

Person ID	ID	Question 6.1 - Do you agree with our preferred or the alternative approach to meet current and future employment demands in Wirral for everyone in our community?	Question 6.1a - Please explain why:	Attachment 1	Attachment 2	Attachment 3	Attachment 4	Attachment 5	Attachment 6
1237647	LPIO-688	Preferred approach							
1237696	LPIO-4719	Preferred approach							
1237807	LPIO-9237	Alternative approach	What has been allowed for the economic impact of the Coronavirus epidemic? Was it foreseen? The answer is of course 'no' which can only demonstrate the folly of relying on the sort of forecasts throughout this consultation document.						
1237827	LPIO-3803	Preferred approach							
1237857	LPIO-18287		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1237873	LPIO-4866		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1237882	LPIO-8413	Alternative approach	Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase. Please see previous comments regarding the need to attract recent graduates from the 4 universities in the LCR to work in Wirral. Great examples can be drawn from Liverpool such as the Baltic Triangle and Uni of Liverpool science hubs. WBC needs to be more ambitious in attracting fast growing business and just see itself as a commuter borough. This lack of strategic vision means that much of the talent being educated at the Universities leaves the city once their higher education has finished as there is no suitable jobs keeping them in the LCR. Bristol has done a great job at attracting young graduates...WBC needs to become more ambitious and follow other boroughs and cities examples...it can be done.						
1237944	LPIO-3392	Preferred approach							
1238549	LPIO-366	Preferred approach							
1238835	LPIO-2927	Alternative approach	The approach that you adopt is irrelevant unless and until you can attract more jobs into the area. To date, Council have been spectacularly poor in doing so. As a consequence, there are a significant number of citizens travelling out of the borough on a daily basis, in order to seek gainful employment. As a result, we are experiencing a disastrous impact on our environment. Jobs on the peninsular are at a premium and I understand that over 30% of working age people in Wirral are unemployed in their chosen career and having to seek further education and re-training, in order to find work. It is bordering on insanity for the Council to assume that all the houses, proposed in the Local Plan, will be occupied, without employment to sustain the occupants.						
1239377	LPIO-9168	Alternative approach	Wirral should always be looking to attract new businesses with long-term employment potential. Post-Brexit, Wirral has an industrial heritage which could come into play again, perhaps spilling over from regeneration opportunities across the Mersey. As long as there is in existence a figure of 40% of working age people unemployed, there is a need for growth in industry in order to prevent this figure from rising.						
1240223	LPIO-10525	Alternative approach	The 2017 ELPS recognised that a number of parcels would be unlikely to come forward for traditional employment uses (B1/B2/B8) but could instead come forward under for job-creating growth through an allocation for "Flexible Commercial Use". This included site ELPS094 at North Cheshire Trading Estate. We supported that approach, and suggested that the allocation be extended to the south to include the Total Fitness and the intervening Office Park which has been difficult to let over an extended period. Instead, the current Plan suggests removal of the entire LPS094 zoning which appears completely to refute market signals and the Council's own evidence in terms of viability. The prior "flexible commercial" allocation should be reinstated and extended to include the two parcels to the south as cited above and through our previous representations.	https://wirral-consult.objective.co.uk/file/5656478					
1240653	LPIO-8254	Preferred approach							
1240843	LPIO-12684		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1240903	LPIO-7966	Alternative approach	Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						

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1240932	LPIO-26623		<p>No, we disagree with the approaches currently set out within the Council's Issues and Options plan. Planning for the rural areas of Wirral requires a proportionate and balanced approach. National policy is supportive and enabling of appropriate rural development and diversification whilst providing protection for valued and designated landscapes, environmental and heritage assets. Neither the preferred nor alternative approaches to meeting current and future employment demands set out how the Council proposes to ensure that the employment needs of the rural areas are to be met. In this respect it is not considered that the proposed approaches can meet the employment needs for everyone in the community. Paragraph 6.11 of the Issues and Options report acknowledges that there is a role for the rural areas in accommodating business growth in order to support their continued sustainability. However, the preferred or alternative approaches do not provide any indication in respect of how this support might be delivered. The rural areas of Wirral collectively host 18% of all jobs in Wirral. If the Local Plan does not respond positively to planning for the rural economy it risks detrimentally affecting this significant contribution, along with the social, wellbeing and economic vitality of rural communities; and the contribution to this vitality from key facilities such as hospitals, schools, village shops and public houses; plus the potential for new employment, community and tourism facilities. The combined impacts are very significant. The position faced by Wirral, and the Borough's rural communities and businesses is unusual. Generally, planning authorities that include land designated as Green Belt also include settlements and areas of countryside that fall outside Green Belt boundaries (neighbouring Cheshire West and Chester is a good example). This enables a different and more enabling approach to be taken to recognising the intrinsic beauty and character of the countryside whilst enabling communities and businesses to thrive. The whole of the rural areas of Wirral lie within the Green Belt. As such, without a local policy response which either releases land from the Green Belt for rural employment purposes, or sets out a locally appropriate policy response which sees employment development as an exception from inappropriate development in the Green Belt, opportunities for business to thrive or develop in rural areas are severely curtailed, to the harm of the rural economy. Paragraph 6.11 of the Issues and Options document highlights that the Framework places significant importance on making efficient use of land to support economic growth and productivity; this is not limited to urban areas. The current approach as indicated in the Issues and Options document is therefore considered inconsistent with paragraph 83 of the Framework which seeks to support a prosperous rural economy, requiring that planning policies should enable the sustainable growth and expansion of all kinds of businesses in rural areas, the development and diversification of agricultural and other land-based businesses, and sustainable rural tourism and leisure developments which respect the character of the countryside. As such we consider that the proposed approach risks delivering a plan which is unsound by failing to be consistent with national policy (paragraph 35(d) of the Framework). The Borough's rural settlements are currently all included within and 'washed over' by the Green Belt. It is considered that key rural settlements, for example Brimstage, Thornton Hough and Raby, should be inset from the Green Belt, with sufficient land made available within their newly established settlement boundaries to allow for the growth and expansion of all types of businesses. Alternatively, or in addition, provision must be set out within the policies of the plan for how businesses within the Green Belt will be supported in their growth and expansion in order to protect the economic contribution they make to Wirral economy. Other considerations might include provisions for large rural landowners, to develop Whole Estate Plans to frame development in rural areas. WEP's can set out an integrated approach to the future management of land and related property to deliver economic, social, wellbeing and environmental benefits including natural capital and ecosystem services that have been produced in collaboration with the Council. The more detailed policies of the Local Plan should also support and enable the reuse or replacement of existing buildings, including redundant farmsteads for employment purposes where the proposed development clearly contributes towards delivering sustainable rural development and is appropriate in use and scale with its rural location, without resulting in unacceptable environmental impacts.</p>	https://wirral-consult.objective.co.uk/file/5683689	https://wirral-consult.objective.co.uk/file/5682697	https://wirral-consult.objective.co.uk/file/5682701			

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1240932	LPIO-7621		No, Our Client disagrees with the Council's Preferred Approach. Neither the preferred or alternative approaches to meeting current and future employment demands outline how the employment needs of the rural areas will be met. In this respect it is considered that the Council's proposed approaches will not meet the employment needs for everyone in the community. Rural areas host 18% of Wirral jobs. The plan risks detrimentally affecting this contribution, along with the present and future social and economic vitality of rural communities if it does not respond positively to planning for the rural economy. All rural areas of Wirral lie within the Green Belt. As such, without a local policy response which either releases land from the Green Belt for rural employment purposes, or sets out a locally appropriate policy response which sees employment development as an exception from inappropriate development in the Green Belt, there would be limited opportunity for business in rural areas to thrive or develop. It is considered that key rural settlements should be inset from the Green Belt with sufficient land made available within the newly established settlement boundary, to allow for the growth and expansion of all types of businesses. Alternatively, or in addition, provision must be set out within the policies of the plan for how businesses within the green belt will be supported in their growth and expansion in order to protect the economic contribution they make to Wirral economy. The current approach is considered inconsistent with NPPF paragraph 83 which seeks to support a prosperous rural economy, requiring that planning policies should enable the sustainable growth and expansion of all kinds of businesses in rural areas. Please refer to paragraphs 7.1 to 7.14 of our full representations for our more detailed response to this question.	https://wirral-consult.objective.co.uk/file/5683689	https://wirral-consult.objective.co.uk/file/5682697	https://wirral-consult.objective.co.uk/file/5682701			
1240939	LPIO-4149	Preferred approach							
1241065	LPIO-10440	Alternative approach							
1241315	LPIO-3292	Alternative approach	Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1241337	LPIO-10752	Preferred approach							
1241412	LPIO-143	Alternative approach	Need places that people can get to work easily without having a car or without having to walk a long way from public transport. Or introduce a form of transport to accommodate those who may, for example, live in Wallasey but work in Bromborough and start work at 6 or 7am or finish work at 6am. Also shared offices need to be promoted too. Some places in the plan are inaccessible for those without cars due to bad public transport links						
1241661	LPIO-5660	Preferred approach	<ul style="list-style-type: none"> • Employment should be focused on town centres, particularly Birkenhead and Wirral Waters, • There should be no further development of out-of-town retail or employment centres. • The Council should plan the re-use of existing but unused non-domestic properties, using compulsory purchase where appropriate. 						
1241723	LPIO-6573	Preferred approach	<ul style="list-style-type: none"> • Employment should be focused on town centres, particularly Birkenhead and Wirral Waters, • There should be no further development of out-of-town retail centres. • The Council should plan the re-use of existing but unused non-domestic properties 						
1241726	LPIO-17604		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1241770	LPIO-8255	Preferred approach							
1241852	LPIO-8558	Preferred approach							
1241989	LPIO-20896		New jobs should be green New Deal jobs. Tourism is responsible for a massive amount of pollution most of it related to the use of private transport to travel to venues. I am opposed to stimulating the tourist industry on the Wirral and elsewhere unless tourists will be using public transport, walking or cycling. The Council needs to think of other ways to stimulate economic growth.						
1242183	LPIO-13996		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						

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1242185	LPIO-23924	Preferred approach	<p>We agree with the Council's Preferred Approach, as this is closely aligned with Section 6 of the NPPF and paragraphs 80 to 84. However, the jobs requirement is still too high and overly 'aspirational', due to excessive jobs identified based on very high growth rates, as are the housing numbers, both of which will set the Council up to fail. Economic shocks associated with the Coronavirus and Brexit must be addressed. We recommend the evidence is revisited with more realistic targets that the Council has a reasonable chance of achieving. It would be demoralising for planning staff to have their performance checked against unreasonable targets. Achievable target setting is an important aspect of local plan making, as successful delivery will inspire successful regeneration and vitalisation of the Wirral economy.</p> <p>The quantum should be 60 hectares, to reflect the findings of the Wirral Employment Land and Premises Study 2017. We refer to past trends forming only part of the baseline, and a need for additional robust research, analysis and use of reasonable assumptions to lead to a realistic employment requirement and allocation of land.</p> <p>We are concerned that the findings of Liverpool City Region Strategic Housing and Employment Land Market Assessment (SHELMA) are evidently flawed for the reasons set out in our response to Q4.8 and have not yet been subject to an independent examination. We endorse much of the Liverpool City Region Local Industrial Strategy (LIS): Statement of Emerging Strategic Priorities but query the value of modern warehouses that are very land hungry, are increasingly reliant on automated robots, thus do not require a large workforce, and some operators have headquarters based elsewhere, so they avoid having to pay a fair share of tax to the UK Government.</p> <p>The LIS Strategy shows that mental health disorders are high across the city-region, above 20% in Wirral. Access to quality natural environments is a good antidote to stress and there are job sectors that are also reliant on Wirral's natural assets, including its countryside and coastline, should be protected. The Employment Land Options Study does not adequately refer to Wirral's future 'rural' economy and more comment could have been made about Wirral's visitor economy, especially related to bird watching and coastline and in line with NPPF Paragraph 83 c) "sustainable rural tourism and leisure developments which respect the character of the countryside.</p>	https://wirral-consult.objective.co.uk/file/5659121	https://wirral-consult.objective.co.uk/file/5684263	https://wirral-consult.objective.co.uk/file/5657006			
1242372	LPIO-5330	Preferred approach							
1242537	LPIO-18011		New jobs should be green New Deal jobs.						
1242697	LPIO-24699		Yes, as part of the development in the regeneration areas.	https://wirral-consult.objective.co.uk/file/5659118	https://wirral-consult.objective.co.uk/file/5659119	https://wirral-consult.objective.co.uk/file/5659120	https://wirral-consult.objective.co.uk/file/5659121		
1242751	LPIO-624		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1243448	LPIO-917	Preferred approach	Also, I believe that one of the Strategic Objectives of WBC should be around vigorously developing and promoting Wirral as a tourist destination. The increase in visitors to Wirral would develop many jobs in the leisure, entertainment and hotel industry in line with that of Liverpool. Wirral could be an extremely successful tourist destination.						
1243700	LPIO-1441	Preferred approach	The economy of Wirral has declined over the last 20 years and shows no sign of improving. The Council's attempts to attract new business have not been a success (Hoylake Golf Resort/ the Chinese at Wirral Waters). Wirral needs real jobs. Hopefully the regeneration of Birkenhead may attract them. The Council needs increase the local skill base to attract new technology industries. Wirral desperately needs to create a new economic vitality in the Borough. At present it appears that the Council is the single largest employer and the NHS is second. Not a good track record for the amount of council tax poured into this area.						
1243890	LPIO-1119	Preferred approach							
1244215	LPIO-5215	Alternative approach	While I do generally support the Preferred Approach, I believe that if you can consider incremental housing solutions around the edges of existing settlements, you can also consider small-scale but significant use of land in existing town centres for economic growth. In West Kirby, has there been a regeneration rationale in place, the Old Fire Station could have been purchased, alongside the Concourse Car park, (and mindful of the empty banks and potentially partly-empty Concourse building in the near future) to create mixed housing and small scale workshops/public space and community facilities. The local plan should include a commitment to town centre renewal including employment land as part of the package.						
1244629	LPIO-4766		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						

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1244681	LPIO-1270	Preferred approach	<ul style="list-style-type: none"> • Employment should be focused on town centres, particularly Birkenhead and Wirral Waters, • There should be no further development of out-of-town retail centres. • The Council should plan the re-use of existing but unused non-domestic properties 						
1244681	LPIO-1312	Preferred approach	<ul style="list-style-type: none"> • Employment should be focused on town centres, particularly Birkenhead and Wirral Waters, • There should be no further development of out-of-town retail centres. • The Council should plan the re-use of existing but unused non-domestic properties 						
1244826	LPIO-2439	Preferred approach	We need more business and more jobs on Wirral						
1244896	LPIO-5812	Preferred approach	We support the Preferred Approach and refers the assessor to the Wirral Green Space Alliance (WGSA) formal Response to Q6.1 (by Planning Consultant) – relevant extract uploaded here. We also draw attention to our Comments to Q2.6, Q2.7 and Q4.9 particularly. More concentration needs to be given to likely rather than 'the usual' aspirational employment opportunities, notably at 'Wirral Waters'; also, consequential to the regeneration of the areas around Dockland. The latter should include more attractive, modern and more efficient Sites and Buildings that the current patchwork of mainly low-grade facilities and environment. A fresh start is required, located closer to the motorway and other transport links. No-one wants to conduct business in a run-down area. (See Peel Holding's Masterplan). New businesses need to be attracted to Wirral's employment zones. The offering needs to be at least as good as the competition. Wirral needs more jobs to help generate the funds needed for high class services, the reduction of Wirral's very high unemployment, the reduction of the near 40% of working residents who commute off Peninsula by attracting them to sustainable local employment, and the reduction of mental ill-health as a direct consequence.	https://wirral-consult.objective.co.uk/file/5677117					
1244969	LPIO-1652	Preferred approach							
1245034	LPIO-8931	Preferred approach							
1245042	LPIO-1727	Preferred approach							
1245060	LPIO-1866		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1245073	LPIO-5643	Preferred approach							
1245086	LPIO-6843		I believe that there should be flexibility as far as the allocation of land is concerned within the prescribed employment & residential zones. As I stated in a reply to an earlier question I do think that the effect of brexit & the corona virus (on top of years of austerity) requires a reassessment of the growth we can expect. However, it is important to provide for any employment growth that may occur & to ensure that there is enough land for both housing & industry/business without impacting on the green belt. Hence the need for flexibility.						
1245100	LPIO-2293	Preferred approach	Employment should be focused on town centres particularly Birkenhead and Wirral Waters. There should be no further development of out of town retail centres. The council should plan the re-use of existing, but unused non domestic properties						
1245112	LPIO-2165	Preferred approach							
1245146	LPIO-2348	Preferred approach							
1245153	LPIO-4387	Preferred approach							
1245159	LPIO-3003	Preferred approach							
1245180	LPIO-2733		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1245287	LPIO-3129	Alternative approach							
1245288	LPIO-3873	Preferred approach							
1245289	LPIO-9296	Preferred approach							
1245346	LPIO-3490	Preferred approach	<ul style="list-style-type: none"> • Employment should be focused on town centres, particularly Birkenhead and Wirral Waters, • There should be no further development of out-of-town retail centres. • The Council should plan the re-use of existing but unused non-domestic properties 						
1245416	LPIO-3382	Preferred approach							

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1245502	LPIO-17890		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1245638	LPIO-4274	Alternative approach	Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed in certain areas. Without growth this will not decrease but increase.						
1245713	LPIO-5094	Preferred approach	Wirral needs to attract more businesses and permanent employment Industry is decreasing on wirral and more people are unemployed.						
1245767	LPIO-5909	Preferred approach							
1245954	LPIO-5513	Preferred approach							
1245984	LPIO-5740	Preferred approach	Yes provided employment sites are based on brownfield land. It is essential that any planning applications for processing of oil, petrol, coal etc. are refused due to the climate crisis. Any manufacturing or retail business should be audited to ensure high standards of sustainability.						
1245994	LPIO-10002	Preferred approach							
1246242	LPIO-10973		Without the generation of jobs the economy will not grow. We need to attract businesses to help create real jobs and thus regenerate Birkenhead and the Wirral waterfront.						
1246310	LPIO-5951	Alternative approach	Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246331	LPIO-10586	Alternative approach	Our Client has some concerns with the Council's preferred approach to meet its current and future employment demands - see paragraphs 3.22 to 3.27 of the attached for full response						
1246335	LPIO-13142		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246348	LPIO-7264		Growth in Wirral has been stagnant for years. With the new technologies it is likely to remain so. All this talk about attracting jobs is like the said Chinese investment a few years ago which went belly up. Remember WBC teamed up with Muse Developments and formed Wirral Growth Co who then made payment for fraudulent invoices to a company that no longer existed. Council are not good at business. What happened to Hoylake golf development - all very quiet although Council spent millions. All the above nicely air brushed out. Better to leave it up to entrepreneurs and other individuals. The biggest employer is the council and the send biggest employer is the national health.						
1246402	LPIO-6454	Preferred approach							
1246458	LPIO-25768		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246459	LPIO-25769		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246478	LPIO-6949	Preferred approach	For the reasons set out in the plan						
1246482	LPIO-7046	Preferred approach	We have no major industry and little job prospects here. Anything is an advantage.						
1246488	LPIO-7213		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246553	LPIO-7458		Bring all Council work in house. Do not use outside contractors.						
1246592	LPIO-7770	Preferred approach							
1246594	LPIO-7852		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246598 (Hoylake Vision)	LPIO-8756		Both approaches have benefits; does it need to be one or the other?						

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1246605	LPIO-8164	Alternative approach	Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246612	LPIO-8358	Alternative approach	There is a need for employment and this will be best addressed by building a new large development in Birkenhead which encourage new residents and visitors who will need services to support them. This is the most realistic way on increasing employment						
1246624	LPIO-9418	Preferred approach							
1246631	LPIO-8890	Preferred approach							
1246651	LPIO-9103	Preferred approach	Employment should be focused on town centres particularly Birkenhead and Wirral Waters. There should be absolutely no further development of out of town retail parks and centres. The Council should plan the reuse of existing but unused non-domestic properties.						
1246678	LPIO-9359	Alternative approach	Focus should be given to regenerating existing site and increasing the growth of current businesses instead of introducing possible competition.						
1246693	LPIO-9804		Neither I feel there is a lack of evidence for the approaches. Of course Wirral needs to attract employment opportunities but these need to be long term jobs not short term short sighted. The failure of the Council to attract businesses/employment is contributing to unemployment - Birkenhead Town Centre being a case in point. The Town Centre was a hub for business and local employment - 30 years ago there use to be coach trips to Birkenhead Market - the approach of Wirral Council has run down this area and lost employment opportunities for residents. It really feels like Wirral needs to get back to basics and invest in itself and local communities and stop the vast out of town style developments.						
1246724	LPIO-10501	Alternative approach	Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246756	LPIO-10716	Preferred approach	Partially agree. We agree with meeting employment needs in full, including by allocating 80ha of employment land if this is the true extent of the need. However, we disagree with the inclusion of sites in Wirral Waters as part of the employment land supply for allocation in the Local Plan – see paragraphs 4.23-4.30 of these representations.						
1246760	LPIO-10168	Preferred approach							
1246827	LPIO-14728		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246851	LPIO-21180		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246852	LPIO-13520		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246853	LPIO-13398		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246918	LPIO-21355		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246920	LPIO-21573		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246924	LPIO-21356		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246926	LPIO-21574		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1246928	LPIO-21357		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247196	LPIO-11594		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						

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1247196	LPIO-11638		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247214	LPIO-12421		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247218	LPIO-14088		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247219	LPIO-14192		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247220	LPIO-14293		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247222	LPIO-14422		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247226	LPIO-14511		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247245	LPIO-14604		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247246	LPIO-15347		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247248	LPIO-15467		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247251	LPIO-15569		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247252	LPIO-15657		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247274	LPIO-15757		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247275	LPIO-15892		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247287	LPIO-16223		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247344	LPIO-16311		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247349	LPIO-16398		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247353	LPIO-16486		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247354	LPIO-16574		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247434	LPIO-16678		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247436	LPIO-16788		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						

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1247437	LPIO-16940		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247439	LPIO-16942		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247441	LPIO-17085		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247492	LPIO-12522		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247510	LPIO-13006		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247539	LPIO-18097		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247541	LPIO-17989		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247578	LPIO-12882		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247746	LPIO-13676		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247935	LPIO-16750		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs.						
1247936	LPIO-16022		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247960	LPIO-17206		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247962	LPIO-17293		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247966	LPIO-17400		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247971	LPIO-17503		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247979	LPIO-17734		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247980	LPIO-17735		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1247983	LPIO-18160		All new jobs should be green New Deal jobs, so Tourism which increases pollution because of the use of private transport to travel to venues is not acceptable. I am opposed to increasing tourist industry on the Wirral and elsewhere unless tourists will be using public transport, walking or cycling. The Council must consider other, green ways to stimulate economic growth.						
1247996	LPIO-18258		Wirral needs to attract more business and REAL jobs. Wirral needs industry to provide jobs. 40% of working age people are unemployed. Without growth this will not decrease but increase.						
1248150	LPIO-22566		New jobs should be green New Deal jobs. Tourism is responsible for a massive amount of pollution most of it related to the use of private transport to travel to venues. I am opposed to stimulating the tourist industry on the Wirral and elsewhere unless tourists will be using public transport, walking or cycling.						
1248151	LPIO-22687		Facilitate the grown of the 'green' sector, meaning 'green jobs'						
1248306	LPIO-22960		Tourism is not the way forward on job creation. We really need to create jobs which reflect the new green deal.						

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1248311	LPIO-23006		New jobs should be green New Deal jobs. Tourism is responsible for a massive amount of pollution most of it related to the use of private transport to travel to venues. I am opposed to stimulating the tourist industry on the Wirral and elsewhere unless tourists will be using public transport, walking or cycling. The Council needs to think of other ways to stimulate economic growth.						
1248380	LPIO-23455		Stop using aspirations of jobs growth as if real. Statistics say it is NOT real.						
1248416	LPIO-23620		Tourism and Leisure are vital to Wirral's Local Economy and the Green Belt plays a major role which we should not diminish.						
1248420	LPIO-23648		The much hoped for new jobs have failed to arrive, the numbers continue to fall. Any "good" jobs created would surely be taken up by many of the 40% or so of residents who must commute to work outside the borough.						
1248525	LPIO-24328		Concerned about the Council's preferred approach to allocate a minimum of 80ha of employment land but to allocate 36 urban sites for employment B-class uses providing c. 106ha of employment land, which would allocate a surplus of +26ha (+33%), which would lead to the Council safeguarding additional employment land that it does not require and has no reasonable prospect of delivery during the Plan period. While we accept that a small surplus can provide flexibility for non-delivery on some of allocated sites, the Council has set the proposed flexibility too high (c. 33%), particularly in comparison to other recently adopted Local Plans. The recently adopted Cheshire West and Chester Local Plan (Part Two) proposed a c. 14% flexibility factor and the Inspector found that this would give "some flexibility" should some sites fail to come forward in the Plan period. The allocation of deliverable employment sites should be the priority.						
1248542	LPIO-24394	Preferred approach	Support the preferred approach of directing significant B1 office development to existing centres in the first instance. According to paragraph 85. d) allocations should be made for B1 Use Class development in town centres. Also, within Annex 2 of NPPF, B1 Use Class Offices are included within the definition of 'main town centre uses'. The proposed Alternative Approach should only be used for non-B1 Use Class Site Allocations if the approach is to be compliant with National Policy. The calculations for employment should however be revisited.	https://wirral-consult.objective.co.uk/file/5684894					
1248571	LPIO-24545		Figure 4.5 shows planned employment land allocations in the south of Borough. This may have additional impact on the A41 corridor, and it is questioned how sustainable the access to these sites will be, without increasing capacity issues on the A41 corridor, M53 and the Wirral Line. Proposed sites south of Bromborough (depending on use) may also influence cross boundary trips and is likely to increase capacity problems on the A41 and the M53 junction at Hooton. Furthermore, the Council notes that evidence base document T1 – Wirral Transport Background Paper 2020, has used the evidence from the various traffic modelling reports and seems to indicate increased capacity issues particularly along the A41 Corridor and M53 (and its junctions) arising from these proposals (Figures 12 and 13) and this situation worsens by the 2035 time horizon (Figures 14 and 15). Cheshire West and Chester notes that evidence base document T3 – Baseline Wirral Local Plan Modelling Report 2019, indicates that there is likely to be exacerbated congestion along the A41 south, at junction 5 of the M53, existing congestion hotspots on key routes to the M53 and stretches of the A540 south of Heswall. The Council notes that a further A41 south study is planned, to identify transport improvements schemes to support sustainable development, and this is something that Cheshire West would be happy to engage in further with Wirral Council. Generally, the impact is likely to be more on Highways England's network (M53/A41/A550), however, the Council has some concerns about the potential for impact at the junctions along the A540 down to the Hinderton Arms junctions. Particularly the crossroads with Raby Park Road/Upper Raby Road where there are long standing safety issues/concerns, and the operation of the Hinderton Arms junction itself, as that does have long queues in the peaks.						
1248749	LPIO-24889		Agree with the approach but would want to see future employment located in the right areas which are accessible for the right industry and therefore marketable. There are currently allocated employment plots which have not been developed since the previous Unitary Development Plan period and beyond. Further assessment is required over the deliverability of these employment locations and if found to not be marketable then other uses should be promoted. We agree with directing significant B1 office use to locations such as Birkenhead which retains excellent connections to the rest of the Liverpool City Region (LCR). This is in line with the LCR growth strategy and should help to adopt a share of the aspirational target of over 100,000 new jobs by 2040. The allocations in Birkenhead and potentially Wirral Waters are the best places to locate this new B1 development, given their connections with Liverpool City centre and the wider area. The LCR has already created an additional 40,000 jobs between 2016-2018 and we would therefore want to see an optimistic and positive plan from Wirral Council to assist in encouraging new employment to its centres.	https://wirral-consult.objective.co.uk/file/5684847	https://wirral-consult.objective.co.uk/file/5684848	https://wirral-consult.objective.co.uk/file/5684845			

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1248769	LPIO-25009		Agree with the approach but would want to see future employment located in the right areas which are accessible for the right industry and therefore marketable. There are currently allocated employment plots which have not been developed since the previous Unitary Development Plan period and beyond. Further assessment is required over the deliverability of these employment locations and if found to not be marketable then other uses should be promoted. We agree with directing significant B1 office use to locations such as Birkenhead which retains excellent connections to the rest of the Liverpool City Region (LCR). This is in line with the LCR growth strategy and should help to adopt a share of the aspirational target of over 100,000 new jobs by 2040. The allocations in Birkenhead and potentially Wirral Waters are the best places to locate this new B1 development, given their connections with Liverpool City centre and the wider area. The LCR has already created an additional 40,000 jobs between 2016-2018 and we would therefore want to see an optimistic and positive plan from Wirral Council to assist in encouraging new employment to its centres.	https://wirral-consult.objective.co.uk/file/5659045	https://wirral-consult.objective.co.uk/file/5684957	https://wirral-consult.objective.co.uk/file/5659039	https://wirral-consult.objective.co.uk/file/5659038	https://wirral-consult.objective.co.uk/file/5684956	
1248823	LPIO-25113		Agree with the approach but would want to see future employment located in the right areas which are accessible for the right industry and therefore marketable. There are currently allocated employment plots which have not been developed since the previous Unitary Development Plan period and beyond. Further assessment is required over the deliverability of these employment locations and if found to not be marketable then other uses should be promoted. We agree with directing significant B1 office use to locations such as Birkenhead which retains excellent connections to the rest of the Liverpool City Region (LCR). This is in line with the LCR growth strategy and should help to adopt a share of the aspirational target of over 100,000 new jobs by 2040. The allocations in Birkenhead and potentially Wirral Waters are the best places to locate this new B1 development, given their connections with Liverpool City centre and the wider area. The LCR has already created an additional 40,000 jobs between 2016-2018 and we would therefore want to see an optimistic and positive plan from Wirral Council to assist in encouraging new employment to its centres.	https://wirral-consult.objective.co.uk/file/5674317	https://wirral-consult.objective.co.uk/file/5684865	https://wirral-consult.objective.co.uk/file/5684849			
1248832	LPIO-25223		Agree with the approach but would want to see future employment located in the right areas which are accessible for the right industry and therefore marketable. There are currently allocated employment plots which have not been developed since the previous Unitary Development Plan period and beyond. Further assessment is required over the deliverability of these employment locations and if found to not be marketable then other uses should be promoted. We agree with directing significant B1 office use to locations such as Birkenhead which retains excellent connections to the rest of the Liverpool City Region (LCR). This is in line with the LCR growth strategy and should help to adopt a share of the aspirational target of over 100,000 new jobs by 2040. The allocations in Birkenhead and potentially Wirral Waters are the best places to locate this new B1 development, given their connections with Liverpool City centre and the wider area. The LCR has already created an additional 40,000 jobs between 2016-2018 and we would therefore want to see an optimistic and positive plan from Wirral Council to assist in encouraging new employment to its centres.	https://wirral-consult.objective.co.uk/file/5684857	https://wirral-consult.objective.co.uk/file/5659562				
1248833	LPIO-25327		Agree with the approach but would want to see future employment located in the right areas which are accessible for the right industry and therefore marketable. There are currently allocated employment plots which have not been developed since the previous Unitary Development Plan period and beyond. Further assessment is required over the deliverability of these employment locations and if found to not be marketable then other uses should be promoted. We agree with directing significant B1 office use to locations such as Birkenhead which retains excellent connections to the rest of the Liverpool City Region (LCR). This is in line with the LCR growth strategy and should help to adopt a share of the aspirational target of over 100,000 new jobs by 2040. The allocations in Birkenhead and potentially Wirral Waters are the best places to locate this new B1 development, given their connections with Liverpool City centre and the wider area. The LCR has already created an additional 40,000 jobs between 2016-2018 and we would therefore want to see an optimistic and positive plan from Wirral Council to assist in encouraging new employment to its centres.	https://wirral-consult.objective.co.uk/file/5661125	https://wirral-consult.objective.co.uk/file/5661100	https://wirral-consult.objective.co.uk/file/5661124	https://wirral-consult.objective.co.uk/file/5661129		
1248956	LPIO-25396		The 36 urban sites which are proposed for allocation for employment B-class uses in Appendix 4.6 will exceed the required 80 ha requirement. As the employment land supply and that the set of proposed allocations within the Draft Local Plan will be revised to take account of any comments received through the consultation, we reserve the right to comment on the employment land allocations at the appropriate time.	https://wirral-consult.objective.co.uk/file/5677474	https://wirral-consult.objective.co.uk/file/5684859				
1248986	LPIO-25537		Agree with the approach but would want to see future employment located in the right areas which are accessible for the right industry and therefore marketable. There are currently allocated employment plots which have not been developed since the previous Unitary Development Plan period and beyond. Further assessment is required over the deliverability of these employment locations and if found to not be marketable then other uses should be promoted. We agree with directing significant B1 office use to locations such as Birkenhead which retains excellent connections to the rest of the Liverpool City Region (LCR). This is in line with the LCR growth strategy and should help to adopt a share of the aspirational target of over 100,000 new jobs by 2040. The allocations in Birkenhead and potentially Wirral Waters are the best places to locate this new B1 development, given their connections with Liverpool City centre and the wider area. The LCR has already created an additional 40,000 jobs between 2016-2018 and we would therefore want to see an optimistic and positive plan from Wirral Council to assist in encouraging new employment to its centres.	https://wirral-consult.objective.co.uk/file/5662723	https://wirral-consult.objective.co.uk/file/5662725	https://wirral-consult.objective.co.uk/file/5662770			

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1249015	LPIO-25594		The 36 urban sites which are proposed for allocation for employment B-class uses in Appendix 4.6 will exceed the required 80 ha requirement. As the employment land supply and that the set of proposed allocations within the Draft Local Plan will be revised to take account of any comments received through the consultation, we reserve the right to comment on the employment land allocations at the appropriate time.	https://wirral-consult.objective.co.uk/file/5684897					
1249100	LPIO-25969 1 of 3		The 36 urban sites which are proposed for allocation for employment B-class uses in Appendix 4.6 will exceed the required 80 ha requirement. As the employment land supply and that the set of proposed allocations within the Draft Local Plan will be revised to take account of any comments received through the consultation, we reserve the right to comment on the employment land allocations at the appropriate time.	https://wirral-consult.objective.co.uk/file/5677514	https://wirral-consult.objective.co.uk/file/5677512	https://wirral-consult.objective.co.uk/file/5684898	https://wirral-consult.objective.co.uk/file/5677513	https://wirral-consult.objective.co.uk/file/5677509	https://wirral-consult.objective.co.uk/file/5684951
1249100	LPIO-25969 2 of 3		The 36 urban sites which are proposed for allocation for employment B-class uses in Appendix 4.6 will exceed the required 80 ha requirement. As the employment land supply and that the set of proposed allocations within the Draft Local Plan will be revised to take account of any comments received through the consultation, we reserve the right to comment on the employment land allocations at the appropriate time.	https://wirral-consult.objective.co.uk/file/5684895	https://wirral-consult.objective.co.uk/file/5677508	https://wirral-consult.objective.co.uk/file/5677511	https://wirral-consult.objective.co.uk/file/5684949	https://wirral-consult.objective.co.uk/file/5677516	https://wirral-consult.objective.co.uk/file/5677507
1249100	LPIO-25969 3 of 3		The 36 urban sites which are proposed for allocation for employment B-class uses in Appendix 4.6 will exceed the required 80 ha requirement. As the employment land supply and that the set of proposed allocations within the Draft Local Plan will be revised to take account of any comments received through the consultation, we reserve the right to comment on the employment land allocations at the appropriate time.	https://wirral-consult.objective.co.uk/file/5677510					
1249665	LPIO-26504		Partially agree. We agree with meeting employment needs in full, including by allocating 80ha of employment land if this is the true extent of the need. However, we disagree with the inclusion of sites in Wirral Waters as part of the employment land supply for allocation in the Local Plan.	https://wirral-consult.objective.co.uk/file/5683884	https://wirral-consult.objective.co.uk/file/5684867	https://wirral-consult.objective.co.uk/file/5683886			
1249782	LPIO-26435		We do not have any particular comments on the proposed employment land figure at this moment in time, albeit reserve the right to comment on this matter in greater detail at a later date. We repeat our previous concerns that the currently suggested housing requirement figure does not take account of economic growth and represents a do minimum approach. The housing requirement should be revised so that it aligns with the economic growth aspirations for the Wirral and indeed the wider LCR region.	https://wirral-consult.objective.co.uk/file/5683892					