning
Barton Willmore Planning	Depol Associates Ltd	HOW Planning LLP
Bloomfields Limited	Design Planning Development	J10 Planning
Blue Sky Planning Limited	Development Planning & Design Services	James Barr Consultants
Braithwaite Associates	Development Planning Partnership	JMP Consulting
Broadway Malyan Planning	Dickinson Dees	Jones Lang LaSalle
Brockway Dunn Limited	Dixon Webb	Jones Lang LaSalle
Brodies Solicitors	Drivers Jonas	Kemp & Kemp
Building Design Partnership	Drivers Jonas	Kersh Commercial
Bullivant Jones & Company	DTZ Piedad Consulting	King Sturge
Business Environments Planning	E M Enterprises	Knight Frank LLP
Carey Jones Architects	EDAW Plc	Lambert Smith Hampton
Carpenter Bidwells Planning	Edmund Kirby	Landmark Information Group Ltd
Cass Associates	Emery Planning Partnership	Leith Planning Limited
CB Richard Ellis	Entec UK Ltd	LRM Development Consultants
CgMs Consulting	Environmental Resources Management	MacIntosh Communications Limited
Charlesworth Group Ltd	Fuller Peiser	Malcolm Judd and Partners
Chesterton Planning & Economics	Garry Usherwood Associates	Mason Owen Property Consultants
Chris Thomas Limited	Gerald Eve	McCormick Architecture
Cliff Walsingham & Company	GL Hearn	McDyre & Co.
Clive Watkin Partnership	Goodwin Planning Services	MCP Planning & Development
Colin Buchanan & Partners	Gough Planning Services	Merseyside Environmental Trust
Colliers CRE	GVA Grimley	Mono Consultants Ltd
Corporate Property Solutions	H D Gee Consultants	Mouchel Parkman
Country Land & Business Association	Hallam Land Management Ltd	Mr B Legan Dip TP DMS
Cuff Roberts Solicitors	Halliwells LLP, Planning Section	Mr C M Brand
CUH2A Architecture & Planning	Haston Reynolds Partnership	Mr C R Hutchinson
Cunnane Town Planning	Hepher Dixon	Mr C W Dent BA Dip TP RIBA MRTPI
D2 Planning	Hepher Dixon	Mr F Burgana BA MCD MRTPI
De Pol Associates	Hepher Dixon	Mr J A Wright BA (Hons) MRTPI
Denis Wilson Partnership	Hickling Gray Associates	Muir Associates
Denis Wilson Partnership	Higham & Co.	Nathaniel Litchfield & Partners

## Appendix 5 – Report of Consultation (Stage A)

Nathaniel Litchfield & Partners	White Young Green	Bett Limited
NJL Consulting	Wirral Planning Advice & Appeals Service	Black Macadam
Paddock Johnson Associates	Woodford Group	Bovis Homes Limited
Patrick Farfan Associates Ltd	Age Discrimination Scrutiny Panel	C D Hughes
Paul & Company	Babtie Group	Chelford Properties
Paul Butler Associates	Bell Ingram Pipelines Ltd	Cheshire Office Park Limited
Paul Dickinson Associates	British Aerospace	Countryside Properties
Peacock & Smith	Cheshire Association of Local Councils	Crosby Homes NW Ltd
Planning & Environmental Services Ltd	Denbighshire County Council	David McLean Homes Ltd
Planning Bureau Limited	English Partnerships	David Wilson Homes
Robinson Architects	Environmental Advisory Service	Elite Homes (North) Limited
Roger Tym & Partners	Halton UA - Environmental Services Directorate	Emerson Group
RPS Planning Transport & Environment	Health & Safety Executive	Fairclough Homes Limited (NW Division)
RPS Planning Transport & Environment	Knowsley MBC	Forthview Limited
RPS Planning Transport & Environment	Lands Office - Shell UK Pipelines	George Wimpey North West Limited
RPS Planning, Transport & Environment	Merseyside Policy Unit	George Wimpey Strategic Land
Savell Bird and Axon	Merseyside Waste Disposal Authority	Halcyon Properties
Savills	Merseytravel	Harlor Homes
Smith & Sons Property Consultants	Mobile Operators Association	Henry Boot Developments Limited
Smiths Gore	National Museums Liverpool	Home Builders Federation
Steer Davies Gleave	Sport England North West Region	Hylgar Properties
Steven Abbott Associates	St Helen's MBC	Inglewood Properties
Stewart Ross Associates	Technical Services Department	Land Projects UK Associates
Storey Sons & Parker	The Mersey Partnership	McInerney Homes
Strutt & Parker	Wirral Community Safety Team	Miller Homes (North West) Limited
Survey & Design Associates	Wirral Local Strategic Partnership	Moneycorp Limited
Taylor Young	Wirral Voluntary and Community Services Network	Morris Developments
Terrence O Rourke	Alinbrook Ltd	N Power Renewables
Tetlow King Planning	Arrowcroft Northwest Ltd	North Country Homes Group Limited
Turley Associates	Barratt Chester	Northern Trust
Tweedale	Bell Developments Ltd	Persimmon Homes (North West)
Wardell Armstrong	Bellway Homes	Redrow Homes

## Appendix 5 – Report of Consultation (Stage A)

Royal Estates	Wirral & Cheshire Badger Group	National Trust (NW Region)
Salisbury Developments	Wirral Barn Owl Trust	Network Rail (Mining)
Taylor Woodrow Developments	Wirral LA21 Forum	New Brighton Football Club
Thomas Estates Limited	Wirral Wildlife	Peel Holdings Limited
Wainhomes (North West) Limited	Ancient Monuments Society	Port Sunlight Village Trust
Wardell Armstrong	Bidston Preservation Trust	PTS Property
Westbury Homes	Campaign for Real Ale	Reddington Developments Limited
Fire Safety Command (Wirral District)	Cheshire Gardens Trust	Rock Park Estate Management Committee
HM Coastguard	Childer Thornton Conservation Association	Royal Liverpool Golf Club
Merseyside Fire Service Headquarters	Council for British Archaeology	Safety Layne (Investments) Limited
Merseyside Police - North Wirral Area	Garden History Society	Stanton Land & Marine Development Limited
Royal National Lifeboat Institute	Georgian Group	United Co-operatives Ltd
Action Wirral Rivers	Hooton Park Trust	Villa Medical Centre
Brackenwood Committee	Joint Committee of National Amenity Societies	Wirral Development Corporation Ltd
Cheshire RIGS Group	Society for the Protection of Ancient Buildings	Wirral Metropolitan College
Cheshire Wildlife Trust	Theatres Trust	Woodland Trust
Dee Estuary Conservation Group	Twentieth Century Society	Beechwood & Ballantyne EMB Ltd
Forestry Commission (NW Conservancy)	Asset Manager Surveyor, Unilever UK Property	Forum Housing Association
Friends of Eastham Country Park	CLM Services	Maritime Housing Association
Friends of Heswall Shore	Crown Estate	Rodney Housing Association
Friends of Storeton Woods	Fort Perch Rock	Venture Housing Association
Groundwork Wirral	Leverhulme Estates	Wirral Methodist Housing Association
Mersey Basin Campaign	Mersey Docks and Harbour Company	Wirral Partnership Homes
Mersey Estuary Conservation Group	Mr A P McArdle	Stephen Hesford MP
Mersey Estuary Development Co-ordinator	Mr D Birkett	The Rt Hon Ben Chapman MP
Merseyside & West Lancs Bat Group	Mr I Wyche	The Rt Hon Frank Field MP
Merseyside & West Lancs Bat Group	Mr R L Shelbourne	Friends of the Earth
New Brighton Environmentalists	Mr R Taylor	Mast Action UK
NW & North Wales Sea Fisheries Committee	Mr T Tarr	Mast Sanity Head Office
Poulton Protection Group	Mrs B Murthwaite	Powerwatch
Ramblers Association (Wirral Group)	Mrs M Dockrell	Bebington & West Wirral NHS Primary Care Trust
RSPB Northern England	Mrs S Charlesworth	Birkenhead & Wallasey Primary Care Trust

## Appendix 5 – Report of Consultation (Stage A)

Wirral Hospitals Trust	Mr G S Puddy	Mrs Lewis
M Hussenbux	Mr Grey	Mrs Matthews
Mr & Mrs G Bowler	Mr H Turnbull	Mrs R M Fraser
Wirral Green Party	Mr I Coulthard	Mrs S Shaw
Dr K Singh	Mr J L Marshall	Mrs T Chadwick
Dr M Baker-Schommer	Mr J M Corfe	Mrs V Doodson
Dr M Day	Mr J Noble	Mrs Weston
Malcolm E Lloyd	Mr J O'Neil	Ms C Radford
Mr R Neale	Mr K Collins	Ms D Toony
Mr & Mrs D Gleave	Mr L Burman	Ms Foster
Mr & Mrs Dunne	Mr M Curtis	Ms J M McIlhatton
Mr & Mrs L & B Bell	Mr M F Lewis	Ms K Byrne
Mr & Mrs PM & UR Weston	Mr M G Laurenson	Ms K Robinson
Mr A Kennaugh	Mr M Harrision	Ms L Woodhead
Mr A T Hurst	Mr M Muller	Ms S Colquhoun
Mr C Airey	Mr Mahoney	Ms S J Wall
Mr C Lord	Mr Martin	Ms S Magee
Mr C P Arrowsmith	Mr Nuttal	Ms S Sweeney
Mr C P Hales	Mr P Barton MCD BA (hons)	Ms S Turner
Mr C S Thompson	Mr P Haywood	Ms Seager
Mr C T Moore	Mr P Jackson	Pulford Road Residents Association
Mr D Clamp	Mr P Pendleton	R G Drake
Mr D Cross	Mr R J Wood	Rev Father Ostaszewski
Mr D McKaigue	Mr Reade	Arriva North West Limited
Mr D Nooman	Mr Rowland	Allerton Trust
Mr D Taylor	Mr W O'Dowd	Bridgewater Meeting Room Trust
Mr E J Norton	Mrs Clarke	Cheshire Jehovah's Witnesses
Mr E Robinson OBE MRAeS	Mrs E M Hale	Church Commissioners
Mr F Howell	Mrs G Nicholas	Diocese of Chester
Mr F Hyde	Mrs G Wollers	General Synod of the Church of England
Mr G Bryan	Mrs J M Smith	Methodist Church Property Division
Mr G Noble	Mrs K M Ives	North Western Baptist Association

## Appendix 5 – Report of Consultation (Stage A)

Roman Catholic Church	North West Development Agency
United Reform Church	North West Regional Assembly
Energy Projects Plus	NTL, NTL House
National Wind Power Limited	O2 UK Limited
National Farmers Union - NW Region	Orange Pcs Ltd
Rural Development Service	Puddington & District Council
Sommerville Primary School	Sefton MBC
St. Mary's Catholic College	T Mobile (UK) Ltd
National Grid	United Utilities (Asset Protection)
Airwave MMO2	Vodafone Ltd
Asset Planning Department	Willaston Parish Council
British Telecommunications	North West Association of Sea Angling Clubs
Cheshire & Merseyside Strategic Health Authority	Cycling Project
Cheshire County Council	General Aviation Awareness Council
Countryside Agency (NW Region)	Merseyside & West Cheshire Ramblers
Countryside Council for Wales	Merseyside Cycling Campaign (Wirral Branch)
Dwr Cymru Welsh Water	Sustrans
Ellesmere Port and Neston Borough Council	Wirral Transport Users Association
English Heritage (North West)	Biffa Waste Services
English Nature (Cheshire/Lancs Team)	D Morgan Plc
Environment Agency (England)	Mersey Waste Holdings Limited
Environment Agency (Wales)	
Environmental Planning (Manweb Estates)	All Councillors
Flintshire County Council	All Wirral MPs
Government Office for the North West	
Helsby Parish Council	
Highways Agency (Network Strategy)	
Hutchinson 3G UK Limited	
Ince Parish Council	
Little Stanney & District Parish Council	
Liverpool City Council	
Network Rail (Planning)	

**APPENDIX 6 - REPORT OF FINAL SCRUTINY BY SUSTAINABILITY APPRAISAL PANEL (MARCH 2007)**

	<b>Respondent</b>	<b>Consultation Response</b>	<b>Directors Comments</b>
1	Job Centre Plus	No comments	Noted
2	Merseyside Environmental Advisory Service	No further comments to add to those previously made	Noted
3	Wirral Society	<p>Possible issue for later version of document – reduce indicators to more manageable level</p> <p>Para 5.4(p15): Add Regional Climate Change Action Plan</p> <p>Para 7.9 (p18), para 8.2 (p23) Appendix 2 (p113) should be objective concerned with promoting high GVA jobs in the Borough</p> <p>SA Objective 10 (p125) Add line in table of spend/visitor? Highlights Wirral/Merseyside differences and sustainable tourism considerations</p> <p>SA Objective 24 (p156) Add reference to park and ride at railway stations</p> <p>SA Objective 10 (p164) Suggest first indicator measures number of visitors by duration and spend/visitor</p>	<p>Noted</p> <p>Paragraph 4.4 has been amended</p> <p>Paragraph 4.24 has been amended. No other change proposed as decision criteria and indicators already pick up this issue</p> <p>Text has been amended</p> <p>Data recording use of P&amp;R facilities or journeys involving more than one mode of transport is not available</p> <p>Indicator has been amended</p>
4	Wirral Council, Corporate Policy Section	No comments to add	Noted

	<b>Respondent</b>	<b>Consultation Response</b>	<b>Directors Comments</b>
5	Wirral Green Belt Council	Pleased to see the status afforded to the Green Belt: preservation of the Green Belt will be an essential part of delivering the Core Strategy for the Wirral	Noted
6	Wirral Wildlife	<p>SA Objective 21 – Landscape Quality: indicator (woodland lost to devt.) poor for Wirral due to v. small amount of woodland. Suggest replace with “area of semi-natural habitat lost to development”.</p> <p>P112 – activity levels should include gardeners, ramblers and cyclists</p> <p>P125 – visitor attractions should include the major country parks, especially Eastham and Thurstaston</p> <p>Para 2.2 line 2 replace “and” with “an”</p> <p>App1 P70 line 10-11 – delete “included”?</p> <p>P129 – table has 11 SSSIs but 12 are listed below – 12 is correct number. Suggest consideration be given to SBI condition monitoring</p>	<p>Indicator has been amended</p> <p>Indicator has been amended to include these as possible examples of activity rates</p> <p>A footnote has been added on Wirral Country Park</p> <p>Correction made.</p> <p>Correction made</p> <p>Correction made. SBI condition monitoring will be considered for future version of SA framework once SBI monitoring system has been established</p>

## **APPENDIX 7 - GLOSSARY**

### **Area Action Plan (AAP)**

A Development Plan Document setting out detailed proposals for an identified part of the Borough

### **Annual Monitoring Report (AMR)**

A written report published each year setting out progress on the preparation of the Local Development Framework and an analysis of development trends within the Borough

### **Appropriate Assessment (AA)**

A written assessment (also known as a Habitats Regulations Assessment) of the likely impact of the proposals within a Development Plan Document or Supplementary Planning Document on the conservation objectives of designated European Sites, undertaken in parallel with the Sustainability Appraisal Process

### **Core Strategy**

A development plan document setting out the spatial vision and general strategy for the Borough

### **Development Plan**

The statutory Development Plan for the Borough, comprising the Regional Spatial Strategy and the Unitary Development Plan, until the Unitary Development Plan has been replaced by the Development Plan Documents in the Local Development Framework. Individual planning decisions must be made in accordance with the Development Plan unless material considerations indicate otherwise

### **Development Plan Document (DPD)**

A Local Development Plan Document with status as part of the Development Plan for the district

### **Indicator**

A measure of variables over time, often used to measure achievement of objectives.

Output indicator - an indicator that measures the direct output of the plan or programme. These indicators measure progress in achieving a plan objective, targets and policies.

Significant effects indicator - An indicator that measures the significant effects of the plan.

Contextual indicator - An indicator used in monitoring that measures changes in the context within which a plan is being implemented.

### **Local Development Document (LDD)**

A document prepared as part of the Local Development Framework for the Borough

**Local Development Framework (LDF)**

The overall name for the collection of adopted Local Development Documents for the Borough

**Local Development Scheme (LDS)**

A document setting out the Council's proposals for the content of the Local Development Framework and the timetable for the preparation on individual Local Development Documents

**Local Planning Authority (LPA)**

The body responsible for undertaking local planning functions under the Town and Country Planning Acts

**Mitigation**

Used in the context of SA/SEA to refer to measures to avoid, reduce or offset significant adverse effects on the environment.

**Objective**

A statement of what is intended, specifying the desired direction of change in trends.

**Regional Planning Body (RPB)**

The body identified by the Government as responsible for preparing the Regional Spatial Strategy

**Regional Spatial Strategy (RSS)**

A Statutory document setting out the vision and priorities for future development within the North West Region, which has status as part of the Development Plan for the Borough

**Scoping**

The process of deciding the scope and level of detail of a Sustainability Appraisal.

**Screening**

The process of deciding whether a document requires a SA or appropriate assessment.

**Strategic Environmental Assessment (SEA)**

A written assessment of the potential of the proposals contained within a Development Plan Document or Supplementary Planning Document to have significant effects on the environment, undertaken as part of the Sustainability Appraisal process

**SEA Directive** - European Directive 2001/42/EC "on the assessment of the effects of certain plans and programmes on the environment".

SEA Regulations - The Environmental Assessment of Plans and Programmes Regulations 2004 (which transposed the SEA Directive into law).

**Supplementary Planning Document (SPD)**

A Local Development Document which provides additional information to assist in the delivery of an adopted policy within a Development Plan Document (or an adopted policy in the Unitary Development Plan until it has been replaced)

**Sustainability Appraisal (SA)**

A written appraisal of the likely social, economic and environmental impact of the proposals contained within a Development Plan Document or Supplementary Planning Document

**Sustainability Appraisal Framework (SAF)**

A framework for the preparation of sustainability appraisals in Wirral adopted by the Council following public consultation

**Sustainability issues**

The full cross-section of sustainability issues, including social, environmental and economic factors

**Statement of Community Involvement (SCI)**

A statement setting out the consultation procedures for the Local Planning Authority.