



WIRRAL METROPOLITAN BOROUGH COUNCIL

LOCAL DEVELOPMENT FRAMEWORK FOR WIRRAL

CORE STRATEGY DEVELOPMENT PLAN DOCUMENT

SECOND REPORT OF INITIAL CONSULTATION

FEBRUARY 2009

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1 BACKGROUND

Introduction

- 1.1 This document is the Second Report of Initial Consultation, recording the work undertaken by the Council to inform the preparation of a Core Strategy Development Plan Document as required under Regulation 25 of the Town and Country Planning (Local Development) (England) Regulations 2004.
- 1.2 This document forms part of the evidence base for the emerging Core Strategy Development Plan Document and has been used to inform the content of the Issues, Vision and Objectives Report published by the Council in February 2009, to ensure that the emerging Core Strategy will reflect the genuine priorities of local people and organisations.
- 1.3 The Core Strategy Development Plan Document will set out the spatial vision, objectives and strategy for the Borough for the next fifteen years and beyond. The Core Strategy is not intended to be site-specific and will only identify the broad locations that will be key in the delivery of the spatial priorities it identifies. It will, however, set the spatial framework for proposals to be included in future site-allocation Development Plan Documents.
- 1.4 The Core Strategy Development Plan Document will replace the majority of the strategic and Borough-wide criteria based policies set out in the Unitary Development Plan for Wirral, adopted in February 2000. Once adopted, the Core Strategy will have status alongside the Regional Spatial Strategy, as part of the statutory Development Plan for the Borough and will be used to guide decisions on individual planning applications.
- 1.5 This document supplements the findings of the Initial Report of Public Consultation published by the Council in July 2006 and summarises the consultation process undertaken prior to the publication of the Issues, Vision and Objectives Report.

2 THE CONSULTATION PROCESS

Phase 1 – Consultation Letters

- 2.1 Initial consultation on the Core Strategy for Wirral began to timetable, in October 2005, in accordance with the Local Development Scheme approved by the Secretary of State on 31 March 2005.
- 2.2 Consultation letters inviting open comment on the strengths, weaknesses, opportunities, threats and needs of the Borough were sent to contacts from the Council's Local Development Framework database, as well as to MPs, Councillors and Area Forum representatives.
- 2.3 Respondents were also invited to indicate whether they would be willing to take part in a public meeting or focus group to consider the issues raised.

- 2.4 A Report of Initial Consultation was prepared and can be viewed at http://www.wirral.gov.uk/minute/public/execcs060712rep3a_20917.pdf

Phase 2 - Workshops

- 2.5 Two public workshops were held during November 2006, later than anticipated in the Local Development Scheme approved by the Secretary of State on 15 May 2006¹. The purpose of the workshops was:
- (i) to receive a short presentation on the plan preparation process;
 - (ii) to consider the findings of the initial consultation and help to prioritise the issues raised; and
 - (iii) to begin to consider the possible objectives for the Core Strategy and some of the options likely to be available for future development.
- 2.6 A summary of the findings from the workshops is set out in Section 3 below.

Phase 3 – Under-Represented Groups

- 2.7 Following a review of the profile of earlier participants, additional consultation was undertaken during summer 2007 with groups that did not appear to have been reached by the earlier consultations, in accordance with the Local Development Scheme approved by the Secretary of State on 24 April 2007.
- 2.8 A summary of the findings from the additional consultation with under-represented groups is set out in Section 4 below.

3 WORKSHOPS

- 3.1 Two, two-hour, workshops were held - one during the afternoon of 17 November 2006 and one during the evening of 22 November 2006 - to enable a wider range of people to attend in line with requests from previous consultations².
- 3.2 The main purpose of the workshops was to provide people with further information on the plan-making process and to test and prioritise the long-list of strengths, weaknesses, opportunities, threats and needs identified in the Report of Initial Consultation.
- 3.3 Invitations were sent to the people and organisations listed in Appendix 1. This included people who had indicated that they would like to attend at the previous stage, other previous respondents and all of the remaining contacts on the LDF consultation database in case they now wished to participate.

¹ The workshops were originally timetabled for early summer 2006

² Consultation undertaken as part of the preparation of the Council's Statement of Community Involvement, which can be viewed at <http://www.wirral.gov.uk/ldf/FinalAdoptedSCIDec06.pdf>, asked for the opportunities for involvement to include provision outside normal working hours.

- 3.4 Prior to attending, each respondent was sent a copy of the Report of Initial Consultation, a copy of the draft Annual Monitoring Report for 2005/06 and a copy of the Wirral Community Strategy – Getting Better Together 2003-2013. A copy of forms to enable respondents' to record their top five strengths, weaknesses, opportunities, threats and local needs and their views on why the planning system was important in Wirral were also included.
- 3.5 The first workshop on 17 November 2006 was attended by 23 people. A list of the people or organisations represented is attached at Appendix 2. The second workshop on 22 November 2006 was attended by 27 people. A list of the people or organisations represented is attached at Appendix 3. Seventeen organisations booked a place at one of the workshops but did not attend.

Format

- 3.6 Each workshop was split into two group discussion sessions introduced by a short presentation providing an overview of the Local Development Framework and the role of the Core Strategy. The two presentations were used to provide a simple overview of the new plan-making system in line with requests from earlier consultations and to explain what community involvement at this stage in the plan-making process was intended to achieve.³
- 3.7 Discussion sessions took place in three randomly selected discussion groups⁴. The first discussion session considered each respondent's top five strengths, weaknesses, opportunities, threats and local needs and sought to identify a top five for each group to obtain a view of relative priorities. The second discussion session was divided into three with separate groups considering issues related to the future vision for Wirral; potential objectives, options and indicators; and the contribution that the Core Strategy could make to the delivery of the Community Strategy.

Importance of Planning

- 3.8 Each participant was also asked to fill in a comment sheet setting out why they thought the planning system was important in Wirral⁵. The responses on this issue were not discussed in the group sessions but were submitted as a separate item, to enable people to express what they believed ought to be the priorities for the planning system in Wirral. A summary of these un-discussed responses is set out in Appendix 4.
- 3.9 The majority of responses were aspirations for the ideal planning system. The main themes included the promotion of sustainable development; the

³ The presentations were also an expression of the commitment to capacity building expressed in the Council's Statement of Community Involvement, which can be viewed at <http://www.wirral.gov.uk/ldf/FinalAdoptedSCIDec06.pdf>

⁴ Groups were selected by numbering in sequence on the basis of the order in which participants had booked their place at a Workshop

⁵ The comments sheet was headed with the words, "The planning system is important in Wirral because..." and provided a large box in which unstructured comments could be recorded, with no further prompting.

protection of local distinctiveness and quality of life; and a fair and stable system of local rules agreed with the community.

Session 1 - Strengths, Weaknesses, Opportunities, Threats and Needs

3.10 In the first discussion session, each participant was asked to briefly introduce their own top five issues for each category, to obtain a view of the top five issues for each group⁶. This enabled participants to understand the wide range of views being expressed and enabled the Council to begin to assess the relative priorities of the emerging issues. The results from each group are summarised in Appendices 5 to 14.

3.11 The results from each group have, together, been used to identify the key local issues for Wirral that will need to be addressed in the Core Strategy alongside national and regional priorities. The key findings for each category are summarised below:

Strengths

3.12 The principal strengths of the Borough were considered to be:

- local history and heritage and the Victorian and Edwardian legacy;
- peninsula coastline and scenery;
- other aspects of the natural environment, including the Green Belt, open countryside, open space, parks, green spaces and gardens; and
- access to national transport networks.

3.13 The focus on brownfield development, port facilities and the strength of the voluntary sector were also identified as significant strengths.

3.14 Larger open spaces, such as Birkenhead Park, Bidston Hill, Wirral Country Park and Thurstaston Common were identified as significant strengths in their own right.

Weaknesses

3.15 The weaknesses identified were more wide-ranging but the principal issues appear to relate to:

- inequalities in health, housing, education and environment and the polarisation between east and west;
- jobs and investment, loss of young people and graduates, alongside an ageing population;

⁶ Participants had each received a copy of a comments sheet for each category allowing them to record their top five issues alongside a list of the issues raised in response to the initial consultation letter.

- poor image of the urban environment and town centres and the failure to grasp development opportunities such as New Brighton, Cammell Lairds, Hind Street and Housing Market Renewal;
- pollution, particularly from traffic and aircraft; and
- lack of maintenance and cuts in funding, especially for recreation and open space.

3.16 The impact of short term compromises was also identified.

3.17 A lack of affordable land for community uses, public services and places of worship, was identified as a special issue, particularly in west Wirral.

Opportunities

3.18 The principal opportunities for the Borough were considered to include:

- the promotion of more sustainable development, including issues such as waste minimisation, recycling, renewable energy, energy and water conservation and eco-homes;
- brownfield re-development, to protect the Green Belt, the countryside and other green sites;
- the promotion of leisure, tourism, coastal recreation and watersports;
- re-development in and around Birkenhead, including the Town Centre, Cammell Lairds, Housing Market Renewal and the Docks, including the re-use of the docks rail link; and
- improved public transport, tackling the impact of car use and parking, including improvements to the Bidston-Wrexham line.

3.19 The definition of brownfield land to be promoted for re-development used by respondents was not the same as the Government's definition of brownfield land. Respondents believed that urban open spaces, such as private gardens, should be protected from development.

3.20 The Open Golf Championship, Hoylake and West Kirby, and New Brighton were also identified as significant opportunities.

Threats

3.21 The main threats to the Borough were considered to include:

- the loss of local character and distinctiveness, including heritage and open land;
- over-development, over-loading local infrastructure, particularly related to the increasing number of flat developments;

- anti-social behaviour, mainly drink-related;
 - climate change and flood risk; and
 - the impact of traffic growth.
- 3.22 The loss of jobs, young people, local services and a lack of resources were also identified as significant threats.

Local Needs

- 3.23 The principal needs of the Borough were considered to be:
- inward investment, local enterprise and jobs;
 - better public transport, especially in the evening, across the Borough between the radial routes to Birkenhead, and along the Bidston-Wrexham railway line;
 - a greater emphasis on the conversion and re-use of existing buildings and the protection of local character and heritage; and
 - the control of anti-social behaviour.
- 3.24 Better provision for local services and community facilities, places of worship, affordable family housing, public toilets and recreation facilities for young people were also identified as significant needs.
- 3.25 Up-to-date audits and strategies for issues such as heritage, biodiversity, open space, design and flood risk and local management plans prepared alongside the local community were also requested.

Session 2 – Visions, Objectives and Indicators

- 3.26 The second discussion session in each Workshop was used to prompt a more open, less structured discussion of the participants' future aspirations for Wirral. Each of the three discussion groups was asked to approach the issue from a slightly different angle, broadly related to an aspect of the future content of the Core Strategy.

Vision for Wirral

- 3.27 At each Workshop, one group in the second discussion session was asked to consider the future vision of Wirral in terms of what they would want Wirral to be, what they thought the Council should be trying to achieve and how 'success' could be measured. The results of the discussions are summarised in Appendix 15 and Appendix 16.
- 3.28 There was general consensus that Wirral should seek to be different from Liverpool. The main focus should be on promoting jobs, leisure and tourism alongside the protection of unique features such as the natural environment, coastline and heritage. Less emphasis should be placed on east-west

divisions and more on local distinctiveness, care over the design of new development and meeting identified local needs.

- 3.29 Regeneration in and around Birkenhead and the Docks was supported but there was concern that this should address the underlying problems of the surrounding areas and improve quality of life.

Potential Objectives, Options and Indicators

- 3.30 At each Workshop, one group in the second discussion session was asked to consider the future vision for Wirral in terms of the potential objectives, options and indicators for the Core Strategy. The results of the discussions are summarised in Appendix 17.
- 3.31 At both sessions, there were difficulties in identifying a suitable range of options. Instead, participants preferred to comment on the main priorities for an emerging strategy. The main priorities identified were jobs, affordable family housing, meeting local needs, improved design quality, brownfield development, the reuse of existing buildings, improvements to the waterfront and the protection of heritage and open countryside. Measurable targets for delivery were also difficult to identify.

Delivering the Community Strategy

- 3.32 At each Workshop, one group in the second discussion session was asked to consider the future vision for Wirral in terms of the delivery of the themes and priorities already expressed in the Wirral Community Strategy. The results of the discussions are summarised in Appendix 18 and Appendix 19.
- 3.33 At both sessions, there were difficulties in trying to relate a spatial strategy to the delivery of the Community Strategy as it currently stood.
- 3.34 There was strong concern about the provision, distribution, centralisation and accessibility of local and community services. Better public transport was considered necessary, to reduce the impact of traffic and parking, especially on poorer communities. There was also concern that decisions at national and regional level were constraining local choices. Both sessions emphasised the need for more local knowledge and involvement in decision making and a greater emphasis on providing for local needs.
- 3.35 There was a general consensus on the priority to be given to brownfield regeneration and that greater prominence needed to be given to developing a thriving local economy. The second session emphasised the need to re-balance policies to provide more support for local centres, social enterprise and small businesses, to tackle issues such as vacant shop units. Both sessions identified climate change and sustainable development as significant priorities for the future.

Profile of Participants

- 3.36 The Council reviewed the profile of Workshop participants, in line with the commitment set out in the Council's Statement of Community Involvement⁷, to identify groups that may not have been reached⁸.
- 3.37 A good mix of type of organisation participated, with eight specific consultation bodies and other public consultees, four amenity societies, three conservation area advisory committees, three environmental groups, seven developers and landowners including an RSL⁹, seven members of the public, two religious groups and a public transport users association.
- 3.38 The plan at Appendix 20 shows the geographical spread of participants. None of the participants came from the mid-Wirral settlements of Leasowe, Moreton, Greasby, Upton or Woodchurch. The great majority of participants were people from middle-aged and older age groups. Fifteen participants attended from locations outside Wirral.

Consultation

- 3.39 Consultation on a draft Second Report of Initial Consultation was undertaken with workshop participants in January 2007. The responses received and the actions taken are set out in Appendix 21.

4 UNDER-REPRESENTED GROUPS

- 4.1 The Report of Initial Consultation had also identified a limited response to the initial consultation letter from people representing the mid-Wirral settlements, younger people, BME groups and disabled people. While a representative of a disabled people's group had booked a place at a workshop, they had then been unable to attend.
- 4.2 The Council has, therefore, sought to identify a number of relevant organisations, some of which are already on the Council's contact database, that would be capable of representing the views of these groups and a series of additional one-to-one meetings was initiated to secure their involvement in this and future stages of the plan-making process. A series of additional meetings were arranged and held with these groups between June and October 2007. A list of the groups and organisations contacted is set out in Appendix 22.
- 4.3 The consultation with under-represented groups confirmed many of the comments already submitted but also included new comments related to their principal areas of concern:

⁷ *Adopted in December 2006*

⁸ *SCI paragraph 6.1 refers*

⁹ *Registered Social Landlord*

Strengths

- accessibility within Birkenhead Town Centre

Weaknesses

- design of housing developments
- physical accessibility of public transport, rail stations and terminals
- need for improvement in pavement finishes
- need for improvement in youth engagement
- need for improvement in leisure facilities
- need for improvement in local play areas and youth facilities
- lack of good quality hotels

Opportunities

- more cycle paths with better linkages
- more events and festivals

Threats

- shop closures in local estates
- poor relationships with police
- continued pressure on Council budgets and services
- further out-of-town developments
- school closures
- flooding in Leasowe
- immigrant labour
- drugs, teen pregnancy, sexual infections

Needs

- affordable, social and special needs housing in local estates
- multicultural activities and facilities
- secondary school in Greasby

4.4 A summary of the range of comments received is set out in Appendix 23.

5 THE NEXT STEPS

- 5.1 The Council will publish an Issues, Vision and Objectives Report for public consultation to confirm the Council's analysis before considering the spatial options for the Core Strategy Development Plan Document. Consultation on the Issues, Vision and Objectives Report will take place in February 2009¹⁰.

¹⁰ *The Issues, Vision and Objectives Report will replace the Issues and Options Report originally expected to be published in September 2007 in the Local Development Scheme approved by the Secretary of State in 24 April 2007.*

Appendix 1 - List of Invited People and Organisations (November 2006)

Action Wirral Rivers	Barton Willmore	Blue Sky Planning Limited
Adams Holmes Associates	Bebington & West Wirral NHS Primary Care Trust	Bovis Homes Limited
Age Concern Wirral	Bebington CVS	Brackenwood Committee
Ainsley Gommon Architects	Beechwood & Ballantyne EMB Ltd	Braithwaite Associates
Airwave MMO2	Beechwood Community Association	Bridgewater Meeting Room Trust
Alinbrook Ltd	Bell Developments Ltd	Bristol-Myers Squibb Pharmaceutical Research
Alisdair Macdonald	Bell Ingram Pipelines Ltd	British Aerospace
Allerton Trust	Bellway Homes	Broadway Malyan Planning
Ancient Monuments Society	Bett Limited	Brockway Dunn Limited
Arriva North West Limited	Bidston Preservation Trust	Brodies Solicitors
Asset Manager Surveyor, Unilever UK Property	Bidston Residents Association	Bromborough Pool Village Society
Asset Planning Department	Bidston Village CA Advisory Committee	Bromborough Society
Athertons	Birkenhead & Wallasey Primary Care Trust	Building Design Partnership
Axis Planning Environment & Design	Birkenhead Market Tenants Association	Bullivant Jones & Company
Barnston Conservation Society	Birkenhead Town Centre Forum	Business Environments Planning
Barnston Womens Institute	Black Macadam	C D Hughes
Barratt Chester	Bloomfields Limited	Caldy Conservation Area Advisory Committee

Campaign for Real Ale	Church Commissioners	Daly International
Carey Jones Architects	Claughton Community Group	David McLean Homes Ltd
Carpenter Bidwells Planning	Cliff Walsingham & Company	David Wilson Homes
Cass Associates	Clive Watkin Partnership	De Pol Associates
CB Richard Ellis	CLM Services	Dee Estuary Conservation Group
Central Liscard Residents Association	Colin Buchanan & Partners	Denbighshire County Council
CgMs Consulting	Colliers CRE	Denis Wilson Partnership
Charlesworth Group Ltd	Corporate Property Solutions	Denton Clark & Co.
Chelford Properties	Council for British Archaeology	Depol Associates Ltd
Cheshire & Merseyside Strategic Health Authority	Country Land & Business Association	Design Planning Development
Cheshire Association of Local Councils	Countryside Agency (NW Region)	Development Planning & Design Services
Cheshire County Council	Countryside Council for Wales	Development Planning Partnership
Cheshire Gardens Trust	Countryside Properties	Dickinson Dees
Cheshire Jehovah's Witnesses	Crosby Homes NW Ltd	Diocese of Chester
Cheshire RIGS Group	Crown Estate	Dixon Webb
Cheshire Wildlife Trust	Cuff Roberts Solicitors	Dr K Singh
Childer Thornton Conservation Association	CUH2A Architecture & Planning	Dr M Baker-Schommer
Chris Thomas Limited	Cunnane Town Planning	Dr M Day
	D2 Planning	Dr Macbeath

Drivers Jonas	Environmental Advisory Service	Fuller Peiser
DTZ Pidea Consulting	Environmental Resources Management	Garden History Society
Dwr Cymru Welsh Water	Fairclough Homes Limited (NW Division)	Garry Usherwood Associates
E M Enterprises	Fire Safety Command (Wirral District)	General Synod of the Church of England
Eastham Village Preservation Association	Flintshire County Council	George Wimpey
Eastham Village Residents Association	Forestry Commission (NW Conservancy)	Georgian Group
EDAW Plc	Fort Perch Rock	Gerald Eve
Edmund Kirby	Forthview Limited	GL Hearn
Eleanor Road Residents Association	Forum Housing Association	Goodwin Planning Services
Elite Homes (North) Limited	Frankby Conservation Area Advisory Committee	Gough Planning Services
Ellesmere Port and Neston Borough Council	Friends of Ashton Park	Government Office for the North West
Emerson Group	Friends of Birkenhead Park	Groundwork Wirral
Emery Planning Partnership	Friends of Eastham Country Park	GVA Grimley
Energy Projects Plus	Friends of Heswall Shore	H D Gee Consultants
English Heritage (North West)	Friends of Hoylake & Meols Gardens & Open Spaces	Halcyon Properties
English Nature (Cheshire/Lancs Team)	Friends of Royden Park	Hallam Land Management Ltd
English Partnerships	Friends of Storeton Woods	Halliwells LLP, Planning Section
Entec UK Ltd	Friends of the Earth	Halton UA - Environmental Services Directorate
Environment Agency		

Harlor Homes	Ince Parish Council	Lands Office - Shell UK Pipelines
Haston Reynolds Partnership	Inglewood Properties	Leith Planning Limited
Health & Safety Executive	Irby, Thurstaston & Pensby Amenity Society	Leverhulme Estates
Helsby Parish Council	J10 Planning	Little Stanney & District Parish Council
Henry Boot Developments Limited	James Barr Consultants	Liverpool City Council
Hepher Dixon	JMP Consulting	LRM Development Consultants
Heswall & District Business Association	Job Centre Plus	M Hussenbux
Heswall Society	Jones Lang LaSalle	MacIntosh Communications Limited
Hickling Gray Associates	Kemp & Kemp	Malcolm E Lloyd
Higham & Co.	Kersh Commercial	Malcolm Judd and Partners
Highways Agency	King Sturge	Manor Egremont Mast Action Group
HM Coastguard	Kings Gap Conservation Area Committee	Maritime Housing Association
Home Builders Federation	Kings Lane Supporters Association	Mason Owen Property Consultants
Hooton Park Trust	Knight Frank LLP	Mast Action UK
HOW Planning LLP	Knowsley MBC	Mast Sanity Head Office
Hoyle & District Civic Society	Lairdsie Communities Trust	Matthews & Goodman
Hoyle CVS	Lambert Smith Hampton	McCormick Architecture
Hutchinson 3G UK Limited	Land Projects UK Associates	McDyre & Co.
Hylgar Properties	Landmark Information Group Ltd	McInerney Homes

MCP Planning & Development	Mono Consultants Ltd	Mr C R Hutchinson
Meols Drive Residents Association	Morris Homes (North) Limited	Mr C S Thompson
Mersey Basin Campaign	Mouchel Parkman	Mr C T Moore
Mersey Docks and Harbour Company	Mr R Neale	Mr C W Dent BA Dip TP RIBA MRTPI
Mersey Estuary Conservation Group	Mr & Mrs A Pasterfield	Mr Casement
Mersey Estuary Development Co-ordinator	Mr & Mrs D Gleave	Mr Clegg
Merseyside & West Cheshire Ramblers	Mr & Mrs Dunne	Mr D Birkett
Merseyside & West Lancs Bat Group	Mr & Mrs G Bowler	Mr D Clamp
Merseyside Civic Society	Mr & Mrs L & B Bell	Mr D Cross
Merseyside Environmental Trust	Mr & Mrs PM & UR Weston	Mr D McKaigue
Merseyside Fire Service Headquarters	Mr A Kennaugh	Mr D Nooman
Merseyside Police - North Wirral Area	Mr A P McArdle	Mr D Taylor
Merseyside Policy Unit	Mr A T Hurst	Mr E J Norton
Merseyside Waste Disposal Authority	Mr B Legan Dip TP DMS	Mr E Robinson OBE MRAS
Merseytravel	Mr Brown	Mr F Burgana BA MCD MRTPI
Merseyside Archeological Service	Mr C Airey	Mr F Howell
Methodist Church Property Division	Mr C Lord	Mr F Hyde
Mobile Operators Association	Mr C M Brand	Mr G Bryan
Moneycorp Limited	Mr C P Hales	Mr G D Evans

Mr G Noble	Mr Mahoney	Mrs G Wollers
Mr G S Puddy	Mr Martin	Mrs J M Smith
Mr Gladden	Mr Nuttal	Mrs J Wood
Mr Grey	Mr P Barton MCD BA (hons)	Mrs K M Ives
Mr H Turnbull	Mr P Haywood	Mrs Lewis
Mr I Coulthard	Mr P Jackson	Mrs M Dockrell
Mr I Wyche	Mr P Pendleton	Mrs Matthews
Mr J A Wright BA (Hons) MRTPI	Mr R J Wood	Mrs R M Fraser
Mr J M Corfe	Mr R L Shelbourne	Mrs S Charlesworth
Mr J Noble	Mr R Taylor	Mrs S Shaw
Mr J O'Neil	Mr Reade	Mrs T Chadwick
Mr K Collins	Mr Rowland	Mrs V Doodson
Mr L Burman	Mr T Tarr	Mrs Weston
Mr L Parker-Davies	Mr Toosey	Ms C Radford
Mr M Curtis	Mr W O'Dowd	Ms D Toony
Mr M F Lewis	Mrs B Murthwaite	Ms Foster
Mr M G Laurenson	Mrs Clarke	Ms J M McIlhatton
Mr M Harrision	Mrs E M Hale	Ms Johnson
Mr M Muller	Mrs G Nicholas	Ms K Byrne

Ms K Robinson	New Brighton Community Partnership	Oxton Society
Ms L Woodhead	New Brighton Environmentalists	Paddock Johnson Associates
Ms S Colquhoun	New Brighton Football Club	Partnership for Racial Equality
Ms S J Wall	New Ferry & Rock Ferry Conservation Society	Patrick Farfan Associates Ltd
Ms S Magee	New Ferry Business Association	Paul & Company
Ms S Sweeney	New Ferry Regeneration Action Group	Paul Butler Associates
Ms S Turner	NJL Consulting	Paul Dickinson Associates
Ms Seager	Norman Street Residents Association	Peacock & Smith
Muir Associates	North Birkenhead Neighbourhood Forum	Peel Holdings Limited
N Power Renewables	North Country Homes Group Limited	Persimmon Homes (North West)
Nathaniel Litchfield & Partners	North West Development Agency	Planning & Environmental Services Ltd
National Farmers Union - NW Region	North West Regional Assembly	Planning Bureau Limited
National Grid	North Western Baptist Association	Port Sunlight Village Society
National Trust	Northern Trust	Port Sunlight Village Trust
National Wind Power Limited	NTL	Poulton & District Residents Association
Network Rail (Mining)	NW & North Wales Sea Fisheries Committee	Poulton Protection Group
Network Rail (Planning)	O2 UK Limited	Powerwatch
New Brighton BRAVO	Orange Pcs Ltd	Premier Brands UK Limited
New Brighton Community Association		PTS Property

Puddington & District Council	Safety Layne (Investments) Limited	Steven Abbott Associates
Pulford Road Residents Association	Salisbury Developments	Stewart Ross Associates
R G Drake	Saughall Massie Conservation Area Committee	Storey Sons & Parker
Ramblers Association	Savills	Strutt & Parker
Reddington Developments Limited	Seacombe Local Area Partnership	Sure Start (Birkenhead Central)
Redrow Homes	Sefton MBC	Survey & Design Associates
Rev Father Ostaszewski	Showmens Guild of Great Britain	Sustrans
Robinson Architects	Smith & Sons Property Consultants	T Mobile (UK) Ltd
Rock Ferry Community Group	Smiths Gore	Taylor Woodrow Developments
Rock Park Estate Management Committee	Society for the Protection of Ancient Buildings	Taylor Young
Rodney Housing Association	Sommerville Primary School	Technical Services Department
Roger Tym & Partners	SP Manweb	Terrence O Rourke
Roman Catholic Church	Sport England North West Region	Tetlow King Planning
Royal Estates	St Helen's MBC	The Mersey Partnership
Royal Liverpool Golf Club	St. Mary's Catholic College	Theatres Trust
Royal National Lifeboat Institute	Stanton Estate Residents Association	Thomas Estates Limited
RPS Planning Transport & Environment	Stanton Land & Marine Development Limited	Thornycroft etc., Residents Association
RSPB Northern England	Steer Davies Gleave	Thornton Hough Community Trust
Rural Development Service		Tower Action Group

Townswomen Wirral 101-25	Wallasey Village Community Partnership	Wirral Green Belt Council
Tranmere Alliance	Wardell Armstrong	Wirral Green Party
Tranmere Together	Wellington Road CA Advisory Committee	Wirral Hospitals Trust
Tulip Limited	West Kirby Village CA Advisory Committee	Wirral Investment Network
Turley Associates	Westbury Homes	Wirral LA21 Forum
Tweedale	Westwood Road Residents Association	Wirral Methodist Housing Association
Twentieth Century Society	White Young Green	Wirral Metropolitan College
Unichema Chemicals	Willaston Parish Council	Wirral Partnership Homes
Unilever Research Port Sunlight	WIRED	Wirral Planning Advice & Appeals Service
Unilever UK Home and Personal Care	Wirral & Cheshire Badger Group	Wirral Society
Union Street Day Resource Centre	Wirral Barn Owl Trust	Wirral Transport Users Association
United Co-operatives Ltd	Wirral Chamber of Commerce	Wirral Voluntary and Community Services Network
United Utilities (Asset Protection)	Wirral Community Safety Team	Wirral Wildlife
Venture Housing Association	Wirral CVS	Woodford Group
Villa Medical Centre	Wirral Development Corporation Ltd	Woodland Trust
Vodafone Ltd	Wirral Federation of Tenants & Residents Associations	
Wainhomes (North West) Limited	Wirral Footpaths and Open Spaces Society	
Wallasey Civic Society		

Appendix 2 – Workshop Attendance List - 17 November 2006

Barratts Chester	Royal Liverpool Golf Club	Booked but did not attend
Consilium Planning	Taylor Young	Bellway Homes
Friends of Ashton Park	Thornton Hough Community Trust	Cheshire County Council
Merseyside Environmental Advisory Service	Turley Associates	Claughton Community Group
Mr B Bell	United Co-Operatives	Clive Watkin Partnership
Mr McArdle	United Utilities	DTZ Planning
Mrs L Bell	Wallasey Civic Society	George Wimpey
New Brighton Heritage Group	Wellington Road Conservation Area Advisory Committee	Job Centre Plus
Norman Street & Area Residents and Tenants Association.	Wirral Residents & Tenants Federation	Mouchel & Parkman
NWRA	Wirral Society	Surestart Birkenhead
Reddington	Wirral Wildlife	Pyramids Shopping Centre
Rock Ferry Community Partnership		

Appendix 3 – Workshop Attendance List - 22 November 2006

Barnston Conservation Society	Mr Noble	Booked but did not attend
Bidston Preservation Trust	Mr Norton	EP&NBC
Bridgewater Meeting Room Trust	Mr Tarr	Land Planning Group
Wirral Jehovah's Witnesses	Mr Wood	Mersey Docks & Harbour Company
Cllr A Taylor	Mrs Davies	Paddock Johnson
English Partnerships	Mrs Wheatley	The Development Plan Partnership
Friends of Birkenhead Park	Ms Wall	Thorneycroft Residents Association
Friends of Hoylake & Meols Gardens	Rambler's Association	WIRED
Hoylake Civic Society	WBC Sustainable Transport Co-ordinator	
Jones Lang La Salle	Wirral Green Belt Council	
Mersey Estuary Conservation Group	Wirral Green Party	
Mersey Partnership	Wirral Partnership Homes	
Merseytravel	Wirral Transport Users Group	
Mr D Taylor		

Appendix 4 – The Importance of the Planning System in Wirral

The Planning System in Wirral is important because it ...

Provides a stable, impartial, coherent, consistent and objective framework

Provides for public accountability and democratic decisions, engaging the community

Provides a framework for recognising, sustaining, enabling and integrating all sections of society

Ensures the Council does not abuse its position

Prioritises the use of limited resources

Balances economic, social and environmental implications

Allows people to plan for change to address the challenges of modern age

Promotes more sustainable development

Allows a local response to climate change and flooding

Ensures a base level of new development is provided for and limits growth of unwanted development within a limited land area

Secures regeneration and employment

Focuses development onto brownfield sites

Provides criteria for acceptable development, prevents inappropriate development and incompatible land uses

Allows for the promotion of good design with controls on density, scale and landscaping, more sensitive to local circumstances

Affects people's lives and quality of life

Ensures that new development will benefit the area

Ensures Wirral remains a pleasant place to live, work and play

Provides for the protection of heritage and natural characteristics such as landscape, coast, countryside, wildlife to ensure Wirral is a special place

Promotes for improvements to the area

Provides for local needs to be met locally

Ensures that Borough-wide services are provided in the most accessible locations

Ensures that mobility issues and the need of pedestrians, people with prams, disabled people are not overlooked

Provides for the better use of public transport, restraining traffic and car parking

Reduces pressure on other services – emergency, health etc

Provides for facilities that are not currently provided

Ensures new facilities can be maintained

Defines the shape of the Borough

Ensures that good decisions are made

Prevents pollution of the environment

Takes care of the rate payer

Should focus on providing features that will retain young people

Appendix 5 – Top Five Strengths¹¹ - 17 November 2006

Group 1

History & cultural heritage
Access to road and rail networks, Liverpool and Chester
Port Facilities
Peninsula coastline and scenery
The Environment

Willingness to improve and progress
Geographical position
Golf-related tourism
Improved off-road provision for pedestrians, disabled people and cyclists
Birkenhead Town Centre
Birkenhead Park
Bidston Hill
Focus on brownfield development
Employment and regeneration
The people

Group 2

Open countryside, wildlife, landscape and Green Belt
Access to national road, rail and air networks, Liverpool, Chester, North Wales and the Lakes
Open space, parks, gardens and golf courses
Peninsula coastline and scenery
Local history, built heritage and Victorian/Edwardian legacy

Strong voluntary sector
Birkenhead Town Centre
Port and maritime facilities
Port Sunlight
Rural villages
Wirral Country Park
Thurstaston Common
Variety and diversity
Focus on brownfield development

Group 3

Local history and heritage
Natural environment
Waterfront and coastline
Open space, parks and green spaces
Education
Low crime levels

Access to national road and rail networks
Strong voluntary sector
Bidston Hill and Observatory
Birkenhead Park
Thornton Hough Village Green
Focus on brownfield re-development
Limits on house building in west Wirral, in the Green Belt and good residential environments

¹¹the issues listed within the box represent the top five responses for each group

Appendix 6 – Top Five Strengths¹² – 22 November 2006

Group 1

Conservation Areas and heritage
Strong local identity
Peninsula coastline, waterfront and scenery
Attractive natural environment, countryside, landscape, wildlife and Green Belt
Focus on brownfield development

Strong voluntary sector
Good local education
Tourism
Limits on new housing
Employment base
Birkenhead Town Centre
Tranmere Rovers FC
Wirral International Business Park
West Wirral
Access to national road, airport and rail network
Local rail services
Willingness to embrace new ways of service delivery
Variety and diversity

Group 2

Open countryside and Green Belt
Coastline and wildlife
Local history and heritage
Port Sunlight
Port of Liverpool
Parks and gardens
Tranmere Rovers FC
Wirral International Business Park
Croft Retail Park
Birkenhead Park
Bidston Hill and Observatory
Thurstaston Hill
Focus on brownfield development
Access to national transport networks
Voluntary sector
Friendly people
Open Golf opportunities
Local railway services

Group 3

Local history and heritage
Waterfront and coastline
Attractions for tourism
Wirral International Business Park
Access to road and rail networks, public transport, North Wales and Chester
Focus on regeneration and brownfield re-development
Bidston Hill and Observatory
Peninsular geography

¹² the issues listed within the box represent the top five responses for each group

Appendix 7 – Top Five Weakesses¹³ – 17 November 2006

Group 1

Image of towns – no clear sense of identity
Impact of industrial activities on surrounding roads and houses
Lack of parking

Weak planning enforcement
Over-concentration of services in Birkenhead
Out-of-character development
Incoherent disjointed planning constraints
Urban decay
Odour from sewage works
East-West divide
Street clutter
Poor links with the community
Ageing population
Wallasey Tunnel Link Road
Peninsular isolation
Failure to focus on Birkenhead as a key driver for investment
Condition of coastal promenades and facilities

Group 2

Lack of quality jobs and poor graduate retention
Poor urban environment
Short term compromises
Poor maintenance
Decline in working age population

Pollution
East/West split
Poor planning enforcement
Low quality shop to residential conversions
Low quality housing
Long term unemployment
Absence of regional quality retail centre

Group 3

Deprivation, poor housing and health
Failure to grasp development opportunities – New Brighton, Cammell Lairds, Hind Street and HMRI
Pollution - aircraft noise and traffic, especially in poorer areas
East-West polarisation - in investment and development
Image – Birkenhead Town Centre and public realm along main transport corridors

Restraints on development in west Wirral
Loss of retail spending outside the Borough
Quality of public transport and stations, discouraging use
Birkenhead Market and Grange Precinct poor and not fully utilised.
Mersey Tunnel charges
Accessibility of 6th Form College
Wildlife on brownfield sites not always considered when re-developed

¹³ the issues listed within the box represent the top five responses for each group

Appendix 8 – Top Five Weaknesses¹⁴ – 22 November 2006

Group 1

Spatial inequality - large areas of deprivation with poor housing, education and training, especially in east Wirral
Long term unemployment
Limited employment opportunities and lack of attractive, high quality jobs

Industrial traffic on residential and minor roads
Lack of parking
Wirral Borough Council
Failure to capitalise on local heritage
Low Incomes
Levels of out-commuting
Poor bus services outside Birkenhead
Lack of visitor accommodation
Overshadowing by Liverpool
Lack of Investment in west Wirral
Restrictive planning policies, especially for housing
Absence of affordable land for community buildings and public services in west Wirral
Weak planning enforcement
Repeated cuts in recreation funding
Over-expansion of services at Arrowe Park Hospital
Urban decay
Failure to maximise s106 agreements
Leakage of retail spending

Group 2

Lack of maintenance and repeated cuts in funding
Low demand and investment
Poor image
Lack of visitor accommodation
Traffic and parking
Poor standard of urban design

Over-concentration on deprived areas
Lack of high quality jobs
Conditions of coastal facilities
East-west imbalance and deprivation
Poor accessibility of hospitals
Birkenhead evening economy
Short term compromises
Failure to consider the cumulative impacts of planning applications
Weak planning enforcement
Lack of ecological expertise
Low priority on heritage
Too many low cost and empty shops
Tunnel charges

Group 3

Poor graduate retention and loss of young people
Polarisation – east/west and elsewhere - large areas with poor housing, environment and health
Poor condition of shoreline, coastal services & attractions
Low priority for small businesses
Lack of 'affordable' land for places of worship and community uses

Over dependency on Liverpool
Transport costs for low-skilled and low paid
Poor shopping areas outside Birkenhead and Liscard
Under-use of Bidston/Wrexham line
Lack of affordable housing and family housing

¹⁴ the issues listed within the box represent the top five responses for each group

Appendix 9 – Top Five Opportunities¹⁵ - 17 November 2006

Group 1

Birkenhead docks and waterfront, including Cammell Lairds
Coastal recreation and watersports
Improved public transport and better bus routes

A broader view of regeneration to embrace quality of life
Conservation of energy and water, renewable energy and eco-homes
Waste minimisation and recycling
More economic use of existing utilities
New Brighton
Greater emphasis on community safety
Reductions in non-essential car use
Open Golf Championship
Day-trip tourism
A more responsive planning system
Protection of greenfield sites

Group 2

Sustainable development and transport
Coastal recreation and watersports
Birkenhead – Town Centre, Woodside and Docklands
New Brighton
Protection of greenfield sites, countryside and Green Belt

Listen to local people
Greater focus on community safety
Affordable homes for sale in poorer areas
King Street, Egremont
More facilities for young people
Hoylake and West Kirby
Capital of culture spin-offs
Sport - Open Golf, 2012 Olympics
Tree and woodland planting
Access to national transport networks
Brownfield development
Waste minimisation
Renewable energy

Group 3

Birkenhead – HMRI, Docklands and Cammell Lairds
Sport - Open Golf and 2012 Olympics
Sustainable development and design, reducing waste and promoting biodiversity
Wirral independent and not just a 'suburb' of Liverpool
Links to Wales rather than Liverpool and Chester, for investment and job opportunities

Equestrian related activities
Improved network of public rights of way
Facilities for young people
Promotion of a 'Birkenhead City' concept to attract investment
Greater interaction with Wirral residents
Better accessibility to Chester and Liverpool
Development and growth along the Bidston-Wrexham line

¹⁵ the issues listed within the box represent the top five responses for each group

Appendix 10 – Top Five Opportunities¹⁶ – 22 November 2006

Group 1

Sustainable development - waste minimisation, recycling, energy and water conservation, renewable energy, eco-homes
Brownfield development, to protect greenfield sites
Tackle car use and improve public transport
Listen to local people
Greater promotion of local character and heritage
Promotion of tourism, leisure, coastal recreation and watersports

Tree and woodland planting
Broader view of regeneration to include quality of life
Develop potential of local people
Better direction of housing to more sustainable sites in east Wirral outside restricted areas
Provision for growth and the attraction of higher quality employment and housing
Hoylake and West Kirby
Retention of surplus schools for public use
Promotion of Local Heritage, Museums etc
Greater use of section 106 agreements

Group 2

Sustainable development - recycling, energy conservation, alternative technologies, SUDs
Brownfield development, to protect countryside and Green Belt
Promotion of leisure and tourism, parks and wildlife and the coast
Improved rail facilities, especially the Bidston-Wrexham line
Birkenhead Docklands and rail link

Greater emphasis on heritage
New Brighton
West Kirby and Hoylake
Mersey Waterfront Regional Park
Trees and woodland planting
Improvements to Rights of Way
More affordable homes
Enhanced support services as part of HMRI - not just more houses
Tackling car dependency
Provision for growth

Group 3

Regeneration in east Wirral
Reduced reliance on the car through improved public transport
Sustainable development – eco-friendly, wind power in Liverpool Bay
Re-think the Green Belt to allow greater flexibility
Birkenhead Docklands and rail link

New Brighton
More flexible approach to brownfield re-development based on design quality, scale, need and appropriateness rather than just “yes” or “no”.
Re-use of surplus school sites for community uses
Strategic developments to sympathetically renew industrial areas
Greater emphasis on community development and involvement

¹⁶ the issues listed within the box represent the top five responses for each group

Appendix 11 – Top Five Threats¹⁷ – 17 November 2006

Group 1

Over provision of flats
Anti-social behaviour
Over-development
Increasing traffic

Over emphasis on speculative development rather than local needs
Over emphasis on site-allocation approach to wildlife conservation
Loss of local services and facilities
Loss of young people and families
Too many drinking establishments
Too many hot food takeaways

Group 2

Loss of jobs
Loss of young people and ageing population
Loss of local character and distinctiveness, open space and heritage
Over-development
Climate change

Prolonged dereliction
Lack of resources
Anti-social behaviour
Over-emphasis on speculative development rather than local needs
Poor quality design
Dominance of Liverpool and Chester
Pollution – air, water, light and waste
Growth of road traffic
Negative impact of masts, fences, and street clutter
Demand for water and energy
Loss of habitat
Impact of HMRI on local communities

Group 3

Loss of local services, with impacts on travel and social cohesion
Loss of local character and heritage
Over provision of flats
Climate change and pollution
Lack of control over bus and train services

Poor urban design – lack of design skills in Council officers
Lack of ecological skills in Council officers
Lack of understanding between Council Officers and residents
Loss of linkages - isolation of communities and wildlife corridors through new development
Council car park charging policies
Dominance of Chester and Liverpool
Lack of economic growth

¹⁷ the issues listed within the box represent the top five responses for each group

Appendix 12 – Top Five Threats¹⁸ – 22 November 2006

Group 1

Traffic volume and speeds
Pressure for greenfield development and exceptions to Green Belt policies
Global warming, climate change and flooding
Drink and youth-related anti-social behaviour
Overdevelopment, especially for flats

Loss of young people
Loss of Victorian/Edwardian heritage
Approach to community planning
Dog dirt
Loss of employment base
Lack of resources for investment in skills and regeneration
Policy limits on scale and pace of regeneration
Global economic trends
Quality of modern development
Dominance of supermarkets

Group 2

Climate change and flood risk
Drink-related anti-social behaviour
Over development – too many flats with strain on infrastructure
Loss of Victorian/Edwardian heritage
Loss of open space, gardens, trees and other green sites

Lack of maintenance, especially parks
Exceptions to Green Belt policy
Population growth
Impact of masts and fences on open land
Loss of local public services
Dominance of supermarkets
Liverpool City Centre developments
Sale of Council assets
Lack of local police stations
Poor traffic planning
Lack of green energy planning
Hoylake/Meols promenade – sand problems
Poor quality design
Too much speculative development

Group 3

Climate change and flooding
Lack of resources
Impact of late licencing and proliferation of drinking establishments on residential areas
Inflexible land allocations
Prolonged dereliction and decline of shopping centres

Regeneration of sites in east Wirral with poor quality housing
Loss of good quality housing to flats of poor design & quality
Central Government interference in local decisions and aspirations
Dependence on fossil fuels
Lack of safeguarding for disused railway corridors preventing future re-use

¹⁸ the issues listed within the box represent the top five responses for each group

Appendix 13 – Top Five Local Needs - 17 November 2006

Group 1¹⁹

Inward investment, local enterprise and jobs
Prevention of anti-social behaviour
Better public transport and more park & ride facilities at railways and hospitals

Improved off-road provision for pedestrians, cyclists and disabled people
Farmers markets
Greater balance between extent of residential and employment uses
Coherent planning guidelines
Higher expectations
Local management plans for town centres, villages, Conservation Areas, open spaces etc
Public toilets
Parking schemes for residents

Group 2

More job opportunities
Better and safer, public transport
Better design
Better quality, safe, clean, affordable, play spaces and youth facilities
Better, up-to-date evidence base²⁰

Affordable housing Borough wide
Public facilities in west Wirral
Site assembly at Twelve Quays and Birkenhead Town Centre
Work to address east-west imbalances
More for younger adults (20-40 age group)
Greater promotion of Wirral
Work to reflect the Water Framework Directive
New waste management facilities
A greater emphasis on local services and meeting local needs
Better maintenance
Re-open public toilets
Local management plans for villages and townships, to involve local people
Greater powers for local people to oppose development
CCTV outside licenced premises
Refurbish rather demolish existing property

Group 3

Greater focus on local enterprise and jobs
More affordable family housing
Greater accountability in plans and strategies
Planning applications to be considered alongside a comprehensive evidence base²¹
Better design
Better physical access across the Borough (compared with radial routes to Birkenhead)

Better use of derelict sites on the fringe of (inside) the Green Belt
Marketing for local food
Better understanding of 'local' needs and diversity
Major private investment to replace declining public funding
Independent members on Planning Committee from the Voluntary Sector and Area Forums
Public toilets
Real local planning for local areas

¹⁹ the issues listed within the box represent the top five responses for each group

²⁰ Reference was made to the need for an up-to-date heritage strategy, biodiversity audit, open space strategy and flood risk assessment

²¹ Reference was made to the need for nature conservation, open space, heritage, design and tall buildings strategies

Appendix 14 - Top Five Local Needs - 22 November 2006

Group 1²²

Better public transport, especially in the evening, and new rail stations
Protection of local character and heritage
Greater focus on local jobs, enterprise and training
Control of anti-social behaviour
Locally grown food and farmers markets

Better maintenance
Greater emphasis on conversion and improvement rather than redevelopment
More family housing
More development in west Wirral
Local affordable housing
Better facilities for young people
Less and slower traffic
Greater focus on accessibility of services
Better funding for regeneration and planning services

Group 2

Better facilities for non-car users – pedestrians, cyclists, horses, evening public transport
Better quality recreation facilities
Protection of local character and heritage
Greater focus on conversion rather than demolition
Public toilets

Green energy generation
More affordable housing
Local rather than centralised services
Better design
Local management plans for villages, parks and shopping areas
Better disabled access to libraries
Modern health facilities
Retain Green Belt boundaries
Better evidence base²³
Better maintenance
Residents parking
Relief road for Carr Lane, Hoylake
Licencing of drinking establishments
Better cross-Wirral links

Group 3

High quality indoor & outdoor facilities for young people
Stronger emphasis on local service provision
Affordable land for medical services, community uses and places of worship
Better public transport²⁴
More flexible approach to re-development in West Wirral

Clearer protection for local character
Site assembly to re-design Birkenhead
HMRI proposals set in a wider context
Affordable starter and eco-housing
Retention of young people
Greater flexibility in use of Green Belt
Accessible buildings for everyone
Greater focus on employment and youth training
Greater focus on conversion & re-use rather than new development
No more flats

²² the issues listed within the box represent the top five responses for each group

²³ Reference made to landscape character assessment, strategic flood risk assessment and response to Water Framework Directive

²⁴ Included electrification of Bidston Wrexham line, new rail stations, new park & ride, accessibility improvements at rail stations, more local control over services and greater powers to enforce transport provisions.

Appendix 15 – Vision for Wirral – 17 November 2006

What do we want Wirral to be?

Liverpool should not be looked to for everything. Wirral should not just be 'Liverpool over the water'

Links with Liverpool and Chester should be acknowledged but the emphasis should be placed on local distinctiveness

The vision should be to be self-sustaining, providing for our own needs. Unique features, such as Wirral's Green Belt, coast and heritage should be protected

The position as the "leisure peninsula" should be maximised, with an improved environment and greater number of jobs

The range of attractions should be widened, beyond just the countryside

Emphasis should be placed on the quality of the natural environment

Advantage should be taken of the uninterrupted coastline, with better facilities, more coastal activities and coastal area improvements

Green and open spaces should be retained

Victorian and Edwardian heritage should be retained, with only high quality sympathetic development permitted

Better integrated transport is needed to maximise accessibility

Wirral should be better promoted – celebrate heritage

Local people should come first in decision-making

Greater reliance should be placed on local people to make a real difference with more local empowerment

East-west policy divisions are too harsh and should be replaced with more locally sensitive policies to ensure that the needs of both east and west are addressed

The need for investment in areas outside east-Wirral should be recognised

Housing policies should start from – why do we need any more?

Current housing restraint boundaries are artificial, focus too much on one area, harm character and lead to over-development

The vision for HMRI must be more than just housing

HMRI will just attract the same type of people and the same type of housing unless the quality of local services, schools etc and the general attractiveness of the area is tackled

Potential of derelict and disused docklands should be maximised

Salford Quays model has brought new uses but not solved underlying problems in adjacent areas – this may not benefit Seacombe

Flats alone will not help - a full mix of uses and services is needed to make the docks proposals sustainable, with improved transport links

The River remains a significant barrier to integration, with the added problem of transport costs - Budapest and Paris were examples of how to operate a single city across a river

What should we be aiming to achieve?

1. Investment, population growth
2. Protection of coast, open land and greenspace
3. Quality of life – for all
4. Improve main transport corridors, access points and gateways
5. High environmental quality
6. Better cross-river transport links to break down the barrier of the River

How could we measure delivery?

1. Jobs, incomes
2. Retention of graduates
3. Sustainability Indicators
4. Wirral becoming an example of good practice for others

Appendix 16 – Vision for Wirral – 22 November 2006

What do we want Wirral to be?

Wirral should be different from Liverpool
The focus on the east and on docklands regeneration should continue, supported with improved infrastructure
Attention should be given to enhancing the Wirral waterfront opposite Liverpool
Environmental constraints should predominate in the west
Focus should be on providing better jobs and housing to meet the requirements of new workers – but 250 new houses per year is enough
The long term vision should be less reliance on Liverpool for jobs
The vision should be to boost the manufacturing base, providing for large employers and high-tech industry
Relocation to Wirral should be encouraged, alongside more home working
Clusters of new/green technologies should be established.
Bidston Observatory could be used as a demonstration project.
Local labour should be used for construction projects
Rural diversification and farmers markets should be encouraged.
Climate change may provide additional opportunities for agriculture, in terms of the range of crops that can be grown
The Green Belt and the green character of the Borough should be retained
More facilities for leisure and tourism should be provided on both sides of the Borough
Better rail infrastructure is required and cross-Borough links need to be improved.
There could be scope for a tram system.
Council policy on charges for car parking will impact on Birkenhead Town Centre and could contribute to its continued decline
Policies should focus on promoting sustainable design and construction and sustainable energy, such as wave technology.
The proposed Mersey Barrage may provide new opportunities

What should we be aiming to achieve?

1. A Borough that people want to live and work in
2. More jobs, generating local wealth
3. Attract relocation of Government Departments
4. Attract University relocation and more colleges
5. Community cohesion
6. Less clearance, more refurbishment, keeping communities together
7. More affordable housing
8. More community engagement
9. Not just focusing on Birkenhead
10. Tackling worklessness, breaking cycle of dependency
11. High quality environment
12. Emphasis on environmental management to retain and enhance
13. Less of an east-west split

How could we measure delivery?

1. Employment/Unemployment – number and quality of jobs
2. Wages
3. Rates of brownfield development
4. recycling rates
5. General appearance of the Borough
6. Traffic volumes
7. Air quality
8. Image upgraded
9. Cargo tonnage

Appendix 17 – Potential Objectives, Options and Indicators

17 November 2006

The main issues were the image of the area, transport and the environment.

Objectives

Wirral should seek to be a pleasant place to grow
Housing Policy needs to be better balanced because areas like West Kirby are becoming retirement places
People who live here should be able to work here
Housing needs to be affordable
Area should provide opportunities to grow and improve
Policies should be flexible enough to accommodate mixed use developments, including specialist business parks and industry
Waterfront development should be used to support improvements to the river frontage
Growth in tourism should be allowed for (with constraints)
Heritage, the Green Belt and the coast should be protected
Community benefits through section 106 agreements should be mandatory linked to a feasible plan for infrastructure provision to support housing and business developments

Indicators

1. Jobs
2. Observation of the area on journeys into and through the Borough
3. Better integration between the Council and the community

22 November 2006

Housing policy was the main issue. The Council's Interim Housing Policy restrictions were considered to be 'a sledge hammer to crack a nut'. There was also concern about symptoms of community break-down, including anti-social behaviour and the out-migration of younger people.

Objectives

The new system should define local housing needs
Affordable housing should be obtained through section 106 agreements
Planning enforcement powers should be implemented
There should be a general policy on design, linked to the quality of building materials and the 'Building for Life' scheme
Wirral should lobby for VAT exemption on repairs to encourage the re-use of existing property and the installation of micro-renewables
Policy for retailing should support the high street
Brownfield sites should be used first, because greenspace is not expendable
Over-development should be avoided
Empty buildings should be brought back into use instead of demolished
The quality of the area should be improved

Indicators

1. Vacancy Rates
2. Appearance
3. Energy efficiency

Appendix 18 – Delivering the Community Strategy – 17 November 2006

How can the Core Strategy contribute to the objectives of the themes and priorities of the Community Strategy?

Greater prominence should be given to a thriving local economy

Development should be located around existing services and facilities to strengthen local communities, promote walking and reduce reliance on the car

More thought needs to be given to the re-location of services when considering 'centralisation'. This should not just be a 'cost saving exercise'.

Land should be allocated to ensure a better distribution of local services

Local should taken to mean accessible. One Stop Shops are sometimes harder to access by public transport – increasing car travel.

Main services should be located in Birkenhead to maximise accessibility

The same policies should be applied across the whole of the Borough, not split east-west.

The planning system should be used to create better opportunities for all, in terms of access to employment, education, health and shopping

Planning officers need better local knowledge when considering planning applications, with more community consultation.

Area Forums should be used to decide on land allocations and planning applications

The focus should be on providing for local needs. Development should be used to prevent dereliction, not cause more

The re-use of sites at the fringes of the Green Belt should be looked at, to benefit local communities

National and regional policies are difficult to relate to when they constrain local visions

Brownfield sites should be used to protect open sites

Opportunities for regeneration, such as the docks and New Brighton, should be maximised

The focus should be on producing and protecting high quality urban and rural environments

Leisure opportunities related to the natural environment should be promoted, balanced against the protection of the best of rural areas

Better local public transport is needed, to ease access to services and encourage people to use cars less often

The impact on communities of development located outside them should be better recognised such as transport routes through poorer areas, leading to pollution, poor health and fewer wealth creating opportunities.

Plans should embrace the climate change agenda.

New technology should be targeted to secure economic growth

School closures should be stopped to prevent harm to local communities.

Education should be used to improve the attitudes of local youth.

Appendix 19 – Delivering the Community Strategy – 22 November 2006

How can the Core Strategy contribute to the objectives of the themes and priorities of the Community Strategy?

Clarification is needed on how the delivery of the Community Strategy will be funded and the role of the Area Forums in terms of policy development

Policies should seek to re-balance the predominance of large supermarkets and their effect upon local economies

Land should be set aside for social enterprises to assist with a thriving local economy

Council policies should encourage the take-up of vacant retail units by small businesses

Larger market stall holders should be encouraged to take up vacant shop units in Birkenhead to make space for new small businesses

Council should be more flexible when considering new small business uses

Policies should seek to reduce car use and improve public transport

The Council should seek to reduce the nuisance caused by the high level of on-street car parking all over the Borough, especially along terraced streets

Local shopping centres should be retained

All development should be directed to well served areas to avoid the need for new infrastructure. The alternatives only encourage more use of the car

Travel plans should be required for every planning application as a condition of consent

Council policies should re-introduce the concept of the “local school”, to reduce the need to travel to them by car

Policies should encourage more “mixed-use” development, where a range of community facilities are all included in one place

Developers should have to “justify” the need for their development

Mixed tenure should be promoted in all locations to provide affordable housing and sustainable communities

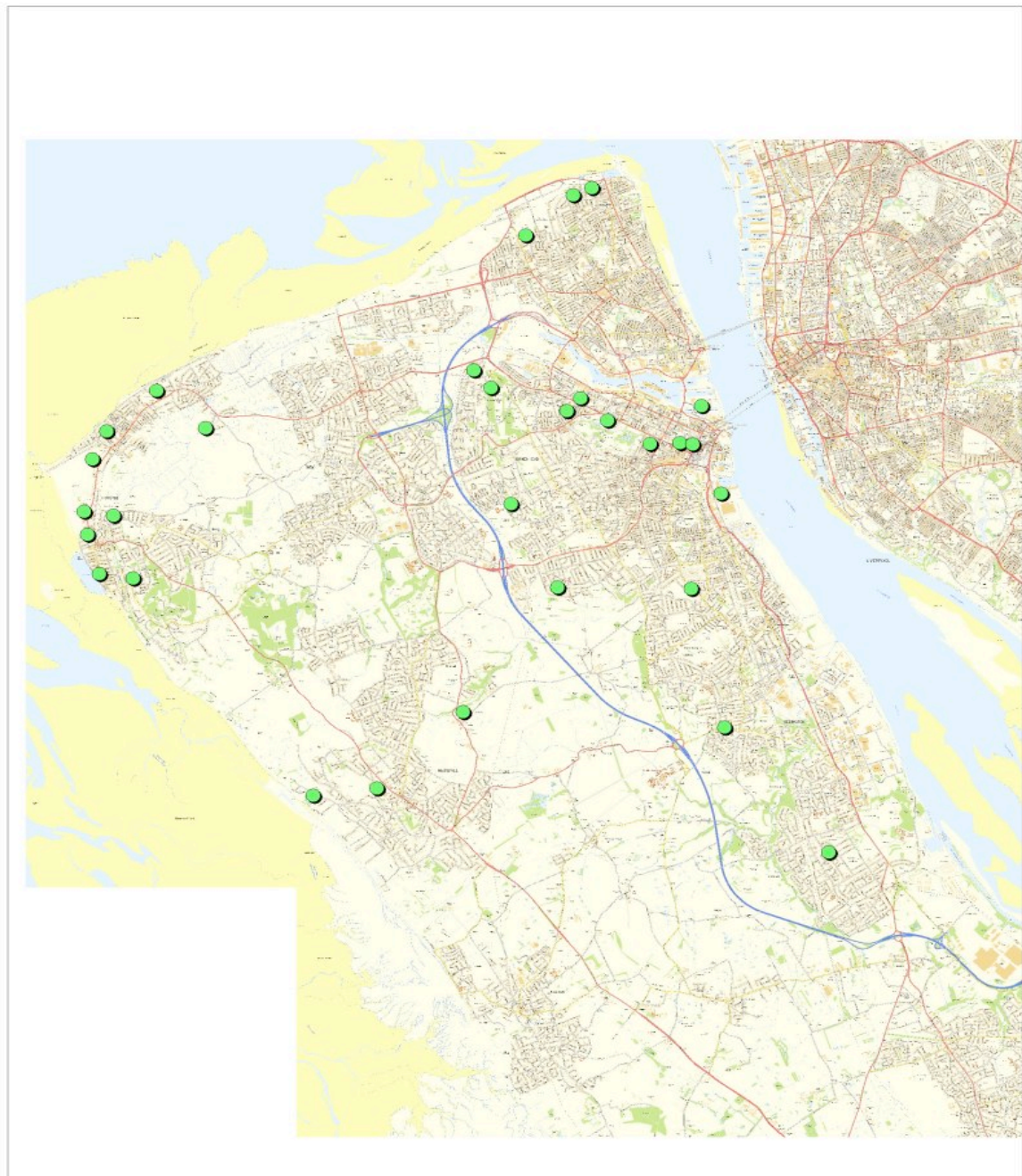
Proposals for health and social care and safer communities need community ownership

Public sector land and buildings should not be sold off but retained for multi-purpose community uses

Planning policy should ensure that all new buildings have “renewable” elements in line with the Climate Change agenda

Sustainability appraisals should be required in support of every planning application

Appendix 20 – Geographical Analysis of Participants



● Workshop Participant

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Appendix 21 - Comments Received on Draft Second Report of Initial Consultation (January 2007)

ID	Respondent	Comment	Council's Response
001	Mr B Bell	Report is fair and comprehensive summary	Noted
001	Mr B Bell	Clarification is needed on the type of brownfield land people wanted to see re-developed. This is <u>not</u> directed at urban open spaces, such as back gardens, which the Government consider to be brownfield.	A new paragraph has been inserted at paragraph 3.19
002	Friends of Ashton Park	Report is an accurate summary	Noted
003	S J Wall	Report is representative	Noted
004	Norman Street & Area Residents and Tenants Association	Report is acceptable	Noted
004	Norman Street & Area Residents and Tenants Association	Concerned at limited number of people willing to attend a workshop	Noted
005	Mr G Bowler	Concerned at extent of areas of Borough where there appears to be a lack of interest in commenting	Noted
006	United Co-operatives	Agree with comments in report	Noted
007	Consilium Planning	Reference should be made to the opportunities for growth along the Bidston Wrexham line	Appendix 9 has been amended
008	Ramblers Association	Contents are agreed. Can see difficulty in reconciling un-reconcilable wishes	Noted
009	Wirral Transport Users Association	Reference should be made to safeguarding disused railway corridors for future railway use	Appendix 12 has been amended

ID	Respondent	Comment	Council's Response
009	Wirral Transport Users Association	Reference should be included to Dee coastline between West Kirby and Gayton	Appendix 12 has been amended
010	Reddington (Peel Holdings)	Reddington has now been acquired by Peel and all correspondence should be re-directed	Noted
011	United Utilities	Contents are agreed	Noted
012	Barnston Conservation Society	Noted stress on protection of countryside, Green Belt and heritage. Wirral has limited opportunity to expand without harm to these features	Noted
013	Wirral Wildlife	Happy with content	Noted
014	Green Party	Dependence on fossil fuel is environmentally and economically unsustainable	Appendix 12 has been amended
014	Green Party	Inaccessibility of Wallasey Town Hall for public transport users	Noted
015	Wirral Jehovah's Witnesses	Planning system is important because it provides a framework, as respects the allocation of land use, for recognising, sustaining, enabling and integrating all section of society	Appendix 4 has been amended
015	Wirral Jehovah's Witnesses	A reference to places of worship should also be included in paragraph 3.24	Paragraph 3.24 has been amended
015	Wirral Jehovah's Witnesses	More specific reference should be made to need for flexibility at the edge of residential areas, including in the Green Belt	Appendix 10 has been amended Appendix 12 already has a reference to inflexible land allocations
015	Wirral Jehovah's Witnesses	Amend reference from Cheshire to Wirral Jehovah's Witnesses	Appendix 3 has been amended
	15 replies		

Appendix 22 – Under Represented Groups

Allandale Youth Club	MS Society	Wirral Chinese Association
Disabled Motoring Federation	Overchurch Community Centre	Wirral Multicultural Centre
Disabled Peoples Partnership	Overchurch Residents Committee	Wirral Sikh Association
Forum Housing	Seven Waves Radio	Wirral Youth Parliament
Greasby Community Centre Management Committee	WIRED	Wirral Youth Voice Conference
Irish Community Care Merseyside	Wirral Bangladesh Association	Woodchurch Neighbourhood Management Residents Forum
Leasowe Community Centre	Wirral Black and Racial Minority Partnership	
Leasowe Community Homes	Wirral Change	

Appendix 23 – Comments of Under Represented Groups

Strengths²⁵

Coastline
Parks, woods and open spaces
Links to M53 and proximity to Liverpool, Manchester, Chester
Good local facilities
Active communities

Accessibility within Birkenhead Town Centre
Heritage and culture
Good quality housing
Good sports teams
Free contraception

Weaknesses

Poor public transport (including physical accessibility)
Traffic congestion and impacts
Town centres, including Birkenhead and Liscard
Youth engagement
Poor environmental quality

Lack of employment/apprenticeships
Design of housing developments
Pavement finishes
Cost of housing
Lack of marketing Wirral
Lack of quality hotel accommodation
Local leisure facilities
Local play areas and youth facilities
Lack of car parking

Opportunities

Better use of recreation assets, coast, open space, parks and golf
More and better events and festivals
New Brighton

More cycle paths with better linkages
St Benedicts School site
Peel/Birkenhead Docks

Threats

Poor public transport
Traffic congestion and impacts
Drugs, drink and anti-social behaviour

Liverpool
Too many flats
Flooding in Leasowe
School closures
Population loss
Sale of local authority sites to private developers with no regard for the community
Cheap immigrant labour
Continued pressure on Council budgets and services
Further out-of-town developments
Shop closures on local estates
WPH policies
Poor relationships with Police
Teen pregnancy
Sexual infections

Local Needs

Better public transport
Education on recycling and green issues
Local social and affordable housing
Local special needs housing
Multicultural activities and facilities
Secondary school in Greasby

²⁵ the issues listed within the box represent the responses made most often under each category