

Person ID	ID	Question 2.6 - Do you agree that the Council should calculate the need for employment land based on the Past Completions approach?	Question 2.6a - If you answered No, please explain why:	Question 2.6b - If you answered Other, give a brief description here:	Question 2.6c - If No, please explain what changes you wish to see and why (if you agree you can comment here):	Attachment 1	Attachment 2	Attachment 3	Attachment 4	Attachment 5	Attachment 6
1240223	LPIO-10072	no	Market conditions; Other (please state);	The Growth scenario clarifies that the likelihood is that the level of demand for employment space over the Plan period (excluding larger scale B8) is likely to be very considerably lower than would have been anticipated by application of historic Past Completions. That would suggest that it will be inappropriate to allocate considerable new employment land (over and above that required through the Growth scenario) and may indeed lead to consideration of taking a relaxed approach to the future uses of some areas which are identified within proposed Primarily Industrial Areas that should not necessarily be allocated and controlled in that vein.	That the Council consider a change to the Growth scenario, and thus reconsider the allocations approach to Primarily Industrial Areas. There is an opportunity for a more granular consideration of parcels which do not represent realistic opportunities for B1/B2/B8 uses, such as those plots which already support uses that are outwith B1/B2/B8 use classes. Those sites could be identified for "flexible commercial uses" as was proposed in the Development Options Review in late 2018. That approach should be extended to include parcels which may currently be within B1/B2/B8 use but it is recognised that those uses are vulnerable and that a more flexible approach would improve the prospects of securing sustainable economic development. The types of appropriate flexible commercial use can of course be tailored on a site-by-site basis to ensure that any uses which are inappropriate (on a site by site basis) are excluded as felt necessary.						
1246760	LPIO-10073	no	Lack of uptake business premises; Other (please state); Market conditions;		All land reserved for employment land should be based on brownfield sites. The Council should use the lower baseline or growth scenarios to avoid land-lock where other developments can not take place on brownfield sites because it has already been earmarked for employment use. If we get to the enviable position of having more employment development than land, lets worry about it when it happens and make additional provision then.						
1246743	LPIO-10091	no	Brexit; Market conditions; Lack of uptake business premises;		The use of all Brownfield's						
1246792	LPIO-10135	no	Brexit; Market conditions; Lack of investment opportunity / unattractive to invest; Lack of uptake business premises; Other (please state);	covid 19 ramifications							
1246772	LPIO-10240	yes									
1246331	LPIO-10553	no	Other (please state);	Reserves its right to comment on this in future	At this stage, our Client does not provide a view on the appropriateness of methodology for calculating the employment need, but reserves its right to comment on this in response to later iterations of the WLP. However, in response to Question 6.1 (see below), our Client has set out its concern in response to the allocation of surplus employment land in the emerging WLP.						
1238582	LPIO-10598	yes									
1248825	LPIO-10639	no			We do not provide a view on the appropriateness of the methodology for calculating employment needs but reserve the right to comment on this in response to later iterations of the WLP.	https://wirral-consult.objective.co.uk/file/5684264					
1246808	LPIO-10666	no	Brexit; Market conditions; Lack of uptake business premises;		Wirral Council over estimate the real economic and employment prospect of the area. A focused approach to regenerate docklands and brownfield areas adjacent to the Mersey, would give credibility to any future ambitions and provide an example of the future desired position in terms of economic growth. A blanket bombardment of construction and development was permitted across Northern Ireland in the early 2000's and with economic downturn in 2008, many of these vanity projects are now either unfinished or obsolete, is this the image Wirral wishes to portray to future global investment?						
1246756	LPIO-10700				Yes, of the three approaches set out in the SHELMA this is the most appropriate. See supporting representations for more detail.	https://wirral-consult.objective.co.uk/file/5683886					

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1243890	LPIO-1077	no	Lack of uptake business premises;		There seems to be no consideration of businesses closing down and their premises becoming available to meet any new demand. Birkenhead is full of disused retail premises, industrial estates in Birkenhead and Bromborough have many vacant units. These should be used to meet any demand for business property.						
1247196	LPIO-11554				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1241412	LPIO-117	no	Market conditions;		You cannot look at the past and use the figures. One year may have been very high and the next very low.						
1247214	LPIO-12380				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247492	LPIO-12475				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1244629	LPIO-1250	no	Other (please state); Market conditions;	Please see my comments below on 2.6c as there is not enough space here.	Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's in a world of its own as the figures just do not stack up with what is going on in the real world. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1240843	LPIO-12644				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247578	LPIO-12842				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247510	LPIO-12966				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						

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1243700	LPIO-1300	no	Market conditions;		The projected figures do not reflect the economic situation of the borough. I agree that development and regeneration should occur in our run down areas but the land reservation must be based on realistic figures and assumptions. Statistics and equations do not predict the future. The issues and options document does not address the present market conditions nor what businesses are potentially going to be attracted. Without demand reserved employment land will lie empty and not improve the picture of desolation in the east of the borough.						
1246335	LPIO-13088				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1246853	LPIO-13358				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1246852	LPIO-13480				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247746	LPIO-13634				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1242183	LPIO-13951				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247218	LPIO-14047				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247219	LPIO-14152				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						

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1247220	LPIO-14250				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247222	LPIO-14381				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247226	LPIO-14469				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247245	LPIO-14559				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247829	LPIO-14611				Although I approve the fact that no Greenfield land is allocated for retail or industry use but that only (suitable) urban infill and Brownfield land should be used for this type of development. The Council must be aware that some Brownfield areas, especially in Wirral Waters, harbours wildlife, especially waterfowl and waders which have been breeding along the docks. I agree that there should be flexibility allowed in re-designating land use, should not sufficient demand for retail and industrial land occur, ie allowing mixed development of retail, light industry and housing in suitable locations. In fact such mixed development would be desirable for environmental reasons as many people could live within walking / cycling distance of their work place. It must also be born in mind that demand for conventional retail premises is decreasing as on-line shopping and home delivery is increasing. I may add here that it is also important to retain and protect Green urban space (small green patches, parks etc in the built-up areas), for people's physical and mental health and well-being.						
1239377	LPIO-1468	no	Brexit; Market conditions;		Throughout the Issues and Options document, the Council project economic growth and jobs growth on a somewhat over-optimistic scale. Without trying to pour water onto the Council's fire for urban regeneration which I support, it is essential that the Council do not get carried away with unrealistic visions. Aim high certainly, but please stay close to the hard evidence where figures for growth are concerned.						
1246827	LPIO-14688				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1238043	LPIO-1479	no	Other (please state);	Growth may require land, but increasing automation may not provide corresponding increase in employment of people.	See 2.6b						

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1247246	LPIO-15308				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247248	LPIO-15408				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247251	LPIO-15525				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247252	LPIO-15617				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247274	LPIO-15706				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1238835	LPIO-1580	no	Other (please state);		I'm not convinced that any business model should be based primarily upon past performances, in order to project future growth opportunities. Clearly, business technology and opportunities have changed so much that previous experience bears little relevance to future growth. Wirral Borough Council (WBC) are suggesting a significant economic and jobs boom by 2035. Quite frankly, I find this quite fanciful and having little in the way of any substance. As suggested earlier, WBC needs to respond to the data that they have produced ie Compendium 2019 and base their plans on this accordingly.						
1247275	LPIO-15814				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247935	LPIO-15881				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1244969	LPIO-1593	no	Brexit; Market conditions;		Past completions is historic and not an indicator for the future. Realistic projected growth targets should identify the future hectare requirement						

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1247936	LPIO-15963				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1244898	LPIO-1605	no	Brexit; Market conditions; Lack of investment opportunity / unattractive to invest; Lack of uptake business premises; Other (please state);	All Growth scenarios, Studies and Reports have been grossly exaggerated wish-lists	All Council Growth scenarios, Studies and Reports over recent years have been grossly exaggerated wish-lists blown up in glossy brochures, bearing little resemblance to reality. Assumptions before and since the fanciful '2020 Vision' of 2016 were almost exclusively aspirational and not solidly based. Boom times were predicted. Since that time all outturns and indicators have gone 'south', downwards. Still we are told there are good times ahead. Whilst I hope this to be true, it doesn't make sense to keep on exaggerating. And there is no need – I explain: We should plan for modest growth based upon what is certain plus what is very probable with just a little optimism and contingency. Hope for more but don't plan for it, yet. Succeed at modest targets and then build upon that success. As the saying goes: nothing succeeds like success. Over-estimating and failing would bring despair and lack of investment. There hasn't been a Local Plan since 2001 and staff are inexperienced. Hopefully there will soon be one and officers will get used to the Process. The relevant part of the Process here is REVIEW. The Council is supposed to keep a watch on progress annually and to do a full Review between Years 3 to 5. Nothing will have been compromised within the first few years and any necessary adjustments can be made then, NOT NOW. Meanwhile, look at opportunities along our emptying high streets and vast tracts of land set aside (and idle for years) for future business which may not come. Look to use these assets for things that are real and in demand, including Housing. If there ever is a boom time in the future, we may have to consider releasing Green Belt but certainly not until then.						
1247287	LPIO-16183				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247344	LPIO-16270				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247349	LPIO-16358				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247353	LPIO-16445				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						

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1247354	LPIO-16534				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247434	LPIO-16630				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247436	LPIO-16742				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247437	LPIO-16844				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247439	LPIO-16845				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247441	LPIO-17045				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247960	LPIO-17166				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247962	LPIO-17253				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247966	LPIO-17358				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						

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1247971	LPIO-17460				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1241726	LPIO-17553				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247979	LPIO-17654				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247980	LPIO-17655				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1245502	LPIO-17845				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1245060	LPIO-1792	no	Other (please state);		Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247541	LPIO-17947				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1247539	LPIO-18049				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1237857	LPIO-18124				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						

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1247996	LPIO-18206				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1241669	LPIO-184	yes									
1238379	LPIO-1886	no	Other (please state);		Throughout the Issues and Options document the Council project economic growth and jobs but their figures are totally unrealistic. Whilst I agree with the development and regeneration of the docklands and run down areas it is vital that the Council give realistic figures - I suggest they are not.						
1238156	LPIO-20	no	Other (please state);	Changing nature of post-industrial, digital age work, allied to the impact of public sector cuts affecting employment.	I do not envy anyone tasked with predicting future employment patterns, and recognise that economic predictions are always fraught with problems, but the issues I would like to see reflected in the calculations are: 1. The changing nature of employment in our post-industrial, digital economy: how will the technical possibilities of home working affect labour mobility. 2. Many people I know in the urban areas of Wirral work in the public sector (particularly the NHS). How will the long-term impacts of public sector cuts affect employment - and how will current government commitments to increased NHS funding perhaps mitigate this? 3. Many others I know work in social care. This is a huge, but often hidden (and home based) area of work, where big but unanswered questions exist nationally. It could have a big impact. 4. The decline of Birkenhead Town Centre as a retail and leisure destination and place of employment is self-evident when visiting: as Liverpool (esp. Liverpool 1) has prospered, Wirral has suffered. How effectively are such "contests" within our city region being modelled?						
1245083	LPIO-2011	no			Whilst I agree with the development and regeneration of our docklands and run down areas it is important that the council give realistic figures.						
1237870	LPIO-2048	yes			Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1238036	LPIO-2098	yes									
1246851	LPIO-21140				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1246918	LPIO-21230				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						

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1246924	LPIO-21231				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1246928	LPIO-21232				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1245112	LPIO-2127	yes									
1246920	LPIO-21493				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1246926	LPIO-21494				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1248389 Highways England	LPIO-23748				It is recognised from the evidence within the Strategic Housing and Employment Land Market Assessment (SHELMA) for the wider City Region (2017) and from the Wirral Employment Land and Premises Study (WELPS) (2017) that it is important to accommodate demand in a way that provides a flexible choice of appropriate opportunities for future development. This will allow businesses to develop and create local employment. Based on this evidence base there is a need to allocate a minimum of 80ha of employment land during the Local Plan period. WMBC seek to meet this need in urban areas and on brownfield sites. The inclusion of transport as a wider key consideration is noted and in particular in the context of ensuring that development is accessible by all modes of transport, most notably active travel moves and public transport. This in turn will reduce pressure on the SRN and the surrounding local road network.						
1244826	LPIO-2376	no	Market conditions; Lack of investment opportunity / unattractive to invest;		The Council projections of economic growth and jobs growth are very high and do not represent what is realistic on the Wirral. Whilst I agree with development and regeneration of our docklands and run-down areas it is imperative that the Council give realistic figures.						
1248794	LPIO-23833				Regardless of the Council's approach to calculating employment land based on their identified growth scenarios, paragraph 120 of the National Planning Policy Framework (NPPF) determines that the Council must have consideration of changes in the demand for land and that this should be informed by regular reviews of both land allocated for development in plans and land availability. Further to this, paragraph 118 of the NPPF states that planning policies and decisions should promote and support the development of under-utilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained, and available sites could be used more effectively.	https://wirral-consult.objective.co.uk/file/5684986					

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1242185	LPIO-23879 1 of 2	no			No. The Local Plan Issues and Options Paragraph 2.41 refers to a 'full market cycle' but this is in fact not the case. In October 2018 we responded to the Local Plan Development Options, and in July 2019 to the Wirral Land Availability consultation. In both cases, we raised concerns with the evidence base and the data, analysis and assumptions applied when calculating the scale of development identified, leading to unnecessary inflation. This is because the Liverpool City Region Strategic Housing and Employment Land Market Assessment (SHELMA) relies on data, analysis and assumptions that are flawed, focused narrowly on past take up during a strong economic cycle, that was unreasonable to assume would be repeated in the future, due to the economic recession that occurred following the banking crisis and related global economic downturn. Brexit has led, and will continue, to cause economic uncertainty, with trade deals yet to be confirmed with the US, China or European Union. So in reality the economic land figures ought to be more modest.	https://wirral-consult.objective.co.uk/file/5659121	https://wirral-consult.objective.co.uk/file/5684263	https://wirral-consult.objective.co.uk/file/5657006			
1242185	LPIO-23879 2 of 2	no			Coronavirus impacts are yet to be fully understood. Councils can only plan for what they have a reasonable prospect of delivering and being absorbed by the market. Aspirational growth assumptions of the recent past have proved to be unfounded. We have considered the Liverpool City Region Local Industrial Strategy: Statement of Emerging Strategic Priorities (LIS). Modern warehouses are reliant on automated robots and do not require a large workforce, job density is very low. The LIS shows that mental health disorders are high across the City Region, above 20% in Wirral. It is evidenced that spending time in natural environments reduces stress and improves health and well-being. Wirral's natural assets, including its countryside and coastline, enhance the City Region's attractiveness and health and well-being. The publication of the final LIS is anticipated early in 2020. The Wirral Employment Land and Premises Study 2017 recommends 59.5 hectares would be able to accommodate future needs.						
1248490	LPIO-24101				The provision of 80 hectares of B-Class employment land is almost double the 41 ha of B-Class land that their own evidence base suggests, which would broadly equate to a net job growth of 6,840 jobs.	https://wirral-consult.objective.co.uk/file/5676992	https://wirral-consult.objective.co.uk/file/5673252	https://wirral-consult.objective.co.uk/file/5673251	https://wirral-consult.objective.co.uk/file/5684856	https://wirral-consult.objective.co.uk/file/5684866	https://wirral-consult.objective.co.uk/file/5684853
1248517	LPIO-24278				In relation to employment land we believe that the Council should be aspirational in its vision. Adopting past completion rates is limiting given the fact that economic growth has been relatively modest over period of assessment.						
1248520	LPIO-24307				Regardless of the Council's approach to calculating employment land based on their identified growth scenarios, paragraph 120 of the National Planning Policy Framework (NPPF) determines that the Council must have consideration of changes in the demand for land and that this should be informed by regular reviews of both land allocated for development in plans and land availability. Further to this, paragraph 118 of the NPPF states that planning policies and decisions should promote and support the development of under-utilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained, and available sites could be used more effectively.	https://wirral-consult.objective.co.uk/file/5684265					
1248525	LPIO-24322				We do not provide a view on the appropriateness of methodology for calculating the employment need but reserve our right to comment on later iterations of the WLP.						

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1248542	LPIO-24347				The methodology for calculating the employment land requirements appear to be ambitious. The Council has updated the past completions figures to the most recent 5-year timeframe to April 2019. However, the past 5 years is not necessarily representative of a full market cycle as the previous calculations with SHELMA. Within the last 5 years there has been some uncertainty within the market due to BREXIT but there has not been a period of economic downturn as there was within the preceding ten years. Although BREXIT happened, the full effect has not yet been realised because trade deals have not taken place and we are also now in the midst of a period of uncertainty due to the COVID 19 Pandemic. A comparison of the figures presented within the Wirral Annual Monitoring Reports shows the fluctuations experienced on the peninsula for completion of employment floorspace, which are all below those shown within Table 2.5 of the Issues and Options Document. Given the variance experienced in the last 15 years, and the unchartered territory we are currently in (being outside the European Union and in the midst of a pandemic), it is difficult to predict the scale of change over the plan period. In the circumstances, we strongly recommend testing the implications of alternative, more cautious scenarios.	https://wirral-consult.objective.co.uk/file/5684894					
1248551	LPIO-24409				The Council will need to prepare robust evidence to understand existing employment needs which will need to be kept under regular review to reflect the local circumstances and market conditions of the area. The Council will need to work with neighbouring authorities located within the Functional Economic Market Area in order to ensure a complete understanding of the employment needs are undertaken. In gathering the evidence, we consider that the use of employment land based on Past Completions should help inform employment needs, but this alone is not sufficient. In line with the PPG, it is important that the Council consider recent employment land take up based on past completions, but the Council will also need to consider employment forecasting based on future take up to help build an understanding of the underlying requirements for office, general business and distribution. Analysing supply and demand data will then allow the Council to identify whether there is a mismatch between the quantitative and qualitative supply and demand for employment sites as well as enabling an understanding of which market segments are over and under supplied.	https://wirral-consult.objective.co.uk/file/5655918					
1237647	LPIO-245	yes			Account should also be taken of both the strategy for attracting new employment and the foreseeable opportunities.						
1248569 Sefton Council	LPIO-24533				Wirral have identified a need for 80 hectares of employment land, based on the recently completed Liverpool City Region SHELMA (Strategic Housing and Employment Land Market Assessment) and the Wirral Employment Land and Premises Study (2017). The SHELMA Study also identified a need for large scale B8 storage provision of between 308 and 397 hectares across the Liverpool City Region but recognised that functionally this could be located anywhere in the City Region. No specific requirement was identified for Wirral, and none is specifically included in Wirral's current options. Wirral is proposing to meet its own employment needs, and as such the proposed employment land allocation is supported by Sefton. Sefton is not in a position to meet any of Wirral's employment needs for the foreseeable future.						

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1248571 Cheshire West and Chester Council	LPIO-24539				Employment: Cheshire West and Chester agrees with the premise, that Wirral is located within a single, coterminous, Functional Economic Market Area (FEMA), which covers the boroughs of Halton, Knowsley, Liverpool, Sefton, St Helens, West Lancashire, and Wirral. In principle, the Council also supports the use of historic take-up as an appropriate method for the calculation of Wirral's employment land need, but suggests that it may be helpful to clarify some of the assumptions and the way it is set out, for example: - How the take-up calculation considers B8 (the exclusion of strategic B8 sites from the calculation may not give a full picture if take-up at the local level); - Consistency in the use of net and gross figures, for example the comparison of the net SHELMA (e.g. Table 2.4) forecasts and then the calculation of historic take-up as gross (e.g. paragraph 2.41); - Whether the employment requirement of 80ha over the plan period is gross or net (e.g. paragraph 2.48); - Where the historic take-up approach considers corresponding jobs growth, or how this links to the housing change						
1242697	LPIO-24644				The recent 5 years of past completions should be reasonable to use for the next 5 years as a projection if the economic circumstances remain much the same. The average completions suggest a low base-line growth scenario. Employment trends since 2000 and the downgrading of economic growth by recent OBR Outlooks do not support the high employment growth scenarios of the 2016 SHMA, and "consequent need for people to accommodate" such high forecasts for jobs. For example, economic growth and recent trends in workplace jobs have been lower in Wirral than in the Liverpool City Region, the North West, and the UK. The same issues will apply to a refreshed 2019 SHMA. Wirral and the wider travel to work area appears to be fluid in commuting terms, with workers responding to and satisfying any changes in the number of jobs. As a result, the baseline is more appropriate than a high growth scenario (further details are set out in an attached paper on Wirral Employment and Economy). Regeneration will produce extra employment land or bring forward under-utilised land for employment and housing. The plans are just that, 'plans' and employment is uncertain at this stage. Some of the new businesses (when they come) may absorb the projected amounts from completions. The plan should retain the 5-year averages and absorb them as and when regenerated land is planned to actually be brought into use.	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		
1248546 Wirral Wildlife	LPIO-2534	yes			The figure used does not entail taking any greenfield land for industry, though there may be brownfield land with biodiversity value of which we are unaware, because of lack of access, and the mitigation hierarchy must be applied in such cases. Therefore Wirral Wildlife do not object to the use of the past completions figure. A good supply may be necessary in the plan period as society moves to a circular economy, which may require new facilities to be provided before old ones are decommissioned.						
1248956	LPIO-25350				The past completions approach results in the highest level of employment land, which is a positive approach to jobs growth, that we encourage but must be aligned with the housing requirement. We do not support the approach based on the LCR SHELMA baseline or low growth scenarios and consider the Council should apply past trends as the most positive way to plan for jobs growth	https://wirral-consult.objective.co.uk/file/5684859	https://wirral-consult.objective.co.uk/file/5677474				
1242950	LPIO-2541	no	Other (please state);		No, the Council need to calculate the amount of employment land not just on past completions but also on the level of vacant employment land and buildings within the District. London & Cambridge Properties own two industrial estates within the District at Commerce Park, Birkenhead and Old Hall Estate, Bromborough.						

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1244896	LPIO-2549	no	Brexit; Market conditions; Lack of investment opportunity / unattractive to invest; Lack of uptake business premises; Other (please state);	All Growth scenarios, Studies and Reports have been grossly exaggerated wish-lists	All Council Growth scenarios, Studies and Reports over recent years have been grossly exaggerated wish-lists blown up in glossy brochures, bearing little resemblance to reality. Assumptions before and since the fanciful '2020 Vision' of 2016 were almost exclusively aspirational and not solidly based. Boom times were predicted. Since that time all outturns and indicators have gone 'south', downwards. Still we are told there are good times ahead. Whilst I hope this to be true, it doesn't make sense to keep on exaggerating. And there is no need – I explain: We should plan for modest growth based upon what is certain plus what is very probable with just a little optimism and contingency. Hope for more but don't plan for it, yet. Succeed at modest targets and then build upon that success. As the saying goes: nothing succeeds like success. Over-estimating and failing would bring despair and lack of investment. There hasn't been a Local Plan since 2001 and staff are inexperienced. Hopefully there will soon be one and officers will get used to the Process. The relevant part of the Process here is REVIEW. The Council is supposed to keep a watch on progress annually and to do a full Review between Years 3 to 5. Nothing will have been compromised within the first few years and any necessary adjustments can be made then, NOT NOW. Meanwhile, look at opportunities along our emptying high streets and vast tracts of land set aside (and idle for years) for future business which may not come. Look to use these assets for things that are real and in demand, including Housing. If there ever is a boom time in the future, we may have to consider releasing Green Belt but certainly not until then.						
1249015	LPIO-25561				The past completions approach results in the highest level of employment land, which is a positive approach to jobs growth, that we encourage but must be aligned with the housing requirement. We do not support the approach based on the LCR SHELMA baseline or low growth scenarios and consider the Council should apply past trends as the most positive way to plan for jobs growth.	https://wirral-consult.objective.co.uk/file/5684897					
1249070	LPIO-25631				The past completions approach results in the highest level of employment land, which is a positive approach to jobs growth, that we encourage but must be aligned with the housing requirement. We do not support the approach based on the LCR SHELMA baseline or low growth scenarios and consider the Council should apply past trends as the most positive way to plan for jobs growth.	https://wirral-consult.objective.co.uk/file/5684896	https://wirral-consult.objective.co.uk/file/5679650				
1246458	LPIO-25683				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1246459	LPIO-25684				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1249100	LPIO-25861 (1 of 3)				The past completions approach results in the highest level of employment land, which is a positive approach to jobs growth, that we encourage but must be aligned with the housing requirement. We do not support the approach based on the LCR SHELMA baseline or low growth scenarios and consider the Council should apply past trends as the most positive way to plan for jobs growth.	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/5684949	https://wirral-consult.objective.co.uk/file/5677509	

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1249100	LPIO-25861 (2 of 3)				The past completions approach results in the highest level of employment land, which is a positive approach to jobs growth, that we encourage but must be aligned with the housing requirement. We do not support the approach based on the LCR SHELMA baseline or low growth scenarios and consider the Council should apply past trends as the most positive way to plan for jobs growth.	https://wirral-consult.objective.co.uk/file/5684951	https://wirral-consult.objective.co.uk/file/5677510	https://wirral-consult.objective.co.uk/file/5684895	https://wirral-consult.objective.co.uk/file/5677508	https://wirral-consult.objective.co.uk/file/5677511	
1249100	LPIO-25861 (3 of 3)				The past completions approach results in the highest level of employment land, which is a positive approach to jobs growth, that we encourage but must be aligned with the housing requirement. We do not support the approach based on the LCR SHELMA baseline or low growth scenarios and consider the Council should apply past trends as the most positive way to plan for jobs growth.	https://wirral-consult.objective.co.uk/file/5677513	https://wirral-consult.objective.co.uk/file/5677516	https://wirral-consult.objective.co.uk/file/5677507			
1249116	LPIO-25921				The target for the provision of 80 ha of B-Class employment land is almost double the 41 ha of B-Class land that the evidence base suggests. The 2014-based Sub National Population Projections (SNPP) on which the standard method figure is founded which suggest that the working age population in Wirral will fall by over 2,500 residents over the Plan period. This level of growth would need to be driven by significantly higher levels of economic migrants moving into the Borough.	https://wirral-consult.objective.co.uk/file/5674092	https://wirral-consult.objective.co.uk/file/5674093	https://wirral-consult.objective.co.uk/file/5674095	https://wirral-consult.objective.co.uk/file/5674096	https://wirral-consult.objective.co.uk/file/5684833	https://wirral-consult.objective.co.uk/file/5684836
1249116	LPIO-25958 1 OF 2				The target for the provision of 80 ha of B-Class employment land is almost double the 41 ha of B-Class land that the evidence base suggests. The 2014-based Sub National Population Projections (SNPP) on which the standard method figure is founded which suggest that the working age population in Wirral will fall by over 2,500 residents over the Plan period. This level of growth would need to be driven by significantly higher levels of economic migrants moving into the Borough.	https://wirral-consult.objective.co.uk/file/5675698	https://wirral-consult.objective.co.uk/file/5675693	https://wirral-consult.objective.co.uk/file/5675700	https://wirral-consult.objective.co.uk/file/5675692		
1249116	LPIO-25958 2 OF 2				The target for the provision of 80 ha of B-Class employment land is almost double the 41 ha of B-Class land that the evidence base suggests. The 2014-based Sub National Population Projections (SNPP) on which the standard method figure is founded which suggest that the working age population in Wirral will fall by over 2,500 residents over the Plan period. This level of growth would need to be driven by significantly higher levels of economic migrants moving into the Borough.	https://wirral-consult.objective.co.uk/file/5675697	https://wirral-consult.objective.co.uk/file/5675694	https://wirral-consult.objective.co.uk/file/5675696			
1249116	LPIO-26022				The target for the provision of 80 ha of B-Class employment land is almost double the 41 ha of B-Class land that the evidence base suggests. The 2014-based Sub National Population Projections (SNPP) on which the standard method figure is founded which suggest that the working age population in Wirral will fall by over 2,500 residents over the Plan period. This level of growth would need to be driven by significantly higher levels of economic migrants moving into the Borough.	https://wirral-consult.objective.co.uk/file/5684802	https://wirral-consult.objective.co.uk/file/5684835	https://wirral-consult.objective.co.uk/file/5677041	https://wirral-consult.objective.co.uk/file/5677037	https://wirral-consult.objective.co.uk/file/5684804	
1249116	LPIO-26056				The target for the provision of 80 ha of B-Class employment land is almost double the 41 ha of B-Class land that the evidence base suggests. The 2014-based Sub National Population Projections (SNPP) on which the standard method figure is founded which suggest that the working age population in Wirral will fall by over 2,500 residents over the Plan period. This level of growth would need to be driven by significantly higher levels of economic migrants moving into the Borough.	https://wirral-consult.objective.co.uk/file/5674240	https://wirral-consult.objective.co.uk/file/5684832	https://wirral-consult.objective.co.uk/file/5674256	https://wirral-consult.objective.co.uk/file/5684834	https://wirral-consult.objective.co.uk/file/5684837	

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1237944	LPIO-264	no	Brexit; Lack of uptake business premises; Lack of investment opportunity / unattractive to invest; Market conditions;		The current UK Government has announced further infrastructure investment in the North West in light of Brexit... but it appears to be for Liverpool, rather than the Wirral. Therefore, Policies that improved transport links to Liverpool are needed to encourage businesses to develop in the Wirral, rather than Liverpool, and consequently provide employment in Wirral for local residents. B8 Logistic provision could be provided on unused brownfield land (i.e. Vaxhall/General Motors as the UK car industry reduces); and existing rail transport links from this site promoted (to the expanding Liverpool Container Terminals)						
1245180	LPIO-2647	no	Other (please state);		Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1249665	LPIO-26500				Yes, of the three approaches set out in the SHELMA this is the most appropriate.	https://wirral-consult.objective.co.uk/file/5683884	https://wirral-consult.objective.co.uk/file/5684867	https://wirral-consult.objective.co.uk/file/5683886			
1248569 Sefton Council	LPIO-26653				General - locational aspects Sefton and Wirral are separated by the River Mersey (the geographic boundary between them is mid-river) and the most direct road or rail access is via Liverpool. This effective separation affects the number and scope of cross-boundary issues between Sefton and Wirral. Employment Wirral have identified a need for 80 hectares of employment land, based on the recently completed Liverpool City Region SHELMA (Strategic Housing and Employment Land Market Assessment) and the Wirral Employment Land and Premises Study (2017). The SHELMA Study also identified a need for large scale B8 storage provision of between 308 and 397 hectares across the Liverpool City Region but recognised that functionally this could be located anywhere in the City Regio. No specific requirement was identified for Wirral, and none is specifically included in Wirral's current options. Wirral is proposing to meet its own employment needs, and as such the proposed employment land allocation is supported by Sefton. Sefton is not in a position to meet any of Wirral's employment needs for the foreseeable future.						
1245073	LPIO-2689	no	Other (please state);	To avoid lockout of employment land for housing if there is no employment uptake - see summary information	All land reserved for employment land should be based on brownfield sites. The Council should use the lower baseline or growth scenarios to avoid land-lock where other developments can not take place on brownfield sites because it has already been earmarked for employment use. If we get to the enviable position of having more employment development than land, lets worry about it when it happens and make additional provision then.						
1245159	LPIO-2955	yes									
1241315	LPIO-3023	no	Other (please state);		Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1245287	LPIO-3043	yes			but with the proviso that proximity to public transport and accessibility are key issues in selecting sites, as well as connections with other employment activities						

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1237904	LPIO-3149	no	Other (please state);	see 2.6c	Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1238549	LPIO-335	yes			I have indicated Yes but I have no detailed knowledge on this subject other than it is clear the area of Birkenhead needs significant investment to regenerate the area as a thriving Work and living Hub for Wirral. Supporting employment and providing modern and improved living conditions to existing a new residents.						
1245416	LPIO-3353	yes									
1245457	LPIO-3581	yes			With the proviso that they are realistic. As previously stated, population and employment growth is has been falling to static over the last 3 decades.						
1237667	LPIO-3662	no	Market conditions; Lack of uptake business premises; Other Other (please state);	Wirral's population has been declining and calculating the need for employment land must reflect the true situation in the Borough. Calculation based on what as been the situation rather than what might be the situation is likely to be unreliable.							
1245443	LPIO-3676	no	Lack of uptake business premises; Market conditions;		There is a large amount of business premises empty all over the Wirral as quickly as they are opened up the close-down. The larger businesses have the market and so do online companies.						
1245288	LPIO-3695	yes			As I previously stated, the vision for Birkenhead would be for good housing and with this should be business premises, office space and this would create jobs.						
1237827	LPIO-3766	yes									
1245496	LPIO-3854	yes									
1245501	LPIO-3970	no	Brexit; Market conditions; Lack of uptake business premises;		Wirral Council over estimate the real economic and employment prospect of the area. A focused approach to regenerate docklands and brownfield areas adjacent to the Mersey, would give credibility to any future ambitions and provide an example of the future desired position in terms of economic growth. A blanket bombardment of construction and development was permitted across Northern Ireland in the early 2000's and with economic downturn in 2008, many of these vanity projects are now either unfinished or obsolete, is this the image Wirral wishes to portray to future global investment?						
1240939	LPIO-4098	yes									
1245638	LPIO-4199	no	Market conditions; Lack of investment opportunity / unattractive to invest;		Throughout the issues and options document, the Council exaggerate the projected economic and jobs growth. I agree with the development and regeneration of the docklands and dilapidated areas therefore it is imperative that the Council give realistic figures. The figures given are not realistic. At the moment we have a serious health issue which is likely to have an detrimental impact on the economic situation in our country. This also must be taken into account in the calculation of the figures.						

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1237724	LPIO-4301	no	Brexit; Market conditions; Lack of investment opportunity / unattractive to invest; Lack of uptake business premises; Other (please state);	Corona virus and other employment opportunities e.g. Liverpool and Cheshire and Chester	All Council Growth scenarios, Studies and Reports over recent years have been grossly exaggerated wish-lists, exclusively aspirational and not solidly based. Boom times were predicted this without any doubt can no longer can apply for at least five years. The Corona Virus pandemic undoubtedly will mean that the Council will have restricted funding and that an economic downturn is inevitable. Given this the Council will need to spend judiciously and that many Wirral residents will be suffering economically. Employment opportunities for the Wirral will also available in Liverpool, Warrington, Runcorn, Cheshire, Chester and North Wales. These will offer a variety of opportunities and will of course compete with any new opportunities the Wirral may be able to seed in these difficult times. We should plan realistically, certainly there is an immediate downturn and a struggle to turn things around. We should plan for modest growth after 2025 based upon what is certain plus what is very probable with just a little optimism and contingency. Over-estimating and failing will be wasteful and will lead to further blighting of areas..						
1244720	LPIO-4556	no	Brexit; Lack of uptake business premises; Market conditions;		Due to the limitations on acreage, it would not be able to support huge warehouse type industrial units. Wirral needs to encourage small businesses/ cooperatives which can be based where people live thus reducing the number of commutes needed.						
1242528	LPIO-464	no	Other (please state);	more will be based online so fewer buildings needed							
1237696	LPIO-4669	yes									
1241495	LPIO-4681	yes									
1237873	LPIO-4811	no			Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1245713	LPIO-4959	no	Other (please state);		I do agree with deveopment and regeneration of doclands and run down areas but are these figures realistic?						
1241133	LPIO-52	yes									
1242372	LPIO-5303	yes									
1242947	LPIO-538	yes			To a point this does help you, however, the closure of a lot of manufacturing industries within the last 20 years has definitely changed the landscape. The borough needs jobs but investment in the right type of industry is desperately needed. Attracting green energy, business is an good alternative as we can offer a lot of positives from this part of the world. Technology as well as improving transport links and leisure facilities can all offer employment. What about manufacturing of green cars and other forms of transport. So whilst the past gives us some information it is not the full picture so bear that in mind.						
1245607	LPIO-5489	yes									
1246041	LPIO-5536	no	Brexit; Other (please state); Market conditions;	Coronavirus	These are outdated, inaccurate and invalid models. They are challenged by the Universities and WGSAs experts						
1242751	LPIO-581	no	Brexit; Market conditions; Lack of uptake business premises;		Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Singapore. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						

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1246303	LPIO-5863	no	Brexit; Other (please state); Market conditions; Lack of uptake business premises;	COVID-19 and acceleration of the climate emergency	I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures. It is an important time to tread carefully, to regenerate what we have - since this will have to be done at some stage in the future anyway - and take a long term view/estimate of future statistics rather than rely on the past. The past does not indicate the future.						
1246310	LPIO-5894	no	Market conditions;		The council projected economic and employment growth is unrealistic. While I totally agree with development and regeneration of our docklands and run down areas it is imperative that the council use realistic figures. I very much doubt these are.						
1240964	LPIO-6084	no	Brexit; Market conditions; Lack of investment opportunity / unattractive to invest; Lack of uptake business premises; Other (please state);	Lack of vision by the Council and WCC	Wirral planning is working hard on this proposal but the Council itself is useless at dynamically attracting businesses to the area. Where is the leadership? Where is the dynamic sales pitch? Peel are as close as it gets and yet other Councils manage to get them to move forward while Wirral Waters remains a glorified land bank with fancy visuals. Possible because Peel, unlike WBC planning see that there is no real demand for the offer they have provisional planning for.						
1238310	LPIO-6111	no	Brexit; Market conditions; Lack of investment opportunity / unattractive to invest; Lack of uptake business premises; Other (please state);		No I do not agree. WBC need to be realistic not aspirational in its predictions for economic and employment growth. The council should use the latest Wirral specific information on economic and employment growth to assess the need for employment land. If WBC was realistic with its housing need there would be ample employment land. Brexit is a major uncertainty and Coronavirus may also have a longer term impact on economic and employment growth I agree with development and regeneration of our docklands but to put greenbelt under pressure of release and leave brownfield sites derelict from inflated growth predictions would be a lose lose situation for Wirral.						
1246348	LPIO-6205	no	Market conditions; Lack of investment opportunity / unattractive to invest; Lack of uptake business premises;		Wirral's economy has been in decline for the last decade. Industrial land should be allocated as and when/if required but not on or near the green belt. The biggest employer is the council, the second biggest employer is the national health and probably the third is education.						
1245086	LPIO-6207	no	Brexit; Market conditions; Other (please state); Lack of investment opportunity / unattractive to invest;	Corona Virus	In recent years the economic growth of the UK has been hindered by various factors. First of all the austerity measures taken by the government have been hugely damaging to the economy, added to this is the further detrimental effect of Brexit & now we have the Corona Virus. A lethal mix guaranteed to limit growth for many years to come. I believe that any assessment of growth made in the past must be completely recalculated to have any meaning.						
1246402	LPIO-6381	yes			Though I agree with the redevelopment and regeneration with run down areas and some of the wasted dockland areas this should be based on realistic figures. The Council seem to over exaggerate the possible projected economic growth and jobs growth in the document which is just not realistic.						
1246401	LPIO-6856	yes			The figures stated by the Council bear no relation to the true picture of growth and employment. Key to growth on Wirral is the regeneration of the disused docklands that offer an excellent opportunity for housing and employment. Birkenhead is one of the most deprived areas on Wirral and is in dire need of investment. Only once the Council appraises this area thoroughly can a true picture of requirements be ascertained.						

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1246482	LPIO-7005	no	Brexit; Market conditions; Lack of investment opportunity / unattractive to invest; Lack of uptake business premises; Other (please state);	Covid 19 will significantly damage the economic prospects for the whole area.	The Council's figures for economic regeneration are unrealistic and cannot be supported. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures.						
1246488	LPIO-7091				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a par with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1239029	LPIO-725	no	Lack of investment opportunity / unattractive to invest; Lack of uptake business premises;		Figures can mean anything. The Wirral is a peninsula meaning connectivity is poor. Why would a business locate in Wirral when it takes 30-40 minutes to access the main motorway network. Wirral may benefit from some maritime business investment but little else. There are plenty of more attractive places than The Wirral to open a business.						
1241958	LPIO-731	yes									
1243342	LPIO-759	no	Other (please state);	The nature of manufacturing and industry in general is changing and there is unlikely to be strong demand in the future for large factories. With technology like 3D printing we can expect more smaller businesses producing bespoke products more locally to the consumer with less need for distribution and warehousing.							
1246242	LPIO-7662				Regeneration of the Docklands & Shipyard areas is imperative. However this growth needs to be realistic. Especially as the future of sites such as Vauxhall's @ Ellesmere Port are currently in the balance with it's parent company PSV.						
1246592	LPIO-7682	no	Other (please state);		Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a par with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1246594	LPIO-7722	yes			Throughout the issues and options document, the Council project economic growth and employment growth statistics. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1240903	LPIO-7794	yes			Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a par with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1246591	LPIO-7877	yes									
1246598 Hoylake Vision	LPIO-8091	yes			Areas of Carr Lane Hoylake may be in need of renewal within the plan period; planned and phased reconfiguration could bring more job creation and housing opportunities with excellent public transport links.						

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1246605	LPIO-8108	no	Other (please state);		Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1243448	LPIO-812	no	Lack of uptake business premises; Other (please state);	There are already many existing business premises and land which has been used for employment in the past which is now in disuse. Therefore, these premises and land should be subtracted from the calculations of future need. Also, much of the new employment in the future, due to advances in technology, will be home-based and therefore will not require the same amount of dedicated employment land as in the past.							
1246612	LPIO-8242	no	Other (please state);	Overestimation of need	I feel that the figures quoted are unreasonably high (overestimating the need) and all could be met by development of brownfield sites, which, surely, is the option that really could help the long term sustainability of the Wirral. The long term option of both sides of the Mersey being as successful and popular as each other must be everyone's vision						
1237882	LPIO-8243	no	Other (please state);		Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1245044	LPIO-8290	no			The SHELMA data used is flawed. Brexit, Climate Change and Coronavirus will have a massive impact on the economy, so what has happened in the past is now completely irrelevant.						
1244670	LPIO-8424				Throughout the issues and options document, the Council project economic growth and jobs growth, so much so, that their figures make Wirral sound like it's on a presence with Hong Kong. Whilst I agree with development and regeneration of our docklands and run down areas it is imperative that the Council give realistic figures, I suggest that they are not.						
1246624	LPIO-8516	no	Other (please state);		I do not believe that the council have factored in the 'post industrial age' where more employment is undertaken home working and more labour intensive and repetitive work will be automated so there will be a smaller direct labour workforce required						
1246544	LPIO-8534	no	Brexit; Market conditions; Other (please state);	There is no clear trend in past completions	Climate change and now the corona epidemic should be making it abundantly clear that a new approach is needed to future employment. Specifically, there is no such thing as sustainable growth. We need to promote a much more circular economy, and consider how much more working from home, at least in part, could be promoted.						
1237832	LPIO-8586	yes			Yes at the time of writing the Draft Plan. Post-Coronavirus, and its transformative impact on the local and national economy, it will need radically revising downwards.						
1240872	LPIO-8591	no	Lack of investment opportunity / unattractive to invest; Lack of uptake business premises; Other (please state);	At what point is this saturated? you cannot keep assuming everything can grow when there is limited space and demand to do so.	The majority of residents commute of the Wirral for work. Wirral Waters was looking to readdress this with high value jobs coming to the Wirral. This has not been realised, why? what is different with WBC approach? WBC should remove itself from Liverpool City region as it has a detrimental impact to our borough and our ability to make our own decisions.						

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1246631	LPIO-8656	no	Market conditions; Lack of uptake business premises; Lack of investment opportunity / unattractive to invest; Brexit;								
1246638	LPIO-8669	yes									
1237807	LPIO-8792	no	Other (please state);	The reasoning is too complicated unless you are fluent in local govt officer speak!							
1238116	LPIO-887	no	Other (please state);	The Environment MUST be the greatest determinant of future planning. Continuous expansion of the population to increase Council tax is madness.							
1243481	LPIO-892	no	Other (please state);	I have limited understanding of this argument, but i thought, working from home via IT was becoming more popular , this it is questionable how much actual new land space is needed to build work premises.							
1245289	LPIO-9266	no	Lack of investment opportunity / unattractive to invest; Market conditions;		Given the level of change that we're likely to see re technology advances I'm not sure that replicating past completions space requirements is necessarily a good indicator of future space requirements.						
1246678	LPIO-9268	no	Lack of investment opportunity / unattractive to invest;		Changes should be based on predicted out turn, not past figures as Wirral has a declining population.						
1246699	LPIO-9522	no	Lack of uptake business premises; Lack of investment opportunity / unattractive to invest; Market conditions; Brexit; Other (please state);	Projections do not reflect recent history and seem overly ambitious							
1246693	LPIO-9534				I appreciate this is a technical document however the level of technicality is ridiculous and I can only assume its use is to put local residents off completing the consultation and therefore the only positive responses i.e. the ones the Council wants to hear are from businesses waiting to carve up Our Greenbelt for profit. However in response to the actual question, the Council has failed in all of its documents and consultations to provide any accurate and realistic data or projections for the business/employment growth. Clearly there needs to be redevelopment and regeneration of the docklands and water front areas, along with places like New Ferry which are obviously run down - this is imperative as the population in these areas will benefit from local jobs, however the Council give realistic facts and figures which are clearly missing from the consultation.						
1246691	LPIO-9587	no	Brexit; Market conditions; Lack of investment opportunity / unattractive to invest; Lack of uptake business premises; Other (please state);	Impact of economy of Corona Virus	Throughout the issues and options document, the Council project economic growth and jobs growth at an unattainable level. Economic growth has stalled and current conditions will make it impossible for any substantial growth in the plan period. Large employers - especially Vauxhall - are likely to reduce size /close in recent years.						

