

An aerial photograph of the Wirral Peninsula, showing the coastline, the Mersey River, and surrounding land. The top half of the image is a solid blue banner containing the title text. The bottom half shows the detailed landscape of the peninsula, including urban areas, green spaces, and the surrounding water.

# **WIRRAL LOCAL PLAN 2021 - 2037**

SUMMARY DOCUMENT (MAY 2022)

# THE LOCAL PLAN IS AN IMPORTANT DOCUMENT THAT SHOWS WHAT CAN BE BUILT, WHERE, HOW AND WHY

## INTRODUCTION

**The Local Plan is a long-term plan for Wirral. It runs from 2021-2037 to ensure that it will cover at least a 15-year period from adoption.**

It is an important planning document that shows what can be built, where, how and why.

It also covers:

- climate change and the environment
- social and economic regeneration
- the amount of new housing and jobs and where they should be provided
- transport and travel
- heritage
- health and wellbeing

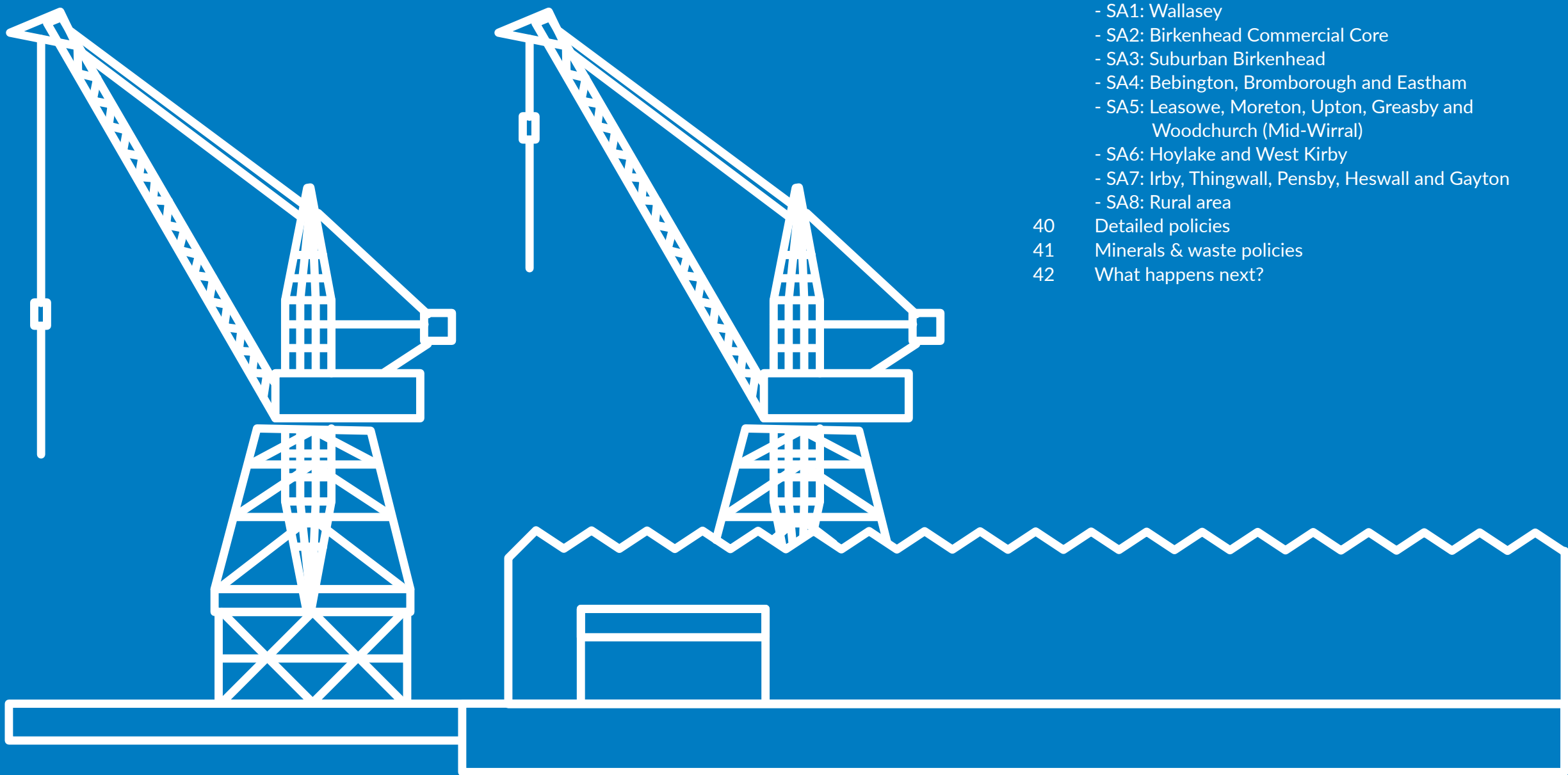
This document aims to provide a helpful summary of the Wirral Local Plan 2021-2037 Submission Draft (the WLP), but it does not form part of the WLP itself.

The Local Plan Submission Draft will be published for a period for making representations between 9 May to 5pm 24 June. Further details regarding this period can be found on page 42 What Happens Next.



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## WHY DO WE NEED A LOCAL PLAN?

Every area should have an up-to-date Local Plan in place and review it at least every five years. The Government has set a target for all Local Planning Authorities to have up to date Local Plans in place by 2023.

The preparation of the Local plan is subject to ongoing scrutiny by Central Government.

It is important to have a Local Plan to set out the vision for future development in the area to ensure that the right number of homes and employment floorspace will meet forecasted needs to 2037.

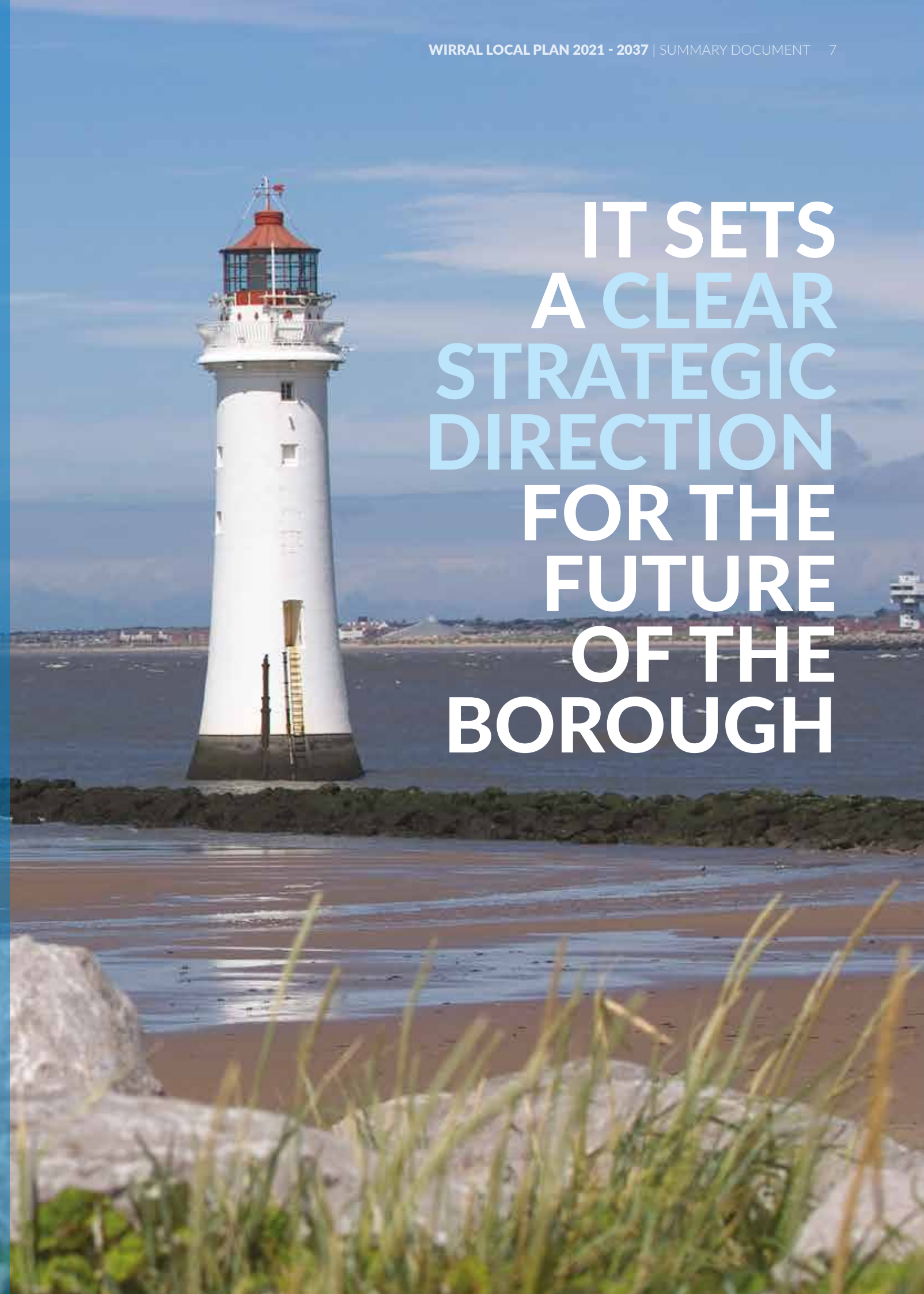
**It's about planning for positive change and improvement of places and gives residents, businesses and landowners some certainty about development plans and future use of land in the borough.**

It also sets a clear strategic direction for the future of the borough in terms of addressing key issues such as social and economic deprivation, climate change and urban regeneration whilst protecting and enhancing heritage assets and green spaces.

The Local Plan is important for showing where development is planned, and therefore where resources and possible additional infrastructure such as walking and cycling links, or new schools are needed.



**IT SETS  
A CLEAR  
STRATEGIC  
DIRECTION  
FOR THE  
FUTURE  
OF THE  
BOROUGH**





# WHAT HAS HAPPENED SO FAR?

**January 2020:** Issues and Options Local Plan Consultation (Regulation 18) was published. The consultation set out key themes for development as well as three main options for locating housing and employment needs over the plan period.

Key findings from the January 2020 consultation on Issues and Options were:

- Widespread opposition to Green Belt release
- A desire to focus on urban regeneration and the re-use of urban brownfield land

More recent consultation events have included:

- Birkenhead 2040 Framework
- Draft Residential Density Study
- Draft Environmental Sensitivity Study
- Draft Green and Blue Infrastructure Study
- Draft Employment Land Study

Each consultation stage has informed the preparation of this version of the Local Plan.

As a result, the strategic approach and spatial strategy for Wirral, to be taken forward through this Local Plan, focuses on the key themes opposite.

# KEY THEMES



Take forward the preferred **urban intensification option** for Wirral to meet all of our development needs within the existing urban areas



Maximise brownfield and urban **development opportunities**



**Urban regeneration**



**Address climate change** by aiming to achieve zero carbon ready buildings on all new developments



**Protect** the borough's biodiversity, Green Belt, green spaces and valuable landscapes



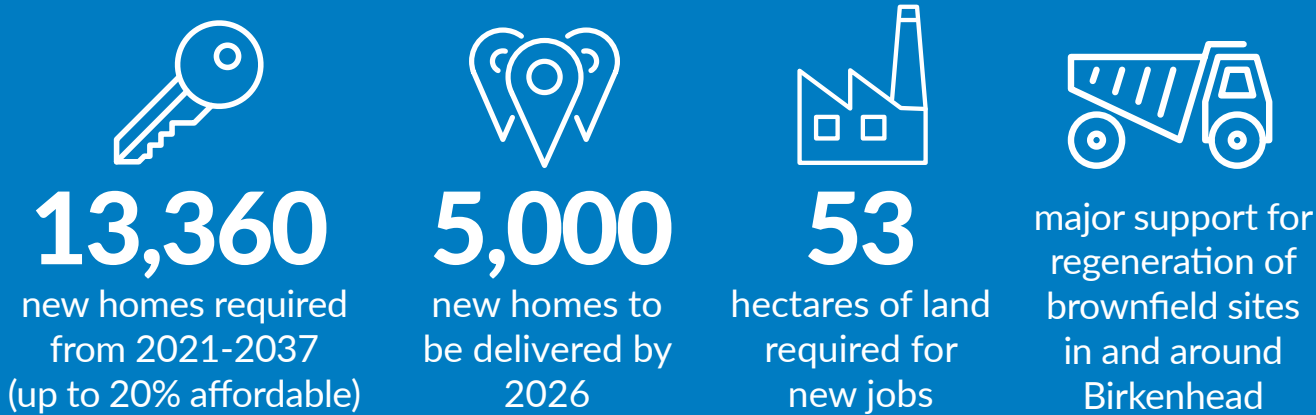
Open up **increased opportunity** to walk and cycle to key destinations using safe and accessible walking and cycling routes as well as public transport



Make the borough a **healthy and prosperous** place to live



# WHAT ARE WIRRAL'S DEVELOPMENT NEEDS?



THE BOROUGH IS HOME TO **144,596<sup>1</sup>** HOUSEHOLDS & EXPECTED GROWTH OVER THE PLAN PERIOD IS **6.1%<sup>2</sup>**



Zero carbon modular homes under construction in New Ferry

Courtesy of starshipgroup.co.uk



A low carbon house in West Kirby

Courtesy of microecture.co.uk

# HOUSING NEED

The annual housing need for the Borough for the period 2021-2037 is 835 dwellings each year to ensure the Plan has a life of at least 15 years from adoption.

This figure is based on 779 dwellings per annum arising from the Government's standard methodology for calculating housing need, plus an uplift of 6 dwellings per annum to support economic growth and an allowance of 50 dwellings per annum to account for anticipated demolitions.

Based on this annual delivery rate, the plan therefore must allocate at least 13,360 dwellings. But it is necessary and prudent to identify a larger supply to make allowances for sites not coming forward at the pace expected.

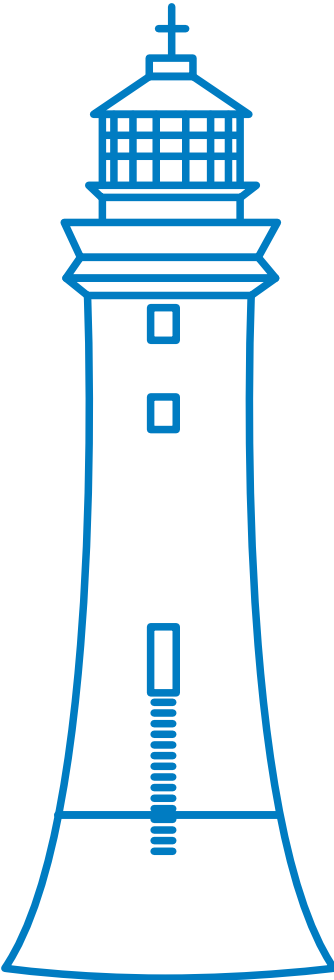
The Plan therefore makes provision for a potential supply of land for just over 16,300 dwellings, as set out in the table below (note that figures may not add up exactly due to rounding).

Housing Supply category	Total dwellings
Commitments at April 2021	1,730
Allowances <sup>3</sup>	3,490
Birkenhead Regeneration Framework Area	8,116
Other Regeneration Areas	562
Other Settlement Areas	2,425
<b>TOTAL SUPPLY</b>	<b>16,322</b>

Of this supply figure, the new dwellings will be distributed on specific housing allocation sites, as well as within broad locations in the borough. Each of these allocations and broad locations are shown on the key diagram as well as on the settlement area maps provided in section 9.

Within Regeneration Areas housing provision will be achieved through a mix of specific site allocations on which delivery is expected to begin during the early years of the Plan period and an allowance for the housing provision which is developable in the later years of the plan within broad locations. The allowances for developable sites within the broad locations comprise brownfield sites on which there is a reasonable prospect of delivery from year 6 onwards of the Local Plan period.

An adjustment of 10% has been applied to supply figures for Regeneration Areas and site allocations to account for potential delay or failure to deliver as anticipated.



1. Based on 2018 based ONS household projections 2020 in SHMA (February 2021) p 20 table 2.1)  
2. Based on 2018 based household projections to 2037 in SHMA (February 2021) p 44 para 2.38)  
3. Allowances for net gains from conversions and changes of use, new build windfalls and the return to use of empty homes



National policy requires that a five-year supply of deliverable housing sites, calculated using the Local Plan's annual housing requirement, must continue to be demonstrated by the Local Plan.

Further details on the assumptions and approach to identifying housing needs and the supply to meet the needs are set out within the separate Housing Delivery Strategy published alongside the Local Plan. The five-year housing supply will be monitored annually following adoption of the Plan and will also be used in the Government's Housing Delivery Test.

### ► AFFORDABLE HOUSING

The latest evidence indicates an overall need for 20% of newly built housing over the plan period to be affordable. A lower requirement of 10% is identified in urban areas in the east of the Borough in line with the findings of the viability assessment of the Local Plan.

National policy requires for at least 25% of affordable housing delivered by developers to be First Homes. The remaining affordable housing will be for a mix of alternative affordable home ownership products, affordable rent and social rent in line with national policy and the needs identified in the latest Strategic Housing Market Assessment.

### ► HOUSING TYPES

With regard to types of homes, a minimum 30% of 3 or more-bedroom dwellings will be required within Regeneration Areas, and a minimum 70% of 3 or more-bedroom dwellings will be required outside of Regeneration Areas.

With regard to self and custom build housing, the Council will work with developers on sites of more than 50 dwellings where a need has been identified to secure the delivery of serviced plots for custom and self-build dwellings.

Housing for older people or groups with special housing needs will be supported in sustainable locations. The Local Plan does not, however, allocate specific sites for these special housing types.

### ► EMPLOYMENT

The need for land for new employment use has been identified as being 53 ha over the plan period. We have identified employment land allocations, of approximately 65.60 ha to meet this need and to drive forward the economic transformation of the Borough.

### ► RETAIL

Given the changing nature of retail provision and the uncertain future of the high street, the projected need for new retail space is low. Therefore, apart from a restructuring of the sub regional centre of Birkenhead, and of some local centres, there is little additional retail development planned.



**UP TO  
20% OF NEW  
HOUSING  
SHOULD BE  
AFFORDABLE**



# A VISION FOR WIRRAL: BY 2037...

## High quality of life

Wirral will offer a high quality of life to all as an attractive place to live an active, productive, safe, and healthy lifestyle in vibrant culturally rich communities across the borough. Wirral will be environmentally sustainable and prosperous. It will have a strong sense of place and identity and will make a significant contribution to the economic competitiveness and international standing of the Liverpool City Region.

## Environment protected

The rich natural environment of Wirral is protected, better connected, and improved bringing measurable net gain in biodiversity across the peninsula. The borough will help provide natural solutions to manage climate change through its network of high-quality open spaces and a 50% increase in tree canopy compared to 2020. Wirral will be very near to being a net zero carbon borough. Wirral's Green Belt will remain a vital mechanism to support urban regeneration and will provide a critical resource for the borough and will support adaptation to and mitigation of climate change.

## Birkenhead regeneration

Impressive progress has been made in the regeneration of Birkenhead and its historic docklands and waterfront with the delivery of thousands of new homes. Led by Wirral Waters East Float and Hind Street - the wider 'Leftbank' regeneration programme centred on Birkenhead is the focus for private and public investment of regional national importance.

## Waterfront transformed

Birkenhead and Wallasey's waterfront skyline is changed with the realisation of Wirral Waters and Hind Street having triggered further investment and transformation of the Waterfront around Scotts Quay, Hamilton Park and the Town Centre.

## Improved links

Birkenhead Town Centre is closely connected and linked to the waterfront by its well-designed public realm. It is an innovative and low carbon place that sets a benchmark for urban development in the UK. It is a green place with a connected network of existing and new green infrastructure. It is recognised for the quality of its new neighbourhoods, buildings, and places.

## Better connected

Wirral is well connected with a new mass transit system, providing 'last mile' links between the new neighbourhoods at Wirral Waters, Scotts Quay and Seacombe Riverside and the existing modernised Merseyrail system.

## Towns flourish

New Ferry and Liscard will flourish as revitalised mixed-use centres with more homes. The river corridor from Seacombe through to New Brighton has undergone environmental enhancement and is a new focus of recreation and riverside living and New Brighton is a unique benchmark seaside town for the 21st century.

## Flexible working

The way people work has changed and whilst more residents work from home, flexible office space will be offered in town centre locations. Additional opportunities for work have been created through mixed-use developments; old employment areas are revitalised and the economic advantage of Wirral's Port and Maritime industries at Twelve Quays, Wirral Waters West Float, Cammell Laird and Eastham have strengthened the local cluster of nationally important manufacturing and trade, supported by world class innovation and skills support.

## Commuter belt

The commuter towns and villages of west Wirral remain stable having experienced small scale incremental development that has allowed them to thrive within a landscape protected by Green Belt designations.

## Culture enhanced

The historic environment of Wirral has been conserved and enhanced, and historic assets are at the heart of the revitalisation of areas in the East of Wirral. Leisure attractions are a magnet for visitors attracted to the beaches, waterfront, country parks, nature, historic character, and Viking history.

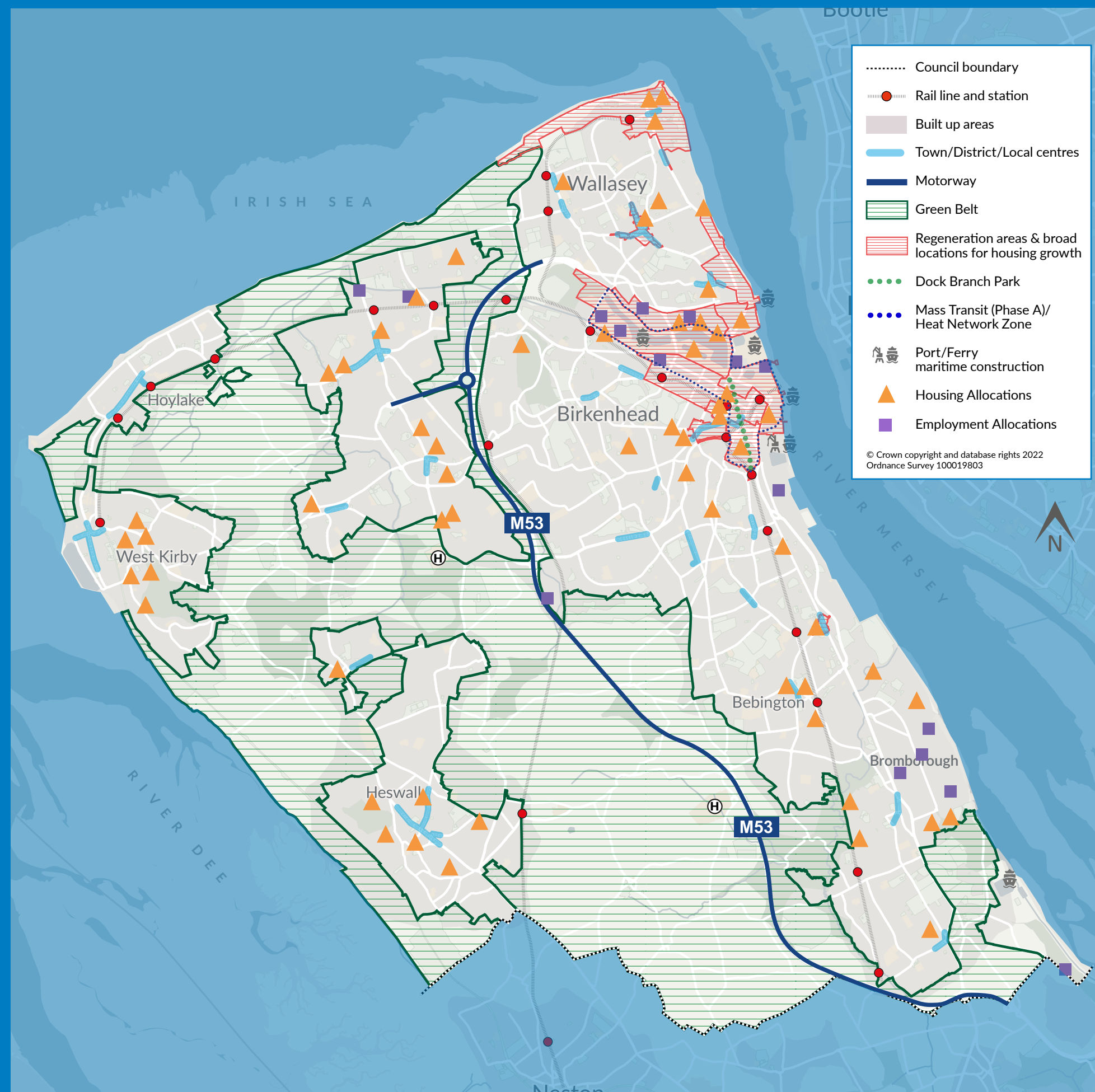
## Fewer inequalities

Wirral is a borough of fewer inequalities. The thousands of new homes delivered and retrofitted in Birkenhead, low carbon neighbourhoods and work opportunities will have assisted in narrowing the gap between the economically poorest and wealthiest residents. Cammell Laird and Eastham have strengthened the local cluster of nationally important manufacturing and trade, supported by world class innovation and skills support. The local rural economy is vibrant and diverse.





# THE KEY DIAGRAM INDICATES BROAD LOCATIONS FOR STRATEGIC DEVELOPMENT TO DELIVER THE LOCAL PLAN VISION





# ACHIEVING THE VISION: THE POLICY FRAMEWORK

To achieve the vision for Wirral the Local Plan must be prepared based on sound evidence and deliverable development objectives alongside housing and employment allocations.

Using evidence gathered, to date, to inform the Local Plan the following policies have been prepared for the Wirral Local Plan. They are divided into five sections:



**Strategic policies:** Sets the overarching principles for development in the borough



**Regeneration area policies:** This section of the plan includes area specific policies for 11 Regeneration Areas and establishes a clear approach to regeneration within Birkenhead and the wider 'leftbank' of the River Mersey area.



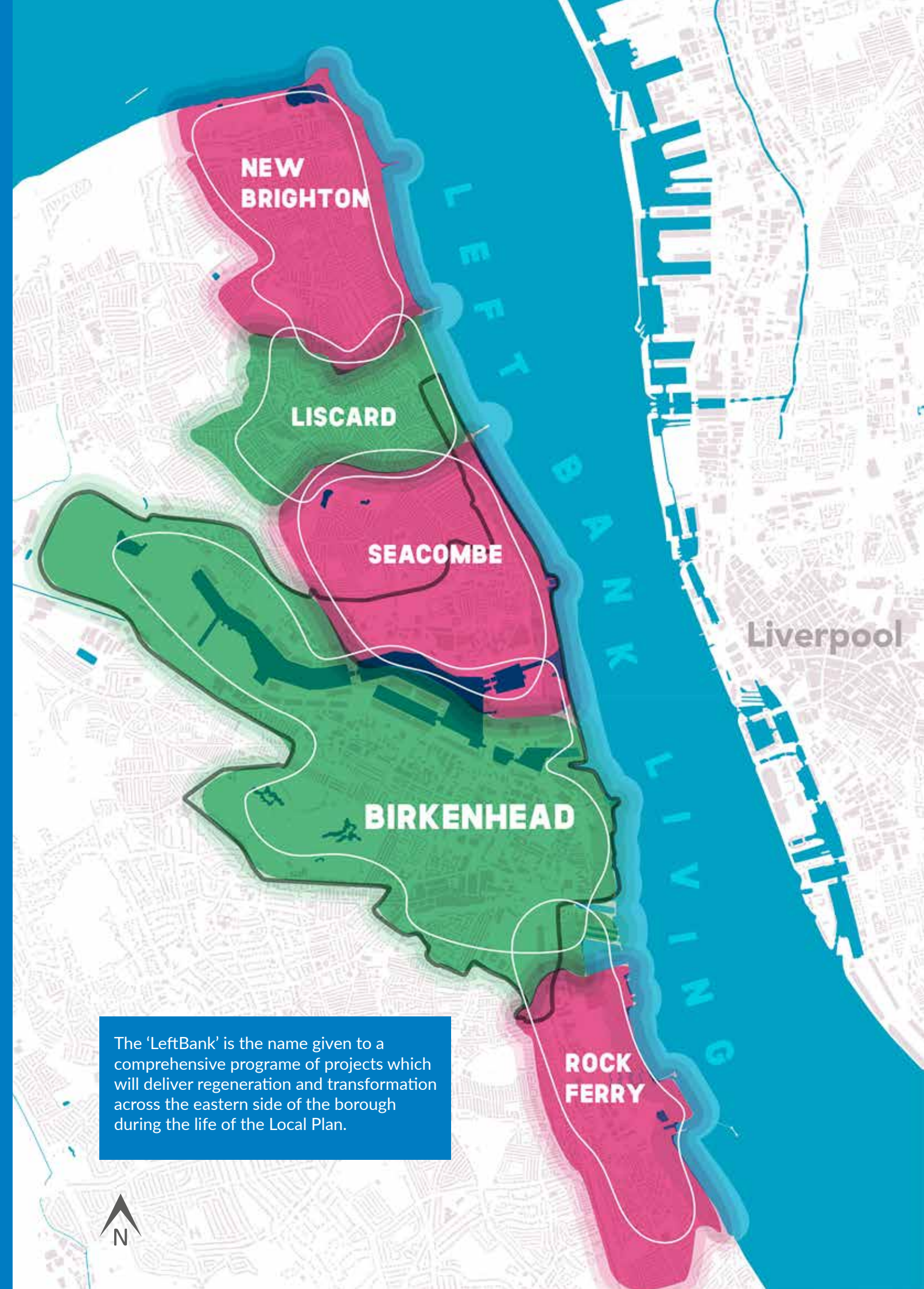
**Settlement area policies:** Sets out housing and employment allocations for locations outside of Regeneration Areas.



**Detailed policies:** Focus on key matters to be taken into account as part of any development proposal. For example, 'landscaping' and 'heritage assets'



**Minerals and waste policies:** Provides a strategy for the supply of minerals and waste sites in the borough as well as more detailed policies focused on restoration and minerals safeguarding processes



The 'LeftBank' is the name given to a comprehensive programme of projects which will deliver regeneration and transformation across the eastern side of the borough during the life of the Local Plan.



# 1. STRATEGIC POLICIES

## Policy WS1: The Development and Regeneration Strategy for Wirral 2021-2037

- Policy WS1 is the overarching strategic policy for the Local Plan and establishes the Local Plan's spatial strategy, to deliver Wirral's development needs within the existing urban areas. It sets the Borough's direction for growth and establishes how development will achieve the Vision for Wirral to 2037.
- The policy sets out that within the period 2021-2037 the Local Plan will move the Council towards a zero-carbon future with high quality urban regeneration, economic transformation, and environmental enhancement. This will take place alongside the delivery of key infrastructure projects including active travel networks, greenways, and an improved public transport system.
- The policy establishes that Local Plan will provide for a minimum of 13,360 net additional dwellings including new affordable dwellings.
- New houses will be delivered through:
  - The creation of new neighbourhoods through brownfield development; and
  - Sites located on previously developed land within settlements.
- Furthermore, the policy makes provision for the allocation of 65.60 hectares of land for new jobs to drive forward the economic transformation of the Borough and support the economic competitiveness of the Liverpool City Region.
- The Key Diagram sets out where housing and employment sites will be located.

## WS2: Social Value

- This policy emphasises the importance of ensuring that development is located, designed, constructed and operated in a manner that maximises any opportunity to secure social net gain for the local community.
- Major development proposals (over 10 units) must include a social value statement to explain the social benefits that would arise from the development over the lifetime of the development.

- This is an important strategic policy to embrace the opportunities that can be gained from innovative construction and design and the reinvigoration of the town centres.
- It is also crucial to build on the existing, and growing, skills base present within the borough.

## WS3: Strategy for Housing

- The strategy for housing covers:
  - Compliance with nationally described space standards
  - Water efficiency standards
  - Zero carbon ready by design
  - Electric vehicle charging points and car parking standards
  - Accessibility and mobility standards
  - Minimum housing densities – to make the most efficient use of urban land and to achieve the plan's vision for becoming a net zero carbon borough
  - Affordable housing
  - Housing mix
  - Specialist housing

## A Note on Housing Density

- As part of the Vision for Wirral to 2037, all Local Plan policies must aim to achieve a net zero carbon borough by the end of the plan period.
- As well as the use of technology to achieve carbon efficiency, an additional consideration in delivering a net carbon future is the use of higher densities which have been shown, alongside public transport measures, to be the most effective built form to drive down carbon emissions.
- Recent evidence, commissioned by the council found that densities can be increased in suitable locations without detriment to the landscape or living conditions.
- Four density zones with corresponding minimum densities have been identified for the borough.
- Residential development falling within the density zones will be required to deliver the

minimum densities indicated in the Plan. Outside of the density zones, residential development above one hectare will be required to achieve a minimum density of 30 dwellings per hectare.

- Alongside the benefits of carbon reduction, higher density living can bring an innovative approach to outside space through the creation of community gardens and active neighbourhoods which have direct access to recreational walking routes.
- The plan includes policies setting open space standards and identifies opportunities for creating and connecting new green and blue corridors within the built environment with the aim to deliver health and environmental benefits for the borough.

## Policy WS4: Strategy for Economy and Employment

- As set out in Policy WS1 - the Local Plan allocates 65.60 hectares of land for main employment uses. Policy WS4 promotes employment development proposals on allocated sites and in existing Primary Employment Areas that provide for:
  - Office space in Birkenhead and Wirral Waters
  - Regeneration of traditional employment areas to offer modern office premises
  - Green growth and technology
  - High quality premises for key employment sectors
  - Digital infrastructure
  - Port-centric distribution and logistics
  - Flexible business space to support start-up and micro-businesses
- Existing port related developments will be safeguarded and proposals for port and marine related uses will continue to be permitted within the operational dock areas subject to the key criteria set out in this policy.
- The policy also supports the protection and enhancement of tourism assets.

## Policy WS5: Strategy for Green and Blue Infrastructure, Open Space, Biodiversity and Landscape Protection

- The Local Plan emphasises the importance of green space and green and blue infrastructure; and aims to set high quality of design for public spaces – taking into account all users' needs.
- The policy covers achieving high quality and well-connected networks of blue and green infrastructure through the protection, maintenance and creation of new blue and green infrastructure; achieving a minimum of 10% biodiversity net gain, from all qualifying developments; and specific mitigation requirements for development proposals that may impact upon the integrity of European Sites. Development located on Council owned land must deliver minimum 20% biodiversity net gain.

## Policy WS6: Placemaking for Wirral

- The Local Plan expects high quality development that contributes positively to existing places and communities in Wirral and creates attractive new places to live and work.
- The policy provides the basic requirements for Masterplans and design codes to guide the design of identified areas for regeneration in the borough. Development proposals in Masterplan Areas are required to produce a masterplan for the phasing of development and infrastructure.
- The policy sets out a series of placemaking principles for new development to help to shape a place, connect to existing developments, be successful in and of itself and positively contribute to the borough's appearance, range of facilities and vitality. The principles also encourage sustainable and healthy modes of travel through high quality design.



**Policy WS7: Principles of Design**

- The policy presents the principles of good design expected from development in Wirral.
- The principles include sustainable and attractive design, amenity, privacy, safety, landscaping, car parking and electric vehicle charging facilities.

**Policy WS8: Strategy for Renewable and Low Carbon Energy**

- The policy sets out the ambition for buildings to be 'zero carbon ready by design'.
- The policy sets local energy efficiency standards and adopts an energy hierarchy approach. Energy efficiency is measured by energy consumption. Where energy efficiency standards cannot be met on site, the development will be expected to contribute to a carbon compensation fund.
- All development proposals are encouraged to address potential climate change implications by reducing carbon emissions at each stage of development, being energy efficient, and by maximising the use of renewable and low carbon energy.

**Policy WS9: Strategy for Transport**

- The Local Plan seeks to promote low carbon travel and ensure that the transport impacts of development are effectively managed, in addition to improving connectivity.
- The policy safeguards land for planned and future infrastructure schemes including a public transport system in Birkenhead linking developments at Wirral Waters to the town centre and other new neighbourhoods.
- Development proposals will be expected to assist in increasing active travel and reducing carbon emissions, operate effectively and safely, and not create severe impacts on existing networks.

**Policy WS10: Infrastructure Delivery**

- This policy sets criteria for future development and requires developers to make appropriate on-site infrastructure provision, as well as contribute towards off-site infrastructure, as necessary.
- All planning proposals will be considered against their impact on infrastructure and whether the applicant can demonstrate that impacts can be mitigated through the provision of improved infrastructure capacity.
- The Local Plan is supported by an Infrastructure Delivery Plan.
- The policy also seeks to protect and enhance existing infrastructure such as education, health and emergency services and community, sport, leisure and cultural facilities.

**Policy WS11: Strategy for Town and Local Centres**

- The Local Plan recognises the changing nature of town and local centres. In particular the impact of online shopping, made increasingly common as a result of the COVID-19 pandemic.
- As such, the Local Plan strategy identifies a hierarchy of town and local centres and requires that developments maintain the vitality and viability of these centres. National planning policy now limits the ability to control the mix of uses in town centres.
- The continued importance of town and local centres for food shopping as well as the provision of key services such as medical care, entertainment, and worship is, however, still emphasised, where town and local centres remain a valuable social asset that provide opportunities for social interaction and community formation.





## 2. REGENERATION AREA POLICIES

The regeneration of the eastern part of the borough and Birkenhead, in particular, is at the heart of the Local Plan strategy and vision. In total, the Local Plan identifies eleven Regeneration Areas which will be the focus for strategic growth in the borough.

As shown on the diagram opposite, most Regeneration Areas fall within two of the eight Settlement Areas (Wallasey and Birkenhead Commercial Core) which each have their own character and policy approach within the draft plan. These are discussed in more detail and shown on the Settlement Area map in section 3 below.

Each Regeneration Area section of the plan includes an overview of the area, housing and employment allocations, policy requirements for masterplan areas, mixed use neighbourhood designations and a diagram outlining neighbourhood designations and masterplan areas.

**Policy RA1: Seacombe River Corridor Regeneration Area**

**Policy RA2: Scotts Quay Regeneration Area**

**Policy RA3: Birkenhead Waterfront Regeneration Area**

**Policy RA4: Central Birkenhead Regeneration Area**

**Policy RA5: Hind Street and St Werburghs Regeneration Area**

**Policy RA6: Wirral Waters Regeneration Area**

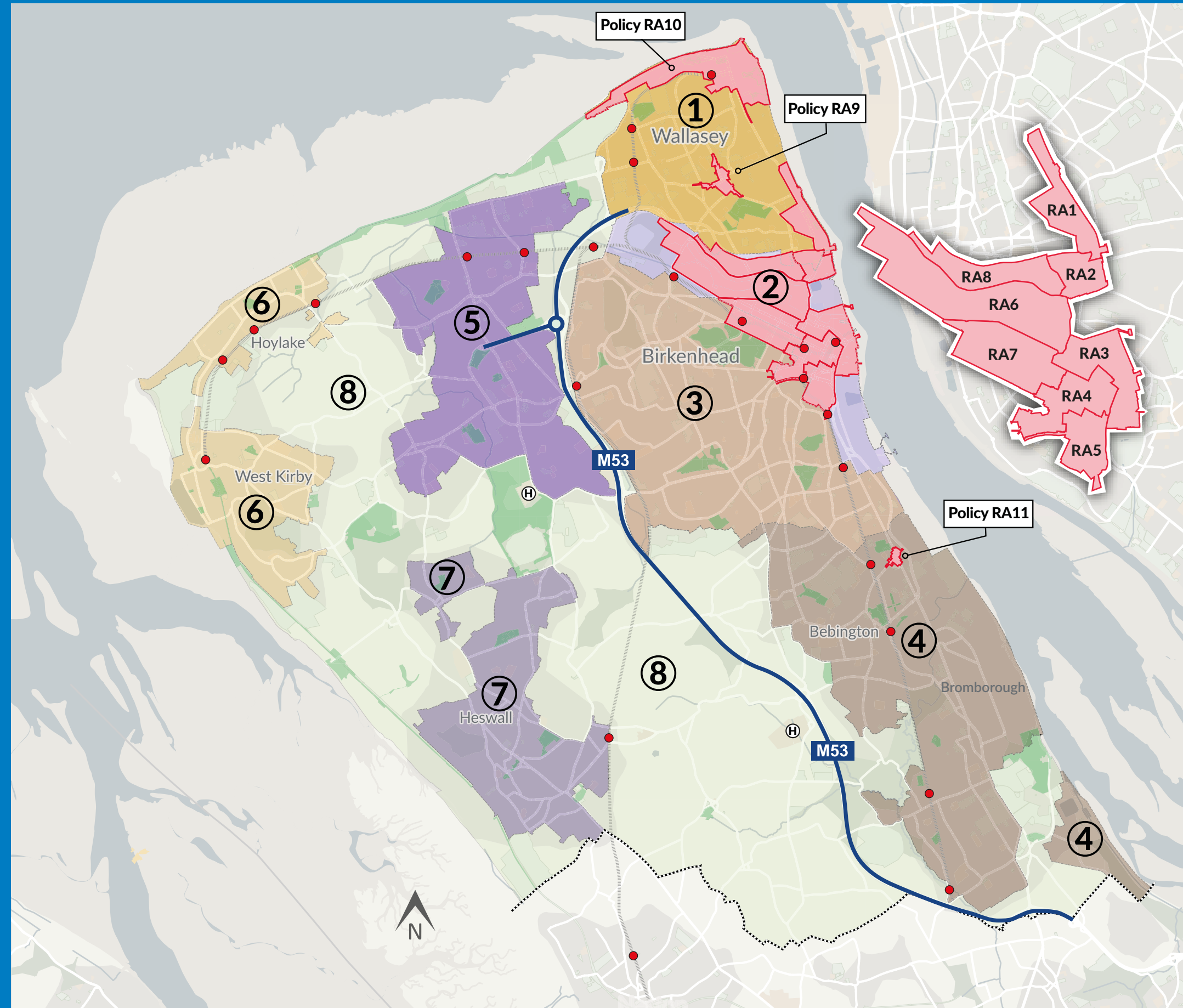
**Policy RA7: Hamilton Park Regeneration Area**

**Policy RA8: Northside Regeneration Area**

**Policy RA9: Liscard Regeneration Area**

**Policy RA10: New Brighton Regeneration Area**

**Policy RA11: New Ferry Regeneration Area**





**Policy RA1: Seacombe River Corridor**

- The regeneration area will provide for approximately 340 dwellings and supporting community facilities.
- Applications will be permitted in this area, subject to specific density, design, heritage, and transport criteria set out in this policy as well as within other related policies within the Local Plan.
- The policy also covers proposals for a new Wallasey Town Hall Quarter and Toronto/ Demesne Street and Borough Road East Waterside Neighbourhood Masterplan Area as well as the Brighton Street Improvement Corridor and Seacombe Ferry Gateway.

**Policy RA2: Scotts Quay**

- This area will be a natural extension to the Wirral Waters Regeneration Area East Float Residential Area (see RA6).
- The policy requires that the area will provide for approximately 700 dwellings along with mixed-use employment development. As with each RA policy, RA2 includes a number of development criteria covering planning matters such as density, design, active travel and transport.
- The policy also identifies and sets development criteria for Birkenhead Road Masterplan Area and East Street Masterplan Area, and Kelvin Road Mixed Use Neighbourhood.

**Policy RA3: Birkenhead Waterfront**

- Birkenhead's waterfront covers a significant and underutilised area within the wider Birkenhead urban area. Maximising its waterside location and the value of its view of Liverpool's impressive waterfront and skyline, there is potential to create a unique and iconic location for waterside living, culture, visitor attractions, leisure and commercial uses.

- Policy RA3 explains that the Waterfront will provide for approximately 630 dwellings including mixed-use residential employment development and supporting community facilities.
- Development will be focused on the following masterplan areas:
  - Woodside, Rose Brae and Dock Branch
  - Woodside and Gyratory
  - Rose Brae Village
  - Land between Rose Brae Village and Woodside
  - Dock Branch Park
  - Morpeth Dock and Priory Village
  - Mixed Use Neighbourhoods

**Policy RA4: Central Birkenhead Regeneration Area**

- The Central Birkenhead Area will comprise:
  - The main sub regional town centre for the borough that will continue to be the primary focus for mixed-use retail and commercial led development.
  - The reconfiguration and redevelopment of the town centre to deliver approximately 1,450 dwellings.
  - The development of a linear public park and neighbourhood (Dock Branch Park).
  - A commercial, retail, leisure and residential mixed-use neighbourhood (Birkenhead Commercial District and Mixed-Use Quarter).
- The policy includes criteria against which to assess development proposals, which cover the requirement for design and high-quality public realm, cycle and pedestrian routes, landscaping and biodiversity, sustaining and enhancing heritage assets, density, car parking and movement, green design, and connectivity to the Birkenhead Heat Network.
- The policy also refers to key infrastructure requirements and to the Masterplan Areas

of Birkenhead Commercial District and Mixed-Use Quarter, Charing Cross Quarter and Dock Branch Park.

**Policy RA5: Hind Street and St Werburgh's**

- The Hind Street and St Werburgh's Regeneration Area will provide for approximately 1,640 dwellings through mixed-use development.
- A masterplan approach for Hind Street Urban Garden Village and St Werburgh's will be used.
- Guiding principles for developing these masterplans are provided within the policy.

**Policy RA6: Wirral Waters Regeneration Area**

- The Wirral Waters Regeneration Area comprises three catalyst areas:
  - East Float
  - West Float
  - Bidston Dock
- Within these areas a number of developments are already progressing through the planning process with outline planning permissions for both East Float and West Float. Construction has started on the 1st phase of the Urban Splash and Peel L&P joint venture development on Northbank. In addition, works on the 500 apartment 'Legacy' project commenced in early 2022.
- The regeneration area will provide for approximately 3,230 dwellings and a series of mixed-use urban neighbourhoods, along with significant employment development and port related activities.
- The policy includes key principles to be taken forward into the following masterplan areas:
  - East Float
  - MEA Park
  - Bidston Dock

**Policy RA7: Hamilton Park Regeneration Area**

- The area will provide for approximately 1,025 dwellings and supporting community facilities.
- It has been identified through the Birkenhead 2040 Framework that the regeneration of this area will assist with the realisation of proposals for the new waterside 'Vittoria Studios' development by Peel L&P.
- The policy includes a range of criteria to guide development and makes specific reference to the Britannia Masterplan area and mixed-use employment led neighbourhoods.

**Policy RA8: Northside**

- The Northside Regeneration Area will continue to support general industry and employment needs over the plan period including businesses relocated from other regeneration areas.

**Policy RA9: Liscard**

- This policy aims to re-configure the existing Town Centre and provide approximately 200 dwellings over the plan period.

**Policy RA10: New Brighton**

- The New Brighton Regeneration Area will continue to support the existing centres at Seabank Road and Victoria Road, the visitor economy and provide approximately 315 dwellings; leisure and community services.

**Policy RA11: New Ferry Regeneration Area**

- The New Ferry Regeneration area will include the local centre as the focus for mixed-use retail and commercial led development along with the integration of up to 109 dwellings and community services.
- The policy includes development criteria for development proposals within the area with a specific focus on Central New Ferry and former car parks.



## 3. SETTLEMENT AREA POLICIES

This section of the plan draws on the Vision for Wirral and takes forward the housing and employment allocations into area and site-specific policies.

It is divided into 8 Settlement Area policies and clearly emphasises the Local Plan's urban regeneration focus.

Each Settlement Area section includes a series of priorities for the Settlement Area which explain the plan's aims for the whole area, as well as a simplified map\* showing the town, district centre and conservation area boundaries and housing and employment proposals.

- ① **Policy WP1 for Wallasey**
- ② **Policy WP2 for Birkenhead Commercial Core**
- ③ **Policy WP3 for Suburban Birkenhead**
- ④ **Policy WP4 for Bebington, Bromborough and Eastham**
- ⑤ **Policy WP5 for Leasowe, Moreton, Upton, Greasby and Woodchurch**
- ⑥ **Policy WP6 for West Kirby and Hoylake**
- ⑦ **Policy WP7 for Irby, Thingwall, Pensby, Heswall and Gayton**
- ⑧ **Policy WP8 for the Rural Area**

You can see the detailed Local Plan Policies Map here:  
[wirral.gov.uk/nlpmap](http://wirral.gov.uk/nlpmap)



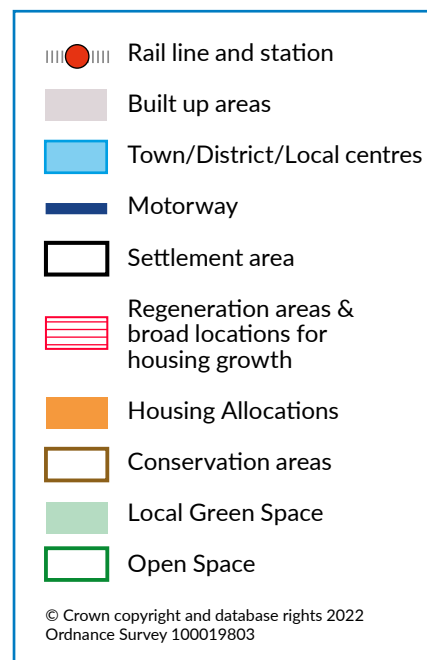


## SETTLEMENT AREA 1: WALLASEY

The Settlement Area is the northern part of the conurbation on the eastern coast of the Borough.

### Policy WP1 for Wallasey

- Policy WP1 includes policies for each of the two conservation areas at Wellington Road and The Magazines. It also includes policy criteria for assessing town centre proposals, tourism leisure and recreation, open space, and sport and recreation. The policy also allocates four housing sites of 10 or more units with other sites of 1-9 units expected to yield a total of 8 dwellings. Thirteen sites are designated for protection as Local Green Space subject to Policy WS10.



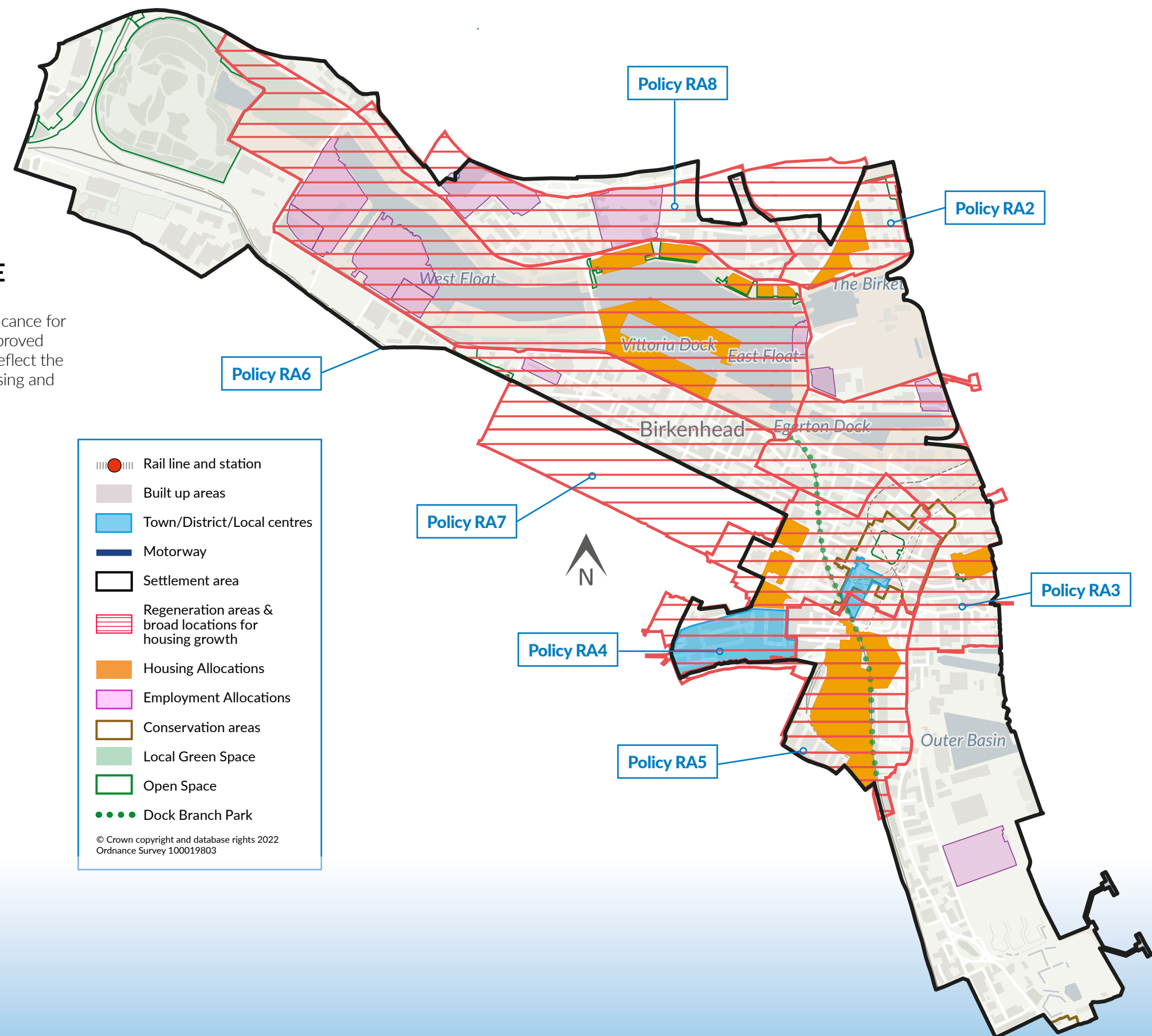


## SETTLEMENT AREA 2: BIRKENHEAD COMMERCIAL CORE

A comprehensive regeneration framework of national significance for Birkenhead (the Birkenhead 2040 Framework) has been approved by the Council to support the regeneration of this area, to reflect the pressing needs and strategic priority of promoting new housing and employment development and investment into Birkenhead.

### Policy WP2 for Birkenhead Commercial Core

- Sets out proposals for the comprehensive regeneration of central Birkenhead across eight regeneration areas as shown on the Map.
- Policy WP2 includes a policy for the Hamilton Square Conservation Area and allocates two sites for employment development.

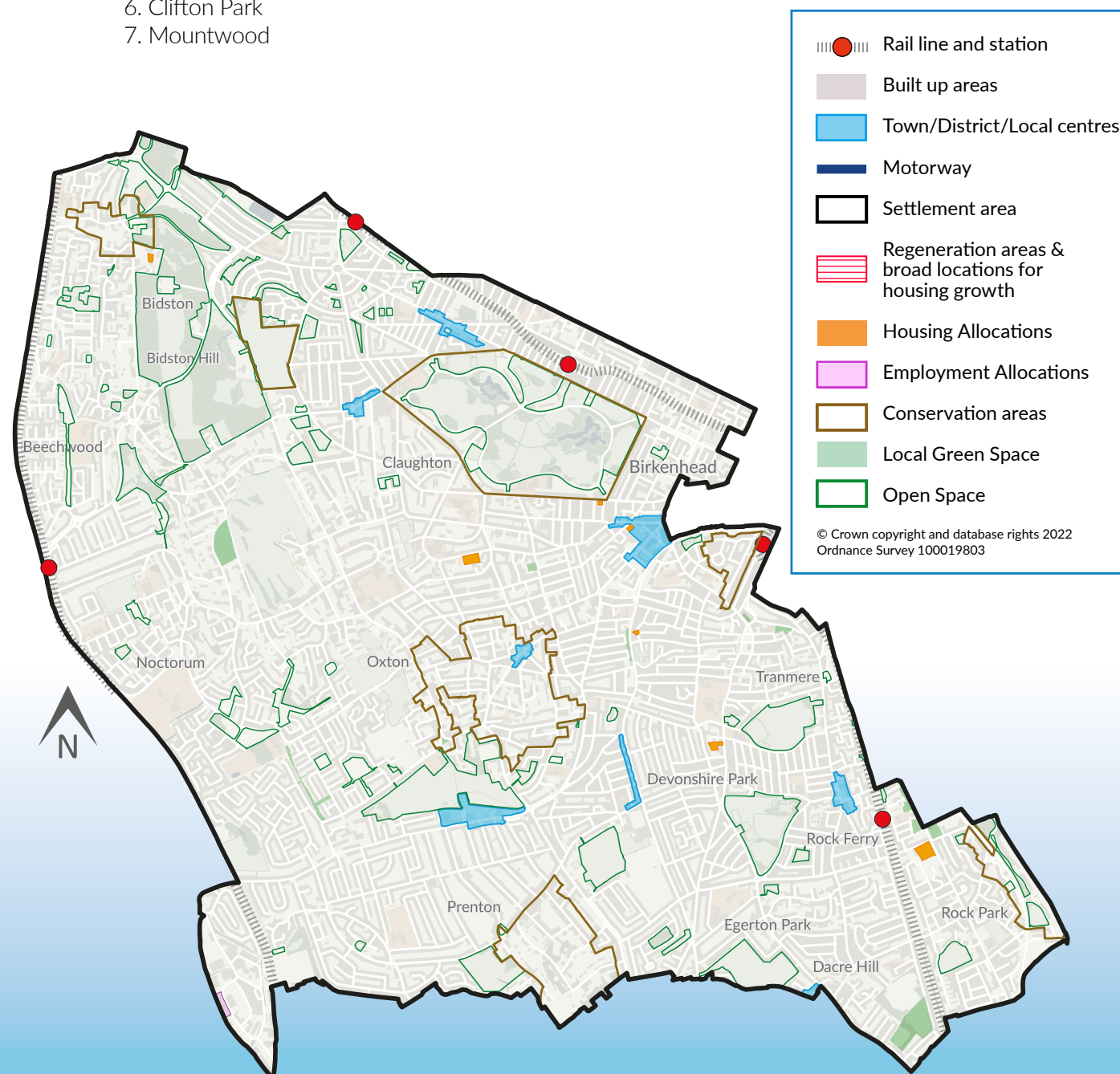




### SETTLEMENT AREA 3: SUBURBAN BIRKENHEAD

#### Policy WP3 for Suburban Birkenhead

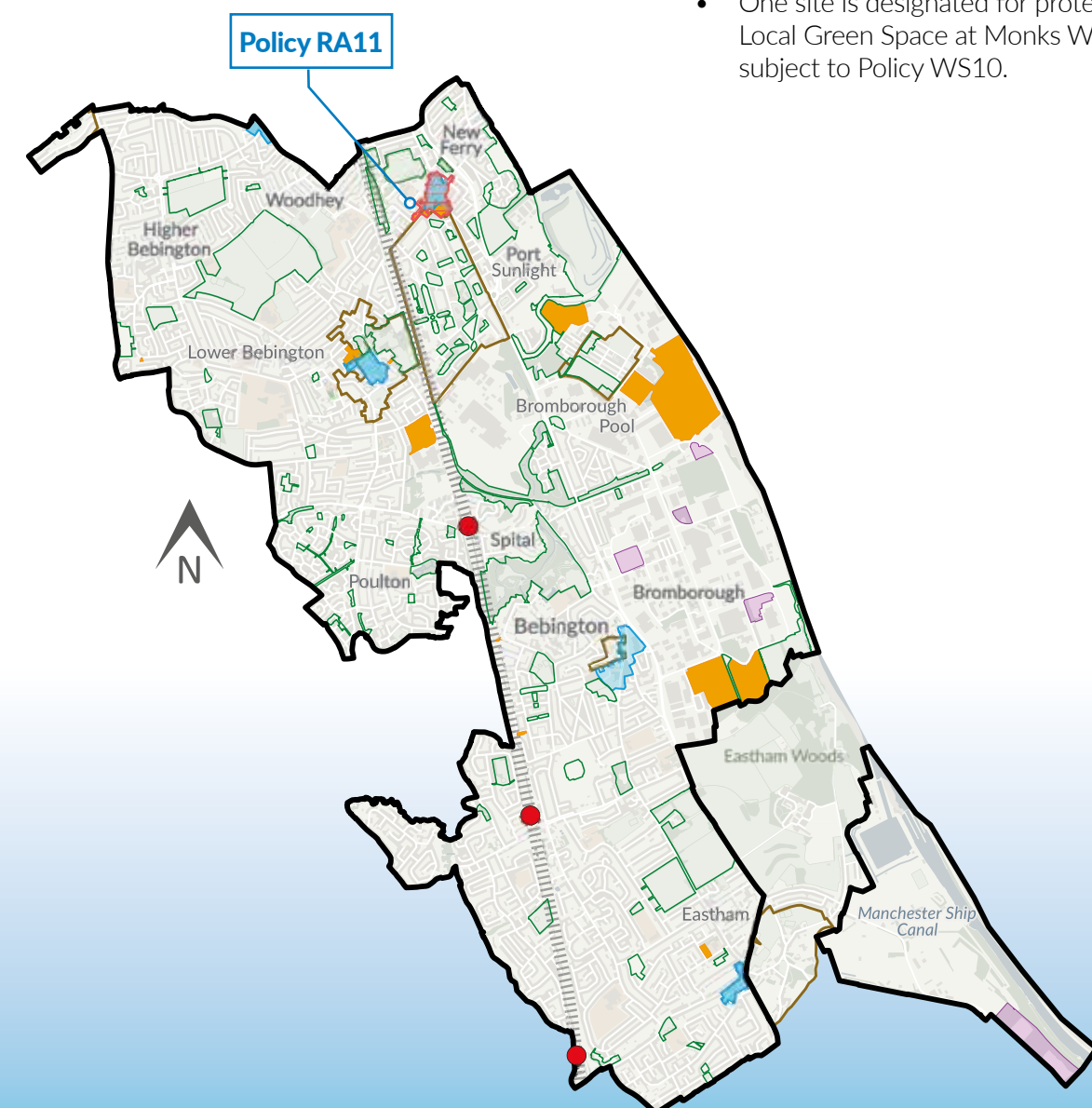
- The policy includes policies for each of the seven conservation areas at:
  1. Bidston Village
  2. Birkenhead Park
  3. Oxton Village
  4. Rock Park
  5. Flaybrick Cemetery
  6. Clifton Park
  7. Mountwood
- The policy also allocates five housing sites of 10 or more units and one employment site.
- There are ten sites designated for protection as Local Green Space subject to Policy WS10.



### SETTLEMENT AREA 4: BEBINGTON, BROMBOROUGH AND EASTHAM

#### Policy WP4 for Bebington, Bromborough and Eastham

- The policy includes policies for each of the four conservation areas at:
  1. Port Sunlight
  2. Bromborough Village
  3. Bromborough Pool
  4. Lower Bebington
- The policy allocates 7 housing sites of 10 or more units and provides key development criteria for Land at Civic Way, Bebington; Land South of Riverwood Road and Old Hall Road; Former Croda, Prices Way, Bromborough Pool; Unilever Research, Quarry Road East, Bebington and Bromborough Wharf (former D1 Oils site).
- The policy also allocates five employment sites.
- One site is designated for protection as Local Green Space at Monks Way, Bebington subject to Policy WS10.

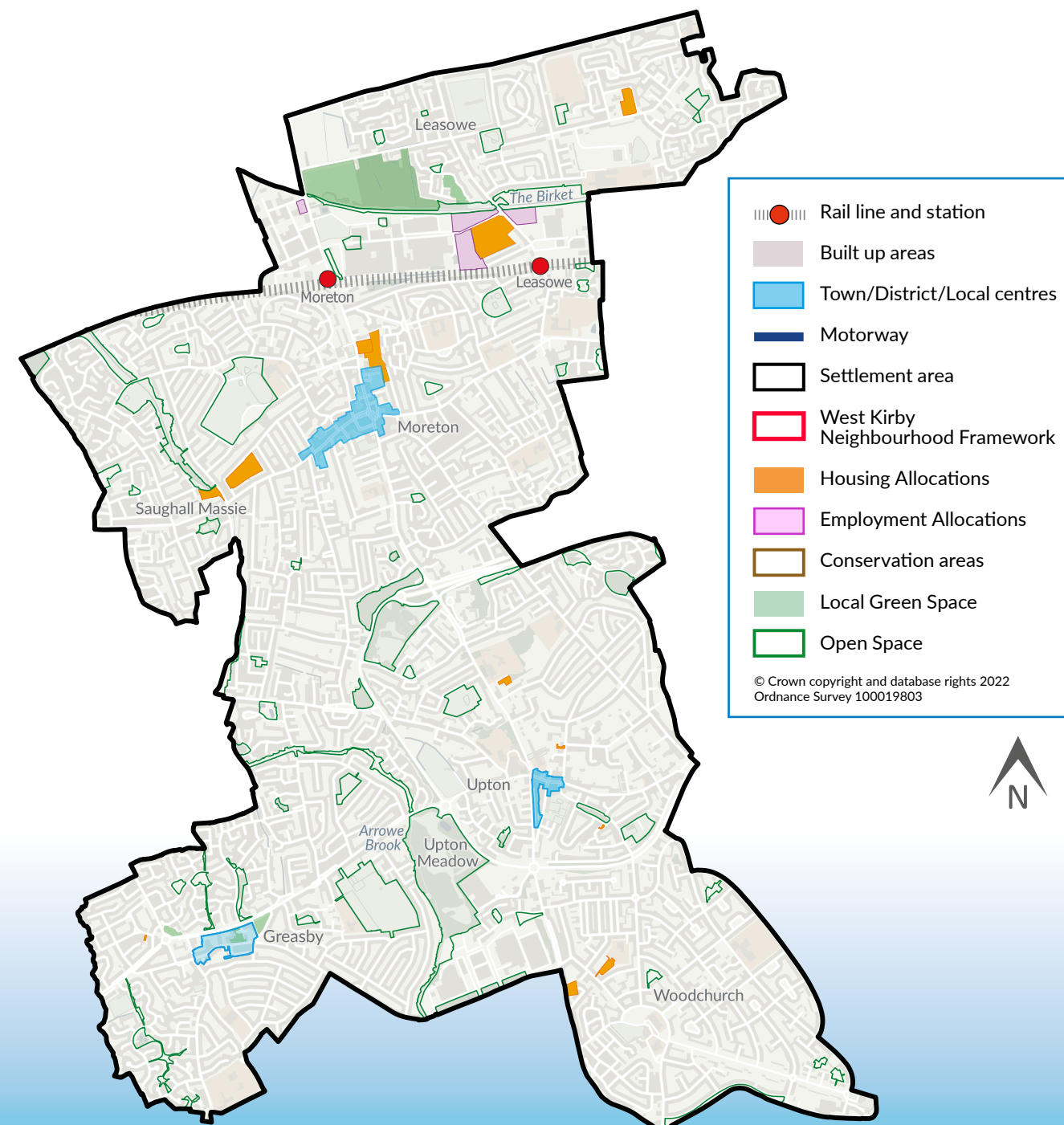




## SETTLEMENT AREA 5: LEASOWE, MORETON, UPTON, GREASBY AND WOODCHURCH

### Policy WP5 for Leasowe, Moreton, Upton, Greasby and Woodchurch

- The policy allocates six housing sites of 10 units or more; four employment sites and sets policies for Town Centre Proposals.
- Five sites are designated for protection as Local Green Space subject to Policy WS10 at Ditton Lane, Epsom Road, Greasby Road Open Space, Greasby Village Open Space, Pump Lane Open Space.



## SETTLEMENT AREA 6: WEST KIRBY AND HOYLAKES

### Policy WP6 for West Kirby and Hoylake

- The policy includes policies for each of the four conservation areas at:
  1. Caldy
  2. West Kirby 'Old Village'
  3. Kings Gap
  4. Meols Drive
- The policy allocates one housing site of 10 units or more and includes criteria for development within the West Kirby Concourse Masterplan Area.
- There are also development criteria for town centre proposals.
- Finally, four Local Green Space sites are designated for protection under Policy WS10 at Ashton Park, West Kirby, Land at Rectory Road Paddocks, West Kirby Old Village, Greenfield's Estate, Grange Road, West Kirby and St Bridget's Playing Field, Rectory Road, West Kirby.

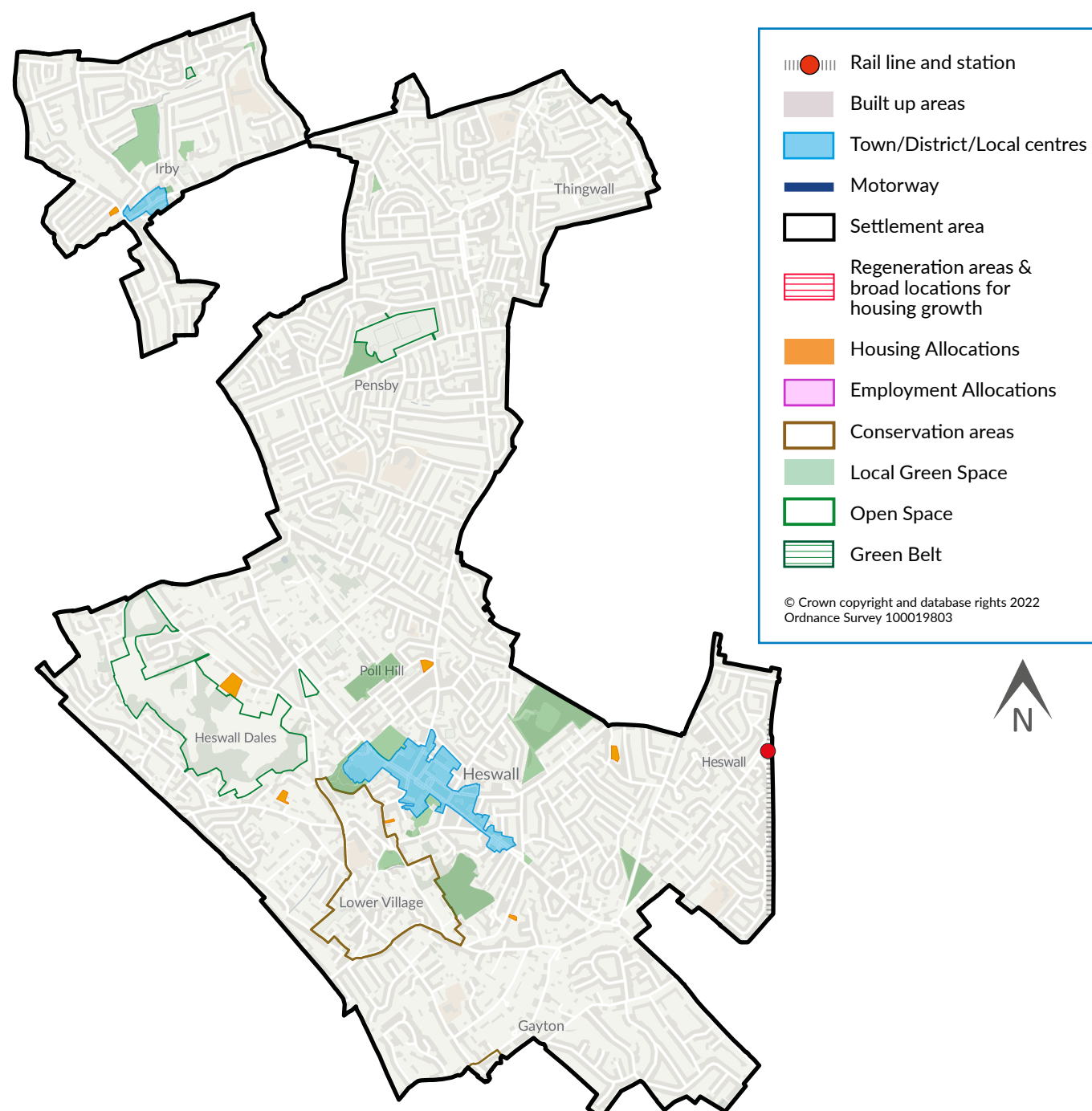




## SETTLEMENT AREA 7: IRBY, PENSBY, THINGWALL, HESWALL AND GAYTON

### Policy WP7 for Irby, Thingwall, Pensby, Heswall and Gayton

- The policy includes policies for each of the two conservation areas:
  1. Gayton Village
  2. Heswall Lower Village
- The policy allocates one housing site of 10 units or more, and sixteen sites are designated for protection as Local Green Space under Policy WS10.



## SETTLEMENT AREA 8: RURAL AREA

### Policy WP8 for the Rural Area

- The policy includes policies for each of the six conservation areas:
  1. Barnston Village
  2. Eastham Village
  3. Frankby Village
  4. Saughall Massie
  5. Thurstaston
  6. Thornton Hough
- Finally, the policy will seek to preserve the openness and rural character of the area through the application of national Green Belt controls.





# 4. DETAILED POLICIES

This section of the plan deals with detailed policies for development management that relate to the specific qualities of a site, or types of development.

The policies set out criteria for development covering matters such as protecting and enhancing the natural and historic environments, mitigating and managing flood risk and appropriate design for new development.

- Detailed Policies:
- Policy WD1 Landscaping
  - Policy WD2 Heritage Assets
  - Policy WD3 Biodiversity and Geodiversity
  - Policy WD4 Coastal Protection, Flood Risk, Sustainable Drainage & Natural Water Management
  - Policy WD5 Residential Extensions
  - Policy WD6 Self-Contained Flats
  - Policy WD7 Houses in Multiple Occupation
  - Policy WD8 Specialist Housing
  - Policy WD9 Accommodation for Gypsies, Travellers and Travelling Showpeople
  - Policy WD10 Non Residential-Uses in Primarily Residential Areas
  - Policy WD11 Design in Centres
  - Policy WD12 Hot Food and Drink
  - Policy WD13 Telecommunications Development
  - Policy WD14 Pollution and Risk
  - Policy WD15 Contamination and Instability
  - Policy WD16 Hazardous Installations and Substances
  - Policy WD17 Safeguarded areas around aerodromes
  - Policy WD18 Health Impact Assessment
  - Policy WD19 Temporary Buildings, Structures and Uses

- Policies WD8 and WD9 seek to meet the needs of all members of the community by guiding development proposals for specialist housing and pitches for Gypsies, Travellers and Travelling Showpeople.
- Policies WD10 and WD11 maintain levels of non-residential and residential uses in appropriate areas.
- Policy WD12 restricts the development of takeaway premises to support health and wellbeing objectives.
- Policy WD13 guides development proposals for telecommunications apparatus.
- Policies WD14, WD15 and WD16 seek to minimise the effects of development on public health, the local and natural environment, and prevent accidents.
- Policy WD17 guides the design of relevant development proposals within safeguarded areas around aerodromes.
- Policy WD18 sets out which development proposals will require a Health Impact Assessment.
- Policy WD19 limits temporary structures and uses to a period of up to three years.

# 5. MINERALS & WASTE POLICIES

The Local Plan recognises that, based on the Wirral Minerals Report, 2020 that Wirral has no workable sand and gravel or crushed rock reserves available. However, the Local Plan includes policies to govern any possible mineral extraction or processing that may be proposed over the lifetime of the Local Plan (Policy WM1), and encourages the use of substitute or recycled aggregates (Policy WM2).

Importantly, the plan also includes policies to safeguard the borough’s mineral reserves and key infrastructure for both processing and transporting minerals (Policy WM3).

The Local Plan also includes a criteria-based policy for oil and gas extraction and for the restoration of mineral sites (Policies WM 4 and WM5).

In terms of waste policy, Policy WW1 explains that new waste management development will be permitted in accordance with all policies within the Joint Waste Local Plan for Merseyside and Halton adopted in July 2013.

- Minerals and Waste Policies
- Policy WM1 Proposals for minerals development
  - Policy WM2 Maintaining a supply of aggregates
  - Policy WM3 Safeguarding mineral reserves and infrastructure
  - Policy WM4 Oil and gas development
  - Policy WM5 Restoration
  - Policy WM6 Waste Management



# WHAT HAPPENS NEXT?

## How can I view the full Local Plan Submission Draft document?

1. You can view the Submission Draft document on the Council's online planning portal: <https://wirral-consult.objective.co.uk/kse>
2. The Submission Draft document and supporting documents can be viewed and downloaded from the Council's website: [wirral.gov.uk/newlocalplan](http://wirral.gov.uk/newlocalplan) or
3. You can also view the Submission Draft and supporting documents at a local library.

You can view the Policies Map online: [wirral.gov.uk/nlpmap](http://wirral.gov.uk/nlpmap)

You can ask for a hard copy of the Local plan or any supporting document to be sent to you by contacting us by email: [localplan@wirral.gov.uk](mailto:localplan@wirral.gov.uk) or by telephone **0151 691 8235**.

*Please note that a payment to cover reasonable printing and postage costs will be required.*

## How can I Respond to the Draft Local Plan?

You can submit representations relating to the 'soundness' of the Local Plan Submission Draft as follows:

1. Online: You can submit representations by using one of the forms contained within the online Local Plan document which you can view here: <https://wirral-consult.objective.co.uk/kse>

*Please note that you will be required to register on the online consultation portal to make a representation.*

2. By email or post: You must use the Form which can be downloaded here: [wirral.gov.uk/newlocalplan](http://wirral.gov.uk/newlocalplan). Completed forms can be returned by emailing: [localplan@wirral.gov.uk](mailto:localplan@wirral.gov.uk); or by post to: **Local Plan, Wirral Council, PO Box 290, Brighton Street, Wallasey, Wirral CH27 9FQ.**

## Representations made on the 'soundness of the Plan' must be received by 5pm on 24 June 2022.

Guidance on how to make a representation and use the online planning consultation portal can be viewed here: [wirral.gov.uk/newlocalplan](http://wirral.gov.uk/newlocalplan)

*Please note that your name and representation will be published on the Council's website. Your full contact details will be made available to the Programme officer appointed to organise the Examination.*

## What Happens Next:

Following the end of the Regulation 19 representation period the Council will check and sort all of the representations received. The Council will then submit the Local Plan, supporting documents, and all representations to the Secretary of State who will appoint an Inspector to carry out an independent examination. This process is dealt with by the Planning Inspectorate.

The examination will assess whether the plan has been prepared in accordance with legal and procedural requirements and if it is sound. The four tests of soundness are set out in the National Planning Policy Framework (NPPF) which can be viewed here: [www.gov.uk/guidance/national-planning-policy-framework](http://www.gov.uk/guidance/national-planning-policy-framework).

The Inspector will consider the evidence provided by the Council to support the plan and any representations which have been put forward by local people and other interested parties. During the examination the Inspector may recommend some changes that are necessary to allow the plan to be adopted. These are known as 'main modifications' and will be subject to public consultation.

At the end of the examination the Inspector will send a report to the Council recommending whether or not it can adopt the plan.

## Further information

If you need further information or assistance please contact us by email: [localplan@wirral.gov.uk](mailto:localplan@wirral.gov.uk) or by telephone: **0151 691 8235**.





