

Wirral Local Plan 2020-35

**Issues and Options Consultation
Focus groups**



Before we begin....



Agenda

Item	Description	Duration (min)
Welcome & registration	Registration & refreshments	10
Introduction	Purpose of the focus group	5
Local Plan context	The journey so far	15
Your community	What do you like and what do you want to see change?	30
Key topics	Discussion of six key consultation topics	40
Break	Refreshments & voting	10
Reflections so far	Review the session & outcomes so far	20
Introduction to options	Presentation on the options for the Local Plan	15
Thoughts on options	Which option suits your priorities?	30
Close	What happens next	5

Introduction

- Why are we here?
- The aim of today

*We want to hear your thoughts for the future
of the Borough*



What is a Local Plan?

- In England, there is a plan led system
- The Local Plan will provide the framework for day to day decisions on planning applications
- It sets out where future development should go over the next 15 years
- It covers housing, commercial, public and private developments



What do we need to achieve?



12,000 homes

We need 12,000 new homes
between 2020 and 2035
(30% affordable)



5,050 new homes

Of these about 5,050
new homes to need to
be delivered by 2025



80ha Employment Land

We need about 80ha
of land for new jobs



We need to support
major regeneration
of brownfield sites
in and around
Birkenhead



How a Local Plan is prepared?

Step 1



Gather Evidence

The Council conducts a range of detailed studies and considers everything a Local Plan needs, like how many new homes and jobs are needed and what supporting infrastructure is required.

Step 2



Consider Options

The Council considers the ways our future development needs could be met and outlines a preferred option.

Step 3



Consultation (Regulation 18)

The options are presented to the public for consultation. Residents are invited to comment on the options and attend drop in sessions to discuss the plans with Council Officers.



Step 4



Review Comments

The Council reviews comments made during the public consultation and after careful consideration, publishes a draft Local Plan.

Step 5



Representation (Regulation 19)

The draft local plan is published for representations to be submitted on its "soundness".

Step 6



Examination in Public

The Secretary of State appoints an Independent Planning Inspector to examine the draft Local Plan in great detail. Public hearing sessions are held during this stage.

Step 7



Adopt the Local Plan

The Planning Inspector's final report recommends whether the Council can adopt the Plan. Once adopted, the Local Plan will be used to make decisions on all planning applications.

Six key topics

Group activity

Details

- 'Vote with your feet'
- 40 minutes

Objectives

To understand the six key topics of the Local Plan and share your views and priorities.

How?

1. Go to the topic that matter most to you.
2. Discuss the sub-topics and create your own if needed.
3. Move to the next topic and repeat.



What is important to you?

Individual activity & refreshments

Details

- Vote on what are the most important elements.
- 10 minutes

Objectives

To show what are the most important sub-topics.

How?

1. Bring the cards and place them in the model.
2. Vote using the beads



Reflections

Group discussion

Details

Group discussion on progress so far & the outcome of the last activity.

20 minutes

Objectives

To explore the topics that are most important and the reasons for this.

How?

Gather around the model

Discuss those topics which were scored highly and those which were not



Our Options



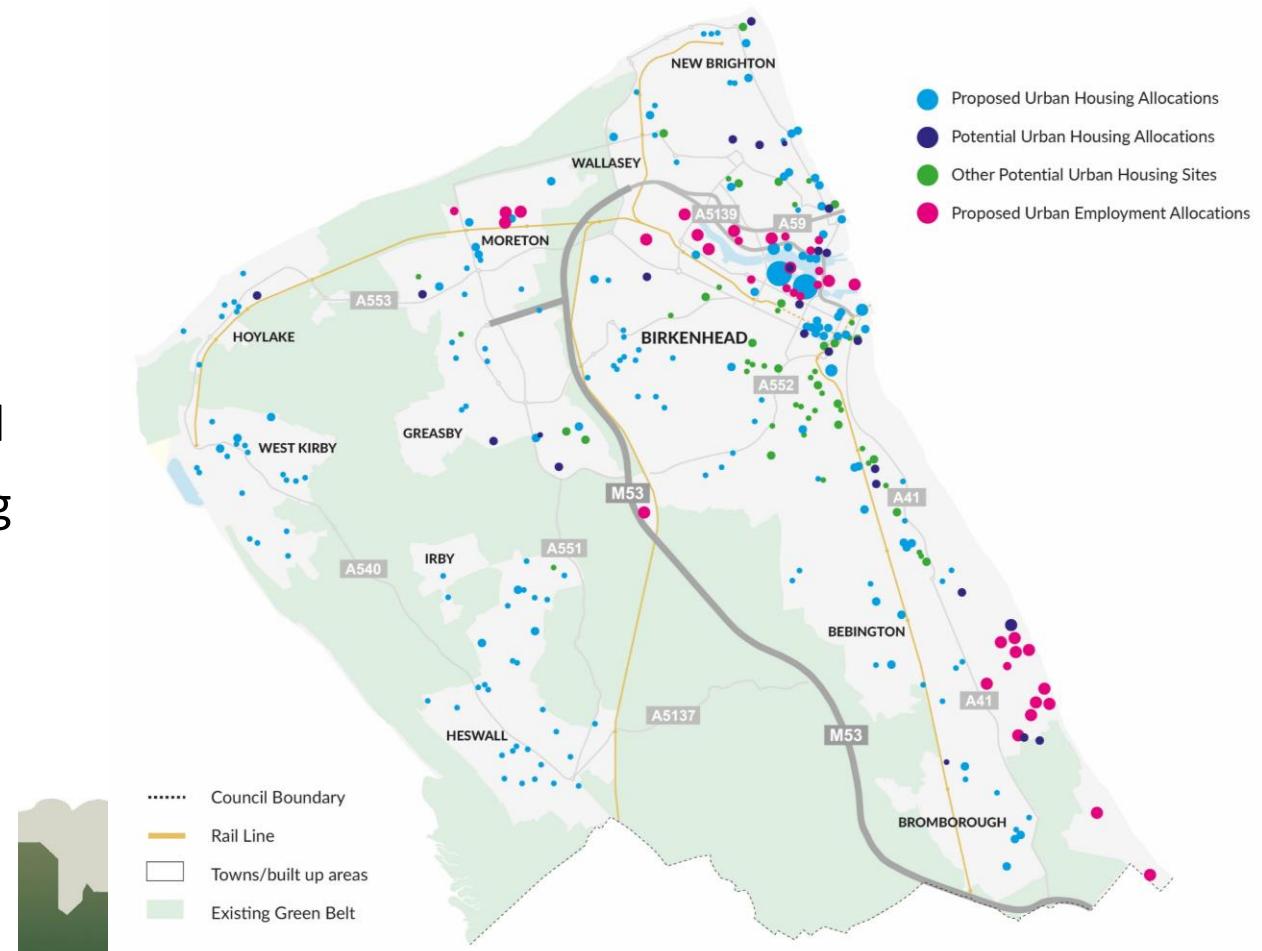
What will the Local Plan do?

- Ensure that we provide enough homes and employment sites to meet the needs of all our population, young and old
- Set out what types of homes will be built and where they will be located
- Promote the regeneration of Birkenhead, Liscard, New Ferry, New Brighton and other places to provide vibrant, new, mixed-use neighbourhoods
- Ensure that local infrastructure is provided for new development
- Protect our environmental and heritage assets
- Enable all people in Wirral to live longer and healthier lives



Preferred Option: 1A Urban Intensification

- Deliver our development needs through sustainable regeneration
- Provide 12,000 new homes in urban areas
- Develop on existing urban and brownfield sites
- Protect our Green Belt
- Increase densities across neighbourhoods in Wirral
- Provide 105 hectares of employment land, creating new job opportunities
- Require joint working arrangements with our investment and funding partners
- Not all the potential urban sites currently pass the tests for inclusion in the Local Plan but we hope they will
- We also need to consult on Green Belt options in case we need to meet the shortfall which is currently 2,500 homes



Preferred Approach: 1B

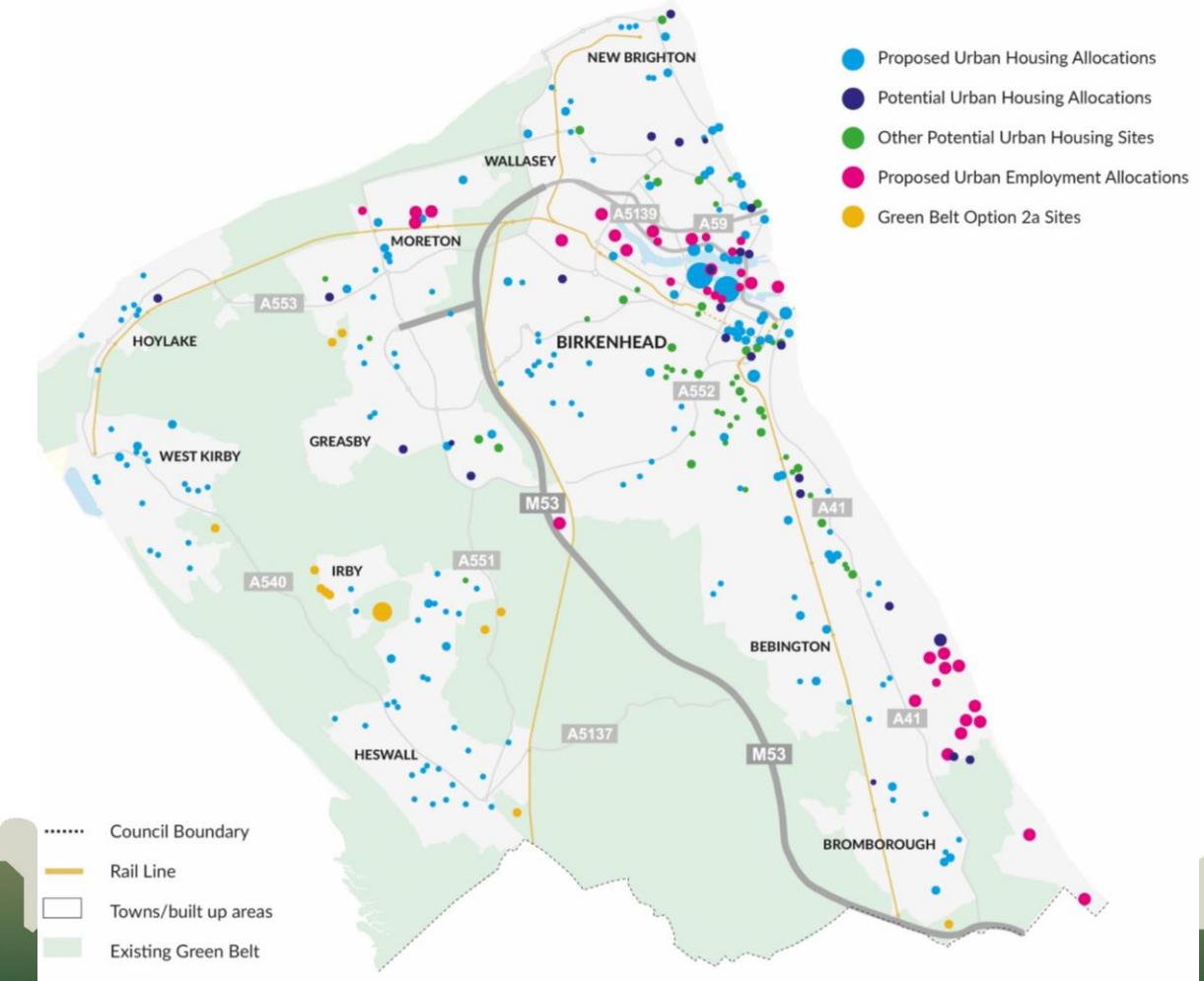
Urban Intensification with 'stepped approach'

- This would mean the same amount of housing and employment would be delivered in the plan period, but with a lower proportion in the first five years.



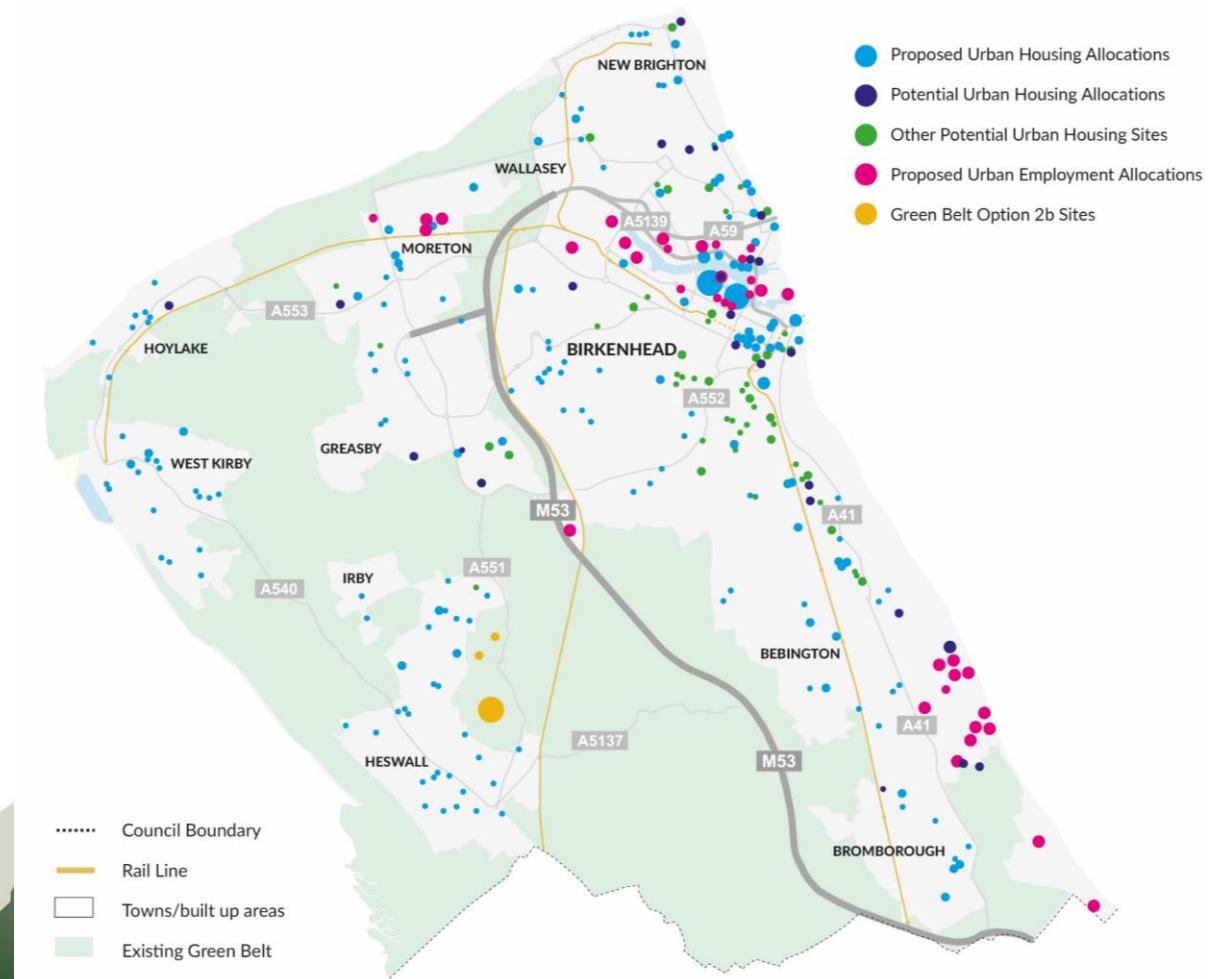
Option 2A: Dispersed Green Belt Release

- Proposes the release of a series of small to medium sized areas of land, which when added together would allow enough land to be allocated to meet our housing needs
- Spreads development across the Borough, ensuring that single settlements are not impacted disproportionately
- Spreads the impacts of new development on existing infrastructure
- This approach could accommodate approximately 2,900 homes



Option 2B: Single Urban Extension

- Is a more concentrated approach - any new development required would be focused on a single larger area
- Would be a single larger area around an existing settlement
- This approach could accommodate approximately 2,500 homes



Which option works for you?

Small groups

Details

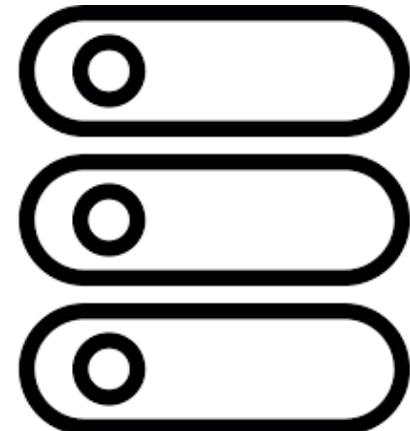
- In three groups, discuss your likes and dislikes of each option in relation to the six topics we have used so far.
- 30 minutes.

Objectives

Understand which of the options best suits the priorities of the group

How?

1. Form three groups
2. Start with one of the options
3. Write likes and dislikes on post-it notes and stick them on the topics wallchart
4. Rotate around the remaining options, completing the activity for each
5. Group discussion on which option suits your priorities best



Next Steps

1. Review Comments

- The Council reviews comments made during the focus groups and the public consultation and after careful consideration, publishes a draft Local Plan.

2. Representation (Regulation 19)

- The draft Local Plan is published for representations to be submitted on its 'soundness' and legal compliance.

3. Examination in public

- The Secretary of State appoints a Planning Inspector to examine the draft Local Plan in great detail. Public hearing sessions are held during this stage.

4. Adopt the Local Plan

- The Planning Inspector's final report recommends whether the Council can adopt the plan. Once adopted, the Local Plan will be used to make decisions on all planning applications.



Further information

Further information can be found on our website:

www.Wirral.gov.uk/localplan



Wirral Local Plan 2020-35

**Issues and Options Consultation
Focus groups**



Before we begin....



Agenda

Item	Description	Duration (min)
Welcome & registration	Registration & refreshments	10
Drop-in session	Make your way around the individual tables/activities	50
Lunch	Refreshments	30
Introduction	Purpose & expectation setting	5
Local Plan context	What is the Local Plan? How does this group fit in?	10
Group discussion	Discussion of the morning session's outcomes	40
Close	What happens next	5

Introduction

- Why are we here?
- The aim of today

*We want to hear your thoughts for the future
of the Borough*



Group activities

Interactive activities

Details

- Make your way around the room, looking at the different exercises and using them to express your thoughts and views on different topics.
- 50 minutes.

Objectives

Understand what is important to you as a resident of Wirral.



Lunch



What is a Local Plan?



The Local Plan is the long-term plan for the whole of Wirral until 2035



New housing and jobs



It covers what is going to be built and where new houses and buildings will be allowed



Transport



How we can keep everyone healthy.



Regeneration - which makes places nicer to live and work



Climate change and the environment



Looking after our history



We want to know what you think of the plan and how we can make Wirral a better place to live and work.



What is Climate Change?

Changes in the world's weather, in particular the fact that it is believed to be getting warmer as a result of people increasing the level of carbon dioxide in the air.

What do we need to achieve?



12,000 homes

We need 12,000 new homes
between 2020 and 2035
(30% affordable)



5,050 new homes

Of these about 5,050
new homes to need to
be delivered by 2025



80ha Employment Land

We need about 80ha
of land for new jobs



Our Options: Where will the new houses be?



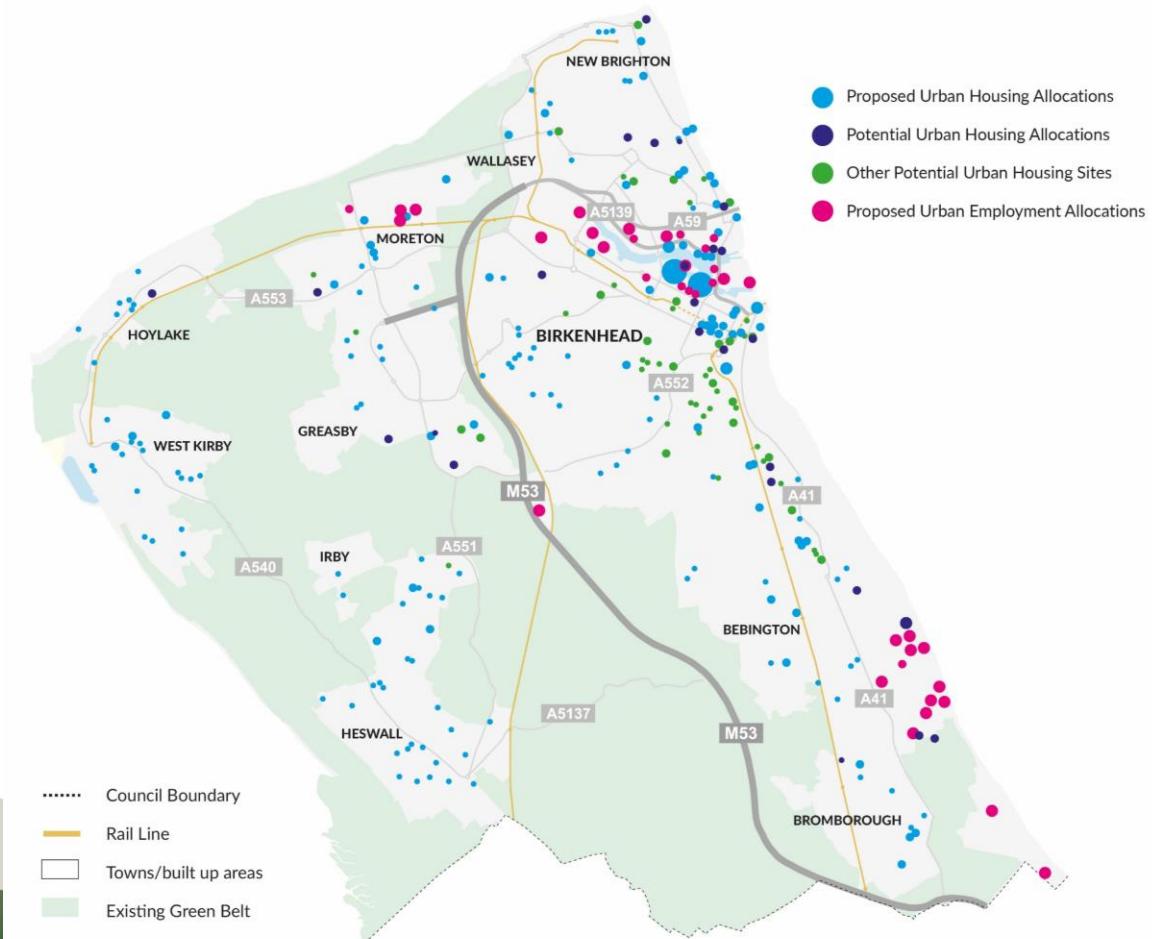
Preferred Option: 1A Urban Intensification



The Council wants new houses to be built on land that has been used before for housing or jobs. This type of land is sometimes called 'Brownfield'.



We aim to try and build more houses near to where other houses are already.



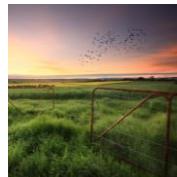
Green Belt Options



The Council wants to avoid building houses on land in Wirral's countryside. In Wirral this land is called the 'Green Belt'.

**2500
Houses**

If we can't find room for all the new houses we need, we may have to build up to 2500 houses on 'Green Belt' land.



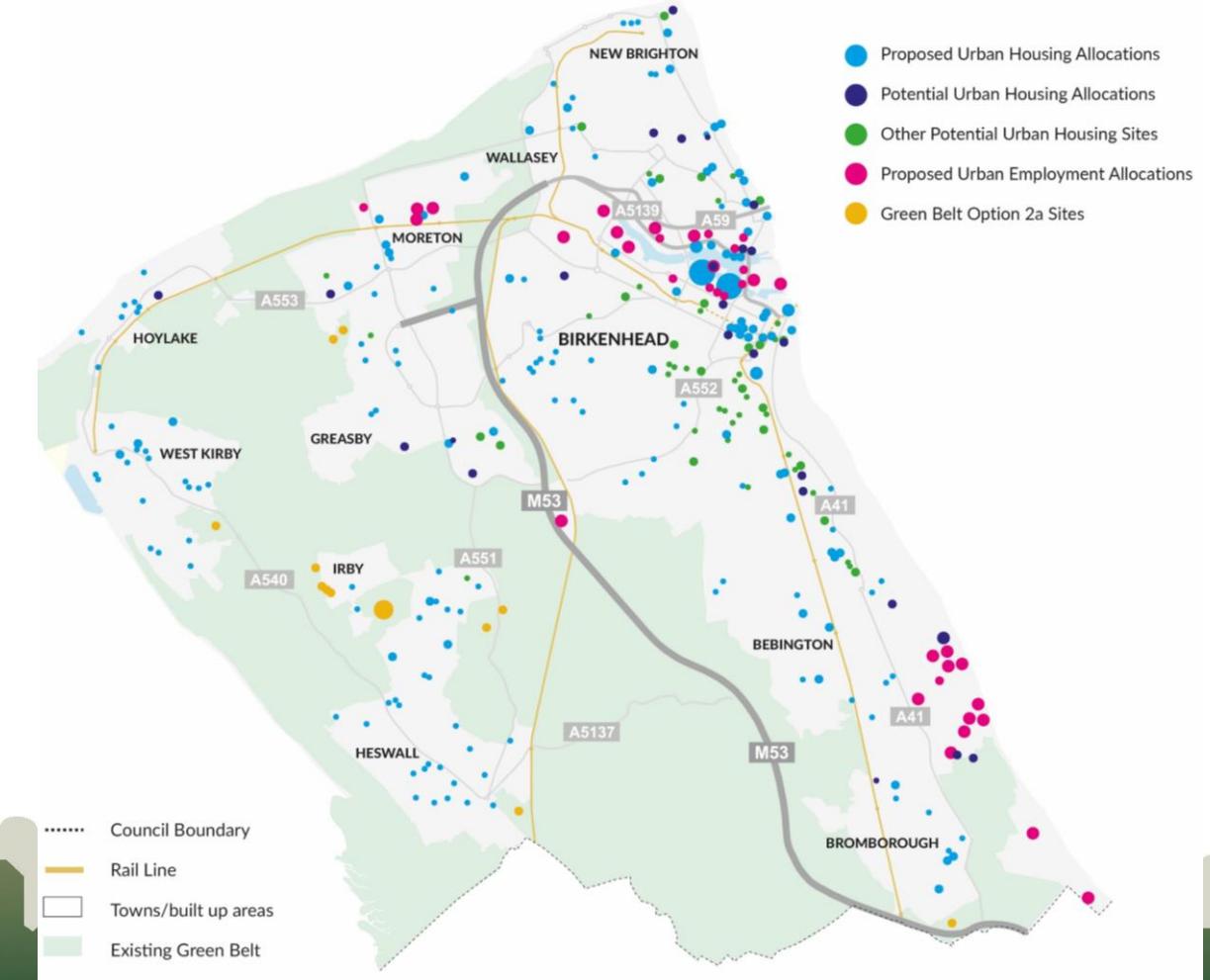
We won't use any land that might flood or which is important for nature or farming.



If we need to use any Green Belt land, a lot of work will need to be done before any permission would be given.

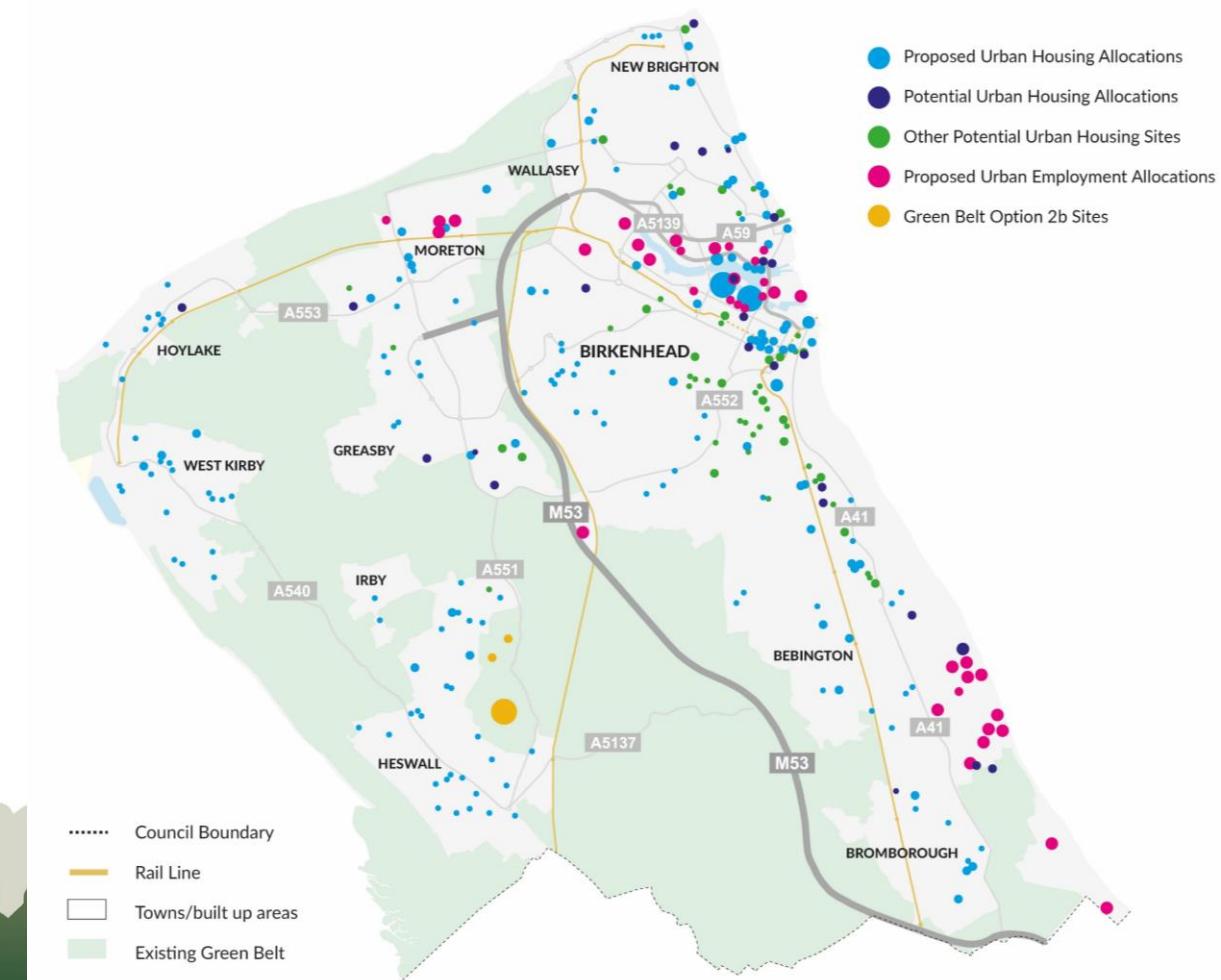
Option 2A: Dispersed Green Belt Release

- Proposes the release of a series of small to medium sized areas of land, which when added together would allow enough land to be allocated to meet our housing needs.
- Spreads development across the Borough.



Option 2B: Single Urban Extension

- Any new development required would be focused on a single larger area around an existing settlement.



Which option works for you?

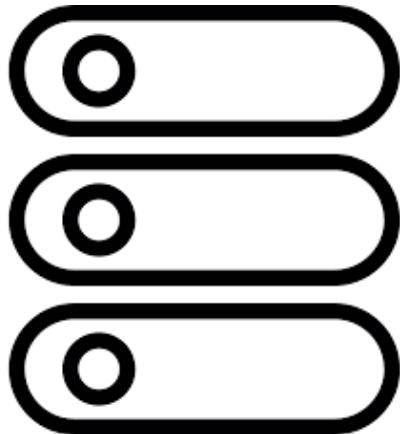
Group discussion

Details

- In a group, discuss the outcomes of the morning session and relate them to the three options
- 40 minutes

Objectives

Understand which of the options best suits the priorities of the group



Next Steps



We will look at everyone's comments and then Councillors will decide in Summer 2020 if they agree with the Plan.



In November the Plan will have to go back to the Secretary of State (part of the Government in London) to be approved.



The Local Plan will start to be used in 2022.



Further information

Further information can be found on our website:

www.Wirral.gov.uk/localplan

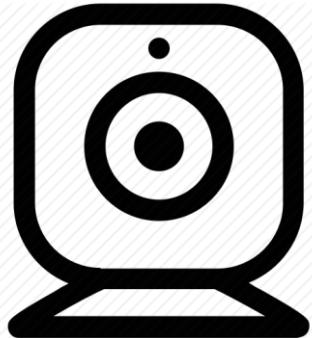


Wirral Local Plan 2020-35

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Focus groups**



Before we begin....



Welcome & introductions



Agenda

Item	Description
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Introduction	Purpose of the focus group
Local Plan context	The journey so far
Your community	What do you like and what do you want to see change?
Key topics	Discussion of six key consultation topics
Break	Refreshments & voting
Reflections so far	Review the session & outcomes so far
Introduction to options	Presentation on the options for the Local Plan
Thoughts on options	Which option suits your priorities?
Close	What happens next

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- Why are we here?
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The Council conducts a range of detailed studies and considers everything a Local Plan needs, like how many new homes and jobs are needed and what supporting infrastructure is required.

Step 2



Consider Options

The Council considers the ways our future development needs could be met and outlines a preferred option.

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The options are presented to the public for consultation. Residents are invited to comment on the options and attend drop in sessions to discuss the plans with Council Officers.



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Your community

Break-out activity

Objective

To discuss and prioritise what is important to you in your community and what you would like to see change.

How?

1. Write down **one or two things** you **value** in your community.
2. Share these with the group – discuss the reasons and thoughts behind them.
3. Write down **one or two things** on that you would like to see **change** in your community.
4. Share these with the group – discuss the **reasons** and **thoughts** behind them.



Six key topics



OUR HOUSING



OUR COMMUNITY



OUR ECONOMY



OUR ENVIRONMENT



OUR HEALTH & WELLBEING



OUR INFRASTRUCTURE

The way we live and create our homes

The way we access and use our public and community spaces

The way we work, shop and use town centres

The way we protect and enjoy our natural environment

The way we access and use health, wellbeing, sports and community services

The way we are able to use our public transport, roads, cycle and footpaths



Six key topics

Details

- c. 40 minutes

Objectives

To understand the six key topics of the Local Plan and share your views and priorities.

How?

1. Agree on the topic that matters most to the group.
2. Discuss the sub-topics and create your own if needed.
3. Move to the next topic and repeat.



Our Housing

How much **affordable housing** do you think there should be in your area? Why?

What **kinds of homes** (e.g. flats, houses, bungalows) would you like to see? Why is this?

How do you feel about **regenerating** empty homes? What do you think about **repurposing** non-residential buildings?

Why do you think buildings should **look like**?

Anything else?



Our Community

What do you think about **education** facilities in your community? Why?

How do you feel about the current amount of **public space**? Does this need increasing or decreasing?

What **community facilities** would you like the Local Plan to protect and deliver more of?

How do you feel about **regenerating existing facilities**?

Anything else?



OUR COMMUNITY

Our Economy

How do you currently **use your existing town centre**? What would you like to see **change**?

What can the Local Plan do to **support** and **create local jobs**? What kinds of **employment opportunities** would you like to see?

What **kinds of businesses** are there in your community? What would you like to see? What **opportunities** could the Local Plan develop?

How do you feel we could boost **tourism**? How could we **attract people** to Wirral?

Anything else?



OUR ECONOMY

Our Environment

How should the Local Plan account for **managing waste**?

Why?

What are your thoughts on balancing the needs of the **Local Plan** and the **landscape**?

What do you think about **flood risk** and **coastal change**?

What are your ideas about balancing the needs of the **Local Plan** with our **natural features**? Why?

Anything else?



OUR ENVIRONMENT



Our Health and Wellbeing

What do you think about the provision of **sports** and **recreational** activities in your area? Why?

What are your thoughts on the current **pastoral care** provision in your area? Should there be more or less? Why?

How easy is it for you to access **medical care** in your area?

What are your thoughts on **mental healthcare** and provision for those with **disabilities** in your area?

Anything else?



**OUR HEALTH &
WELLBEING**



Our Infrastructure

How do you feel about **public transport** in your area? Why is that?

How do you feel about the **volume of traffic** and use of personal vehicles? What could be done to encourage people to be more **environmentally-friendly**?

What are your feelings on **walking** and **cycling** as modes of transport in Wirral? What are the **barriers** to more people doing this?

What do you think of the current provision of **utilities** in your area? What consideration should be given to **renewable energy** or **carbon-neutral** initiatives?

Anything else?



OUR
INFRASTRUCTURE

What is important to you?

Individual activity & break

Details

- Vote on what are the most important elements.
- 10 minutes

Objectives

To show what are the most important sub-topics.

How?

1. Vote using the chat window – tell us how you would like to distribute your votes.



Reflections

Group discussion

Details

- Group discussion on progress so far & the outcome of the last activity.
- 10 minutes.

Objectives

To explore the topics that are most important and the reasons for this.

How?

Discuss those topics which were scored highly and those which were not



Our Options



What will the Local Plan do?

- Ensure that we provide enough homes and employment sites to meet the needs of all our population, young and old
- Set out what types of homes will be built and where they will be located
- Promote the regeneration of Birkenhead, Liscard, New Ferry, New Brighton and other places to provide vibrant, new, mixed-use neighbourhoods
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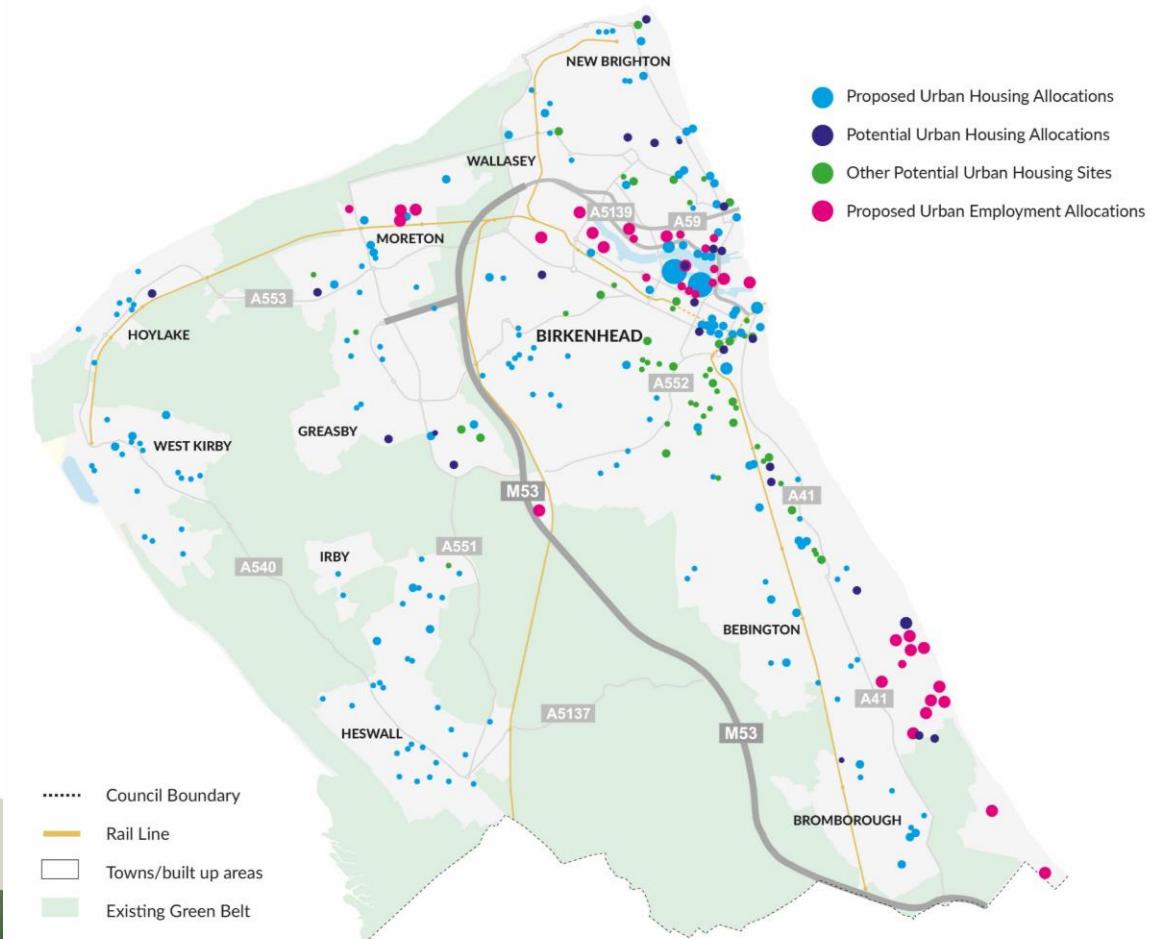
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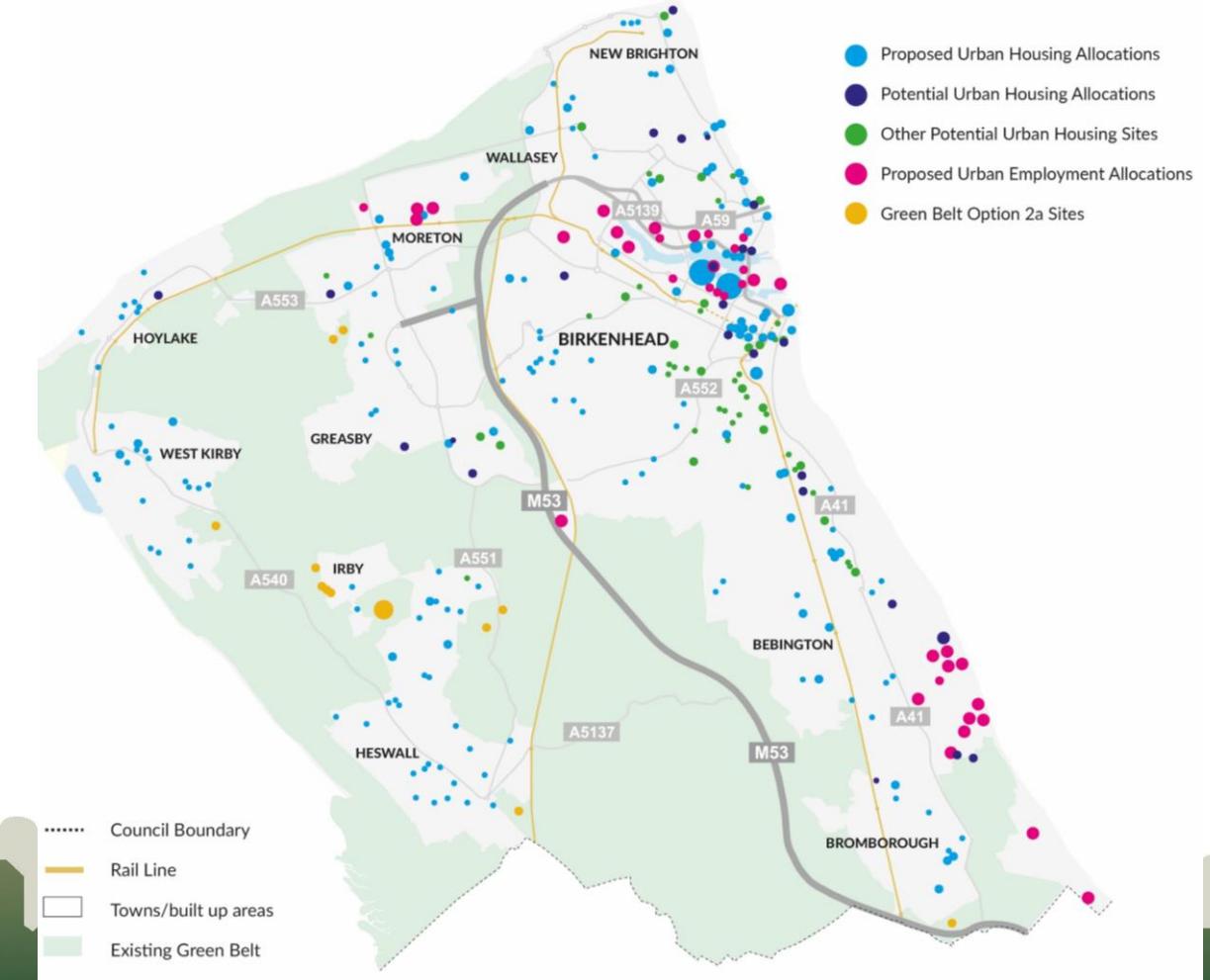
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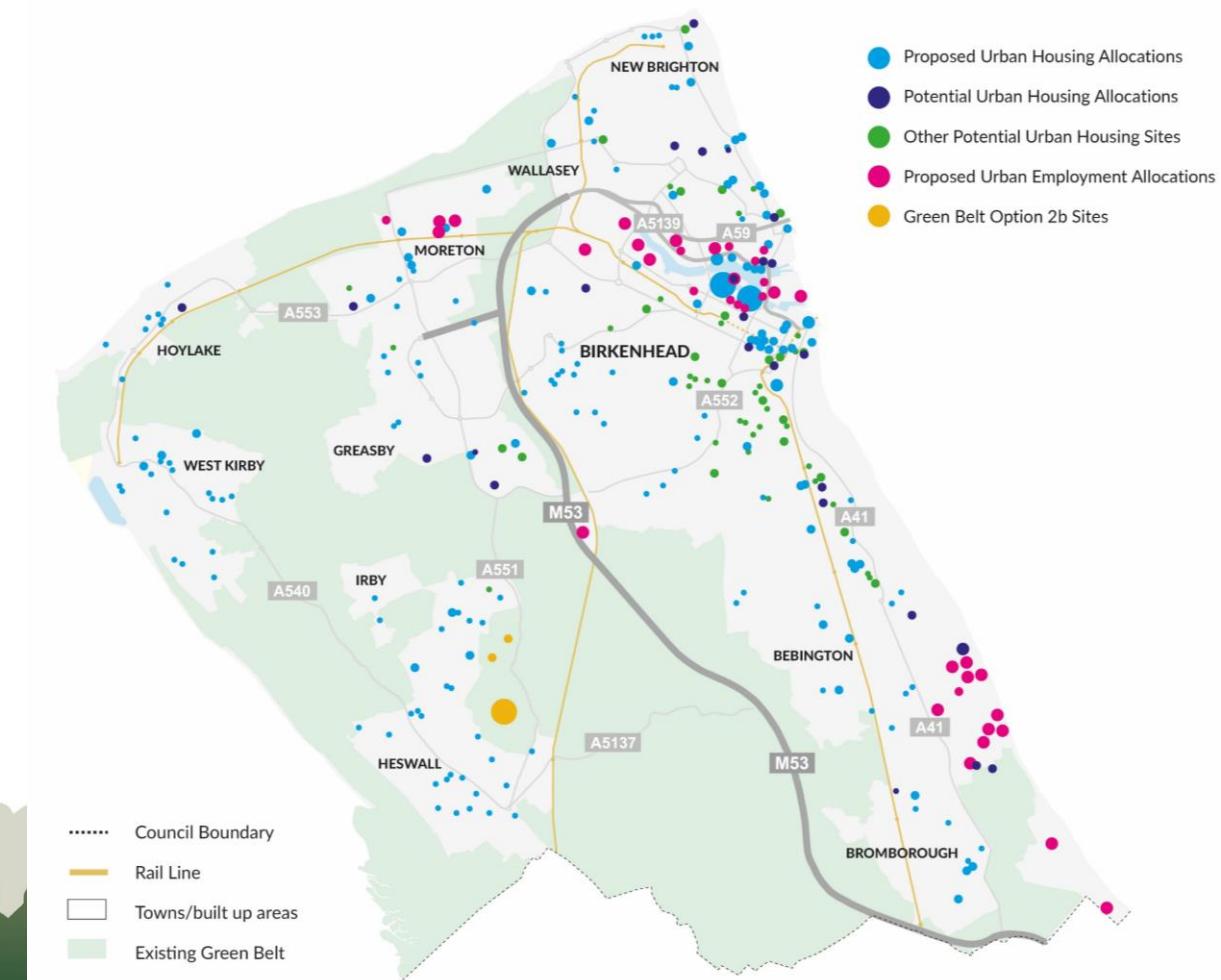
Option 2A: Dispersed Green Belt Release

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- Spreads development across the Borough.



Option 2B: Single Urban Extension

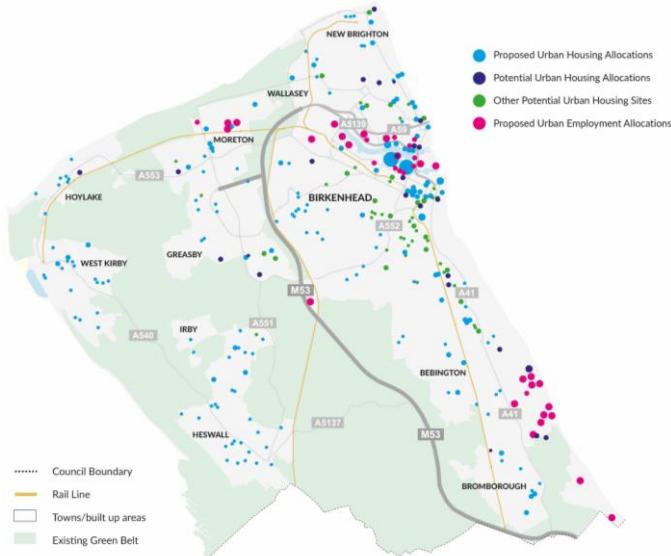
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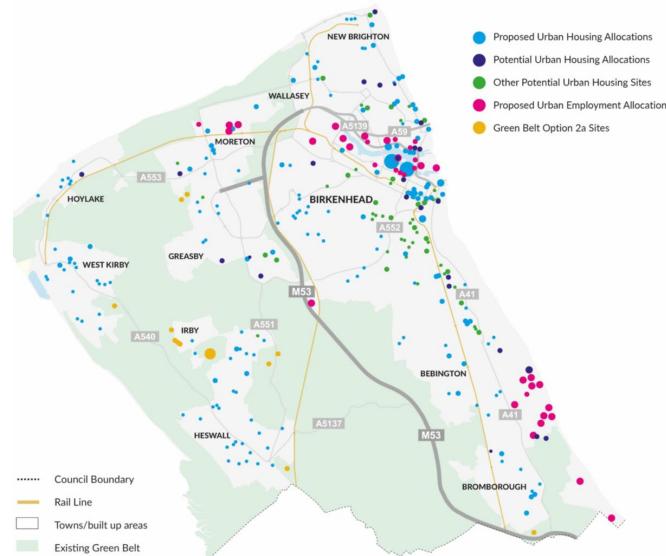
Which option works for you?

What do you like? What do you dislike?

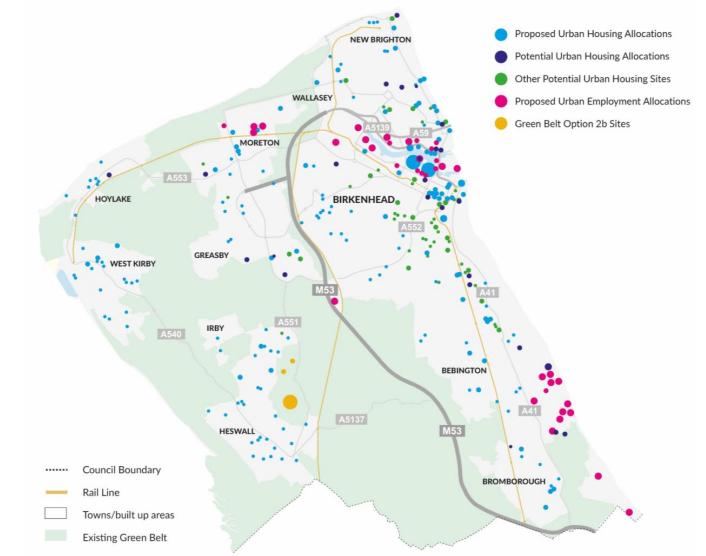
Option 1A: Urban intensification



Option 2A: Dispersed green belt release



Option 2B: Single urban extension



Next Steps

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Further information

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Wirral Council

**Wirral Local Plan Consultation
Support**

Consultation Analysis

Issue | 15 April 2020

This report takes into account the particular instructions and requirements of our client. It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

Job number 273080-00

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ARUP

Document verification

ARUP

Job title		Wirral Local Plan Consultation Support		Job number	
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Document ref					
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Draft 1	02 April 2020	Description	First draft		
			Prepared by	Checked by	Approved by
		Name	Emilly Kitching	Sarah Lewis / Michaela Packer	Jane Healey Brown
		Signature			
Issue	15 April 2020	Filename	Consultation Report v6		
		Description	Issue Report		
			Prepared by	Checked by	Approved by
		Name	Emilly Kitching	Sarah Lewis / Michaela Packer	Jane Healey Brown
	Signature				
		Filename			
		Description			
			Prepared by	Checked by	
		Name			
		Signature			
		Filename			
		Description			
			Prepared by	Checked by	
		Name			
		Signature			

Issue Document verification with document



Contents

	Page
1 Introduction	1
1.1 Introduction	1
1.2 Objectives of the Focus Group Consultation	1
1.3 Focus Groups	2
2 Methodology	3
2.1 Defining the focus groups	3
2.2 Identifying and engaging stakeholders	3
2.3 Constituency Focus Groups	4
2.4 Youth Focus Group	4
2.5 Disability and Special Needs Focus Group	4
2.6 Focus group delivery	4
2.7 Focus group agenda	5
2.8 Analysis and Reporting	7
3 Results	8
3.1 Your Community: Value and Changes	8
3.2 Topic Discussions	9
3.3 Priority of Topics	23
3.4 Options Discussion	29
4 Focus Group Insight	34
4.1 Focus group value	34
4.2 Priorities and key points	34

Appendices

Appendix A

Youth Group Presentation

Appendix B

Together All Are Able Group Presentation

Appendix C

Virtual Groups Presentation

1 Introduction

1.1 Introduction

Wirral Council commissioned Ove Arup and Partners Ltd (Arup) to support the council in their delivery of focus groups during the Local Plan Regulation 18 Issues and Options consultation, which ran from February to April 2020. The approach for Local Plan engagement is set out in the Statement of Community Involvement (SCI) 2014 and includes the requirement to conduct focus groups during a consultation.

This report details the approach, format and outputs of these focus groups that were run as part of the SCI. It complements the wider consultation report and informs the how Wirral Council progress their chosen option to the Regulation 19 stage of the Local Plan process.

1.2 Objectives of the Focus Group Consultation

The objectives for preparation and delivery of the Local Plan Regulation 18 focus groups were:

- To maximise the public engagement through focus groups; making use of the time available to explore opinion, gather detailed feedback, and discuss issues in response to options considered in the Local Plan Regulation 18 Issues and Options document.
- To engage with members of the community, including those who have not previously been involved in Local Plan consultations to ensure a wide range of views and opinions are captured in each session. This includes hard-to-reach groups, such as youth groups, older people, ethnic groups and those with special needs and disabilities. Alongside this, the requirement to engage third sector, business and community groups.
- To discuss the strategic issues set out in the Local Plan to understand specific local priorities and how these relate back to Local Plan strategic and policy responses.
- To build long-term relationships with constituency communities and demographics by showing the importance of engaging with the process and how their views are valued.
- To improve Council reputation; countering any cynicism that exists within communities.

1.3 Focus Groups

Arup and the Council held 5 focus groups from 17th February to 20th March 2020:

Focus Group	Date	Venue	Number of participants
Youth focus group	17.02.2020	Pilgrim Street Arts Centre, Birkenhead	24
Disability focus group (Together All Are Able)	24.02.2020	The Grange, Wallasey	8
Wallasey	17.03.2020	Microsoft Teams	4
Birkenhead	18.03.2020	Microsoft Teams	5
South and West Wirral	20.03.2020	Microsoft Teams	3

1.3.1 Responding to Covid-19

Initially, all the focus groups were planned as face-to-face sessions in different locations across the Wirral. With the emergence of coronavirus and associated Government guidance, the Council and Arup concluded face-to-face meetings presented too high a risk to the health and safety of participants and facilitators.

Therefore, on the 17th March the decision was taken to hold the remaining focus groups virtually, via the Microsoft Teams platform. Despite changing the approach to focus group delivery, the objectives and content remained the same enabling consistent analysis across all focus groups. The approach to digital engagement is set out in the methodology.

All participants who were expected to attend the face-to-face focus groups were offered invites to the online events. This ranged from 9 (Wallasey & Birkenhead groups) to 19 (the combined Wirral West/South group). However, possibly due to the impact of Covid-19 and attendees understandably having other concerns, only the numbers detailed above attended each session. The decision was made to run each session if three participants joined – a criteria that was met in each focus group.

Despite the comparatively smaller number of people in attendance, each of the online focus groups was still very successful. The output, detailed later in this report, was of a high standard and, with some adaption of the format, conversations of much greater depth were had than would have been possible with a larger group. To that end, all virtual groups ran for just under three hours due to the detailed conversations being held, despite the events being anticipated to run for less time due to the change in format.

2 Methodology

The focus group objectives were used to inform the approach including defining the focus groups, identifying stakeholders and preparing the content and agenda.

2.1 Defining the focus groups

One of the early tasks Arup completed was a high-level socio-demographic analysis of Wirral. This informed understanding of community characteristics and profiles across different parts of Wirral and led to the proposal to deliver focus groups in the four constituency areas ensuring coverage across the borough. Wirral has a diverse socio-economic and geographical profile, so regional, constituency-based groups were specified to capture the range of insights across the borough. The constituency groups were:

- Wallasey
- Birkenhead
- South Wirral
- West Wirral

In addition, through discussions with the Council, it was agreed to hold a further two focus groups, engaging those who are traditionally hard-to-reach or often not included in consultations. These were with the following groups:

- Young people (aged 16 – 20)
- Disability & special needs

These focus groups were agreed by Wirral Council following discussions and the socio-demographic analysis of the Wirral.

2.2 Identifying and engaging stakeholders

The approach to identifying stakeholder participants for the focus groups was shaped by the objective to engage with a broad range of Wirral's communities. Arup worked with the Council's constituency engagement officers to agree a list of organisations, groups and individuals to invite to each focus group. These invitees would reflect their region or demographic and provide a balance of insight and opinion.

Arup advised inviting up to 20 participants per focus group to allow for a diverse mix of participants and views, to provide an opportunity for engaging debate, and to ensure all attendees would have a chance to share their thoughts.

2.3 Constituency Focus Groups

Using the socio-economic analysis, discussions were held with constituency officers at the Council to identify community groups in each constituency representative of the demographics and views of the area or group, ensuring those community groups would contribute to the objectives.

Data privacy and GDPR were considered as the Council maintained data ownership and processing of personal data including sending invites to identified stakeholders. The name and purpose of the community groups were shared with Arup to prioritise groups based on:

- The above objectives – ensuring those selected represented the local demographic of each constituency area
- The maximum number of participants per group

Council constituency officers were also asked to make telephone contact with community groups in their respective areas to raise awareness and interest in the focus groups and their purpose.

2.4 Youth Focus Group

Arup worked with the Council's youth officer to deliver a focus group tailored to young people; including participants from Wirral Youth Parliament, the Hive, young carers and young people in care. The youth focus group was hosted at Pilgrim Street Arts Centre in Birkenhead.

2.5 Disability and Special Needs Focus Group

Arup worked with the Council and the community interest company (CIC) Together All Are Able to deliver a focus group tailored towards people with disabilities and special needs, hosted at the Grange in Wallasey. Whilst the invitation was extended to other community groups representing people with disabilities, those in attendance at the focus group were solely from Together All Are Able.

2.6 Focus group delivery

The approach to focus group delivery was refined between February and March 2020 to take account of the following:

- The low level of interest and take-up by participants invited to the constituency focus groups, particularly those located in South and West Wirral; and
- The emergence of coronavirus; resulting in a change in approach from face-to-face sessions to delivery using a digital platform.

2.6.1 Constituency Focus Groups

The number of confirmed participants for the four planned constituency focus groups was much lower than anticipated, this was despite the Council constituency officers attempting to engage with community groups in their local areas. The South and West Wirral focus groups were merged because of the low response rate.

To increase participant numbers, the Council constituency officers were asked to re-contact community groups. This was expanded by the Council contacting community groups registered on the Local Plan consultation database, which saw an increase in participant numbers for the remaining focus groups.

2.6.2 Responding to Covid-19

In March, the approach to focus group delivery needed to be revised to minimise the health and safety risks associated with coronavirus. The decision was made to continue with the focus groups, but to conduct them virtually. Participants who had confirmed attendance for constituency focus groups were invited to attend their sessions using Microsoft (MS) Teams. This was platform was used as it is:

- A proven and secure platform to hold live, interactive discussions and share information
- Accessible via a web-based link for all participants who had internet access using a mobile phone, tablet or computer

Wirral Council provided dedicated IT support prior to and during each focus group session to assist participants in accessing and using MS Teams.

Stakeholders who were unfamiliar with computers and using the internet were able to access the MS Teams platform due to the dedicated support offered. This ensured participation, even for those who were not technologically-inclined or were first-time users of MS Teams.

The focus group delivery was adapted and replicated on the digital platform to enable participants to have a similar experience to stakeholders involved in the face to face sessions. The same content and format were used to ensure consistent output was obtained, despite the change in medium. This allowed for effective analysis and comparison across focus groups.

2.7 Focus group agenda

Table 1 sets out the agenda used for the constituency focus groups. This was slightly modified for the youth and disability focus groups to tailor it to the needs of the participants, taking account of duration and materials used.

Table 1: Focus Group Agenda

Agenda	Details	Duration (minutes)	Lead
Welcome / confirmation of participant details	Registration / refreshments	10	N/A
Introduction	Purpose and expectation setting	5	Wirral Council
Local Plan context	The journey so far This consultation This focus group	15	Wirral Council
Your community	Interactive break out session: What do you value? What do you want to change?	30	Arup
Introduction to topics	Six topics from the Local Plan consultation. Group discussions using the Arup framework / model exploring the topics and sub-topics.	40	Arup
What is important to you?	Interactive break out session & refreshments – voting using the Arup model.	10	Arup
Group observations and discussion on priorities	Round table discussion on thoughts so far, reflecting on the outcome of the topic session.	20	Arup
Introduction to options	Details of the 3 Local Plan options.	15	Wirral Council
What works best for your community and why?	Break out session on likes and dislikes, inviting views on a preferred option.	30	Arup
Session close out	Next steps and sign posting to Local Plan Regulation 18 consultation.	5	Wirral Council

The focus groups were delivered in a flexible way which could be tailored to the participants' needs where appropriate. The content remained consistent across all focus groups to allow for analysis and comparison across groups. The focus groups combined interactive sessions with presentations on the Local Plan delivered by Wirral Council. The approach for interactive sessions was as follows:

- **Your community** – an ice-breaker session inviting participants to share what aspects they value and are seeking to change in their local area
- **Topic discussion** – the 6 Local Plan topics (our housing; our economy; our community; our environment; our health and wellbeing; and our infrastructure) were introduced to the group. Participants were asked which topics they would like to discuss. Following this discussion, the group were invited to vote on their priorities. The session facilitators then invited comment on high and low priorities
- **Options** – participants were introduced to the Local Plan Regulation 18 options regarding location of development for housing and employment. Views on likes and dislikes of each option were then invited from participants

The agenda and focus group content were tailored for the youth focus group and disability and special needs focus group in the following ways:

- **Youth focus group** – the focus group was reduced to two hours on the advice of the Council youth officer. The discussion on ‘Your Community’ was merged into the topic-based discussions
- **Disability and special needs focus group** – the focus group was reduced to two hours on the advice of Together All Are Able with an EasyRead presentation format made available. The session was also run in a flexible way which was responsive to the needs of the group with a focused discussion on ‘Your Community’ and ‘Topics’ and a brief discussion on ‘Options’

The focus group presentations are appended at the end of this report.

2.8 Analysis and Reporting

The focus group facilitators took notes on discussions for each of the focus groups. Comments were anonymised and categorised on a thematic basis, then filtered according to whether comments were related to the Local Plan or were relevant to other council matters. This analysis is summarised in the next section of this report.

3 Results

3.1 Your Community: Value and Changes

This activity was used as an ice-breaker to get participants to think about their local area and which aspects they value and are seeking to change. The purpose of this activity was to provide some insight into locally-based assets and issues. This activity was merged into the topic based discussions for the youth group and was not included on the agenda at the request of participants in the Wirral West and South group.

3.1.1 Together All Are Able

Participants valued the diverse selection of facilities within their communities including local schools, public houses, bingo halls, train stations, shops, exercise facilities and Storeton Woods. Participants also highlighted the low crime rate, the feeling of safety and the accessibility of places.

Participants highlighted areas they would like to improve being public transport provision and the connections between towns and to Liverpool, the variety of housing stock, increasing the social and leisure facilities (specifically at night) and supported greater emphasis on cycling across Wirral.

3.1.2 Wallasey

Participants valued the local shops and services, which are readily accessible to them, highlighting specifically their community nature and the friendliness of staff. Participants also valued local architecture, historic and local character with the church, green spaces and the seaside. Tourism and local infrastructure were also valued.

Participants highlighted areas they would like to change as improving the current public transport across Wirral, air quality, parking, street lighting and increased facilities for tourists. Additional areas highlighted were the condition of the roads, increasing the amount of renewable energy and providing more care for green spaces and derelict buildings.

3.1.3 Birkenhead

Participants valued the local heritage and the connection to a shared history, public transport, connectivity, local infrastructure, active community groups and a shared community spirit. Cycling routes and local shops were also highlighted as being important.

Participants highlighted areas they would like to change as more support for the homeless, reducing litter, increasing development on brownfield sites and improving local public transport. Improving the West Kirby promenade and active travel provision across the Wirral was also mentioned. Additionally, ensuring there are enough suitable spaces for community uses within town centres was highlighted.

3.2 Topic Discussions

The following six topics were designed to be broad enough to cover all elements of Local Plan development, but also to be specific enough to allow facilitated discussions; thus giving the level of insight desired.

During the activity, the six topics were laid out around the room and focus groups attendees were invited to ‘vote with their feet’ i.e. to head to the table/topic that mattered most to them. Following a discussion, the groups then repeated this activity to discuss their second and third priority topics.

For the online focus groups, consensus was taken at the group-level as to which topics the attendees wanted to discuss and in what order. As such, some topics were not discussed in all groups.

This approach meant that participants were able to discuss their priorities and main concerns, without feeling they had to contribute to themes that were not important to them individually.

Each topic was supported by prompts – noted at the top of each section below – which were designed to prompt discussion on a range of sub-topics.

3.2.1 Our Housing

	<p>The way we live and create our homes:</p> <p>Subtopics:</p> <p style="text-align: center;">Affordable Housing</p> <p style="text-align: center;">Mix of Housing</p> <p style="text-align: center;">Regenerating Existing Buildings</p> <p style="text-align: center;">Housing Design</p>
Youth Group	<ul style="list-style-type: none"> • Key points raised were the importance of creating communities within new developments, considering the environment within diverse high-quality housing design, and ensuring housing is provided for everyone in society. • Participants questioned the level of affordable housing currently provided and if the current threshold is affordable for everyone within the Wirral. • They also supported regenerating empty buildings and empty shops to provide residential dwellings.
Together All Are Able	<ul style="list-style-type: none"> • Key points raised were the importance of affordable and accessible homes for everyone, including handrails and wheelchair compliant housing design and support a diverse mix of housing. • Participants questioned the supply and demand of housing for people with disabilities within the Local Plan. • Participants also noted that there are limited housing associations which cater specifically for people with disabilities. • Participants supported bringing empty homes back into use.
Wallasey	<ul style="list-style-type: none"> • Key points included support for reusing currently vacant buildings for housing, with support from architects. Secondly, that the Local Plan needs to ensure it plans for everyone in the Wirral, specifically highlighted were planning for older people's needs. • People were also supportive of integrating solar panels into housing design and wanting developments between 2 and 4 storeys to avoid high rise buildings.

Birkenhead	This topic was not one of the chosen topics for an in-depth discussion.
Wirral West and South	<ul style="list-style-type: none">● Key points raised were frustration surrounding the identified housing need figure of 12,000 dwellings over the plan period, the use of Green Belt land, wanting development to be in keeping with an area's character and heritage and support bringing back empty homes into use.● Pursuing an exceptional circumstances case for not meeting the identified housing need from government calculations was suggested.

Summary of Key Points

For those groups which discussed this topic, one of the key points raised was the requirement to meet the housing needs of everyone in the Wirral with consideration for the needs of older people and those with disabilities or special educational needs. The youth focus group also emphasised the importance of housing being affordable for everyone in the Wirral. The groups also reached similar conclusions regarding bringing empty buildings back into use and conversion of empty shops into residential dwellings.

The Wirral West and South focus group emphasised the importance of challenging the current housing requirement position of 12,000 dwellings over the plan period to avoid development within the Green Belt; whilst the Birkenhead focus group felt other topics were of greater interest for discussion and did not choose to discuss the housing topic.

3.2.2 Our Economy

	<p>The way we work, shop and use town centres:</p> <p>Subtopics:</p> <p style="text-align: center;">Town Centres and Shopping</p> <p style="text-align: center;">Employment</p> <p style="text-align: center;">Local Business</p> <p style="text-align: center;">Tourism</p>
Youth Group	<ul style="list-style-type: none"> • Discussions with the participants covered all sub-topics within the wider economy subject with some points overlapping with the supporting healthy communities' topic. • Key points raised included focusing on improving town centres and shopping areas to make towns safer and more accessible, attract more tourists and deliver a more diverse range of shops. • These town centres could then provide part time employment and work experience for people within the Wirral, which was highlighted as being difficult to get locally. • Participants also wanted vacant shops to be reused and to create a unique local offering.
Together All Are Able	<ul style="list-style-type: none"> • Discussions with the participants covered all sub-topics within the wider economy with some points overlapping with open public spaces and supporting healthy communities topics. • A key point raised was that people currently need a reason to come to the Wirral as there are poor shopping facilities which sends people to Liverpool or Cheshire. • Participants supported improving town centres, addressing closing shops and restaurants and suggested a museum within Birkenhead town centre. • Birkenhead park was noted as an important asset with other facilities closing or being demolished, including a theatre and bingo hall. • Participants also stated that the group is trying to create a local economy and job opportunities for members of the group.

Wallasey	This topic was not one of the chosen topics for an in-depth discussion.
Birkenhead	<ul style="list-style-type: none"> • Discussions with the participants covered multiple sub-topics within the wider economy subject, with some overlap into the community facilities topic. • A key point raised was there is currently a limited tourism offer within Birkenhead and that improving the infrastructure across the Wirral will support Wirral's overall tourism. • Participants noted an important link between homelessness, the economy and education which could be enhanced. • Additionally, participants suggested improvements in shop licencing and surpluses of certain retail uses (such as betting shops and takeaways). • Participants also wanted a more strategic plan for Birkenhead for the future.
Wirral West and South	<ul style="list-style-type: none"> • Discussions with the participants covered multiple sub-topics within the wider economy overlap into regenerating existing buildings and car travel topics. • Key points raised were that Wirral's current economy is struggling, finance and IT sectors were suggested to grow in Wirral and there was support for utilising currently derelict or unused industrial sites for development. • It was noted that shopping is becoming more online based and will change high streets potentially resulting in high streets diversifying or reducing the number of retail units required. • Participants also stated that were Birkenhead regenerated this will most likely fulfil the local retail demand.

Summary of Key Points

Across all focus groups participants felt it was important to improve town centres and local retail areas which are facing challenges in relation to online shopping, and better retail offers elsewhere in Liverpool and Cheshire. Participants in Youth and Birkenhead focus groups made the connection between an improved retail offer and associated benefits for tourism. The Youth focus group also highlighted the local employment opportunities which could be accessed through part-time employment in town centres; this view was also reflected in the Disability and Special Needs discussion which valued the creation of local employment opportunities.

The Wirral West and South focus group highlighted growth opportunities for finance and IT sectors and suggested utilising derelict sites for employment related development, whilst also seeking to diversify the high street offer.

3.2.3 Our Community

	<p>The way we access and use our public and community spaces and places:</p> <p>Subtopics:</p> <p style="text-align: center;">Schools and Education</p> <p style="text-align: center;">Open Public Spaces</p> <p style="text-align: center;">Community Facilities</p> <p style="text-align: center;">Regenerating Existing Facilities</p>
Youth Group	<ul style="list-style-type: none"> Key points raised were the importance of community facilities across the Wirral; that they are highly valued and utilised by the participants. They suggested that these facilities need to improve their publicity, accessibility and communication between each other to support people utilising more than one facility. Participants also raised that they would like more facilities that are currently provided but highlight concerns surrounding safety between rival areas and feel that communities do not look out for younger people.
Together All Are Able	<ul style="list-style-type: none"> Key points included there being no funding for adult learning courses after the age of 25, with gaps in education provision, the need for ramps to community facilities and the importance of maintaining existing facilities. Participants also suggested that there are not many community spaces open at night. Current facilities also underused, therefore increased promotion is needed.
Wallasey	<p>This topic was not one of the chosen topics for an in-depth discussion.</p>
Birkenhead	<ul style="list-style-type: none"> Key points raised were that participants wanted more promotion about what community services are currently being offered and more influence on how this is done, supported repairing the town hall and increasing its usage and wanting to preserve the current wide group of community centres and organisations. People noted that regenerating existing facilities is the most sustainable option but that these facilities need to be accessible for all users.

Wirral West and South	This topic was not one of the chosen topics for an in-depth discussion.
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Summary of Key Points

For the focus groups which discussed this topic, one of the main points highlighted was how much community facilities were valued. Both the youth focus group and disability and special needs focus group highlighted gaps in community provision in terms of availability of facilities in the evenings and provision of support services for young adults requiring educational support.

All focus groups felt community facilities could be better promoted and there were opportunities for facilities to make use of regenerated buildings; however, facilities needed to be accessible to all.

3.2.4 Our Environment

	<p>The way we protect and enjoy our natural environments</p> <p>Subtopics:</p> <p style="text-align: center;">Waste Management</p> <p style="text-align: center;">Landscapes</p> <p style="text-align: center;">Flood Risk and Coastal Change</p> <p style="text-align: center;">Natural Features</p>
Youth Group	<ul style="list-style-type: none"> Discussions with the participants crossed all sub-topics within the wider environment subject including flood risk and coastal change, landscapes, natural features and waste management within the context of the Local Plan. Some elements crossed over into other topics including open public spaces, schools and education, public transport and housing design. Key points raised were the importance of climate change, ensuring flood risk is addressed adequately, supporting more natural areas within the urban area and improved waste management within Wirral; including recycling and littering. Participants also supported more trees, renewable energy, carbon offsetting and improving people's education about the environment.
Together All Are Able	<ul style="list-style-type: none"> Discussions focused on three of the four sub-topics within the topic – landscapes, natural features and flood risk and coastal change. A key point raised was that Wirral's environment is an important asset which should be celebrated due to its positive impacts for health, wellbeing and the environment. Participants stated that having strong flooding infrastructure was vital and did not want development on any floodplains in the Local Plan. Participants also stated air quality concerns for any development near the M53.
Wallasey	<p>This topic was not one of the chosen topics for an in-depth discussion.</p>
Birkenhead	<p>This topic was not one of the chosen topics for an in-depth discussion.</p>

Wirral West and South	<ul style="list-style-type: none">Discussions with the participants crossed all sub-topics within the wider environment subject including landscapes, waste management, flood risk and coastal change and natural features.Key points raised were that there is support for renewable energy and acting on the Climate Emergency, that Wirral can improve tourism by protecting and enhancing the coastline, the importance of strong and effective flood defences, improve Wirral's biodiversity and the need to improve Wirral's current recycling scheme and policies.
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Summary of Key Points

The focus groups which participated in this discussion were well informed about environmental issues in Wirral. Both Wirral West and South and the Youth focus groups raised the importance of climate change and acting on the climate emergency declaration. All focus groups emphasised the importance of having strong and effective flood defences in place.

The disability and special needs focus group valued the link between the natural environment and health and well-being, they also raised concerns regarding air quality along the M53 corridor. The youth focus group highlighted the need for natural environments within urban areas. In addition, both the youth and Wirral West and South focus groups supported improved waste management including use of recycling facilities.

3.2.5 Our Health and Wellbeing

	<p>The way we access and use health, wellbeing, sports and community services</p> <p>Subtopics</p> <ul style="list-style-type: none"> Sports and Recreation Facilities Supporting Healthy Communities Healthcare Provision Mental Health and Disability Services
Youth Group	<ul style="list-style-type: none"> • Key points raised were concerns about healthcare waiting times, gaps in provision and confusion over age requirements as well as concern surrounding mental health services and provision to meet current and future requirements within Wirral. • Participants supported wider community education and training on health and wellbeing issues, improving the publicity and approachability of services and increased service provision in the future.
Together All Are Able	<ul style="list-style-type: none"> • Key points raised was the importance of more widespread EasyRead material across services, concern surrounding waiting times, poor signage within healthcare facilities and that GP provision can vary between practices.
Wallasey	<ul style="list-style-type: none"> • Key points raised were the importance of maintaining sports areas and green spaces and not turning them into housing, improving current local healthcare provision, the lack of a central hub for health & wellbeing and increasing the accessibility of places for everyone in the Wirral.
Birkenhead	<ul style="list-style-type: none"> • Key points raised were that an increased provision of women-only exercise classes would be desirable, suggested that were Birkenhead pool to be redeveloped this could include a temperature-controlled pool and that mental healthcare facilities should be locally based to keep families together.
Wirral West and South	This topic was not one of the chosen topics for an in-depth discussion.

Summary of Key Points

Four of the five focus groups chose to discuss this topic and explore it in more detail. All four focus groups placed great importance on health and wellbeing and highlighted the value of locally based mental healthcare facilities for residents in the Wirral. This point was emphasised by the youth focus group and the Birkenhead focus group.

The Wallasey focus group highlighted the lack of a central hub for health and well-being within their area and raised the importance of maintaining accessible sports areas and green spaces to support the health and well-being for residents of the Wirral.

3.2.6 Our Infrastructure

	<p>The way we are able to use our public transport, roads, cycle and foot paths:</p> <p>Subtopics:</p> <ul style="list-style-type: none"> Public Transport Car Travel Walking and Cycling Utilities, Communications and Energy
Youth Group	<ul style="list-style-type: none"> • Discussions with the participants crossed all sub-topics within the wider infrastructure subject including car travel, public transport, walking and cycling and utilities, communications and energy within the context of the Local Plan. Some elements crossed into mental health and disability services. • A key point raised was the concern surrounding current public transport provision and services, with an emphasis on bus travel. • Participants stated concerns surrounding cost, safety, timings, technology integration and accessibility for everyone within the community. • Participants also supported improving cycle tracks and additional training for cycling.
Together All Are Able	<ul style="list-style-type: none"> • Discussions with the participants crossed all sub-topics within the wider infrastructure subject including car travel, public transport and walking and cycling within the context of the Local Plan. • Key points raised were that developments are too focused on cars, pavements are in poor condition and cycle paths can be difficult to use in traffic. • Participants stated that it can be difficult to travel by foot and highlighted safety concerns.
Wallasey	<ul style="list-style-type: none"> • Discussions with the participants crossed all sub-topics within the wider infrastructure subject including car travel, public transport, walking and cycling and utilities, communications and energy within the context of the Local Plan. Some elements crossed into housing design, landscapes and supporting healthy communities. • Key points raised were the need to improve the local bus network, to improve the superfast broadband accessibility, encouraging renewable energy,

	improving the condition of the pavements and wanting to have the natural environment linked together.
Birkenhead	<ul style="list-style-type: none"> ● Discussions with the participants crossed multiple sub-topics within the wider economy subject including walking and cycling and public transport. Some elements crossed into regenerating existing buildings. ● Key points raised were that cycle routes need improving but that the Wirral Way cycle route is well used, and that Wirral has excellent bike storage facilities. ● Increasing the cycling services within the Wirral were strongly supported.
Wirral West and South	This topic was not one of the chosen topics for an in-depth discussion.

Summary of Key Points

Four out of five of the focus groups chose to discuss the Infrastructure topic in more detail. Focus groups valued public transport and all groups highlighted areas where services had been reduced or cut. The youth focus group raised the point that this could lead to people feeling isolated.

The disability and special needs focus group raised concerns regarding cycling and pedestrian access with pavements in some places in poor condition, lack of clarity over pedestrian and cycle lanes on pavements and developments being too focused on the car.

Participants valued the Wirral's cycling routes and associated cycling provision with the Birkenhead focus group strongly supporting increasing cycling services across the Wirral and the youth focus group supporting additional training for cycling.

3.3 Priority of Topics

3.3.1 Introduction

For the youth and disability and special needs focus groups, which were held face to face, Arup used the following model to introduce and discuss the topics and then get participants to vote on their priorities. Participants were given 6 beads which could be placed on any topic to select their priorities.



For the focus groups held using Microsoft Teams, this approach was revised to include additional presentation content describing the 6 topics and giving participants the opportunity to vote on their priorities using the meeting chat function in Teams. This enabled participants to contribute directly as they would in a face to face session. The following section provides further details of the participants priorities.

3.3.2 Summary of Preferences

Following the Topic Discussions across all five focus groups, collectively the topic which was given the highest priority was ‘Our Health’ and followed by ‘Our Community’ with 24% and 18% of the votes respectively (Figure 1). ‘Our Housing’ and ‘Our Infrastructure’ received the lowest collective priority with 13% each (Figure 1).

There were variations within the focus groups about their priority of topics with ‘Our Environment’ being the priority in the Wirral West and South group (39% of group votes) whereas ‘Our Environment’ was the priority for the Together All Are Able group (21% of the group votes), ‘Our Health and Wellbeing’ was the highest priority for the Youth and Birkenhead focus groups (28% and 27% of the group votes respectively), with the Wallasey focus group placing Infrastructure and

Health and Wellbeing and joint highest topics for priority (29% of the group votes) (Figure 2).

Figure 1: Summary of the Focus Groups Voting Preferences by Topic (in percentages)

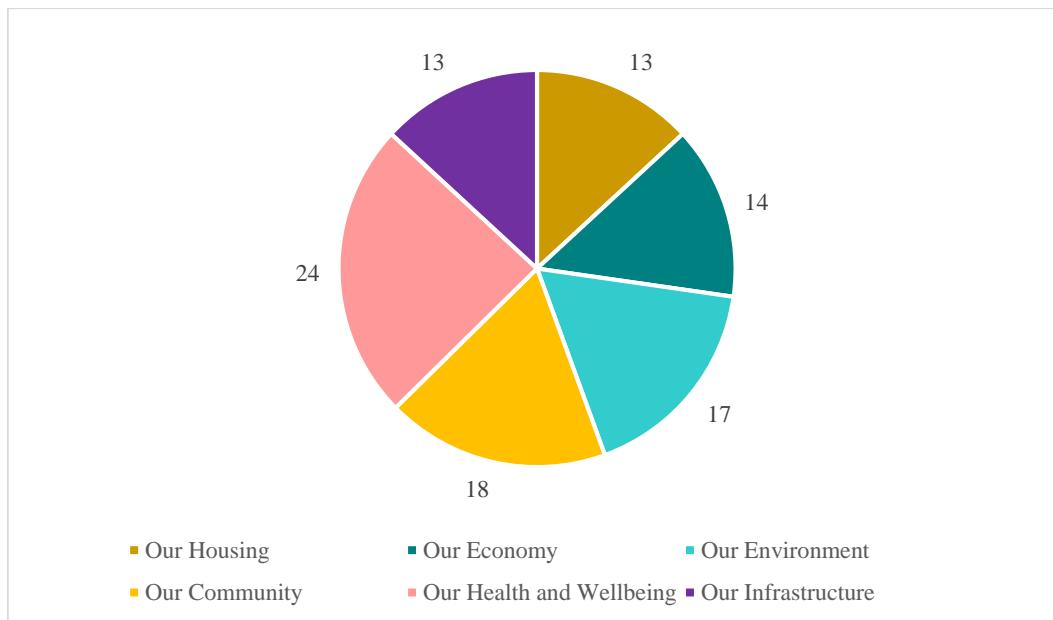
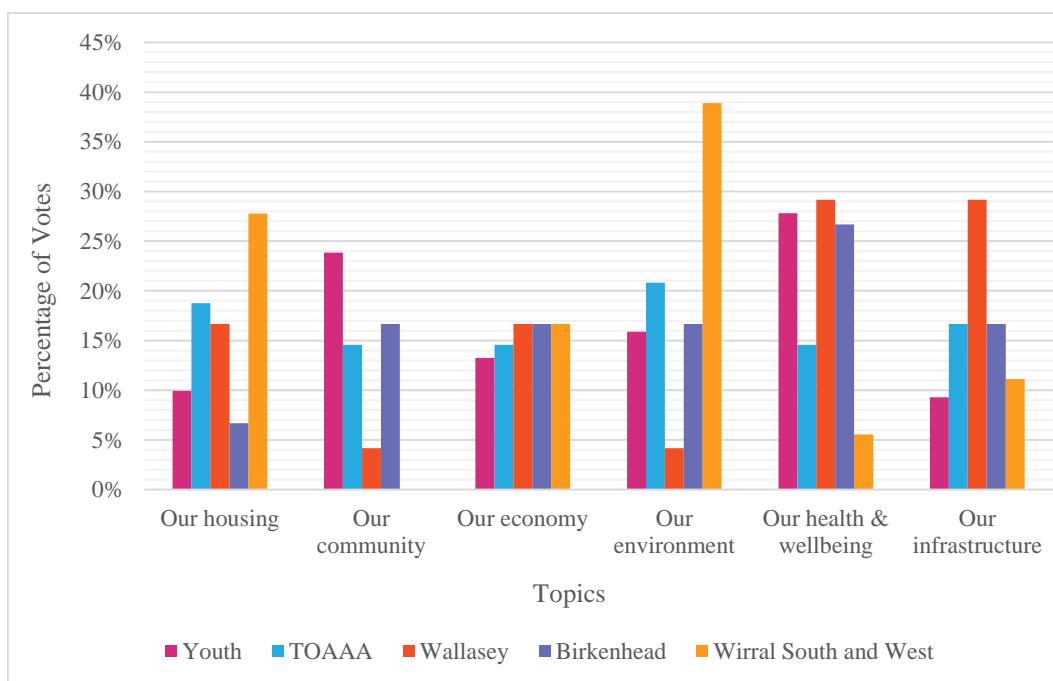


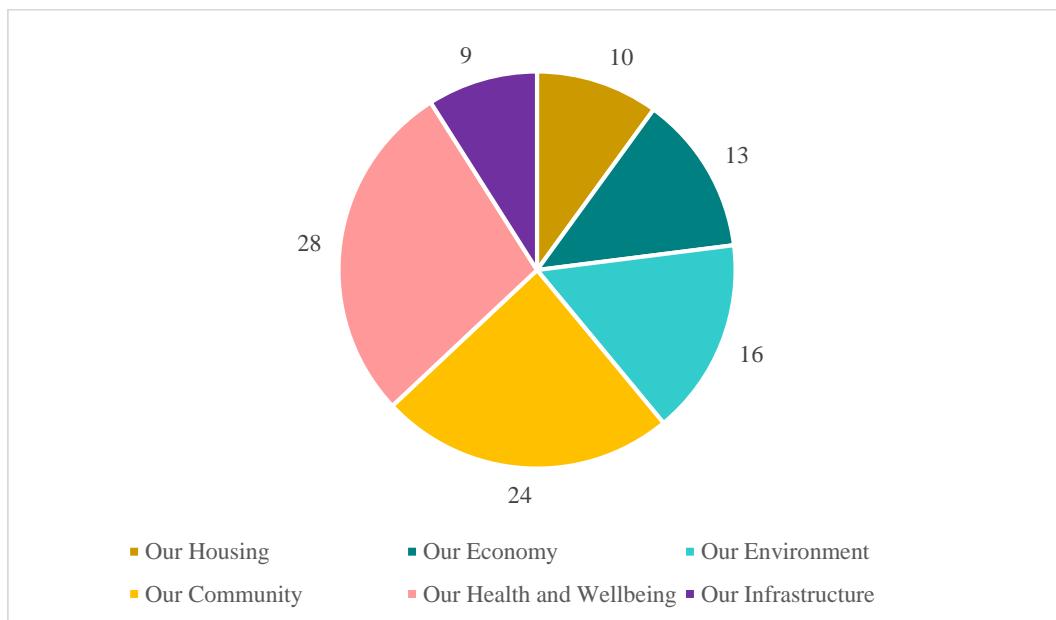
Figure 2: Summary of the Focus Groups Voting Preferences by Percentages



3.3.3 Youth

Following the Topic Discussions, the participants voted, using six beads, on the topics they would personally prioritise. The topic which was voted for the highest was ‘Our Health and Wellbeing’ followed by ‘Our Community’ with 28% and 24% of the votes respectively (Figure 3).

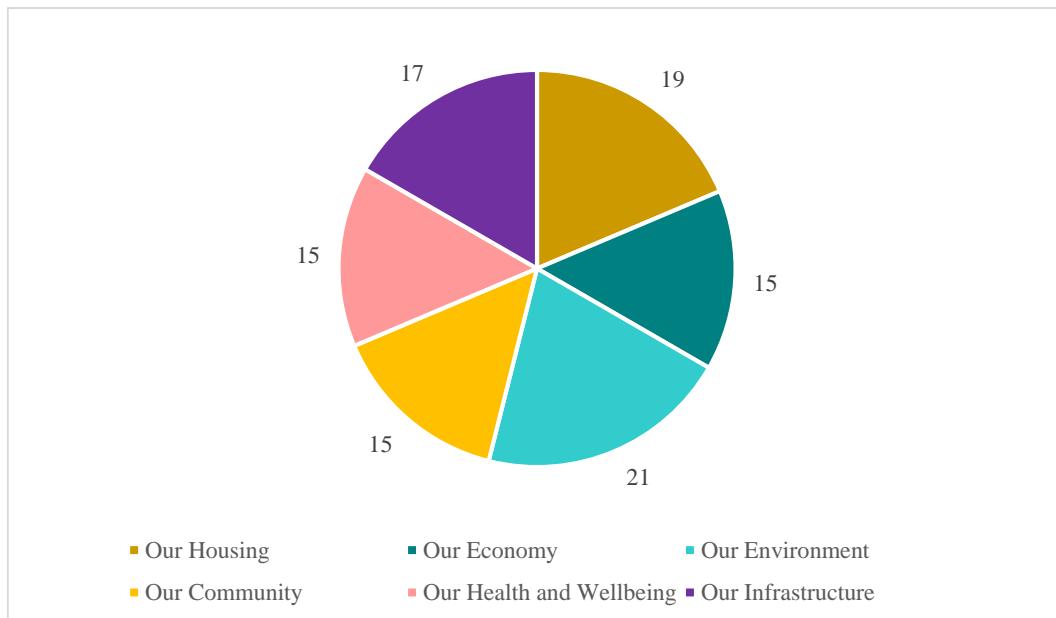
Figure 3: Youth Group’s Voting Preferences (in percentages)



3.3.4 Together All Are Able

Following the Topic Discussions, the participants voted, using six beads, on the topics they would personally prioritise. The topic which was voted for the highest was ‘Our Environment’ followed by ‘Our Housing’ with 21% and 19% of the votes respectively (Figure 4).

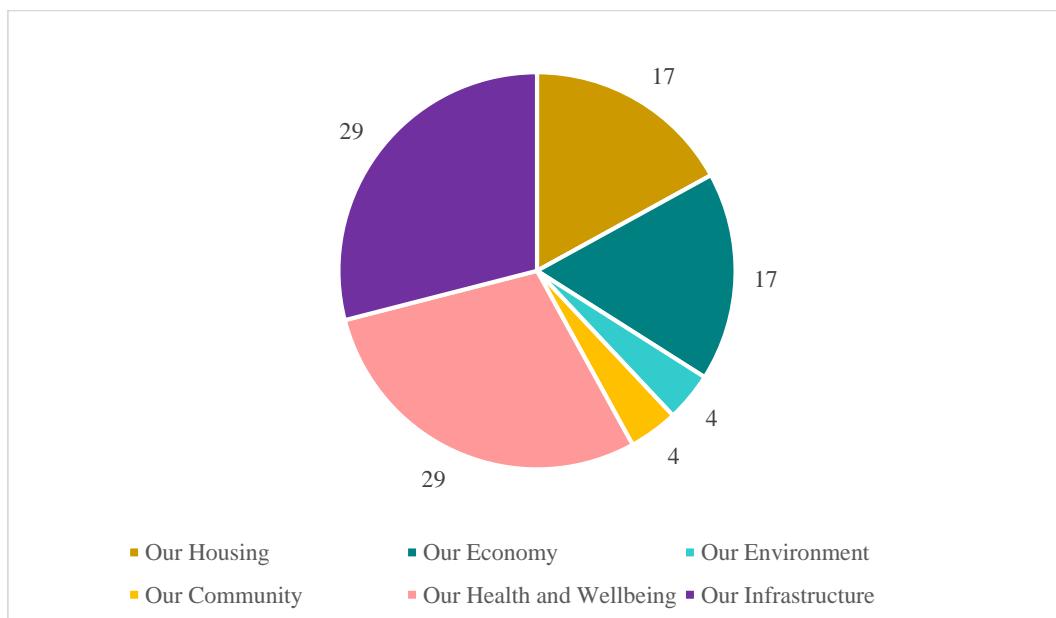
Figure 4: Together All Are Able Community Group's Voting Preferences (in percentages)



3.3.5 Wallasey

Following the Topic Discussions, the participants voted, with six beads, on the topics they would personally prioritise. The topics which were voted joint highest was 'Our Health and Wellbeing' followed by 'Our Infrastructure' with 29% each of the votes (Figure 5).

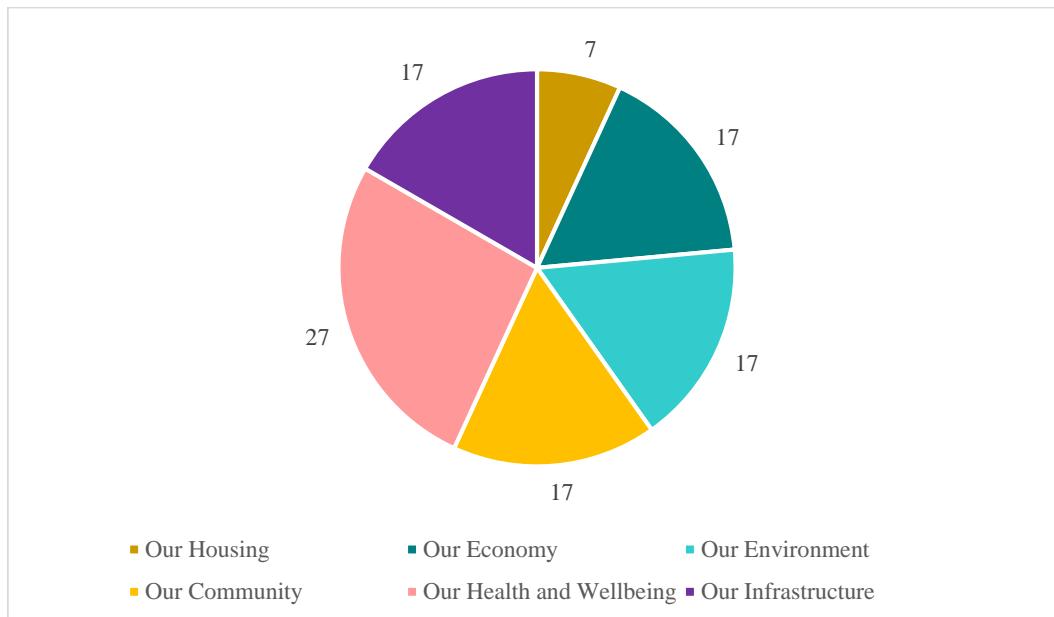
Figure 5: Wallasey Group's Voting Preferences (in percentages)



3.3.6 Birkenhead

Following the Topic Discussions, the participants voted, with six beads, on the topics they would personally prioritise. The topic which was voted for the highest was ‘Our Health and Wellbeing’ followed jointly by ‘Our Economy’, ‘Our Environment’, ‘Our Community’ and ‘Our Infrastructure’ with 27% and 17% of the votes respectively (Figure 6Error! Reference source not found.).

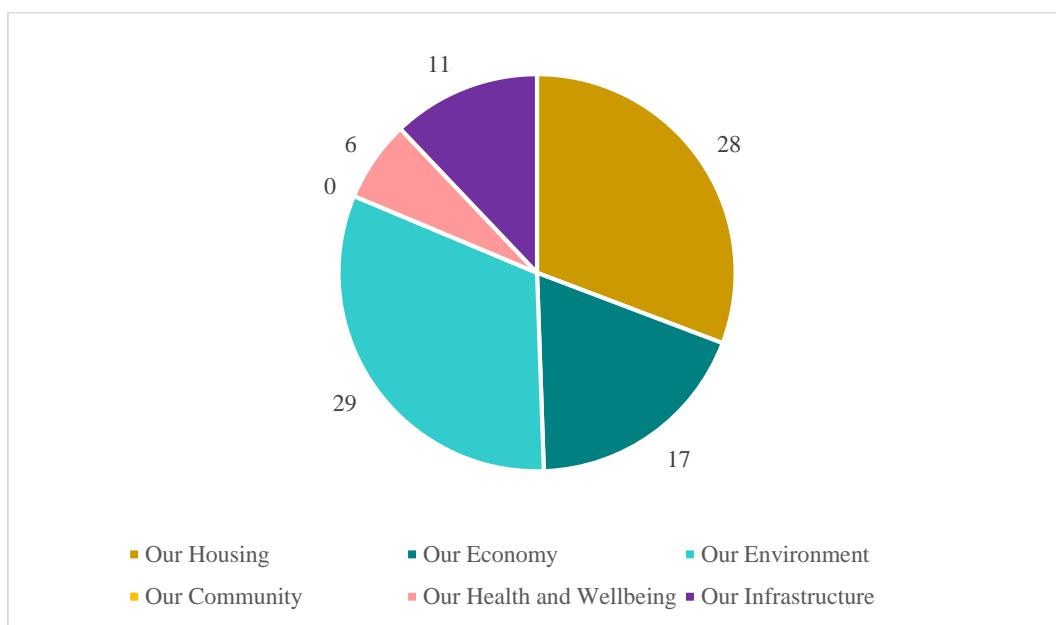
Figure 6: Birkenhead Group’s Voting Preferences (in percentages)



3.3.7 Wirral West and South

Following the Topic Discussions, the participants voted, with six beads, on the topics they would personally prioritise. The topic which was voted for the highest was ‘Our Environment’ followed by ‘Our Housing’ with 39% and 28% of the votes respectively (Figure 7).

Figure 7: Wirral West and South Group's Voting Preferences (in percentages)



3.4 Options Discussion

Following the Wirral Council officer's presentation to the group, explaining the three options presented in the Regulation 18 Local Plan consultation, attendees were invited to give their thoughts and opinions on each.

For the face-to-face groups, this took the form of a 'likes' and 'dislikes' exercise. Attendees considered the previous topics discussions and their priorities, then were asked to write their likes and dislikes on post-it notes, before sticking them on large-scale printouts of each option.

For the virtual focus groups, this was redesigned as a group discussion. The group was asked to consider and explain their thoughts on the pros and cons of each option.

For both the virtual and the face-to-face groups, attendees were then invited to indicate which option was their preferred choice.

3.4.1 Options 1A and 1B – Urban Intensification

Youth Group	<ul style="list-style-type: none"> ● Participants predominately supported option 1 due to it being able to reuse existing land, deliver affordable housing and ensure existing facilities and job opportunities are easily accessible. ● Positive impacts on nature and the environment were also highlighted. ● Negative comments relating to this option highlighted that employment opportunities are mostly in the West of the borough and that there would be too much development within existing areas impacting available green spaces and increasing levels of air pollution within the urban area.
Together All Are Able	<ul style="list-style-type: none"> ● Participants stated concern about replacing community and education centre spaces with residential development. ● Participants also highlighted that houses are not close enough to shops and services.
Wallasey	<ul style="list-style-type: none"> ● Participants stated that they support building on brownfield land and that this option will allow currently unsightly areas to be improved. ● However, participants expressed concern over this option potentially becoming a blanket build

	<p>policy within towns which could have negative impacts on communities.</p> <ul style="list-style-type: none"> ● Overall, this was the most preferred option between the participants.
Birkenhead	<ul style="list-style-type: none"> ● Participants support this option due to development being sustainably located near train stations and not requiring car ownership. ● However, this option was supported with the caveat that it comes with density guidelines to mitigate any negative impacts from increasing the density within town centres against the capacity of the local infrastructure. ● Overall, this option was supported.
Wirral West and South	<ul style="list-style-type: none"> ● Participants stated that this option was the most preferred option due to protecting the Green Belt and allows communities to protect their heritage. ● The participants did not want to build on the Green Belt and strongly supported regenerating Birkenhead. ● Option 1B was also supported.

3.4.2 Option 2A – Urban Intensification and Dispersed Green Belt Release

Youth Group	<ul style="list-style-type: none"> Participants felt this option provided a fairer distribution of development, with improved transport options across the borough and the potential to create multiple smaller communities. Participants also highlighted that this option would allow people to live close to where they grew up and spreading the impact on services and facilities. However, concerns were highlighted on this option's impact on the environment and local wildlife and that any new development needs to be fully accessible for everyone in the community.
Together All Are Able	<ul style="list-style-type: none"> Participants did not state any comments on this option.
Wallasey	<ul style="list-style-type: none"> Participants had concerns about using Green Belt land and therefore did not support this option.
Birkenhead	<ul style="list-style-type: none"> Participants did not support this option due to sustainability concerns and wanted to understand the connectivity and infrastructure connections. Participants highlighted the difficult balance between distributing development evenly across the borough or focusing development in one location to provide the additional required services.
Wirral West and South	<ul style="list-style-type: none"> Participants did not support this option and stated that the areas of land were poorly chosen due to potential negative impacts on transport infrastructure, air quality and health for current and future residents.

3.4.3 Option 2B – Urban Intensification and Single Urban Extension

Youth Group	<ul style="list-style-type: none"> Participants liked that this option would allow additional services and facilities to be provided through increased funding and that there is space for this opportunity. However, participants were predominately against this option due to the lack of existing facilities in Heswall, the negative impacts on the environment and green space, concern about the cost of housing built, the scale of new facilities which would be required and poor accessibility potentially causing new residents to feel isolated.
Together All Are Able	<ul style="list-style-type: none"> Participants did not state any comments on this option.
Wallasey	<ul style="list-style-type: none"> Participants expressed sadness at seeing a large area of Green Belt being developed. Participants also stated that Heswall currently has traffic concerns making it a poor place for additional development of this scale. Additional services to support the housing was a requirement from the participants. Participants overall did not support this option.
Birkenhead	<ul style="list-style-type: none"> Participants stated that planning a small town on this scale would be existing for the Wirral. One participant stated that the Woodchurch estate, built in the 1950s, is a similar scale and won an urban design award. However, there were sustainability concerns due the distance to train stations and it was noted that infrastructure requirements would need to be carefully considered but that it was positive that there was potential for additional services to be provided within this option. Participants stated that were Green Belt release required within the Local Plan, this option was preferred as it protects most of the Green Belt, limiting the impact on the openness to a localised area, while allowing development needs to be met.

Wirral West and South	<ul style="list-style-type: none">Participants did not support this option, stating that it would devastate the Green Belt and result in Heswall and Barnston to merge together.
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4 Focus Group Insight

In summary, the five focus groups provided deep and broad-ranging insight into the priorities of the residents of Wirral. This will be essential in helping shape the option the Council takes forward to the Regulation 19 ‘Preferred Option’ stage of the Local Plan process.

The following summary details the concluding points of interest from the focus groups themselves and the focus group as a technique in the consultation process.

4.1 Focus group value

The focus groups were a valuable part of the consultation process; allowing for facilitated and in-depth discussion with representatives from each community or demographic. In parallel with the other, broader and more formal consultation events, these provided a depth of insight that demonstrates the value of this approach in the Local Plan process.

Notably, there was a desire to be involved in consultation and local authority changes in Wirral. Several participants expressed an interest in being involved in future consultations and engagement events; whether for the Local Plan process or other local authority initiatives.

Other attendees described how their invite to the focus group was their only awareness of and participation in the Local Plan process i.e. they were not aware of the broader consultation or public events and would attend them if they had known about them.

Participants overall expressed their thanks at being invited to the focus groups; with several stating that they enjoyed the discussion, the opportunity to share their views and be involved in the process both in person and virtually.

4.2 Priorities and key points

4.2.1 Your community

The “Your Community” activity highlighted some common themes about what residents of Wirral valued and what they would like to see change. Apart from regional concerns (e.g. improving the promenade at West Kirby), most comments related to a few key themes.

Positive comments focused largely on community spirit, diversity of facilities and the heritage of Wirral and in particular its buildings and urban parks. Residents said they feel welcome in their communities and that people help each other out. Many areas have a range of leisure and retail offerings, something people are proud of and would like to see continue. Finally, the heritage of Wirral, the legacy of the area’s maritime past is something many attendees valued and would like to see developed further.

Similarly, the commentary on what attendees would like to see change was also focused on comparable themes; especially the availability of public transport and the lack availability and types of housing stock. Finally, the need for greater care for and provision of urban and natural environments was important to attendees.

4.2.2 Topics

The Housing topic yielded several points of note. One overarching topic was the regeneration of empty property (of all type) to increase housing availability. By association, there was a strong feeling that Wirral needs more affordable housing; especially for younger people and those with disabilities. There was the suggestion that the identified figure of 12,000 dwellings and the potential need for green belt release should be revisited.

Regarding the Economy, the most prevalent points made related to improving town centres (both in terms of diverse retail and providing jobs for local people) and increasing Wirral's tourism offering (related to heritage, retail and natural environment). Several groups noted the overlap of economy with both Community and Health and Wellbeing i.e. attendees consider the three to be closely linked and supportive of each other.

Community facilities are highly valued across Wirral. This includes leisure offerings & community spaces, such as halls and centres. There is a definite desire to see these places continue to be maintained, if not increased in number and a want for them to be publicised more. For younger people and those with disabilities, there is a noted lack of evening provision of community facilities.

Discussions around Environment focused on climate change, pollution and the need for retrospective and proactive action to address the climate emergency. This was an issue that was important to groups in Wirral. In addition, there was a desire for more green space in the urban environment and that developments should include provision of this.

Health and Wellbeing, which was the most important topic on average across the five focus groups, according to voting preference, was largely woven throughout the discussion of the other topics. Themes that emerged included greater provision of mental healthcare facilities, especially in the Birkenhead area and for younger people. More pastorally, the need to maintain sports and leisure facilities to support the health and wellbeing of residents was of note too.

Finally, discussions on infrastructure centred largely on public transport. Whilst some groups in urban areas felt that it was acceptable (but not ideal), many people felt stranded or restricted in their movements around Wirral. There is a desire to use public transport for financial and environmental reasons but residents felt the current offering was restricting them doing so. Provision for pedestrians and cyclists is also a concern with residents feeling that cycling networks are limited or non-existent in their areas, or that using them is not practicable due to confusion over rights of way, or safety.

4.2.3 Preference regarding options

The most popular option across all focus groups was Option 1. Residents felt that this made use of both undeveloped brownfield land and that in need of regeneration. It would meet the need for housing in the borough without the need for green belt release, as well as regenerating perceived unsightly areas of Wirral.

Concern was raised about the concentration of development in the Birkenhead and Wallasey area under Option 1A especially the environmental impact of increased traffic on air pollution and the limited potential for there to be ample green space in redeveloped areas.

Consideration given to Option 2A showed that residents thought this provided a fairer distribution of development across Wirral; in turn spreading the additional demand on existing services and facilities. However, it was largely ruled out, or declared a ‘second choice’ as there were concerns about connectivity for many smaller developments. Secondly, the requirement of green belt release and the associated impact on the environment was also unpopular.

Participants raised concerns about Option 2B raised about the impact on the environment of one single development, as well as the focused demand on infrastructure in an area that already struggles in this capacity. That said, some residents did draw parallels with the success of the Woodchurch Estate, built in the 1950s, and the smaller impact one development has on the greenbelt versus many smaller ones (Option 2A).

Appendix A

Youth Group Presentation

Appendix B

**Together All Are Able Group
Presentation**

Appendix C

Virtual Groups Presentation

Have your say on your Local Plan

Wirral Council is developing its Local Plan, and your opinion is needed.

We want to hear your views. Have your say on the options to help shape Wirral's Local Plan:

Register online to view and comment.

wirral.gov.uk/localplan

Visit us at a drop in session and chat to our planning officers who will be on hand to discuss the consultation documents and provide advice on how to register your views.

Consultation begins 20 January 2020 for 8 weeks.

All comments must be received by:

5pm Monday 16 March 2020.

Date	Time	Venue
Mon 27 January	12:30- 8pm	Heswall Library
Wed 29 January	12:30-8pm	Bromborough Civic Centre
Thurs 30 January	12:30-8pm	West Kirby Concourse
Mon 3 February	12:30-8pm	Birkenhead Town Hall
Wed 5 February	12:30-8pm	Wallasey Town Hall
Tues 18 February	12:30-8pm	Bromborough Civic Centre
Wed 19 February	12:30-8pm	West Kirby Concourse
Thurs 20 February	12:30-8pm	Heswall Library
Wed 26 February	12:30-8pm	Birkenhead Town Hall
Thurs 27 February	12:30-8pm	Wallasey Town Hall



Not online? Visit your local library or one stop shop.

Comments can also be submitted by post to: Address here, Wallasey Town Hall

wirral.gov.uk/localplan

 **WIRRAL**

Register

to have your say on your Local Plan

The Local Plan sets out the vision and strategy for future development in Wirral to create places where people want to live, work and visit.

Our new Local Plan will cover a 15 year period and will help to meet local housing and economic growth needs whilst also protecting and enhancing our built and natural environment.

We want to hear your views. To have your say you need to register at wirral.gov.uk/localplan

Once you have registered you will receive notifications to let you know when then consultation starts so you can register your views. You will also receive information on local drop in events where you can view the plans and chat to officers about the Local Plan.



Not online? Visit your local library or one stop shop.

Comments can also be submitted by post to: Address here, Wallasey Town Hall

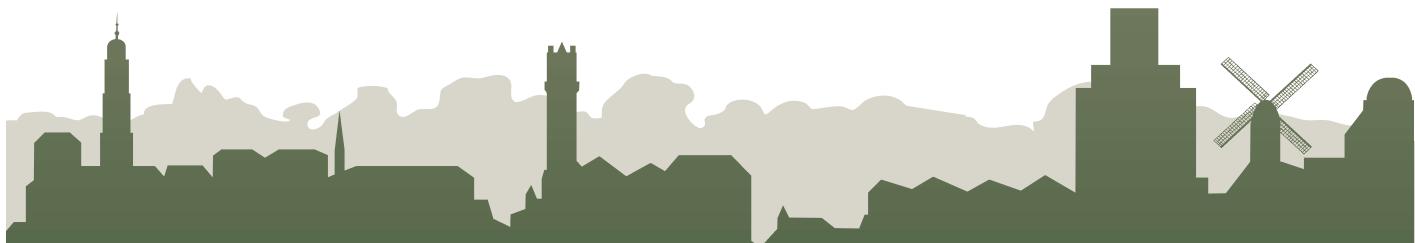
wirral.gov.uk/localplan

 WIRRAL

Have your say on your Local Plan

Wirral Council is developing a Local Plan.

Your opinion is needed to help shape the future of our towns, villages, infrastructure, environment and economy.



Consultation begins
27 January 2020 for 8 weeks

Visit a drop-in session to discuss
the consultation documents

Register at [wirral.gov.uk/localplan*](http://wirral.gov.uk/localplan)
to view and comment

All comments must be received by
5pm Monday 23 March 2020

*For free internet access visit your local library

wirral.gov.uk/localplan

 WIRRAL

Register to have your say on your Local Plan

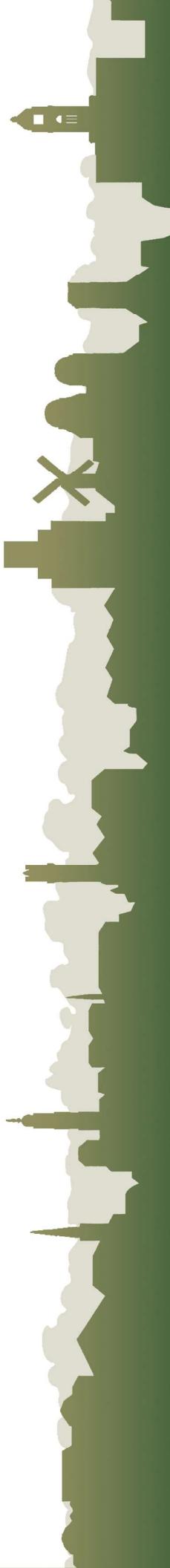
Our Local Plan sets out the vision and strategy for future development in Wirral to create places where people want to live, work and visit.

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To request the consultation information in a different language or format please email localplan@wirral.gov.uk.
Not online? Visit your local library or one stop shop.
When the consultation begins comments can be submitted by post to:
Forward Planning team, PO 290, Brighton Street, Wallasey, CH27 9FQ

wirral.gov.uk/localplan



Wirral Local Plan The vision

Producing a Local Plan is one of the most important duties of the Council.
It will set out a long-term vision for how Wirral will develop over the next
10 to 15 years.

It will:

- Ensure that we provide enough homes and employment sites to meet the needs of all our population, young and old
- Set out what types of homes will be built and where they will be located
- Promote the regeneration of Birkenhead, Liscard, New Ferry, New Brighton and other places to provide vibrant, new, mixed-use neighbourhoods
- Ensure that local infrastructure is provided for new development
- Protect our environmental and heritage assets
- Set out a range of policies which will be used to make decisions on planning applications
- Enable all people in Wirral to live longer and healthier lives

**“It will shape
the kind of
place we want
Wirral to be”**



Wirral Local Plan The preferred option

This is our preferred option to develop within the existing urban areas, to create communities that people want to live and work in.

This approach would:

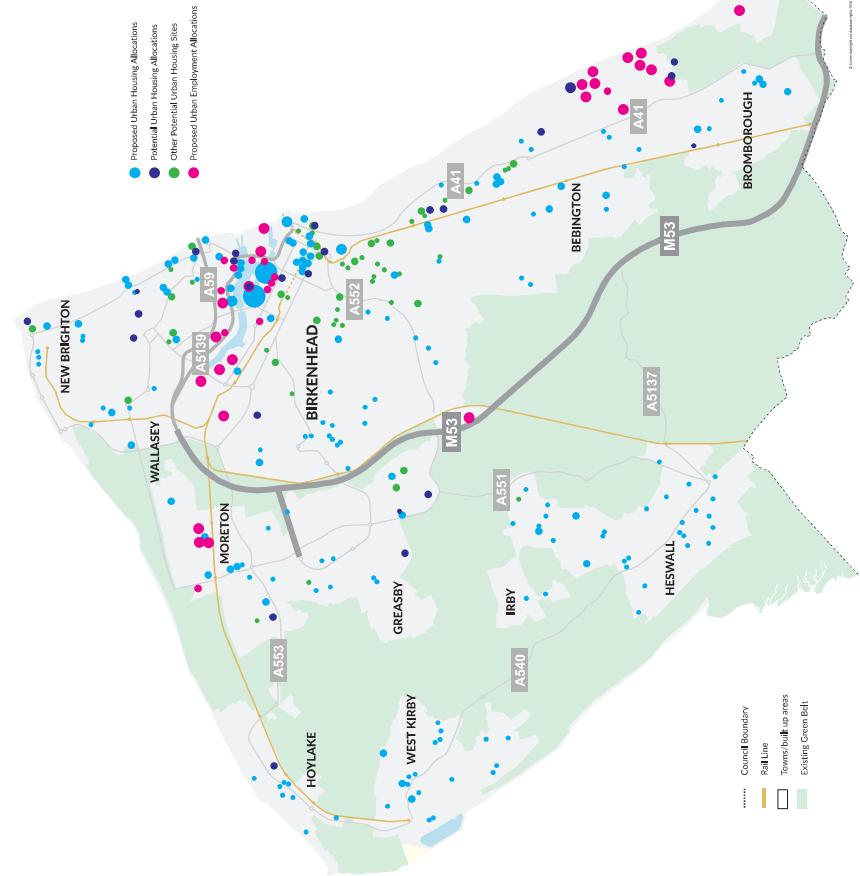
- ✓ Deliver our development needs through sustainable regeneration
- ✓ Provide 12,000 new homes in urban areas
- ✓ Develop on existing urban and brownfield sites
- ✓ Protect our Green Belt
- ✓ Increase densities across neighbourhoods in Wirral
- ✓ Provide 105 hectares of employment land, creating new job opportunities
- ✓ Require joint working arrangements with our investment and funding partners

No development would take place on previously undeveloped land in the Green Belt using our preferred option.

Government policy sets out the tests which potential housing sites must pass in order to be included in the Local Plan.

At this stage not all of the potential urban sites pass these tests. However, we are determined not to release Green Belt land for development, and we will continue, through this consultation period and beyond, to undertake further intensive work to increase the supply of suitable land in the urban area.

If we are unable to provide evidence of enough land to meet our 15 year housing requirement, we may have to consider proposing Green Belt release through the Local Plan.



Wirral Local Plan Option 2a and 2b

If we are unable to evidence enough available 'deliverable' or 'developable' sites within the urban areas to provide 12,000 new homes, we may have to look at developing areas of Green Belt in addition to sites in the urban areas.

We do not want to develop on Green Belt, but to demonstrate that we have consulted on all available options to meet our development and growth needs we need your views on two Green Belt options, 2a and 2b.

Land would only be proposed for release from the Green Belt following this consultation if there was a shortfall in the supply of 'deliverable' or 'developable' land in the urban area needed to deliver the Council's Preferred Option.

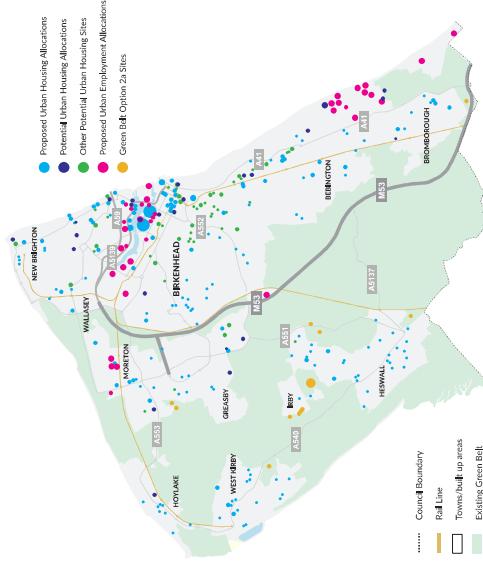
This option could:

- ✓ Provide a mix of urban and Green Belt development
- ✓ Be a hybrid of Option 2a and 2b
- ✓ Maintain urban regeneration as a priority

Option 2b - Single Large Urban Extension

This option:

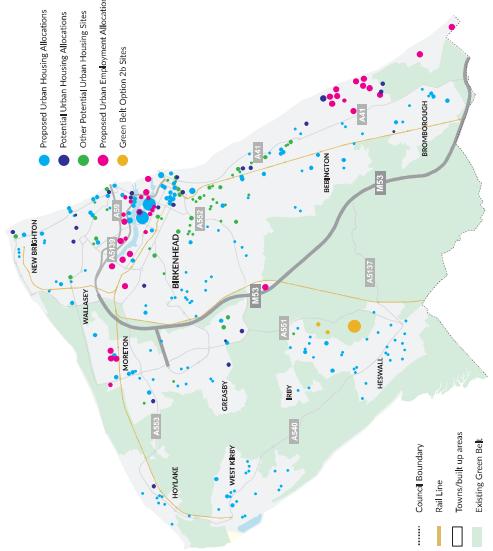
- Is a more concentrated approach - any new development required would be focused on a single larger area
- Would be a single larger area around an existing settlement
- Could accommodate approximately 2,500 homes



Option 2a - Dispersed Release

This option:

- Proposes the release of a series of small to medium sized areas of land, which when added together would allow enough land to be allocated to meet our housing needs
- Spreads development across the Borough, ensuring that single settlements are not impacted disproportionately
- Spreads the impacts of new development on existing infrastructure
- Could accommodate approximately 2,900 homes



Wirral Local Plan Have your say



**Tell us
what you
think**



**We will
review all of
the comments**



**We will publish
the final draft
Local Plan**

You can view all of the documents and **submit comments online** using our easy to use web portal. The portal will formally register all comments received. The consultation will run from 27 January for 8 weeks and comments must be received by 5pm on 23 March 2020.
Have your say at wirral.gov.uk/localplan or you can submit comments by post to: Forward Planning team, PO 290, Brighton Street, Wallasey, CH27 9FQ.

Following the consultation period, all comments on the proposed options will be reviewed and will be used to help shape the final scope and content of the final draft Wirral Local Plan.

You will have the opportunity to make formal comments and representations based on the soundness and legal compliance of this plan. This will be published later in the summer. **At this stage you can make representations** which will be included in a formal Consultation Statement and passed to the Inspector undertaking the Independent Examination.



wirral.gov.uk/localplan

WIRRAL

The Local Plan is our plan for **the future** **of Wirral**

How to get involved?

To view the plans and comment you can:

- Register online at wirral.gov.uk/localplan to view the documents and have your say
 - Visit us at a drop-in session where you can chat to our planning officers to discuss the consultation documents and receive advice on how to register your views. Details of drop in events are available at wirral.gov.uk/localplan
 - Visit your local library to use our free computer facilities and view electronic and paper copies of the documents. You can also pick up a paper questionnaire to submit your comments by post
 - Send a letter by post to: Forward Planning team, PO Box 290, Brighton Street, Wallasey, CH27 9FQ
- To request the information in a different language or format please email localplan@wirral.gov.uk

Have your say on your Local Plan

Wirral Council is developing a Local Plan, and your opinion is needed to help shape the future of our towns, villages, infrastructure, environment and economy.

wirral.gov.uk/localplan



What is the Local Plan?

The Local Plan is our plan for the future of Wirral. It will play an important part in shaping the future of our towns, villages, infrastructure, environment and economy.

The Council is currently preparing the new Local Plan for Wirral which will set out how the borough should be developed over the next 15 years.

The Plan sets out the Council's priorities for development and gives clear guidance about what can be built, where, how, and why. The plan covers housing, commercial, public and private developments.

The Local Plan will:

- Protect our environmental and heritage assets and help tackle climate change
- Ensure that we provide enough homes and employment sites to meet the needs of all our population young and old
- Set out what types of homes will be built and where they will be located
- Promote the regeneration of Birkenhead, Liscard, New Ferry, New Brighton and other places to provide vibrant, new, mixed-use neighbourhoods
- Ensure that local infrastructure is provided for new development
- Set out a range of policies which will be used to make decisions on planning applications
- Enable all people in Wirral to live longer and healthier lives

What does the plan need to include?

- Provide up to 105 hectares of employment land, creating new job opportunities
- Require joint working arrangements with our investment and funding partners
- No development would be planned to take place on previously undeveloped land in the Green Belt under our preferred option. Government policy sets out the tests which potential housing sites must pass in order to be included in the Local Plan. At this stage not all of the potential urban sites pass these tests. However, we are determined not to release Green Belt land for development, and we will continue, through this consultation period and beyond, to undertake further intensive work to increase the supply of suitable land in the urban area. If we are unable to provide evidence of enough 'deliverable' or 'developable' land to meet our 15 year housing requirement, we may have to consider proposing Green Belt release through the Local Plan.

Consultation on Wirral's Local Plan (Regulation 18)

The Council has developed options on where the new housing and employment areas could be located. Your opinion is needed on these options and your views will help to shape the future of Wirral for you and your family.

An 8 week consultation will run from 27 January 2020 and close at 5pm on Monday 23 March 2020.

The Local Plan will shape the kind of place we want Wirral to be into the 2030s and we encourage everybody to help ensure the Local Plan meets the needs of our communities.

Details of how to get involved are listed on the back of this leaflet.

The Council's preferred option

- The Council's preferred option is to locate all new housing and employment within existing urban areas – wherever possible on brownfield sites – to create communities that people want to live and work in. This approach would:
- Deliver our development needs through sustainable regeneration
 - Provide 12,000 new homes in urban areas
 - Develop on existing urban and brownfield sites
 - Protect our Green Belt
 - Increase densities across neighbourhoods in Wirral

Why are there green belt options?

We do not want to develop on Green Belt, but to demonstrate that we have consulted on all available options to meet our development and growth needs the Council is also asking for public opinion on two Green Belt options.

Land would only be proposed for release from the Green Belt following this consultation if there was a shortfall in the supply of 'deliverable' or 'developable' land in the urban area needed to deliver the Council's preferred option.

What happens after the consultation?

Following the consultation period all comments on the proposed options will be reviewed and will be used to help shape the scope and content of the final draft Wirral Local Plan.

The Council's proposed Local Plan is being prepared to be submitted to the Secretary of State during 2020 and, once adopted, will be used to

make decisions on individual planning applications for the next 15 years.

شارك برأيك في خطةك المحلية

يعمل مجلس منطقة Wirral على تطوير خطةه المحلية ورأيك يهمهم

ستحدد الخطة المحلية الرؤية والاستراتيجية للتطوير المستقبلي في منطقة Wirral، وذلك لإنشاء أماكن يرحب الناس في العيش والعمل بها وزيارتها.

ستغطي خطتنا المحلية الجديدة فترة 15 عاماً وستساعد على تلبية احتياجاتنا من الإسكان والنمو الاقتصادي، وفي الوقت ذاته ستحمي كلٍّ من بيئتنا المعمارية والطبيعية وتحسينها.

نفضل بزيارة جلستنا غير الرسمية في Wirral Change.

يوم الثلاثاء الموافق 11 فبراير من الساعة 11 صباحاً حتى الساعة 3.30 مساءً.

Wirral Change

مدرسة سانت لورانس،

سانت لورانس،

بيركينهيد

كود بريد CH41 3JD

سيكون موظفو المجلس والمترجمون الفوريون متاحين لمناقشة وثائق المشاورات وتقديم المشورة بشأن كيفية تسجيل وجهة نظرك.

ستتمكن من توفير المعلومات المعنية بالمشاورات بتنسيقات ولغات مختلفة. ويمكن طلبها عبر الموقع localplan@wirral.gov.uk. سنقوم بالرد على أي طلبات للحصول على معلومات بتنسيقات يمكن الوصول إليها وسنوفرها في أقرب وقت ممكن. سيكون الموظفون متاحين أثناء الفعاليات غير الرسمية لتقديم المساعدة إذا كنت ترغب في إكمال النموذج في نفس اليوم.

ستبدأ المشاورات في 27 يناير 2020 وستستمر لمدة 8 أسابيع، ويجب إرسال جميع التعليقات قبل الساعة 5 مساءً في يوم 23 مارس 2020.



wirral.gov.uk/localplan

 WIRRAL

আপনার স্থানীয় পরিকল্পনা সম্পর্কে আপনার বক্তব্য রাখুন

উইরাল কাউন্সিল নিজের স্থানীয় পরিকল্পনাটির বিকাশ করতে এবং জন্য আপনার মতামতের প্রয়োজন

স্থানীয় পরিকল্পনা উইরালের ভবিষ্যত উন্নয়নের জন্য দৃষ্টিভঙ্গি ও কৌশল নির্ধারণ করে এমন জায়গা তৈরি করবে যেখানে লোকেরা বাস করতে, কাজ করতে এবং বেড়াতে যেতে চাইবে।

আমাদের নতুন স্থানীয় পরিকল্পনাটি ১৫-বছরের সময়কালে এবং আমাদের হাউজিং ও অর্থনৈতিক উন্নয়নের থয়োজনীয়তা পূরণে সহায়তা করবে যা একই সাথে আমাদের নির্মাণ এবং প্রাকৃতিক পরিবেশকে সুরক্ষা এবং বর্ধন করবে।

উইরালের পরিবর্তনে আমাদের ড্রপ-ইন সেশনটি ভিজিট করুন।

মঙ্গলবার ১১ ফেব্রুয়ারি সকাল ১১ টা থেকে বিকেল ৩:৩০ পর্যন্ত।

ওয়াইরালের পরিবর্তন

সেন্ট লরেন্স স্কুল,

সেন্ট লরেন্স ড্রাইভ,

বারকেনহেড,

CH41 3JD

পরামর্শের নথিগুলি নিয়ে আলোচনা করতে এবং আপনার মতামত কিভাবে জানাবেন সে সম্পর্কে পরামর্শ দেওয়ার জন্য কাউন্সিল এর কর্মচারী এবং দোভাসীরা উপস্থিতথাকবেন।

আমরা বিভিন্ন মাধ্যম এবং ভাষায় পরামর্শের তথ্য সরবরাহ করতে পারবো। এগুলি localplan@wirral.gov.uk থেকে অনুরোধ করা যেতে পারে। আমরা সুবিধাজনক মাধ্যমে তথ্যের জন্য যে কোনও অনুরোধে সাড়া দেবো এবং এগুলি যত তাড়াতাড়ি সম্ভব পাওয়া যাবে। আপনি যদি ড্রপ-ইন সেশনে এসে সেদিন ফর্মটি পূরণ করতে চান তবে আপনাকে সহায়তা করার জন্য কর্মীরা উপস্থিত থাকবে।

পরামর্শ অনুষ্ঠান ২৭ শে জানুয়ারী ২০২০ থেকে ৪ সপ্তাহের জন্য শুরু হবে এবং ১৩ শে মার্চ ২০২০ তারিখ সন্ধ্যা ৫ টার মধ্যে সকল মন্তব্য অবশ্যই পেতে হবে।



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 WIRRAL

您對當地計劃有發言權

Wirral 理事會正在制定當地計劃，需要傾聽您的意見

當地計劃將提出 Wirral 未來發展的願景和戰略，以便打造理想的居住、工作和觀光環境。

我們新的當地計劃將涵蓋 15 年，有助於滿足我們的住房和經濟增長需求，同時保護和改善我們的建築和自然環境。

在以下時段您可隨時拜訪 Wirral Change，無需預約。

2 月 11 日上午 11.00 - 下午 3.30，星期二

Wirral Change

St Laurence's School,

St Laurence Drive,

Birkenhead,

CH41 3JD

本理事會職員和翻譯將到場討論諮詢文檔，並就如何表達您的觀點提供意見。

我們可以用不同的格式和語言提供諮詢訊息。可以傳送郵件至 localplan@wirral.gov.uk 索取。

我們將盡快以便於訪問的方式提供您索取的信息。如果您希望在當天填寫表格，在活動期間工作人員會到場提供幫助。

WIRRALC_0687989

諮詢從 2020 年 1 月 27 日開始，為期 8 周，所有意見必須在 2020 年 3 月 23 日下午 5 點之前收齊。



wirral.gov.uk/localplan

 **WIRRAL**

对本地计划发表意见

Wirral 理事会正在制定本地计划，需要您的意见

本地计划将提出 **Wirral** 未来发展的愿景和战略，以便打造理想的居住、工作和观光环境。

我们新的本地计划将涵盖 15 年，有助于满足我们的住房和经济增长需求，同时保护和改善我们的建筑和自然环境。

在一些时段您可随时拜访 **Wirral Change**，无需预约。

2 月 11 日上午 11.00 - 下午 3.30，星期二

Wirral Change

**St Laurence's School,
St Laurence Drive,
Birkenhead,
CH41 3JD**

本理事会职员和翻译将到场讨论咨询文件，并就如何表达您的观点提供意见。

我们可以用不同的格式和语言提供咨询信息。可以发送邮件至 **localplan@wirral.gov.uk** 索取。我们将尽快以便于访问的方式提供您索取的信息。如果您希望在当天填写表格，在活动期间工作人员会到场提供帮助。

咨询从 2020 年 1 月 27 日开始，为期 8 周，所有意见必须在 2020 年 3 月 23 日下午 5 点之前收齐。



wirral.gov.uk/localplan

 **WIRRAL**

Weź udział w konsultacjach społecznych dotyczących planu zagospodarowania przestrzennego Twojej okolicy

Wirral Council opracowuje nowy plan zagospodarowania przestrzennego i potrzebna jest Twoja opinia

Plan zagospodarowania będzie uwzględniał wizję i strategie rozwoju Wirral, na obszarze którego powstaną obiekty budowlane, w których mieszkańcy będą chcieli mieszkać, pracować i które będą chętnie odwiedzać.

Plan jest przygotowywany na 15 lat i będzie odpowiedzią na zapotrzebowanie na mieszkania komunalne, jak również przyczyni się do rozwoju ekonomicznego. Jednym z założeń będzie również ochrona i uatrakcyjnienie zabudowy oraz środowiska naturalnego.

Zapraszamy na sesje niewymagające wcześniejszej rezerwacji w Wirral Change.

Wtorek 11 lutego, w godzinach 11.00-15.30.

Wirral Change

**St Laurence's School,
St Laurence Drive,
Birkenhead,
CH41 3JD**

Do Państwa dyspozycji będą pracownicy naszego urzędu oraz tłumacze, którzy pomogą w konsultacjach i poinformują, w jaki sposób mogą Państwo zgłosić swoje uwagi oraz propozycje.

Na spotkaniu dostępne będą informacje na temat prowadzonych konsultacji w różnych formatach i językach. Materiały informacyjne można otrzymać pisząc do nas na adres e-mail **localplan@wirral.gov.uk**. Materiały informacyjne w preferowanym formacie prześlemy w możliwie najkrótszym terminie. Potrzebę otrzymania materiałów będą mogli Państwo zgłosić w czasie trwania konsultacji społecznych jednemu z naszych pracowników.

Konsultacje rozpoczną się 27 stycznia 2008 roku i będą trwać przez 8 tygodni. Wszystkie uwagi oraz propozycje można zgłaszać do 23 marca 2008 r. do godziny 17.00.



wirral.gov.uk/localplan

 **WIRRAL**

Spuneți-vă părerea privind planul dvs. local

Consiliul din Wirral își elaborează planul său local și este necesară opinia dvs.

Planul local va indica viziunea și strategia pentru viitoarea dezvoltare din Wirral pentru a crea locuri unde oamenii să dorească să locuiască, să muncească și pe care să le viziteze.

Noul nostru plan local va acoperi o perioadă de 15 ani și va ajuta la respectarea nevoilor noastre în materie de locuințe și creștere economică protejând în același timp și stimulând mediul nostru clădit și natural.

Vizitați ședința noastră de prezentare de la Wirral Change.

Marți 11 februarie 11:00- 15:30.

Wirral Change

**St Laurence's School,
St Laurence Drive,
Birkenhead,
CH41 3JD**

Angajați și traducători ai Consiliului vor fi disponibili pentru a discuta documentele consultative și oferi sfaturi privind modul de înregistrare a punctului dvs. de vedere.

Vom putea oferi informații consultative în diferite formate și limbi. Acestea pot fi solicitate de la localplan@wirral.gov.uk. Vom răspunde oricărora cereri de informații în formate accesibile și le vom pune la dispoziție cât de curând posibil. În timpul acestor evenimente de prezentare vor fi disponibili angajați pentru a oferi asistență în cazul în care doriți să completați formularul în ziua respectivă.

Consultarea începe în data de 27 ianuarie 2020; timp de 8 săptămâni toate observațiile trebuie să fie primite înainte de ora 17:00 în data de 23 martie 2020.



wirral.gov.uk/localplan

 **WIRRAL**

How the Local Plan is prepared

Step 1



Gather Evidence

The Council conducts a range of detailed studies and considers everything a Local Plan needs, like how many new homes and jobs are needed and what supporting infrastructure is required.

Step 2



Consider Options

The Council considers the ways our future development needs could be met and outlines a preferred option.

Step 3



Consultation (Regulation 18)



The options are presented to the public for consultation. Residents are invited to comment on the options and attend drop in sessions to discuss the plans with Council Officers.

Step 4



Review Comments

The Council reviews comments made during the public consultation and after careful consideration, publishes a draft Local Plan.

Step 5



Representation (Regulation 19)

The draft Local Plan is published for representations to be submitted on its "soundness".

Step 6



Examination in Public

The Secretary of State appoints an Independent Planning Inspector to examine the draft Local Plan in great detail. Public hearing sessions are held during this stage.

Step 7



Adopt the Local Plan

The Planning Inspector's final report recommends whether the Council can adopt the Plan. Once adopted, the Local Plan will be used to make decisions on all planning applications.



Have Your Say on your Local Plan

What is a Local Plan?

The Local Plan sets out the vision and strategy for future development in Wirral to create places where people want to live, work and visit. Our new Local Plan will cover a 15 year period and will help to meet local housing and economic growth needs whilst also protecting and enhancing our built and natural environment.

Your comments on these themes are needed

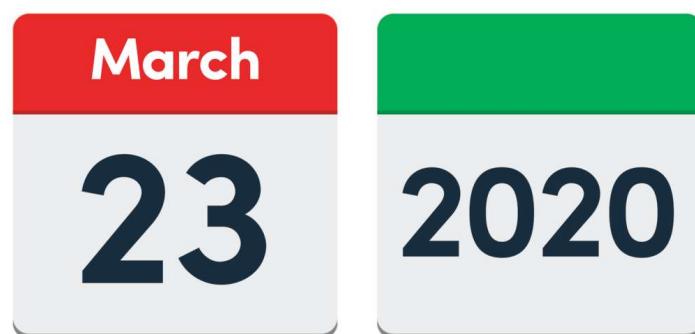


This is a summary of the Issues and Options
Consultation Document for full version
go to <https://wirral-consult.objective.co.uk>

Wirral Local Plan 2020 - 2035

Issues and Options Local Plan Consultation Summary Document

Consultation ends
(Regulation 18)



wirral.gov.uk/localplan

 **WIRRAL**

Contents

● Introduction	Page 3
● Our Vision	Page 4
● What is a Local plan and what will it do?	Page 5
● What about the consultation in late 2018?	Page 6
● How do we calculate our local housing needs?	Page 7
● Objectives	Page 8
● Spatial Options for meeting our Development Needs	Page 10
● Preferred Option 1: Urban intensification	Page 10
Proposed Urban Housing Allocations	
Potential Intensification and Additional Urban Housing Allocations	
Other Suitable but Currently Uncertain Sites	
● Green Belt Options	Page 15
● Option 2A: Dispersed Green Belt Release	Page 17
● Option 2B: Single Urban Extension	Page 20
● How to view all the documents and make your comments	Page 22
● What happens next?	Page 23
● Find out more	Page 24

The full version of the Issues and Options document contains questions which can be answered to give a response to the consultation.

You can find the full version of the Issues and Options document at <https://wirral-consult.objective.co.uk> or at your local public library or at Wallasey Town Hall during their normal opening hours.

You can also visit us at one of the drop-in sessions being held in a number of places in the Borough. To find an event near you go to www.wirral.gov.uk/localplanevents

Introduction

- The Local Plan is the long-term plan for Wirral through to 2035.
- It is an important planning document about what can be built, where, how, and why.
- It also covers **climate change and the environment, regeneration**, the amount of **new housing and jobs** and where they should be provided, **transport, heritage and health and wellbeing**.
- The Council has published an important stage of the Local Plan called the '**Issues and Options Consultation**' document. This sets out the draft numbers of new homes and amount of employment land to be provided for in the Local Plan. It also sets out the Council's Preferred Option for where this development should be located.
- We want to know what you think of the Local Plan Issues and Options Document so you can be part of how Wirral will look in the next 15 years. Alongside the Issues and Options Document we are also inviting views on an initial Sustainability Appraisal, which is an independent assessment of how sustainable our different options are (also incorporating health and equalities issues).
- We are also consulting on the Habitats Regulations Assessment which will ensure that the plan does not result in harm to our highest protected environmental sites.
- You can give us your comments by going to
www.wirral.gov.uk/localplan
- Please give us your views by **5pm on Monday 23 March 2020**.
- Your comments will help us make the final draft of the Local Plan that we will share with everyone later this year.
- The final draft Local Plan will then be sent to the Government for independent review and final changes.
- In 2022, the Local Plan will be adopted and Wirral Council will start using it to decide on all planning applications.

Our Vision

The local plan will be guided by a Vision of what we think we want Wirral to be like in 2035.

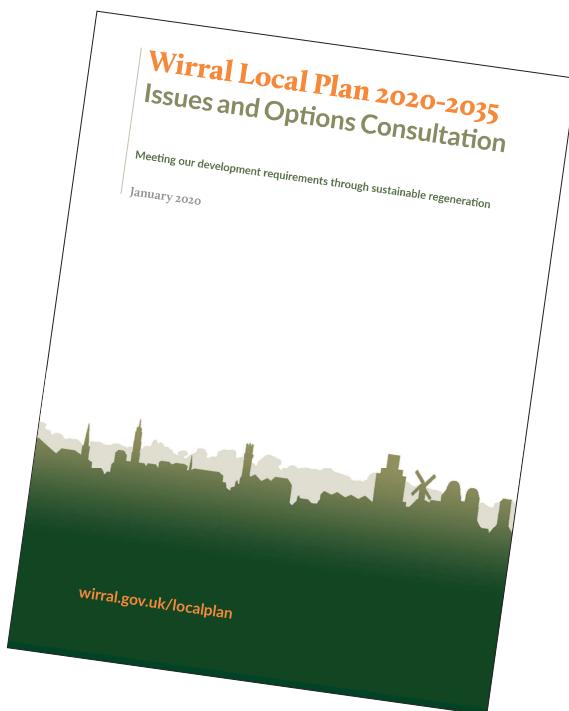
The Vision for Wirral: A Healthy, Sustainable and Prosperous Borough

- Ensure that we provide enough homes and employment sites to meet the needs of all our population, young and old
- Set out what types of homes will be built and where they will be located
- Promote the regeneration of Birkenhead, Liscard, New Ferry, New Brighton and other places to provide vibrant, new, mixed-use neighbourhoods
- Ensure that local infrastructure is provided for new development
- Protect our environmental and heritage assets
- Set out a range of policies which will be used to make decisions on planning applications
- Enable all people in Wirral to live longer and healthier lives

What is a Local plan and what will it do?

The Local Plan covers the whole of the Borough of Wirral and will:

- Protect our environmental and heritage assets and help tackle climate change
- Make sure that we provide enough homes and employment sites to meet the needs of all our population young and old
- Set out what types of homes and where they will be built.
- Promote the regeneration of Birkenhead, Liscard, New Ferry, New Brighton and other places to provide vibrant new mixed use neighbourhoods
- Ensure that local infrastructure is provided for new development
- Replace old out of date planning policies to be used when making decisions on planning applications



What about the consultation in late 2018?

We consulted you on the Development Options Review in Autumn 2018. We received over 3,000 responses. We listened to you and decided to make a fresh start on the Local Plan. The comments you made, and our response is set out in a separate Consultation Statement which can be found by going to www.wirral.gov.uk/localplan.

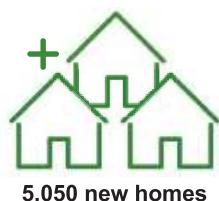
What are our Development Needs?

The Government requires us to plan to meet our housing and employment needs for the next 10 to 15 years.



12,000 homes

We need 12,000 new homes
between 2020 and 2035
(30% affordable)



5,050 new homes

Of these about 5,050 new homes to need to be delivered by 2025



80ha Employment Land

We need about 80ha of land for new jobs



We need to support major regeneration of brownfield sites in and around Birkenhead

How do we calculate our local housing needs?

The Government require us to use the 'Standard Method' which is a formula set out in national planning guidance.

Based on the standard method, the Council needs to ensure that the Local Plan provides for a minimum requirement of 800 net new homes per year - this equates to 12,000 net new homes over the whole plan period to 2035.

We can only change this if exceptional circumstances justify an alternative approach. So far we have not been able to identify any.



Objectives

Our objectives are the long term things we aim to do in the next 15 years.

A Sustainable Wirral

1	To support sustainable approaches to the location, design, construction, operation and impact of new development.
2	Realise the potential of our industrial legacy, and our waterside and heritage assets to deliver comprehensive urban regeneration.
3	Promote sustainable travel, improve accessibility, connectivity, and ease of movement and direct new development to locations which will provide easiest access to existing centres, high-frequency public transport corridors, pedestrian and cycle routes.
4	Ensure the responsible use of land and natural resources to mitigate and adapt to Climate Change and promote the transition to a low carbon Borough.
5	Protect and improve the quality and accessibility of green space, green infrastructure and nature, whilst protecting and enhancing biodiversity and ensuring that development delivers net environmental gains where possible.

A Special and Healthy Place to Live

6	Manage flood risk through a risk-based approach which directs inappropriate development away from high risk coastal, river or surface flooding areas, makes space for water and uses sustainable urban drainage systems.
7	Provide sufficient housing to meet identified local housing needs and provide a choice of housing for people at all stages of life and incomes.
8	Ensure that high quality new development integrates with and respects our peninsula's distinctive character, natural environment and built heritage, to create vibrant, healthy places and local communities.
9	Provide and promote essential local infrastructure including emergency services, community, cultural, education, transport, health and leisure facilities, shops, and services all within easy reach of local communities.

A Thriving Wirral

10	Tackle social, economic and environmental deprivation, especially in the eastern part of the peninsula, through housing renewal, reducing unemployment, improving skills, education, community and environmental conditions.
11	Provide a range of employment and mixed-use sites to meet assessed needs, provide work opportunities for our residents and foster an environment where our existing businesses and new, innovative start-ups can prosper. To support a competitive and diverse rural and visitor economy.
12	Ensure that Birkenhead and the Borough's other town, district and local centres adapt to changing shopping patterns to become a vibrant mixed-use focus for each of our peninsula's communities.

Themes in the Local Plan



Spatial Options for meeting our Development Needs

In developing the spatial options for the Local Plan the Council is mindful that they must:

- **Be realistic** - this means they must all deliver the quantity of homes and land for employment that has been identified as required for Wirral; and
- **Consider all reasonable alternatives** to ensure that this Local Plan can be considered “sound”

The Local Plan Issues and Options document sets out three main Options for locating our housing and employment needs over the Plan period:

Preferred Option 1: Urban intensification



Option 1A: Urban Intensification
Between 10,300 and 14,800 homes
within the plan period

The Council's Preferred Option is to locate all new housing and employment within existing urban areas and on brownfield sites.

If we can bring forward development of brownfield sites and release some existing employment land for housing we might be able to meet all our housing requirements within the urban area.

But this will mean:

- **Increasing the density of houses** - but maintaining good design, creating high quality housing layouts and living environments such as those achieved in Europe and Scandinavia;
- **Getting financial help** from our partners including the Government, Homes England, and the Liverpool City Region to tackle brownfield sites

Proposed Urban Housing Allocations

These are sites that we have sufficient information now to include within the urban housing supply - subject to comments received during this consultation (see map below).



Map 1 Proposed Urban Housing Allocations

- Proposed Urban Housing Allocations
- Urban Permissions Not Started in April 2019

Potential Intensification and Additional Urban Housing Allocations

These include sites where the landowner or developer has indicated that they could develop their site with more homes or at a faster rate. They also include sites which have been identified as potentially suitable for re-designation as part of the latest review of employment land (see map below).



Map 2 Potential Urban Intensification and Additional Urban Housing Allocations

- █ Proposed Urban Housing Allocations
- █ Urban Permissions Not Started in April 2019
- █ Potential Additional Urban Housing Allocations

Other Suitable but Currently Uncertain Sites

These are sites that we are not sure about. They include sites where planning permission has previously been granted but has now lapsed; where the landowner has not recently indicated that they are still willing to take the site forward for development; and sites which have been identified as unviable in the current market (see map below).



Map 3 Other Suitable but Currently Uncertain Sites

Other Suitable but Currently Uncertain Sites

Option 1A: Urban Intensification advantages and disadvantages

Advantages	Disadvantages
<p>It meets all of our development needs within the urban area, predominantly using brownfield land.</p> <p>An urban focus for new development- supports the prioritisation of previously developed land, directing new development to areas of regeneration need and opportunity and need, enabling the creation of attractive new mixed-use communities.</p> <p>Social, convenience, economic, and environmental benefits of living in places of higher density, supporting high quality urban living.</p> <p>More homes would be built close to employment opportunities and existing transport infrastructure.</p> <p>Reduces the potential need for vehicle dependency, supporting active travel with benefits to the environment and climate. Supports investment in existing infrastructure.</p> <p>Will safeguard Green Belt land with benefits for agricultural production, Climate Change, biodiversity, landscape and amenity.</p>	<p>Risk of the plan being found unsound if it relies on an over-optimistic and potentially undeliverable set of circumstances.</p> <p>Challenges with meeting the housing target, due to the dependence on a high proportion of brownfield sites with potentially uncertain viability or land contamination issues.</p> <p>Could lead to some delay in providing new homes whilst more complicated brownfield sites are remediated.</p> <p>Reliance on less viable sites could reduce ‘planning gains’, such as the future provision of affordable housing in market housing development.</p> <p>Over concentration of cars and traffic in intensified areas, with impacts on noise and air pollution.</p>

Green Belt Options

Why do we need to consult on Green Belt Options?

Although our Preferred Option is to locate all new housing and employment development during the Plan period within the urban area we need to consult on other options for meeting any shortfall in housing land in the urban area. This is because not all the potential urban sites currently pass the tests for inclusion in the Local Plan.

If we can't meet our all housing needs in the urban areas and if surrounding Councils can't help us, we will need to release some land from the Green Belt.

How many new homes could we need to build on the Green Belt?

We still hope to be able to avoid any Green Belt development but we have calculated that we may need to release Green Belt sites to build up to 2,500 homes.

The actual amount of land required will not be known until we have exhausted our search for land within the urban area and completed discussions with Government, Homes England and the City Region.

We have therefore set out two options for Green Belt Sites.

The final approach could be a hybrid of Options 2A and 2B.

How have we identified potential Green Belt options and sites?

Following a review of the comments received on the Development Options Review in Autumn 2018 we asked a specialist to undertake a detailed Green Belt Review which has identified areas that perform strongly, moderately and weakly against the five purposes of the Green Belt set out in national policy.

We have then:

- excluded land most likely to be subject to serious flood risk
- excluded land with statutory environmental designations
- excluded areas which may be used by internationally important bird species
- prioritised weakly performing parcels with a known developer or landowner interest (to ensure evidence of developability)

Further details of how we have identified the sites included in the Green Belt Options is set out in Appendix 4.7 of the full Local Plan Issues and Options Document.

It is important to note that if it was decided that it would be necessary to consider releasing Green Belt land for housing development then the Council would undertake more detailed assessments of the suitability, availability and achievability of the proposed areas of land before the draft Local Plan was finalised. This would include further, more detailed assessments of transport, agricultural land quality, environmental matters, sustainability, heritage and other potential site constraints, which would also be used to inform the amount of development that would be appropriate within each area.

Option 2A: Dispersed Green Belt Release



Option 2A: Green Belt Dispersed
Potential for up to 2,900 dwellings within the plan period

This option proposes the release of a series of small to medium sized areas of land, which when added together would allow sufficient land to be allocated to meet any residual housing needs within the Plan period. The final number of sites required will depend on the number of homes that could be provided within the urban area.

This option would see up to 12 different smaller areas of Green Belt released for housing as set out in map below and in Table 1.



Option 2A: Dispersed Green Belt Release

Table 1

Site ref no.	Green Belt Parcel reference	Net Development Area (hectares)	Estimated Capacity (dwellings)
Bromborough and Eastham			
1	Parcel 4.13 (SP049) South of Mill Park Eastham	20.45	368
Saughall Massie			
2	Parcel 5.8 (SP0005, SHLAA 0740) East of Garden Hey Road, Saughall Massie	1.74	47
3	Parcel 5.9 (SP004, SHLAA 0925) North of Saughall Massie Conservation Area	8.56	193
West Kirby			
4	Parcel 6.15 (SP013, SHLAA 4056) West of Column Road, West Kirby	17.38	261
Heswall			
5	Parcel 7.11 (SP071) Land at Chester Road, Gayton	18.71	337
Thingwall			
6	Parcel 7.18 (SP061) North of Gill's Lane, Pensby	18.09	326
7	Parcel 7.19 (SP065) West of Lower Thingwall Lane, Thingwall	6.90	155
Irby			
8	Parcel 7.25 (SP009, SHLAA 1778) West of Sandy Lane, Irby	4.09	92
9	Parcel 7.26 (SP059C, SHLAA 1764) 59 Thurstan Road, Irby	0.58	16
10	Parcel 7.26 (SP059B, SHLAA 1765) 41 Thurstan Road, Irby	0.67	18
11	Parcel 7.26 (SP059D, SHLAA 1766) 61 Thurstan Road, Irby	0.51	14
12	Parcel 7.27 (SP060) South of Thingwall Road, Irby	56.42	1,106

Parcel Reference is the number assigned to parcels of land in the Green Belt identified by consultants Arup in the 2019 Green Belt Review. The SP Reference is the number assigned to parcels of land in the Green Belt consulted on in the 2018 Development Options Review.

Option 2A: Dispersed Green Belt Release advantages and disadvantages

Advantages	Disadvantages
<p>Only land with weaker Green Belt contribution and value would be used.</p> <p>Development could strengthen the vitality of a number of existing settlements, help to meet localised housing needs, make use of existing local infrastructure and may support other local improvements.</p> <p>Development would only be used to 'round-off' the existing settlement patterns.</p> <p>The impact of development would be spread across the Borough, rather than being concentrated in one single location.</p>	<p>Smaller sites may not be able to support significant improvements to local infrastructure.</p> <p>Green Belt lost across a number of locations in the Borough, albeit smaller sites.</p>



Option 2B: Green Belt Urban Extension
Potential for 2,500 dwellings
within the plan period

Option 2B: Single Urban Extension

The alternative option to dispersed release is to focus development more strategically into a single larger area around an existing settlement. This option still relies on the weakly performing Green Belt areas but groups these together to identify a larger area for urban expansion. The most suitable location would be on land west of Barnston Road, Heswall as set out in map below and in Table 2.



Map 5 Option 2B: Single Urban Extension

Potential Single Urban Extension Sites

Option 2B: Single Urban Extension

Table 2

Green Belt Parcel reference	Net Development Area (hectares)	Estimated Capacity (dwellings)
West of Barnston Road, Heswall		
Parcels 7.15 and 7.16 (SP062)	107.71	1,938
Parcel 7.17 (SP062A, SHLAA 0884)	17.76	320
Parcel 7.18 (SP061)	18.09	326

Option 2B: Single Urban Extension advantages and disadvantages

Advantages	Disadvantages
<p>Any impacts would be concentrated within only one area of the Borough.</p> <p>A larger site would be better able to plan for and support any necessary improvements to local infrastructure and secure a sustainable pattern of development.</p> <p>Provision would make a major contribution to the overall housing need and supply of housing, including affordable housing.</p> <p>The allocation of a single strategic parcel of land would allow the integrity of the remainder of the Green Belt protected.</p>	<p>It will take longer to develop homes on a larger site.</p> <p>The impact of construction would be prolonged.</p> <p>Comprehensive land assembly may be more difficult to achieve.</p> <p>Significant investment is likely to be required in supporting necessary infrastructure.</p>

The Council will continue, through this consultation period and beyond, to undertake further intensive work to increase the supply of suitable land in the urban area.

How to view all the documents and make your comments

We want to know your views.

The Wirral Local Plan Issues and Options Consultation document is available for comment between **Monday 27 January 2020** and **Monday 23 March 2020** - a period of eight weeks.

We are particularly interested to hear views on the options for our future development strategy and would also welcome views on other parts of the document as we move towards the finalisation of our new Local Plan.

Copies of the Issues and Options consultation document and supporting evidence studies are available for viewing and inspection using any of the following options:

- The Council's Local Plan web page: www.wirral.gov.uk/localplan
- A direct link to the Council's Consultation Portal is <https://wirral-consult.objective.co.uk>
- Wallasey Town Hall (Monday to Friday between 9:00 and 17:00) www.wirral.gov.uk/counciloffices
- Public Libraries across Wirral (during their normal opening hours) www.wirral.gov.uk/libraries

If you are unable to use the Council's online portal you can request a separate questionnaire via email or telephone.

If you use the questionnaire to make comments please send it to arrive no later than **5pm on Monday 23 March 2020** to:

- Forward Planning Team, PO Box 290, Brighton Street, Wallasey, CH27 9FQ; or email: localplan@wirral.gov.uk

You can find out more about all the sites included in Option 1A, Option 2A and Option 2B and make comments on them by visiting:

<https://wirral-consult.objective.co.uk> please click on the
Wirral Local Plan 2020-2035 Potential Allocations

What happens next?

The responses received to this consultation will be used to help to finalise our plan.

We will publish all comments received on the online consultation portal (names and contact details will not be shown). We will also in due course publish our response to relevant comments made (at this stage the names of agents, developers or land owners may be published).

Following the completion of the current consultation the Council will consider all comments received. The Council will then consider whether any additional evidence is required (including any further detailed investigations of urban or Green Belt sites) before making a final decision on what sites should be proposed for allocation in the final Draft Local Plan.

We currently anticipate presenting the draft final Local Plan to be considered by elected Members in summer 2020. The draft final Local Plan will then be published under Regulation 19 to enable further formal representations to be made. All representations received will be passed to the independent Inspector appointed to undertake the ‘Local Plan Examination’.

We anticipate submitting the Local Plan to the Secretary of State for examination in November 2020, with the examination hearings likely to take place from Spring 2021.

Subject to the Inspector finding that the final Wirral Local Plan is “sound” and allowing for a period of modification to the submitted plan, we anticipate that the Wirral Local Plan 2020-2035 will be formally adopted in 2022.

Find out more

The full Local Plan Issues and Option document contains a lot more information on a wide range of issues including:

- Climate change and the environment
- Regeneration
- Local Green Space
- Open Space
- Infrastructure
- Heritage
- Affordable housing
- Housing in multiple occupation

You can find out more by reading the full version of the Issues and Options document at <https://wirral-consult.objective.co.uk> or at your local public library or at Wallasey Town Hall during their normal opening hours.

You can also visit us at one of the drop-in sessions being held in a number of places in the Borough. To find an event near you go to www.wirral.gov.uk/localplanevents

Other formats

We will be able to provide the consultation information in different formats and languages.

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Staff will be on hand during the drop in events to offer assistance if you wish to complete the form on the day.



Wirral Local Plan 2020-2035

Issues and Options Local Plan Consultation Summary Document

Consultation ends



wirral.gov.uk/localplan

 **WIRRAL**

The Wirral Council logo consists of a circular emblem with a stylized design to the left of the word 'WIRRAL' in a bold, sans-serif font.

Introduction



The Local Plan is the long-term plan for the whole of Wirral until 2035.



It covers what is going to be built and where new houses and buildings will be allowed.

The Local Plan also looks at:

Climate change and the environment.



What is Climate Change?

Changes in the world's weather, in particular the fact that it is believed to be getting warmer as a result of people increasing the level of carbon dioxide in the air.



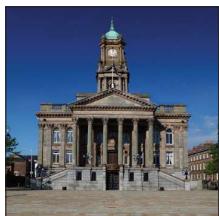
Regeneration - which makes places nicer to live and work.



New housing and jobs.



Transport.



Looking after our history.

Healthy Wirral

How we can keep everyone healthy.



We want to know what you think of the plan and how we can make Wirral a better place to live and work.

What the Local Plan will do.



Help look after our environment by creating better places for people and wildlife.



Help to protect our history.



Make sure we have enough houses and workplaces for everyone in Wirral to live and work.



Make sure that new housing includes enough schools, shops and Doctors, for everyone who needs them.



Make Birkenhead, Liscard, New Ferry and New Brighton even better places to live and visit.



Let you tell us what you think about the plan and how we can make Wirral a better place to live and work.

How many houses do we need?

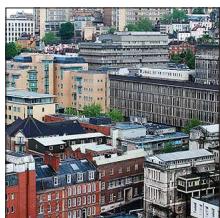


The Government says the Council has to provide at least 800 new homes every year. The Local Plan aims to provide 12,000 new homes in the next 15 years.

Where will the new houses be?



The Council wants new houses to be built on land that has been used before. This type of land is sometimes called 'Brownfield'.



We aim to try and build more houses near to where other houses are already.

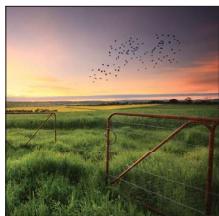
Options for the Green Belt



The Council wants to avoid building houses on land in Wirral's countryside. In Wirral this land is called the 'Green Belt'.

2500 Houses

If we can't find room for all the new houses we need, we may have to build up to 2500 houses on 'Green Belt' land.



We won't use any land that might flood or which is important for nature or farming.



If we need to use any Green Belt land, a lot of work will need to be done before any permission would be given.

Do you have some ideas about the Local Plan ?

If you have some ideas about the Local Plan you can write them on the comment form that comes with this information.

What will happen next.



We will look at everyone's comments and then Councillors will decide in Summer 2020 if they agree with the Plan.



In November the Plan will have to go back to the Secretary of State (part of the Government in London) to be approved.



The Local Plan will start to be used in 2022.

Thank You

Thank you for taking part in this consultation.

You can now give us your ideas about the Local Plan by commenting on the comment form that was provided with this information.

Information about how to send us your comments is on the Local Plan comment form.



and www.istockphoto.com



Wirral Local Plan 2020-2035

Issues and Options Local Plan Consultation Summary Document

Consultation ends



wirral.gov.uk/localplan

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It covers what is going to be built and where new houses and buildings will be allowed.



New housing and jobs

Transport



Looking after our history

The local plan also looks at:

Climate change and the environment

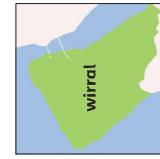


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We want to know what you think of the plan and how we can make Wirral a better place to live and work.

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Make sure that new housing includes enough schools, shops and Doctors, for everyone who needs them.



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2022

The Plan will start to be used in 2022.

Thank You

Thank you for taking part in this consultation.

You can now give us your ideas about the local plan by commenting on the Local Plan comment form that was provided with this information.

Information about how to send us your comments is on the Local Plan comment form.



Wirral Local Plan 2020-2035

Comment Form



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and www.istockphoto.com

wirral.gov.uk/localplan

WIRRAL

What do you think?

If you would like to tell us what you think about the local plan you can write your comments on this form in the boxes.

Your name and address must be included. This will be used with your comments in the final local plan report.

Name:

Address:

Thank You

Thank you for giving us your ideas about the local plan.



Please now return this comment form to:

Your local library

or



Wallasey Town Hall

or



Forward Planning team
PO Box 290
Brighton Street
Wallasey
Wirral
CH27 9FQ

or



email your comments to:
localplan@wirral.gov.uk
Please title your email Local Plan Feedback
and include your name and address.

This is a short version of Issues and Options
Consultation Questionnaire for full version
go to <https://wirral-consult.objective.co.uk>

HC version

Wirral Local Plan 2020 - 2035

Issues and Options Local Plan Consultation Questionnaire

Consultation ends
(Regulation 18)



wirral.gov.uk/localplan

 **WIRRAL**

Privacy statement

No personal details are required to complete this form. Your identify or address will not be collected or revealed as part of this consultation. The information collected from this survey may be used to inform the policies of the new Local Plan and may be published as part of the Council's report on Local Plan consultation responses.

Other formats

We will be able to provide the consultation information in different formats and languages.

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Staff will be on hand during the drop in events to offer assistance if you wish to complete the form on the day.

Have your say



The Council is preparing a Local Plan for Wirral to set out the future planning policies and priorities for the Borough.

The new Wirral Local Plan will eventually replace our Unitary Development Plan from February 2000.

This is the first of two stages of consultation on the Local Plan and seeks to determine your views on the key strategic priorities for the Borough over the next 15 years and how these priorities should be addressed in the new Local Plan.

This consultation follows on from the Council's 2018 consultation on the Development Option Review, with particular focus on the initial review of the Green Belt and potential development sites in urban areas.

The full version of the Issues and Options document contains questions which can be answered to give a response to the consultation.

You can find the full version of the Issues and Options document at <https://wirral-consult.objective.co.uk> or at your local public library or at Wallasey Town Hall during their normal opening hours.

You can also visit us at one of the drop-in sessions being held in a number of places in the Borough. To find an event near you go to www.wirral.gov.uk/localplanevents

Introduction

- The Local Plan is the long-term plan for Wirral through to 2035.
- It is an important planning document about what can be built, where, how, and why.
- It also covers **climate change and the environment, regeneration**, the amount of **new housing** and **jobs** and where they should be provided, **transport, heritage** and **health and wellbeing**.
- The Council has published an important stage of the Local Plan called the '**Issues and Options Consultation**' document. This sets out the draft numbers of new homes and amount of employment land to be provided for in the Local Plan. It also sets out the Council's Preferred Option for where this development should be located.
- We want to know what you think of the Local Plan Issues and Options Document so you can be part of how Wirral will look in the next 15 years. Alongside the Issues and Options Document we are also inviting views on an initial Sustainability Appraisal, which is an independent assessment of how sustainable our different options are (also incorporating health and equalities issues).
- We are also consulting on the Habitats Regulations Assessment which will ensure that the plan does not result in harm to our highest protected environmental sites.
- You can give us your comments by going to www.wirral.gov.uk/localplan
- Please give us your views by **5pm on Monday 23 March 2020**.
- Your comments will help us make the final draft of the Local Plan that we will share with everyone later this year.
- The final draft Local Plan will then be sent to the Government for independent review and final changes.
- In 2022, the Local Plan will be adopted and Wirral Council will start using it to decide on all planning applications.

Questionnaire

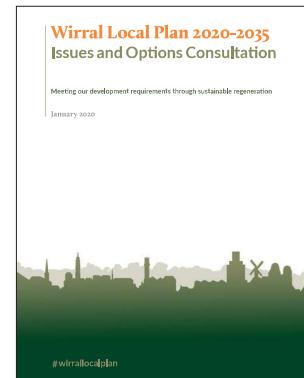
- You do not need to complete all questions
- Question numbers in brackets relate to questions in the full version of the document.
- Continue on an additional comments sheet if needed.
- You can also attach additional supporting information clearly referenced to questions.

Question 1:

Have you read the **Issues and Options Local Plan Consultation** (full or summary version) document?

Yes

No



Question 2:

What makes your area a great place to live?



Beaches & Coastline

Parks & Open Spaces

Countryside



Other

Leisure, Walking & Cycling

Town Centres

Housing

See page 7 of the Issues and Options Local Plan Consultation Summary document version.



Question 3 [2.1]:

Do you agree with the Council's calculations using the 'standard method' set out in national guidance?

Yes

No

If No, please say why.

Question 4 [2.2]:

Do you think there are exceptional local circumstances to depart from the 'standard method' for calculating local housing need?

Yes

No

If you believe there are exceptional local circumstances, please let us know what they are.

Our Vision

The local plan will be guided by a Vision of what we think we want Wirral to be like in 2035.

**The Vision for Wirral:
A Healthy, Sustainable and Prosperous Borough**



- Ensure that we provide enough homes and employment sites to meet the needs of all our population, young and old
- Set out what types of homes will be built and where they will be located
- Promote the regeneration of Birkenhead, Liscard, New Ferry, New Brighton and other places to provide vibrant, new, mixed-use neighbourhoods
- Ensure that local infrastructure is provided for new development
- Protect our environmental and heritage assets
- Set out a range of policies which will be used to make decisions on planning applications
- Enable all people in Wirral to live longer and healthier lives

Question 5 [3.1]:

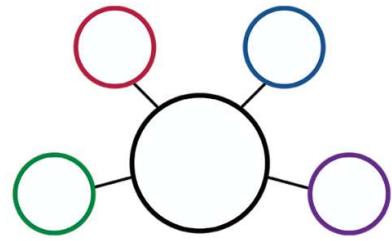
Do you agree with our proposed Vision?

Yes

No

Objectives

See pages 8 & 9 of the Issues and Options Local Plan Consultation Summary document version.



Question 6 [3.2]:

Do you agree with our proposed objectives?

Yes No

Are there any objectives you would want to change or remove?

Yes No

Question 7 [3.3]:

Are there any additional objectives you would want to include?

Yes No

Please state your reasons.

Preferred Option 1: Urban intensification



Option 1A: Urban Intensification
Between 10,300 and 14,800 homes
within the plan period

The Council's preferred Option is to locate all new housing and employment within existing urban areas and on brownfield sites.

Proposed Urban Housing Allocations

These are sites that we have sufficient information now to include within the urban housing supply - subject to comments received during this consultation (see map 1, 2 & 3 in Issues and Options Local Plan Consultation Summary document version).

Question 8 [4.2]:

Do you have any comments on the proposed urban housing allocations? (see Map 1).

Yes

No

Question 9 [4.3]:

Do you have any comments on the potential additional urban housing allocations? (see Map 2).

Yes

No

Question 10 [4.4]:

Do you have any comments on the other suitable but currently uncertain sites? (see Map 3).

Yes

No

Question 11 [4.10]:

Do you agree with our assessment of the advantages and disadvantages of the Urban Intensification Option? (see page 14 in Issues and Options Local Plan Consultation Summary document version).

Yes

No

Are there any other advantages or disadvantages that you believe we should take into account?

Yes

No

Question 12 [4.18]:

Do you agree with our preferred approach to meeting demands in Wirral through Urban Intensification?

Yes

No

Please note that when viewing this document on the consultation portal you can use the separate Wirral Local Plan 2020-2035 Potential Allocation consultation to view more information about individual sites identified under Option 1A and make comments there.

Green Belt Options

Although our Preferred Option is to locate all new housing and employment development during the plan period within the urban area we need to consult on other options for meeting any shortfall in housing land in the urban area. This is because not all the potential urban sites currently pass the tests for inclusion in the Local Plan.

If we can't meet our all housing needs in the urban areas and if surrounding Councils can't help us, we will need to release some land from the Green Belt.

Option 2A: Dispersed Green Belt Release



Option 2A: Green Belt Dispersed
Potential for up to 2,900 dwellings within the plan period

See pages 17, 18 & 19 of the Issues and Options Local Plan Consultation Summary document version.

Question 13 [4.12]:

Do you have any views on the sites that have been currently identified under the Dispersed Green Belt Release option (see Map 4 and Table 1).

Yes

No

Question 14 [4.14]:

Do you agree with our assessment of the advantages and disadvantages of a dispersed approach to releasing sites from the Green Belt under Option 2A? (see page 19 in Issues and Options Local Plan Consultation Summary document version).

Yes

No

Are there any other advantages or disadvantages that you believe we should take into account?

Yes

No

Please note that when viewing this document on the consultation portal you can use the separate Wirral Local Plan 2020-2035 Potential Allocation consultation to view more information about individual sites identified under Option 2A and make comments there.

Option 2B: Single Urban Extension



Option 2B: Green Belt Urban Extension
Potential for 2,500 dwellings
within the plan period

See pages 20 & 21 of the Issues and Options Local Plan Consultation Summary document version.

Question 15 [4.15]:

Do you have any views on the areas that have been currently identified for the single large scale urban extension (see Map 5 and Table 2).

Yes

No

Please note that when viewing this document on the consultation portal you can use the separate Wirral Local Plan 2020-2035 Potential Allocation consultation to view more information about individual sites identified under Option 2B and make comments there.

Question 16 [4.17]:

Do you agree with our assessment of the advantages and disadvantages of a more concentrated approach to releasing a single urban extension from the Green Belt under Option 2B? (see page 21 in Issues and Options Local Plan Consultation Summary document version).

Yes

No

Are there any other advantages or disadvantages that you believe we should take into account?

Yes

No

Question 17 [4.19]:

If it was necessary to supplement urban intensification by releasing land from the Green Belt, would you prefer to see a dispersed release of land, a single larger urban extension, or a hybrid of the two options, and why?

Question 18 [4.20]:

Do you have an alternative option you would like to propose that would also meet the housing and employment land requirements for Wirral over the plan period?

Yes

No

Question 19:

What changes would you like to see in the Borough over the next 15 years?

Question 20:

How do you think we should plan for the new homes we need in your area?

Please tick one of the following:

Higher densities

Green Belt release

A mixture of higher densities and Green Belt

Question 21 [5.8]:

Do you agree with the Draft Policy for Houses in Multiple Occupation which Council proposes to use in the determination of planning applications as set out in Appendix 5.1? (see full version)

Yes

No

Question 22:

Are you aware of any planning issues that need to be addressed in our detailed day-to-day planning policies?

Yes

No

If 'Yes' please describe:

Question 23:

Do you have any comments to make in relation to this Issues and Options consultation?

Yes

No

Question 24:

Did you respond to the previous development options consultation in 2018?

Yes

No

Additional comments sheet for overflow comments

Additional comments sheet for overflow comments

Which site are you commenting on? _____

Site Reference Number: _____

Type of comment you can make (please write in the comment box):



1 General Comment



2 Objection



3 Support

Topic Areas on which you can comment (please write in the comment box):

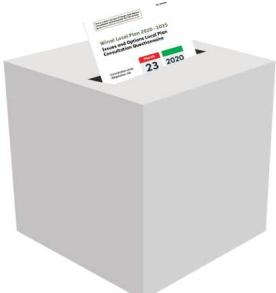
- | | |
|---|---|
| A Environmental reasons | I Flood risk |
| B Transport and highway reasons | J Housing density |
| C Loss of agricultural land | K The site boundary is wrong |
| D Amenity reasons
(e.g. overlooking, noise, visual impact) | L Development should take place
elsewhere in the Borough (using
Green Belt land / brownfield land / both) |
| E Impact on the character of the area | M Development viability |
| F Impact on / availability of local services | N Other reason
(if you have any other reasons please describe). |
| G Impact on heritage | |
| H Infrastructure and utilities | |

The type of comment you are making:	The topic area you are commenting on:
Your summary comment: (up to 300 words - you can attach additional supporting information clearly referenced to this question)	

Please attach additional comments sheets if needed.

Thank You

Thank you for completing this questionnaire.
Please now return to:



**The consultation return box
at your accommodation**

or



Your local library

or



Wallasey Town Hall

or



**Forward Planning team
PO Box 290
Brighton Street
Wallasey
Wirral
CH27 9FQ**

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Appendix 3-Schedule of Consultees

A-Statutory Consultees and Organisations

Birkenhead North Neighbourhood Forum
Cadent Gas
Canal and River Trust
Cheshire Highways
Cheshire West & Chester (CWAC) Council
Cheshire Wildlife Trust
Civil Aviation Authority
Coal Authority
Crown Estates
Devonshire Park Neighbourhood Forum
EE
Environment Agency
Flintshire Council
Forestry Commission
Halton Council
Health and Safety Executive
Highways England
Historic England
Homes England
Hoylake Neighbourhood Forum
Knowsley Council
Leasowe Neighbourhood Forum
Liverpool Airport
Liverpool City Council
Liverpool City Region Combined Authority
Liverpool Enterprise Partnership
Liverpool City Council Highways
Marine Management Organisation
Merseyside Environmental Advisory Service
Mersey Forest
Merseyside Fire & Rescue Service
Merseyside Police and Crime Commissioner
Merseytravel
Merseyside Recycling & Waste Authority
National Grid
National Air traffic Services Safeguarding
Natural England
National Trust
Natural Resources Wales
Network Rail
NHS Improvement
NHS Property Services Limited
NHS Wirral Clinical Commissioning Group

Office of Rail Regulation
Openreach
Sefton Council
SPEN (Scottish Power)
Sport England
St Helens Council
Statutory Body/Local Planning Authority
Three
United Utilities
Virgin Media
Vodafone and O2 (Telefonica)
Welsh Water
West Lancashire Council
Wirral Community NHS Trust
Wirral Highways
Wirral University Teaching Hospital NHS Foundation Trust
Wirral Wildlife

B: Organisations

Ainsley Gommon Architects Merseyside
Airbus Broughton
AMEC Foster Wheeler E&I UK
Ancient Monuments Society
Asylum Link Merseyside
Atelier A2 Architects Ltd.
Athertons
Atticus Land and Development
Autism Together
Avison Young
Barnston Conservation Area Advisory Committee
Barnston Conservation Society
Barnston Womens Institute
Barratt Homes (Manchester)
Barton Willmore
Beech Developments
Bell Developments
Bell Ingram
Bellway Homes NW Division
Bidwells LLP
Biffa Waste Services
Birkenhead Building & Roofing Supplies Ltd
Birkenhead North Neighbourhood Alliance
Bloor Homes
BNP Paribas Real Estate

Bovis
Bride Hall Holdings
Broadway Malyan Planning
Brookhouse Group
Burton Property
Caldy Conservation Area Advisory Committee
Caldy Golf Club Ltd
Caldy Society
Cammell Laird Ship Repairs, Head Office
Carr Farm Garden Centre
Carrig & Baxter Ltd.
Carter Jonas
Cass Associates
Cassidy + Ashton
CBRE Planning and Development
Cherish The Bride
Cheshire Association of Local Councils
Cheshire RIGS Group
CLA
Claire House Children's Hospice
Clatterbridge Oncology NHS Trust
CLM Services Ltd
Colliers International
Community Action Wirral
Concept Mortgages Ltd
Countryside Properties PLC
Countrywide Property Management
CPG Property Developments Ltd
Cushman & Wakefield
D. Morgan
D2 Planning Ltd.
Dee Estuary Conservation Group
Deloitte LLP
Deloitte Real Estate, Deloitte LLP
Denton Clark
Design Planning Developments
DevPlan
Dickman Associates Ltd.
Diocese of Chester
DPDS Consulting Group
DPP Planning (Manchester)
Eastham Village Preservation Association
Eden Planning

Edge Analytics Limited
Edward Landor Associates
Elan Homes Ltd
Elite Estate Developments
Emerson Group (Jones Homes (Northwest) Ltd)
Emery Planning
Energy Projects Plus
Equifund (IPS) Ltd
Fairhurst
Family Housing Association (Birkenhead and Wirral) Ltd
Fisher German LLP
Footprint Property Services Ltd
Fort Perch Rock
Francis Garner Architects
Frankby Conservation Area Advisory Committee
Free Schools Capital Education & Skills Funding Agency
Freeths LLP
Friends Family and Travellers (FFT) Planning
Friends of Arno and Oxton Fields
Friends of Coronation Gardens
Friends of North Wirral Coastal Park
Friends of Tam O Shanter Urban Farm
General Aviation Awareness Council
Georgian Group
Gerald Eve
GL Hearn Limited
Go Direct Lettings (North Wirral)
Goodwin Planning Services
Grimster Planning
Halsall Lloyd Partnership
Hamilton Squares Estates Ltd.
Hawksmoor Property Services
Heaton Planning Ltd
Henry Boot Developments Limited
Home Builders Federation
Hourigan Connolly
HOW Planning
Huw Evans Planning
Hyatt Property
Hylgar Properties
IBI Group
Iceni Projects
ID Planning

[Index Property Information \(Index Merseyside\)](#)

[Indigo Planning](#)

[Innospec Inc](#)

[Inspire Community Services \(Northwest\) Ltd.](#)

[Interprime Ltd.](#)

[Involve Northwest](#)

[Ion Developments](#)

[Irish Community Care Merseyside](#)

[Irwin Mitchell LLP](#)

[ITPAS](#)

[J10 Planning](#)

[Jackson Lees Group](#)

[Jones Lang LaSalle](#)

[JWPC Ltd](#)

[Knight Frank](#)

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Methodist Church Property Division
Montagu Evans
Morecroft Solicitors
Morris Homes (North) Ltd
Muse Developments
Myles Parry Estates Ltd.
Nathaniel Litchfield & Partners
National Farmers Union
National Federation of Gypsy Liaison Groups
National Grid
Neil Braithwaite Architect
Neptunium Ltd.
New Brighton Community Association
New Brighton Football Club
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NW Confederation of Passenger Transport
Openreach
Paddock Johnson Partnership
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Pali Ltd
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Persimmon PLC
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Rainier Developments Ltd
Ramblers Association (Wirral Group)
Rapleys LLP
Redrow Homes
Redsun Developments
Regenda Housing Group
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Richborough Estates
Rider Levett Bucknall
Riverside Housing Association
Rowland Homes
Royal National Lifeboat Institution
RPS Consulting Services Ltd
RPS Planning Transport & Environment
Russells Limited
Salisbury Management Services Ltd.
Sanderson Weatherall
Satplan Planning and Development
Savills
Scout Legal Services
Seddon Homes
Shopmobility Centre
Showmen's Guild of Great Britain
Sirius Planning
Sky Telecommunications Services Ltd.
Smith & Sons Property Consultants
Snelsons Properties
Society for the Protection of Ancient Buildings
SP Energy Networks
SSA Planning
Steven Abbott Associates
Story Homes Ltd
Strutt & Parker LLP
Sustrans
Talk Talk Communications
Tangent Properties
Taylor Wimpey Strategic Land
Taylor Wimpey Strategic Land (North)
Terence O'Rourke
Tesni Properties Limited

Tetlow King Planning
The Derwent Group
The Gardens Trust
The National Waterways Museum
The Wirral Society
The Wirral Society CPRE Wirral
Theatres Trust
Thornton Hough Community Trust Ltd
Tilney Investment Management Services Ltd
Turley
Twentieth Century Society
Unilever Research Port Sunlight Laboratory
Upton Cricket Club
Vernon & Co.
Virgin Media
Virgin Media
Wallace Land Investments
Wallasey Central Park Partnership
Wallasey Civic Society
Walton & Co (Planning Lawyers) Ltd
Ward Hadaway
Watershed Chartered Architect
WIRED
Wirral & Cheshire Badger Group
Wirral Community NHS Trust
Wirral Footpaths & Open Spaces Preservation
Wirral History and Heritage Association
Wirral Magistrates
Wirral Methodist Housing Association
Wirral Multicultural Organisation
Wirral Society
Wirral Transport Users Association
Wood PLC
Woodland Trust
White Young Green
Your Housing Group

C: Private individual on the Council's LDS database

Appendix 4 Regulation 18 Key Issues

Issues	Council Response	Consultation Question
1. Issues raised across all Local Plan chapters		
Support brownfield development/urban intensification/regeneration.	The Local Plan Submission Draft is based on the Council's Preferred Urban Intensification option which seeks to meet all of the Borough's development needs through the development of brownfield land within existing urban areas.	Q2.3, Q2.4, Q2.5, Q2.6, Q2.7, Q2.8, Q2.10, Q2.12, Q2.13, Q2.14, Q2.15, Q2.16, Q2.17, Q3.1, Q3.2, Q3.3, Q4.1, Q4.2, Q4.5, Q4.6, Q4.7, Q4.10, Q4.11, Q4.14, Q4.18, Q4.19, Q4.20, Q6.1, Q6.8, Q7.3, Q7.5, Q8.1, Q8.3, Q8.11, Q9.1, Q9.2, Q10.1
Oppose urban intensification / densification	The Local Plan Submission Draft is based on the Council's Preferred Urban Intensification option which seeks to meet all of the Borough's development needs through the development of brownfield land within existing urban areas.	Q4.10, Q4.18, Q10.1
Open spaces and parks should be protected / enhanced / provided	Policy WS 5 of the Local Plan Submission Draft sets out a strategy for green and blue infrastructure, biodiversity, open space, and landscape protection. The Local Plan Submission Draft is based on the Council's preferred urban intensification option.	Q2.8, Q2.15, Q2.9, Q3.2, Q4.5, Q4.8, Q4.12, Q4.15, Q4.18, Q6.4, Q6.5, Q7.1, Q7.2, Q7.3, Q7.4, Q7.5, Q8.1, Q8.2, Q8.6, Q8.7, Q8.8, Q8.11, Q8.15, Q8.16, Q8.19
Support Green Belt development - to meet housing needs and general employment land needs	The Local Plan Submission Draft does not promote Green Belt development.	Q2.4, Q2.5, Q2.10, Q2.12, Q2.13, Q2.16, Q4.1, Q4.2, Q4.5, Q4.6, Q4.10, Q4.14, Q4.18, Q4.19, Q4.20,

Issues	Council Response	Consultation Question
		Q5.3a, Q6.1, Q6.3, Q8.6, Q10.1
<p>Oppose Green Belt development. Site specific issues were raised for a number of Green Belt sites. Recurring issues raised include: flood risk, loss of agricultural land, impact to wildlife and wildlife habitats, proximity to green and blue infrastructure, preventing sprawl and coalescence, loss of character and identity.</p>	<p>The Local Plan Submission Draft does not promote Green Belt development.</p>	Q2.2, Q2.3, Q2.4, Q2.5, Q2.6, Q2.7, Q2.8, Q2.11, Q2.12, Q2.13, Q2.14, Q2.16, Q3.1, Q3.2, Q3.3, Q4.1, Q4.2, Q4.3, Q4.5, Q4.7, Q4.9, Q4.10, Q4.13, Q4.14, Q4.18, Q4.19, Q4.20, Q5.6, Q5.7, Q6.1, Q6.4, Q6.11, Q7.2, Q7.3, Q7.5, Q8.1, Q8.3, Q8.4, Q8.6, Q8.7, Q8.11, Q.12, Q.13, Q8.14, Q8.15, Q8.17, Q8.18, Q10.1
<p>The housing requirement is too high and should be lower. The standard methodology is inaccurate and proposed alternative methodologies for calculating the housing requirement figure should be used. This would prevent the need for green belt release. Most respondents felt that the housing requirement is too high and with the levels being unproven, stating that the standard method is flawed, uses old data and is not mandatory. Respondents felt that Wirral is not an area of high housing pressure. Further assessment that includes levels of homelessness, local evidence, Brexit, Covid-19 and climate change factors is needed.</p>	<p>The Borough's housing needs have been re-assessed in the finalised and independently verified Strategic Housing Market Assessment (SHMA) 2021 including the latest economic forecasts for the City Region. The Council has applied the standard method in accordance with national policy and guidance, which requires the continued use of the older 2014-based household projections. The appropriateness of an alternative calculation, has been addressed in two reports by Liverpool University.</p>	Q2.1, Q2.2, Q2.3, Q2.7, Q2.8, Q2.10, Q2.12, Q2.13, Q2.15, Q2.17, Q3.1, Q3.3, Q4.1, Q4.5, Q4.7, Q4.10, Q4.13, Q4.14, Q4.18, Q4.19, Q4.20, Q5.1a, Q6.1, Q7.5, Q8.1, Q8.2,Q8.3, Q8.17, Q10.1

Issues	Council Response	Consultation Question
<p>The housing requirement is too low/should be greater. A smaller number of respondents felt that the housing requirement is too low, and the issues raised in the SHMA can only be addressed by a higher figure - 960 pa was suggested to reflect previous under-delivery. Demographic modelling to reflect growth aspirations indicate a need for between 1,045 dpa and 1,300 dpa. It was argued that the standard method is a minimum requirement and further assessment is needed, which takes into account growth strategies, affordable housing needs and strategic infrastructure impacts.</p>	<p>The Council has applied the standard method in accordance with national policy and guidance. The Borough's housing needs have been re-assessed in the finalised Strategic Housing Market Assessment (SHMA, 2021) including the latest economic forecasts for the City Region and has been updated to take account of relevant Regulation 18 responses. An uplift for economic growth has been included in the housing requirement. The Local Plan Submission Draft policies are based on a wide range of up-to-date evidence studies.</p>	Q2.1
<p>Potential exceptional circumstances for a deviation from the standard methodology indicating a lower housing requirement include Green Belt protection, lower population than projected, low housing need and low economic growth.</p>	<p>The Borough's housing needs have been re-assessed in the finalised Strategic Housing Market Assessment (SHMA) 2021 including the latest economic forecasts for the City Region. The Local Plan Submission Draft does not promote Green Belt development.</p>	Q2.2
<p>Potential exceptional circumstances for a deviation / uplift from the standard methodology indicating a higher housing requirement include Wirral's high affordable housing need identified in the SHMA and the need for additional development to support economic growth and WLP employment land delivery. There is a need to encourage higher levels of net inward migration amongst economically active age groups. Housing delivery has been suppressed due to a lack of sites and new deliverable sites if it is to avoid failing the HDT altogether in the years ahead.</p>	<p>The Borough's housing needs have been re-assessed in the finalised SHMA 2021 including the latest economic forecasts for the City Region.</p>	Q2.2

Issues	Council Response	Consultation Question
Alternative approaches to calculating the housing requirement figure include different ONS data, Council statistics, population figures reflective of actual trends and reassessed housing need for a lower/higher figure.	The Borough's housing needs have been re-assessed in the finalised SHMA 2021 including the latest economic forecasts for the City Region. The appropriateness of alternative calculations has been addressed in the reports by Liverpool University.	Q2.3
Flawed / Lack of evidence base to support policy - retail evidence base is out of date (Retail and Centres Study), Density Study, Green Belt Review	Studies were completed in line with national policy and guidance. Some studies have been updated to reflect more recent data.	Q2.1, Q2.3, Q2.5, Q2.7, Q2.8, Q2.10, Q2.12, Q2.13, Q2.16, Q2.17, Q3.1, Q3.2, Q4.1, Q4.2, Q4.3, Q4.5, Q4.9, Q4.12, Q4.13, Q4.15, Q4.16, Q4.17, Q4.18, Q4.19, Q4.20, Q4.1a, Q5.1, Q5.3, Q6.1, Q6.7, Q6.9, Q7.1, Q7.5, Q8.4, Q8.18, Q10.1
Impact of requirements/policy on site viability/deliverability	Viability of policies has been assessed in the Viability Study.	Q2.2, Q2.8, Q2.12, Q2.13, Q2.15, Q4.3, Q4.5, Q4.15, Q5.1, Q5.2, Q7.1, Q7.2, Q7.3, Q7.4, Q7.5, Q8.1, Q8.2, Q8.3 Q8.4 Q8.7, Q8.11, Q8.14, Q8.15, Q8.17, Q10.1
Lack of supporting infrastructure to support new development / need for infrastructure improvement	The Infrastructure Delivery Plan will set out all appropriate infrastructure required to support the delivery of new development.	Q2.2, Q2.4, Q2.5, Q2.6, Q2.8, Q2.12, Q2.13, Q2.15, Q2.16, Q2.17, Q3.1, Q3.2, Q3.3, Q4.1, Q4.2, Q4.3, Q4.5, Q4.8, Q4.10, Q4.14, Q4.15, Q4.16, Q4.17, Q4.18, Q4.19, Q6.1, Q6.5,

Issues	Council Response	Consultation Question
		Q7.1, Q7.2, Q7.3, Q7.5, Q8.1, Q8.3, Q8.16, Q10.1
Development / policies would / should not impact on the character or identity of areas / the Borough / maintain character and identity. This should be protected / enhanced.	The Local Plan Submission Draft includes relevant criteria in a wide range of policies for example in Policy WS 6 Place Making for Wirral, Policy WS 7 Principles for Design, Policy WS 3.2 Housing Density, in policies for individual land allocations in Part 4 and Part 5 and in the detailed policies in Part 6.	Q2.4, Q2.8, Q2.9, Q2.16, Q3.1, Q3.2, Q3.3, Q4.2, Q4.3, Q4.4, Q4.5, Q4.12, Q4.15, Q4.16, Q4.17, Q4.18, Q5.8, Q6.8, Q8.1, Q8.11, Q8.14, Q8.17, Q8.18, Q9.2
Impact of approach / policy on wildlife / biodiversity / environment / green and blue infrastructure	Policy WS 5 of the Local Plan Submission Draft sets out a strategy for green and blue infrastructure, biodiversity, open space and landscape protection which includes provision for biodiversity net gain for all new development and sets out a number of policies to protect and enhance important ecological sites and networks. Part 6 of the Local Plan Submission Draft includes detailed policies for landscaping (Policy WD 1), heritage assets (Policy WD 2) and biodiversity and geodiversity (Policy WD 3).	Q2.2, Q2.7, Q2.8, Q2.15, Q2.16, Q3.2, Q3.3, Q4.1, Q4.2, Q4.5, Q4.8, Q4.12, Q4.14, Q4.17, Q4.18, Q6.1?, Q6.2, Q6.4, Q7.1, Q7.2, Q7.3, Q7.4, Q8.1, Q8.2, Q8.3, Q8.4, Q8.5, Q8.11, Q8.14, Q8.20, Q9.2, Q10.1
Policy / approach must address, protect, or mitigate against climate change / emergency	The Local Plan supports the Wirral Council Environment and Climate Emergency Policy Statement 2021. Measures to mitigate and adapt to climate change are threaded throughout the plan and addressed at a range of geographical scales and policy actions. This is explained in the introduction to the Local Plan.	Q2.1, Q2.2, Q2.7, Q2.8, Q2.15, Q2.17, Q3.1, Q3.2, Q3.3, Q4.3, Q4.5, Q4.12, Q4.15, Q4.17, Q6.8, Q7.1, Q7.2, Q7.3, Q7.5, Q8.1, Q8.19, Q8.2, Q8.3, Q8.6, Q.13, Q8.15, Q9.1, Q10.1

Issues	Council Response	Consultation Question
Vacant properties in the Borough should be brought back into use	A separate allowance for the return of empty homes has been included in the Local Plan Submission Draft, based on the performance of a funded programme which has operated since April 2011 and a tapered delivery under Option 3. Further information is available in the Housing Delivery Strategy that accompanies the Submission Plan.	Q2.3, Q2.8, Q2.15, Q3.2, Q3.3, Q4.1, Q4.7, Q4.20, Q5.4, Q5.5, Q6.11, Q10.1
2. Context and Evidence		
Support was expressed for the proposed settlement hierarchy, for focused investment and regeneration in the Urban Conurbation and benefits to the climate through local employment opportunities. Specific recommendations were made for designations to the Settlement Hierarchy, particularly the urban settlement category.	Support noted	Q2.4
The Settlement Hierarchy approach has no basis in planning policy and guidance, and disregards local character. It enables unnecessary development. Smaller townships should be designated individually.	Policy WS 6 requires development proposals to adhere to placemaking principles and respond to the local context and character of areas.	Q2.5
Reasons for opposing the past completions approach to calculating employment land need included current market conditions, Covid-19, Brexit and a shifting economy, as well as a lack of investment interest in the Wirral.	The Employment Land and Premises Study 2021 updates the 2017 study to take account of the previous consultation and takes into account more up to date growth forecasts from the LCR. This was undertaken in line with national policy and guidance. The Employment Land and Premises Study uses three scenarios to calculate the need for employment land: Market Capacity Scenario, Workforce Capacity Scenario and the Economic Capacity Impact Scenario. The Local Plan	Q2.6

Issues	Council Response	Consultation Question
	Submission Draft discounts all but the Economic Capacity Impact Scenario.	
The employment land need figure is too high - employment land and housing targets are fundamentally misaligned. Employment land growth at 80 ha is almost double the amount that can be sustained by 6,900 jobs annually and this could not be sustainably accommodated within the borough.	The Employment Land and Premises Study 2021 updates the 2017 study to take account of the previous consultation and takes into account more up to date growth forecasts from the LCR. This was undertaken in line with national policy and guidance.	Q2.6, Q2.17
The redesignation of surplus employment land for alternative uses was supported, including surplus retail land, where high design standards and green and open spaces are provided for. Suggested alternatives included rewilding. Some respondents felt that surplus employment land should be retained, or is not required as there are sufficient sites for residential uses and other brownfield development should be prioritised instead.	The Council support appropriate alternative uses within employment areas. Policy WS 5 of the Local Plan Submission Draft sets out a strategy for green and blue infrastructure, biodiversity, open space and landscape protection. The Local Plan Submission Draft is based on the Council's preferred urban intensification option.	Q2.7
Higher densities would be acceptable where needed on a cautionary case-by-case basis, where schemes; are designed well and inclusively based on best practice; accessible to public transport; protect and enhance the environment (EV	Areas where higher densities are likely to be appropriate, based on their character, location and access to services are shown on the Local Plan Submission Draft Policies Map.	Q2.8

Issues	Council Response	Consultation Question
charging, low carbon, positive biodiversity net gain), green belt, and heritage; provide for play and open spaces.		
Reasons for opposition to higher densities included the inability of standardised proposals of higher densities to remain viable while providing for amenities and retaining character and good design / attractiveness, and the lack of local need for increased densities.	The densities set out in Local Plan Policy WS 3.2 are a starting point and will allow site-specific circumstances and local character to be taken into consideration. Policy WS 6 requires development proposals to adhere to placemaking principles and respond to the local context and character of areas. The Viability Study has tested viability at various densities.	Q2.8
Higher densities could be acceptable/promoted in brownfield, regeneration and existing urban centres where there is capacity and proximity to local and transport infrastructure and services - specifically east of the M53, Wallasey (and Docks), Birkenhead and Wirral Waters.	Areas where higher densities are likely to be appropriate, based on their character, location and access to services are shown on the Local Plan Submission Draft Policies Map. The Local Plan Submission Draft is based on the Council's preferred urban intensification option which meets all of the Borough's development needs within existing urban areas.	Q2.9
Higher densities would not be appropriate in areas with existing low densities, including on or adjacent to greenbelt/greenfield sites, parks and recreational open spaces or existing residential area, specifically including west of the M53, Greasby, Caldy, Irby, Heswall and Port Sunlight.	Areas where higher densities are likely to be appropriate, based on their character, location and access to services are shown on the Local Plan Submission Draft Policies Map. The Local Plan Submission Draft is based on the Council's preferred urban intensification option which meets all of the Borough's development needs within existing urban areas.	Q2.9

Issues	Council Response	Consultation Question
There is disagreement with the Economic Viability Baseline Update 2018 in that it is insufficient to convince developers to build in Zones 1 and 2 and does not determine the funding required for brownfield sites and the evidence base is flawed (a 40% affordable housing requirement is used while the I&O LP indicates a 30% requirement). No consideration given to concentrating delivery into small geographic area or site specific assessments.	The future housing land supply has been reconsidered in the light of the comments received and the latest available evidence. The Plan requirement for affordable housing is at 10% or 20% depending on the viability zone (Policy WS 3) . Further information is now set out in the Housing Delivery Strategy and the Viability Study which accompanies the Local Plan Submission Draft.	Q2.10
A number of strategies were proposed in order to address viability gaps for urban brownfield sites, including; channelling CIL funding from other Zones 3 and 4 to Zones 1 and 2, pursuing all available sources of grant funding, re-examining viability with new studies, reducing housing requirements, and working with experts and developers to bring forward brownfield sites for development, such as Wirral Waters.	A Viability Study (2022) has been completed for the Local Plan Submission Draft. Further information is set out in the Housing Delivery Strategy.	Q2.11
The proposed Birkenhead regeneration approach represents a welcomed and needed 'once in a generation' opportunity to tackle deprivation and decline at the high potential waterfront, and should commit to high quality design, infrastructure and amenities through a bold, proactive strategy and vision.	Support noted. The Draft Birkenhead 2040 Framework was published for consultation in 2021. The Birkenhead Design Guide and Public Realm Strategy will be prepared as a supplementary planning document. Many policies in the Local Plan Submission Draft support these aims.	Q2.12
There is overreliance on the Wirral Waters to deliver housing needs, which has viability and deliverability issues including a lack of existing infrastructure and access to support housing, and no comprehensive plan for this yet in place. The housing market in Birkenhead cannot absorb this scale and there is a concern over the track record of delivery given the existing and dated planning evidence base and permission for the Wirral Waters site. A more balanced/dispersed approach	Wirral Waters Housing Delivery has commenced with the first phase of the urban splash project nearing completion (March 2022). In addition, the 500 dwelling build to rent Legacy project commenced in March 2022. Wirral Waters is not an isolated project but must now be seen as one (albeit of strategic importance) of a range of strategic housing and regeneration projects in Birkenhead which the Council is now working to deliver.	Q2.12

Issues	Council Response	Consultation Question
including urban extensions and green belt release may alleviate the overreliance on Wirral Waters.	<p>The Council is working with Homes England, the LCR CA and developers to bring forward this development. Various funding (FHSF, HSF, Town Deal) has been secured and remediation works completed. As is explained in the Housing Delivery Strategy, the Council has developed a 'five pillar' regeneration strategy for the comprehensive regeneration of Birkenhead which includes the preparation of the Birkenhead 2040 Framework, Place Making, Infrastructure provision and a bespoke delivery vehicle (UDC) to be established to undertake regeneration. The Birkenhead Housing Market Study (2022) has evidenced other areas where comprehensive area-based regeneration strategies have enabled similar housing market growth.</p>	
Birkenhead, New Ferry, Hind Street regenerations are supported as these are the areas with the highest need for regeneration, and should be regenerated using a green, low-car but flexible approach that does not prejudice employment opportunities.	Support noted. A new low carbon urban village is detailed under Policy RA 5.	Q2.13
Support for targeted intervention at Birkenhead through a dedicated delivery model to ensure rapid regeneration, which could be facilitated via a well-resourced public-private partnership approach in consultation with residents and neighbouring authorities and enshrined through sound development plan policies/framework.	Support noted. It is expected that consultation with residents will form part of a delivery vehicle. The bespoke delivery vehicle will include requirements for community involvement, consultation and engagement. The draft Birkenhead 2040 Framework was published for consultation in 2021.	Q2.14

Issues	Council Response	Consultation Question
Alternative ideas for the regeneration of Birkenhead includes specific proposals such as a Streetcar tram service, a concert hall and arts quarter, tourism and leisure and Garden city.	The Draft Birkenhead 2040 Framework sets out the vision of an Urban Garden City, and the provision of a new mass transit system to link new and existing neighbourhoods in Birkenhead to existing Merseyrail stations and facilities. Similar cultural development within the Woodside Masterplan Area (Policy RA3 - MA4) to be considered.	Q2.15
A number of submissions challenged the viability and deliverability of key strategic sites including at Wirral Waters, Hind Street, Woodside and Bromborough without the support of significant public funding.	Key sites for delivery of the Local Plan Submission Draft have been assessed through the Viability Assessment (2022). Considerable progress has been made in the development of a comprehensive regeneration strategy for Birkenhead since the Issues and Options Consultation in early 2020 as is explained in the Housing Delivery Strategy. Further public sector funding has been received for gap funding for sites in the town centre, and public realm place making infrastructure. Housing delivery has now commenced at Wirral Waters. As is explained in the Housing Delivery Strategy, the Birkenhead Housing Market Study and the Viability Study, the implementation of the comprehensive regeneration strategy for Birkenhead, and existing funding and delivery of housing at Wirral Waters will change the housing market and improve viability and deliverability of housing allocations in Birkenhead.	Q2.15

Issues	Council Response	Consultation Question
<p>There was broad disagreement from respondents as to the classification of Green Belt sites in the Green Belt Review 2019. A number of comments were raised as to specific green belt parcels and sites, which included objections related to the how development would impact on various factors such as protected and designated sites, wildlife corridors and habitats, amenity and tranquillity and the separation of settlements. Some responses argued that certain sites were not highly performing and should be released for development.</p>	<p>The Local Plan Submission Draft is based on the Council's preferred urban intensification option and no green belt sites have been promoted for development.</p>	Q2.16
<p>The Green Belt Review 2019 and classifications are flawed, unsound and against national policy, and has taken a different approach to the 2018 Interim Review and not taken into account the weight of other considerations such as Local Wildlife Sites. A further, more granular and site-specific review should be undertaken.</p>	<p>The Local Plan Submission Draft is based on the Council's preferred urban intensification option and no green belt sites have been promoted for development.</p>	Q2.16
<p>No green belt sites should qualify as weakly performing with justification of exceptional circumstances, and should therefore not be released for development as they bring a range of benefits to the environment, economy and wellbeing and prevent urban sprawl</p>	<p>The Local Plan Submission Draft is based on the Council's preferred urban intensification option and no green belt sites have been promoted for development.</p>	Q2.16
<p>Respondents felt that some aspects of the Local Plan evidence base were flawed, specifically around infrastructure, retail centres, natural environment, the Green Belt Review and the Density Study, and that the evidence was difficult to understand.</p>	<p>Additional evidence has been prepared in consultation with the public to address these issues and further detail is now included in the Local Plan Submission Draft. No green belt sites are promoted for development in the Local Plan Submission Draft.</p>	Q2.17
3. Our Vision and Objectives for Wirral		

Issues	Council Response	Consultation Question
Conservation and enhancement of the historic and natural environment and character of the Wirral should be reflected within the Vision	This is addressed by Strategic Objective 8 and is reflected by paragraph B and J of the Vision.	Q3.1
The climate emergency and reduction of carbon emissions should be included within the vision, including the achievement of a circular economy.	Paragraph B of the vision outlines carbon reduction and budgeting and emphasises the green belt's contribution to climate change mitigation and adaptation. The transition to a low carbon and circular economy has been addressed in Strategic Objective 4.	Q3.1
Social and economic aspirations should be included within the Vision	The Vision includes social and economic aspirations in terms of the Birkenhead regeneration strategy for employment and housing, investment in the Liverpool City Region and its competitiveness at regional, national and international levels, Wirral's visitor economy, and reducing inequality in the Borough.	Q3.1
The objectives are unrealistic, too long and wordy, and the plan for regeneration is ambitious and difficult to realise	Plans should contain a locally specific, evidence-based vision developed in consultation with stakeholders. Paragraph 4.43 - the waterfront is an area of unique and high potential that has lacked the appropriate levels of ambition, development and investment in the past. There is now the opportunity to capture this potential through a comprehensive strategy and vision.	Q3.1
The plan period should be extended beyond 2035, covering 2022-2037	The Plan period has been extended to 2037.	Q3.1

Issues	Council Response	Consultation Question
The focus on the East of the Wirral is too great - housing, infrastructure and services should be invested in for all of the Wirral.	The Local Plan Submission Draft is based on the Council's preferred urban intensification option, focussing development and investment east of the peninsula and recognising the need for regeneration in Birkenhead and surrounding areas and the environmental constraints that exist west of the peninsula outside of existing developed areas.	Q3.1
Strategic Objective 1 should focus on (and define) sustainable development and the climate emergency through promotion of sustainable design features, and include net zero carbon targets.	The focus of SO1 is to meet climate agreement and national legally binding net zero carbon targets and support sustainable design in new development.	Q3.2
Strategic Objective 2 should focus on the promotion of tourism and the protection of coastal and land wildlife	The Vision seeks to create a thriving visitor economy for residents and visitors alike. Wildlife is covered in SO5.	Q3.2
Strategic Objective 3 should focus on building of housing to meet needs through brownfield development and reducing the need to travel, especially via car, through the provision of sustainable public transport	SO3 aims to secure sustainable travel and reduce the need to travel and reliance on cars. SO7 addresses housing provision.	Q3.2
Disagreement with Strategic Objective 3 - this may place too much pressure on infrastructure within the existing centres, therefore development should be focussed away from existing centres, excluding Birkenhead	The Local Plan Submission Draft is based on the Council's preferred urban intensification option. The impact of this approach has been assessed in a number of relevant evidence base studies, as set out in the accompanying Infrastructure Delivery Plan.	Q3.2
Strategic Objective 4 should include the protection of green belt and agricultural land, parks and open space as and expand on how climate change adaptation and mitigation can be achieved	SO5 aims to protect and improve urban and rural green spaces. The approach to climate change is explained in the Introduction of the Local Plan Submission Draft. Supporting policies WS 1, WS 5 and WS 8 expand on the climate change approach.	Q3.2

Issues	Council Response	Consultation Question
Strategic Objective 5 should clarify how development can ensure the achievement of biodiversity net gain on all new development and ensure protection of the green belt, natural habitats and open spaces	Policy WS 5 clarifies biodiversity net gain delivery. It has been concluded that there is no evidence to justify the changing the boundaries of or releasing Green Belt land to meet the need for housing.	Q3.2
Strategic Objective 6 should support a master planning approach to water management and investment in flood defences	SO6 encourages SuDS and development away from areas of flood risk. Policy WD 4 sets out requirements for where flood defence works will be permitted and requires master planning for SuDS design where appropriate.	Q3.2
Strategic Objective 7 is unachievable and undeliverable. Local housing need should be recalculated and reduced, and delivered through brownfield sites and be zero carbon. The objective should aim to "manage" rather than "provide" housing supply.	The Government's standard method of calculation has been applied to the housing land supply, with sites only included where they can be demonstrated as deliverable and developable, in line with national planning policy and guidance. No development is proposed on green belt land. See SO1 and Policy WS 8 for net zero carbon achievement for development.	Q3.2
Strategic Objective 8 should seek to conserve and enhance all elements of cultural heritage, referencing all valued landscapes and acknowledging the contribution of the green belt to the character of the borough, ensuring new development does not encroach on this.	Strategic Objective 8 seeks to ensure new development respects the Borough's distinctive character, the protection and enhancement of the historic character of places and buildings, and the protection of valued landscapes. The Green Belt's contribution to the character of the Borough is acknowledged in the Vision.	Q3.2
Strategic Objective 9 should provide more detail on the assessment and provision of local infrastructure and ensure the protection and provision of healthcare services specifically.	More detail is provided on the assessment and provision of infrastructure to meet needs in Policy WS 10 Infrastructure Delivery. Strategic Objective 9 seeks the provision and promotion of emergency services and health infrastructure, and other essential infrastructure for local communities.	Q3.2

Issues	Council Response	Consultation Question
Strategic Objective 10 should be the first objective.	Strategic Objective 1 addresses the climate emergency, a priority for the Local Plan but they are not listed in an order of preference.	Q3.2
Strategic Objective 11 should include reference to the achievement of a circular economy and should support existing businesses through improvements in accessible car parking and improved public transport	Strategic Objective 11 seeks to support a competitive and diverse rural economy. Strategic Objective 4 supports a transition to a circular economy. Strategic Objective 3 supports the provision of sustainable, accessible and connected transport.	Q3.2
Strategic Objective 12 should focus on employment and quality of life and be specific to Birkenhead only.	Employment is addressed in SO11. The focus for development and investment towards the east of the Borough addresses the need for regeneration in Birkenhead and its surroundings. Strategic Objective 2 highlights Birkenhead in this regard.	Q3.2
Strategic Objective 12 should ensure the regeneration of all towns, including Liscard and Moreton.	The Local Plan Submission Draft seeks to maintain and improve the vitality of the centres in all of the Borough.	Q3.2
Strategic Objective 12 should scale retail development to reflect economic needs, encouraging change of use from vacant high street properties to residential dwellings.	Wirral Retail & Centres Study – 2021 Retail Capacity Update assessment for comparison shopping floorspace indicates that there is little or no capacity to allocate sites for additional retail floorspace in any of the centres across Wirral. Policy WS 11 reflects changes to the Use Classes Order which significantly broadened the range of town centre uses which no longer need planning permission for change of use under Use Class E.	Q3.2
Suggested additional objectives included the promotion of sustainable design and building, retrofitting and the use of design guides, alignment with the Council's climate change emergency strategy, further protection and enhancement of	See Appendix 4 for responses to individual suggested objectives. The Local Plan Submission Draft supports Wirral Council Environment and Climate Emergency Policy Statement 2021 and measures to mitigate and	Q3.3

Issues	Council Response	Consultation Question
the natural/rural environment. Social and community infrastructure should be protected.	adapt to climate change are threaded throughout the plan, and addressed at a range of geographical scales and policy actions. This is explained on page 1 of the plan. Masterplans will be prepared for all key regeneration areas and sites (see Part 3 and 4).	
4. Strategic Spatial Options		
Respondents felt that to ensure a sufficient urban land supply, the Council should employ a range of methods such as densification, neighbourhood planning, ensuring the brownfield land register is up to date, exploring all possible funding sources including providing financial incentives for remediation, redesignation of unused land (car parks, empty retail etc.) and underused green space for residential purposes and the use of Compulsory Purchase Orders.	The Council has considered most of these options to maximise the supply of brownfield supply in the Local Plan Submission Draft. The Council will consider the use of its CPO powers including where appropriate to enable the delivery of brownfield development.	Q4.1
Option 1A - The deliverability of the proposed allocations / brownfield sites under the proposed timeframes and delivery rates is unrealistic/overstated given their viability issues, and will need improvements given the constraints (lack of supporting infrastructure and access, remedial works, market issues, no planning permission or developer, etc.)	Sites have only been included in the land supply where they can be shown to be 'deliverable' or 'developable' in terms of the definitions set out in national planning policy and guidance, which includes information provided by relevant developers and landowners. The trajectory has been updated to take account of the most recent available evidence. Further information is set out in the Strategic Housing Land Availability Assessment (SHLAA) (2022) and Housing Delivery Strategy which accompany the Local Plan Submission Draft.	Q4.2
Option 1A - the proximity and / or functional linkage of urban allocations to designated sites (SPAs, Ramsar, SSSI), problematic neighbouring uses and areas of sensitive	Any future planning application(s) will need to comply with any necessary statutory requirements / Local Plan policies and impact assessments requirements.	Q4.2

Issues	Council Response	Consultation Question
character will require strategic mitigation in event of development		
Strong support expressed for the Broad Locations of the Preferred Option, particularly the regeneration of Wirral Waters, Hind Street and Birkenhead, and should see greater intensification at these strategic brownfield sites than proposed and a sustainable approach used	Support noted. The Local Plan Submission Draft is based on the Council's Preferred Urban Intensification option which seeks to meet all of the Borough's development needs through the development of brownfield land within existing urban areas. The regeneration of Birkenhead is set out in the Draft Birkenhead 2040 Framework, Hind Street site is allocated for mixed use residential led development in Policy RA 5 of the Local Plan Submission Draft with a supporting masterplan and delivery plan in preparation.	Q4.5
Other areas suggested for identification of Broad Locations for Growth includes existing urban and brownfield sites on the Mersey waterfront and docklands, New Ferry and Clatterbridge Hospital, as well as general areas where urban infill is possible	Proposals for individual broad locations are now set out in Part 4 of the Local Plan Submission Draft, which include sites within the Mersey waterfront and docklands. Clatterbridge Hospital is within the Green Belt, which is not being altered in the Local Plan and where national Green Belt policies will apply.	Q4.6
A range of sites within the urban area were proposed for future housing development. Some respondents felt that, in general, more sites should be added to the Brownfield register and prioritised. Others felt that there were no additional available sites to suggest, and sufficient land had been identified already.	The Council has allocated all suitable, deliverable and developable sites within the urban areas and a series of broad locations within regeneration areas. There are no other known sites within the urban area that could be considered for future housing development at this time, albeit we recognise that the Council is concurrently carrying out a continuous 'call for sites' exercise and that there will always be new 'windfall sites' emerging.	Q4.7

Issues	Council Response	Consultation Question
A number of site-specific comments were received for the proposed employment allocations, covering concerns such as the impact of development of these sites on designated/protected sites, transport infrastructure, heritage and the environment and habitats, as well as providing planning information for the sites.	The Local Plan Submission Draft is accompanied by the relevant Habitats Regulations Assessment and provision for appropriate mitigation for protected sites is now set out in Policy WS 5.5 of the Local Plan Submission Draft. Part 5 contains place Policies that include specific requirements for allocated sites.	Q4.8
Respondents proposed a few additional urban sites for employment allocations, including golf courses, disused and surplus land sites.	Some of the proposed sites were unsuitable due to their green belt location or have been allocated for residential development instead.	Q4.9
Urban intensification is supported as the advantages outweigh the disadvantages and would allow for more affordable and sustainable housing and employment delivery.	Support noted.	Q4.10
Support was expressed for a dispersed, weakly performing green belt release approach, as the urban intensification approach identifies undeliverable sites that will result in a lack of the right mix of housing and investment across the borough and may therefore result in an unsound Local Plan.	It has been concluded that there is no evidence to justify the changing the boundaries of or releasing Green Belt land to meet the need for housing.	Q4.10
While there was disagreement with the stepped approach from some respondents, stating that sufficient housing should be identified with higher delivery rates earlier in the plan, most respondents agreed that it would be appropriate with long lead in times using brownfield land.	The Local Plan Submission Draft Housing Trajectory sets out the expected realistic delivery timescales for brownfield sites as advised by developers. The Council is working with Homes England and The LCR Combined Authority to identify viability gap funding to ensure that strategic brownfield sites can be delivered in accordance with the trajectory and where possible to accelerate delivery (see Housing Delivery Strategy).	Q4.11
A number of general comments were made in addition to the proposed site specific comments for Dispersed Green Belt release. Many objections were made towards this option, with brownfield site release being preferred. Comments addressed	Noted. The Council's preferred spatial option, which has been taken forward into the Local Plan Submission Draft is Urban Intensification which involves the redevelopment of brownfield and other urban land in	Q4.12

Issues	Council Response	Consultation Question
many of the benefits of green belt, such as its ability to prevent flooding, attract tourists, and provide a buffer between urban spaces. Impacts on removing green belt were expressed, such as impacts on biodiversity, health and wellbeing, character and identity, and pollution.	existing urban areas to meet the Borough's development needs. The Submission Plan does not propose any green belt release.	
Respondents felt that there are no weakly performing green belt sites, and none should be released. However, a large number of green belt sites and parcels were proposed for release as well as general areas such as Eastham Village.	The Local Plan Submission Draft is based on the Council's preferred urban intensification option and no green belt sites have been promoted for development.	Q4.13
There were a number of advantages as to dispersed green belt release expressed, such as the increased ability to deliver the housing needs identified in the SHMA. Development and the impacts of development would be dispersed more evenly throughout the Borough. There would be benefits to existing settlements, including increased access to green space and infrastructure improvements.	It has been concluded that there is no evidence to justify the changing the boundaries of or releasing Green Belt land to meet the need for housing.	Q4.14
Disadvantages of a dispersed green belt release under Option 2A include negative impacts on wildlife, wildlife corridors and biodiversity, health impacts and the creation of urban sprawl / coalescence between settlements. Urban intensification was supported instead.	It has been concluded that there is no evidence to justify the changing the boundaries of or releasing Green Belt land to meet the need for housing.	Q4.14
A number of general comments were made in addition to the proposed site specific comments for the Single Urban Extension. While some felt this option was preferable to dispersed release, there were many objections and respondents felt that brownfield regeneration was preferable. Comments expressed concern over the impacts of such an approach, such as adverse impacts on heritage, environment,	Noted. The Council's preferred spatial option, which has been taken forward into the Local Plan Submission Draft, is Urban Intensification which involves the redevelopment of brownfield and other urban land in existing urban areas to meet the Borough's development needs. The Local Plan Submission Draft does not promote Green Belt development.	Q4.15

Issues	Council Response	Consultation Question
character and identity, pollution and infrastructure. The deliverability was questioned.		
<p>A few areas were suggested as to where a single large extension could take place. However, most responses felt that development needs could be accommodated in existing urban areas and an urban extension was not necessary.</p> <p>Regeneration should be prioritised at Wirral Waters instead. Alternatively, a dispersed range of small-medium extensions was proposed as larger scale schemes are more challenging to deliver.</p>	<p>Noted. The Council's preferred spatial option, which has been taken forward into the Local Plan Submission Draft, is Urban Intensification which involves the redevelopment of brownfield and other urban land in existing urban areas to meet the Borough's development needs. The Local Plan Submission Draft does not promote Green Belt development.</p>	Q4.16
<p>Development should not concentrate in one area as the impacts would not be dispersed. The approach would be against national policy and Infrastructure in the proposed area would not accommodate the additional traffic and major improvements would be needed first. Concerns over green belt environmental impacts from the approach were stressed - a dispersed release of land for development would be preferable. Financial risks, viability and market absorption concerns were raised also.</p>	<p>The Local Plan Submission Draft is based on the Council's preferred urban intensification option and the single large urban extension option is not being pursued or explored further. The Local Plan Submission Draft does not promote Green Belt development.</p>	Q4.17
<p>A single large extension would enable a transition to low carbon living, with the potential for the creation of a highly desirable garden village in good proximity to infrastructure. The use of a phased approach would enable development to be optimised to changing needs and issues.</p>	<p>The Local Plan Submission Draft is based on the Council's preferred urban intensification option and the single large urban extension option is not being pursued or explored further. The Local Plan Submission Draft does not promote Green Belt development.</p>	Q4.17
<p>Support for urban intensification was strong, expressing the need for the prioritisation of sites with vacant uses and brownfield land, and the need to work with infrastructure partners to ensure infrastructure is in place to deliver</p>	<p>Support noted. The Council is working with appropriate utility providers, Government Departments and the LCR CA to deliver specific infrastructure.</p>	Q4.18

Issues	Council Response	Consultation Question
development at sustainable locations with green infrastructure.		
Disadvantages of urban intensification included criticism that this approach would not meet the required housing needs and mix and result in a shortfall, may impact local and historic character.	The Local Plan Submission Draft seeks to meet the Borough's identified needs within the existing urban area. Further information is set out within the accompanying Housing Delivery Strategy and Viability Study. Heritage impacts are addressed in the accompanying Heritage Impact Assessment.	Q4.18
Regarding the release of green belt land, no overwhelming support was expressed for either Option 2A: Dispersed Release or Option 2B: Single larger urban extension, with some supporting a hybrid approach with smaller extensions.	The Local Plan Submission Draft is based on the Council's preferred urban intensification option which meets all of the Borough's development needs within existing urban areas. No green belt release is proposed.	Q4.19
Alternative options to the proposed approaches focussed mainly on brownfield regeneration strategies and densification, including compulsory purchase orders, combining sites, and converting / reusing abandoned transport links.	The alternative approaches identified are addressed by the Council's preferred urban intensification option and the proposals now identified in Part 4 of the Local Plan Submission Draft.	Q4.20
5. Our Homes		
A discretionary, flexible approach should be taken, increasing densities where appropriate and more affordable housing should be provided flexibly, where needed, and reflective of local context.	Policy WS 3 has been drafted to secure the most appropriate mix of housing taking account of site-specific circumstances, viability, updated national planning guidance and Strategic Housing Market Assessment.	Q5.1, Q5.2

Issues	Council Response	Consultation Question
It was suggested that there should be fewer bungalows - the Council's bungalow requirement is unrealistic (18 times the level delivered elsewhere) and should be amended accordingly, with apartment/flat led development instead, given the need for high density developments within urban conurbations, with level-access options for the elderly and disabled. The overall need is mainly for larger house sizes - a particular need for 3 bedroom houses is identified.	Policy WS 3 has been drafted to secure the most appropriate mix of housing taking account of site-specific circumstances, viability, updated national planning guidance and SHMA. Policy WS 3.1 provides for accessibility.	Q5.1
Affordable housing need is very high and should be at the level of 1,223 dpa compared to the target of 800 dpa. The overall housing target should be increased as a result. Many of the allocations for affordable housing are located in weaker market areas, resulting in significant viability and deliverability concerns.	The rate of affordable housing to be secured by new build market housing is set out in Policy WS 3.3, informed by the Viability Study, updated national planning guidance and the SHMA. See also the Housing Delivery Strategy.	Q5.2
There should be greater than 30% affordable housing, there should be a substantial allocation with contributions from sites of less than 10 dwellings, ensuring viability will not prevent future provision.	The rate of affordable housing to be secured by new build market housing is set out in Policy WS 3.3, informed by the Local Plan Viability Study, updated national planning guidance and the SHMA.	Q5.2
There should be less than 30% affordable housing - most development takes place on smaller sites and this figure will reduce viability and therefore the trajectory of affordable housing will be uncertain	The rate of affordable housing to be secured by new build market housing is set out in Policy WS 3.3 taking account of viability, updated national planning guidance and the SHMA.	Q5.2
Specialist and accessible housing should be provided to prevent putting significant strain on health and social care services, providing for both the elderly and those with physical, social and mental disabilities and their families and ensuring that all provision is wheelchair accessible and in a mixed environment rather than isolated.	Evidence indicates a need for additional residential care and specialist dwellings given relatively high disability levels and an ageing population in Wirral. Policy WS 3.6 makes provisions for specialist housing. Policy WS 3.1 provides for accessibility and adaptability including wheelchair access.	Q5.3

Issues	Council Response	Consultation Question
There was support for the flexible reuse of empty properties across the 3 proposed options, but mainly toward the preferred approach. A higher allowance should be included given the number of remaining empty properties, with at least 200 returned to use annually, aiming for less than 0.5% of stock to be vacant.	A separate allowance for the return of empty homes has been included in the Local Plan Submission Draft, based on the performance of a funded programme which has operated since April 2011 and a tapered delivery under Option 3. Further information is set out in the Housing Delivery Strategy that accompanies the Local Plan Submission Draft.	Q5.4
The current allowance is too high and unjustified, unrealistic and undeliverable given the past performance of reusing empty homes and the national average, and the reuse of empty properties is not a predictable, long-term source of land supply.	A separate allowance for the return of empty homes has been included in the Local Plan Submission Draft, based on the performance of a funded programme which has operated since April 2011 and a tapered delivery under Option 3. Further information is set out in the Housing Delivery Strategy that accompanies the Local Plan Submission Draft.	Q5.4
The council should do more to promote the use of empty homes through the use of compulsory purchase powers, and a range of incentives should	The Council has an existing funded initiative which has recently been extended. CPO is a last resort regulated process for approved areas only.	Q5.5
Future housing needs should be met for Gypsies and Travellers through the Local Plan as the identified needs can be met, including pitches with appropriate amenities and affordable housing allocations for those who want to settle.	National planning policy requires the assessment of local housing needs, including those of travellers to inform planning policy. No specialist needs were identified in the 2019 Gypsy and Traveller Accommodation Assessment. In line with national policy, Policy WD 9 provides criteria for dealing with applications for accommodation for Gypsies, Travellers and Travelling Showpeople.	Q5.6

Issues	Council Response	Consultation Question
Some respondents felt that while Gypsies and Travellers should have access to housing, special priority and targeted home building should not be provided for this group.	National planning policy requires the assessment of local housing needs, including those of travellers to inform planning policy. No specialist needs were identified in the 2019 Gypsy and Traveller Accommodation Assessment.	Q5.6
Regarding the Primary Residential Area (PRA) boundary proposals, many respondents felt that these boundaries should not be changed / set to meet planning needs and should reflect existing residential areas while ensuring Green Belt protection. A number of site-specific comments related mainly to Green Belt and Local Green Space sites that should not be included within the PRA.	Primarily Residential Areas within the Borough's urban area have been amended to reflect the policies and proposals within the Local Plan Submission Draft. The Local Plan Submission Draft does not promote Green Belt development.	Q5.7
The number of HMOs should be controlled, with landlords closely monitored and licensed, and should be provided in designated areas and not within areas without HMO precedent. These should offer a safe, healthy and zero carbon living, and the minimum space standards should be revised.	The Borough's housing needs, including HMOs, have been re-assessed in the finalised Strategic Housing Market Assessment (SHMA, 2021). Policy requirements, design standards and the over-concentration of HMOs is addressed in Policy WD 7 Houses in Multiple Occupation. Space standard policy requirements are set out in Policy WS 3.1 Housing Design Standards, and Policy WS 6 Principles of Design also applies.	Q5.8
6. Our Economy		
Employment regeneration at Birkenhead and other brownfield sites was supported and sustainable businesses, jobs and graduates should be attracted to the area and retained.	Support noted. Employment and skills are covered in Policies WS 1.2 Employment, WS 2 Social Value and WS 4 Strategy for Economy and Employment.	Q6.1

Issues	Council Response	Consultation Question
There is a lack of evidence for employment regeneration approaches and the rural economy has been overlooked. The employment land figures and mix are high in relation to need and Wirral Waters should be excluded. Allocations in southern Wirral may impact on transport.	The Employment Land and Premises Study 2021 updates the 2017 study to take account of the previous consultation and takes into account more up to date growth forecasts from the LCR. This was undertaken in line with national policy and guidance. Policy WP 8 Policy for Rural Areas seeks to support the rural economy within the bounds of national policy.	Q6.1
Support for proposed release of some employment land in Bromborough where the loss of employment land use is offset at other sites and does not negatively impact on the green belt, environment and existing operations.	Support noted. The Local Plan Submission Draft now includes relevant proposals at Former Corda, Prices Way (RES-SA4.6), former D1 Oils (RES-SA4.7), Land south of Riverwood Road and Old Hall Road (RES-SA4.2 and RES-SA4.3) and Unilever Research (RES-SA4.11).	Q6.2
Some land at Wirral Waters should be considered for employment use, where it is no longer required for port use and provides for high value employment and local businesses with flexible use designation.	The land allocated for employment use at Wirral Waters is at West Float which is identified for employment uses in Wirral Waters Masterplan and will not impact on potential residential development at East Float. The employment site at MEA park would be able to accommodate port related businesses.	Q6.3
Support was expressed for the proposed boundaries of the Primarily Industrial Areas. Some site-specific issues were raised with some respondents expressing disagreement with the allocations of sites within the PIA boundary, stating that some sites should be identified as a residential (or other use) allocation instead where suitable, or removed from the PIA.	Support noted, sites in the Primarily Industrial Areas were assessed in the Wirral Employment Land and Premises Study 2021. Some land previously allocated or designated as employment Land in the Unitary Development Plan 2000 has been allocated for Housing in the Local Plan Submission Draft. See also the Site Selection Paper.	Q6.4

Issues	Council Response	Consultation Question
A wide range of alternative uses within PIAs should be supported through policy including <i>sui generis</i> cultural and event spaces, leisure and health and green infrastructure, through a flexible and criteria based policy approach to prevent restricting supply of land for such different uses.	Policy WS 4.2 Designated Employment Areas of the Local Plan Submission Draft sets out the policy requirements for appropriate alternative uses within employment areas including compatibility with existing character and market signals evidence.	Q6.5, Q6.6
Employment land for employment use should be protected and maintained with the Council retaining powers to determine the suitable location of land use.	The employment land supply has been reviewed and appropriate land allocations are now identified in the Local Plan Submission Draft. Further information is set out in the accompanying Wirral Employment Land and Premises Study 2021.	Q6.6
Out of town retail developments should not be supported, and existing shopping areas, local business and cultural attractions should be regenerated/prioritised. Shopping patterns have changed and all centres should have access to convenience space.	The Local Plan Submission Draft recognises the changing nature of retail and shopping and the continuing decline of retail floorspace and seeks to direct uses to within the identified town centre boundaries. Where proposals lie outside of or on edge of centre locations, impact assessments will be applied under Policy WS 11.3. Policy WS 11 aims to maintain vitality and viability of existing centres through providing for a range of uses.	Q6.7
There is support for maximising the vitality and viability of town centres, where the strategy addresses the climate emergency and new uses are sensitive in terms of character, needs and density/proportion to their location. Town centres should be diversified, with local services and community uses provided within unused retail space.	Policy WS 11 Strategy for Town, District and Local Centres aims to maintain the vitality and viability by allowing and enabling appropriate meanwhile, pop-up, and residential uses and providing for further cultural and community uses.	Q6.8
The retail hierarchy should be reviewed as core shopping areas have not been identified. The Croft Retail Park should be identified as an out-of-centre location, Hoylake is not recognised as a vibrant centre, Birkenhead is not a sub-	The Wirral Retail & Centres Study – 2021 Retail Capacity Update April 2021 updates the 2019 study. Sub regional, District and Local Centres are listed in the Local Plan Submission Draft under Policy WS 11	Q6.7, Q6.8, Q6.9

Issues	Council Response	Consultation Question
regional centre. Local Centres should be listed in the Draft Local Plan.	Strategy for Town, District and Retail Centres. This policy also identifies Primary Shopping Areas for selected centres.	
There is support for the preferred approach to locally set retail impact thresholds and local communities should be involved in defining this threshold, and should apply to sites outside of the defined urban centres along with the sequential test - new large outlets should not be supported.	Support noted. Thresholds for the size of proposal requiring an impact assessment for the different centres are drawn from the evidence provided by the April 2021 Wirral Retail & Centres Study Capacity update. Proposals for out of or edge of centre development must take into account the sequential test and must demonstrate no suitable alternative sites are available.	Q6.9
Settlement extensions should only be considered where there is robust evidence of growth, with community involvement in defining boundaries. A number of comments suggested minor adjustments to the proposed boundaries and the separation of classifications of a number of towns/villages.	The Local Plan Submission Draft is based on the Council's Preferred Urban Intensification option which seeks to meet all of the Borough's development needs through the development of brownfield land within existing urban areas.	Q6.10
The approach to improve public/tourist access to the coast and countryside is supported however only existing assets should be developed without detriment to the green belt or protected sites.	Support noted. No green belt release is proposed. Proposals for visitor facilities in the Rural Area will be supported where they meet the tests of national Green Belt Policy under Policy WS 4.4.	Q6.11
7. Our Physical and Social Infrastructure		
A comprehensive approach was supported to infrastructure planning, which considers all forms of infrastructure (green infrastructure, sustainable transport, digital infrastructure).	Support noted. A detailed Infrastructure Delivery Plan provides information on the types of infrastructure that will be required, including costs, funding, organisational responsibility and timescales.	Q7.1

Issues	Council Response	Consultation Question
Local infrastructure and services do not currently have the capacity to support additional housing and impacts will be felt across highways, drainage/utilities, education and health provision, and housing should only be proposed where there is capacity for this.	£78.5m has been secured towards major regeneration projects in Birkenhead. Policy WS 10 requires appropriate on- and off- site infrastructure provision. A detailed Infrastructure Delivery Plan provides further information set out in area-based and site-specific policies, informed by the viability assessments underlying the Local Plan Submission Draft.	Q7.1
Concerns were raised about the impact/burden of planning obligations / CIL on viability without a robust evidence base or policy clarity, which could undermine the spatial strategy and the delivery of housing - over £500m is still required for Commercial Core transport improvements. It was argued that some green field sites would be more viable. However, some argued that the residents of Wirral should not be required to shoulder the burden of infrastructure costs.	The impact of policies on development viability has been comprehensively assessed through the Viability Assessment (2022). Funding has been secured through various central government funding rounds to develop infrastructure and advance other projects, reducing the burden on residents and viability.	Q7.1, Q7.2
Public transport improvements across all modes are currently underdeveloped and should be improved prior to occupation of any new development. However, major new road schemes, unless essential, were not supported due to the impacts on traffic, the environment and the climate. Instead, active travel infrastructure should be prioritised with safe, high-quality and well-maintained routes to Local Centres, supported by the provision of cycling storage/infrastructure within new developments.	The Council plans to remove overengineered roads and create new sustainable transport connections to, between and within regeneration areas. The Local Plan Submission Draft also provides for the delivery of active travel networks for walking and cycling that enable safe access to jobs, leisure and health facilities (Policy WS 9.2), a new mass transit system in Birkenhead, to connect new neighbourhoods and key locations (Policy WS 9.1 and Appendix 8) and a new greenway (Dock Branch Park) within central Birkenhead (Policy WS 9.1).	Q7.1, Q7.2

Issues	Council Response	Consultation Question
There was agreement with the approach, however it was argued a greater emphasis is required on energy efficiency - a "where possible" approach is inadequate and sustainable building techniques for all new development should ensure that City Region net-zero policies are met.	Policy WS 8 sets out the Council's strategy for minimising energy demand and reducing carbon emissions.	Q7.3
Concerns were raised over the impacts of the communications network expansion on green infrastructure and heritage, as well on the viability of sites. Telecoms coverage should be ensured across the peninsula to support working from home.	Policy WD 13 covers proposals for telecommunication apparatus and these will only be approved where the best environmental solution is found and the impact on the character of the area is minimised. Wirral Council is a strategic partner in a City Region initiative which will deliver a 250km high-speed Local Full Fibre Network by 2023.	Q7.4
Respondents felt that current social infrastructure is inadequate given the scale of development, and the Council should be improving and reviewing social infrastructure on a regular basis. Development should be focused on areas where this already exists. Particularly, open spaces and community and cultural infrastructure should be provided for, protected and enhanced.	An assessment of social infrastructure has been undertaken with key stakeholders. The Infrastructure Delivery Plan provides details of appropriate social infrastructure which is required for particular development. Further information is also set out in the relevant area-based and site-specific policies in Part 4 and Part 5 of the Local Plan, which has been subject to a Viability Study.	Q7.5
8. Our Environment		
The level of ambition should be greater and policy must be more robust and proactive, with Climate Change and the protection and enhancement of natural capital as the main consideration of all planning decisions.	Addressing climate change is a key part of the Local Plan. Strategic Objectives 1, 3 and 4 of the Local Plan address climate change and the approach is set out in the Introduction of the plan. The Council recognise however that to meet our target for Zero Carbon targets it will require action by Government. This is a main consideration of planning decisions with WBC	Q8.1, Q8.3

Issues	Council Response	Consultation Question
	<p>holding a statutory duty to do this - Policy WS 5 of the Local Plan Submission Draft sets out a strategy for green and blue infrastructure, biodiversity, including the Environment Act 2021 requirement for a mandatory net gain in biodiversity on all development. Policy WS 8 seeks to address low carbon energy and energy efficiency.</p>	
<p>Public transport must be improved to reduce the carbon footprint and car reliance. Assets such as green roofs, solar panels and EV charging points should be used with all new development being properly insulated and existing development retrofitted to meet environmental standards.</p>	<p>The Local Plan Submission Draft promotes public transport in Policy WS 9 Transport Strategy and the use of various renewable energy technologies and high levels of energy efficiency on new development- see Policy WS 8 Strategy for Sustainable Construction, Renewable and Low Carbon Energy of the Local Plan Submission Draft and seeks to achieve zero carbon development whilst measures such as green roofs and sustainable drainage are supported in policies WS 5 Strategy for Green and Blue Infrastructure, Open Space, Biodiversity and Landscape Protection and WD 1 Landscape and WD 4 Coastal Protection, Flood Risk, Sustainable Drainage and Water Management</p>	Q8.1, Q8.3
<p>Support and agreement expressed for the preferred GBIS approach and the recognition of the importance of GBIS in achieving sustainable development, and these sites and provisions should be protected - development should not disrupt ecological network and a 50m buffer should be applied to sites with natural assets. Biodiversity net gains should be delivered where possible, following the mitigation hierarchy and offsetting where loss to habitats has occurred using a verified metric.</p>	<p>Support noted. Policy WS 5 Strategy for Green and Blue Infrastructure, Open Space, Biodiversity and Landscape Protection of the Local Plan Submission Draft sets out a number of policies to protect and enhance important ecological sites and networks.</p>	Q8.4

Issues	Council Response	Consultation Question
Current assessments throughout the evidence base are deficient and the Green and Blue Infrastructure Strategy and ecological network reviews have been commissioned too late to inform the allocation of land.	The Local Plan Submission Draft preparation has been informed by a wide range of environmental related studies. Policy WS 5 identifies recipient locations for improvements to the network including longstanding networks at local and sub regional level.	Q8.4
Support expressed for the Tree Planting strategy using careful species and methods selection and community involvement, however the importance of natural regeneration and prioritising preservation / protection of the existing stock was stressed, as this would protect local character and wildlife.	Local Plan Submission Draft Policies WD 1.1 and WD 1.2 set out the strategy for the protection and replacement of trees.	Q8.5
Support expressed for tree planting to extend parks and woodlands however many respondents discussed the use of tree planting in specific and general urban environments. The infilling of grass / road verges, roadside planting and hedging, and planting outside shop fronts was suggested.	Proposals have been passed to the Council's Environment and Parks Teams for consideration as part of the Council's Tree Planting Strategy implementation. The Local Plan Submission Draft contains policies supporting such measures including Policy WS 5 Strategy for Green and Blue Infrastructure, Open Space, Biodiversity and Landscape Protection and WD 1 Landscaping.	Q8.6
Existing open space including agricultural land should be protected as it brings multiple benefits and the existing stock should be maintained. Additional accessible open space such as allotments, playing pitches etc, public footpaths is required in a range of locations (Wirral Waters, Seacombe, Rock Ferry, Birkenhead) including areas of high density, deficiency in provision, and all new development. Smaller sites should be required to contribute financially to provision but disagreement where this would render development unviable.	Generally open space is protected through Policy WS 5.1 of the Submission Plan. No development on Green Belt or agricultural land is proposed. It may be necessary to restructure existing open spaces to facilitate the proper planning of new residential neighbourhoods consistent with Policy WS 5.1 Open space provision of the Local Plan.	Q8.7
A number of site specific comments were raised for the list of open spaces and their boundaries. Many responses expressed	Some of the suggested sites had been identified as Local Green Spaces. Other suggested sites were added	Q8.8

Issues	Council Response	Consultation Question
support for the protection of sites, or suggested spaces that should be added to the list for protection. It was suggested that some sites had been omitted from the list of open spaces. A smaller number of comments suggested alternative uses for the sites.	to the Policies Map for protection. Other sites were in the Green Belt and therefore do not require additional protection.	
The majority of responses supported the designation of the Glebe land at West Kirby as Local Green Space. Those who opposed the ownership suggested that the designation was unnecessary as Conservation Area controls are already present, and that the site was in private ownership with no public access. The site could be used for development instead.	The site has been independently assessed and an appropriate area has been recommended for designation as a Local Green Space under NPPF paragraph 103. See also Local Green Space Designations Review of Sites (October 2021).	Q8.9
A wide range of sites, including open spaces, green belt sites and omitted sites, were suggested for designation as Local Green Spaces.	Many of the sites suggested are proposed to be designated as a Local Green Space. Some suggested did not meet the NPPF criteria but were in the Green Belt and further protection is not required. Some that did not meet the LGS criteria but were designated for other protections in the Policies Map, for example as open space. See also Local Green Space Designations Review of Sites (October 2021).	Q8.10
Respondents felt that all landscapes and their character should be protected by evidence-based and strongly worded policy from unnecessary development in line with the NPPF. Wirral's landscapes bring benefits to wellbeing and attracts tourists, and are part of the Wirral's historic, visual and cultural character and policy should be sympathetic to this. Biodiversity will be enhanced by natural landscape protection - the protection and expansion of important hedgerows, trees and woodland should be addressed in the policy.	Policy WS 5 of the Local Plan Submission Draft sets out a strategy for green and blue Infrastructure, biodiversity, open space and landscape protection, Policy WD 1.2 Trees sets out policy requirements for development proposals regarding the retention of trees and Policy WS 7 Principles of Design sets out a strategy for design, including the protection of views and hedgerows.	Q8.11

Issues	Council Response	Consultation Question
Assess and mitigate flood risk. Limit development on land with flood risk and ensure new development does not increase flood risk.	Policy WD 4 Coastal Protection, Flood Risk, Sustainable Drainage & Natural Water Management sets out the strategy for the reduction and mitigation of flooding and coastal protection. Site allocations in the Local Plan have been informed by the Strategic Flood Risk Assessment (SFRA) Level 1 and Level 2. The Sequential and Exception Test report sets out the process by which the proposed Local Plan allocations have been selected in terms of flood risk.	Q8.12
Prioritise climate change, and prevent flooding in urban areas and coastal erosion from rising sea levels. Manage surface water flooding in urban areas.	Local Plan Policy WD 4 Coastal Protection, Flood Risk, Sustainable Drainage & Natural Water Management addresses flood risk, surface water flooding and coastal change. The Local Plan Submission Draft reflects the Shoreline Management Plan and Wirral Coastal Strategy which set out the policy framework for the future management of Wirral's coastline in relation to coastal erosion and protection against tidal flooding.	Q8.13
Biodiversity should be addressed at all times and expected from all new development at a 10% net gain, and policy should be clearer and stronger to support decision making. Not enough consideration has been given to Local Wildlife Sites, especially in the Green Belt Review.	Policy WS 5 Strategy for Green and Blue Infrastructure, Open Space, Biodiversity, and Landscape Protection from the Local Plan Submission Draft sets out the strategy for the protection, enhancement and delivery of biodiversity, including the requirement for all development to deliver 10% biodiversity net gain, measured using the DEFRA metric. Local Wildlife Sites are provided protection in the Submission Draft, referenced in Policy WD 3 and are recognised as Sites of Local Importance. The policy requires a suitable mitigation or compensation strategy in the event of development.	Q8.14

Issues	Council Response	Consultation Question
<p>Health and wellbeing should be paramount and the protection, enhancement and provision and maintenance of green and open spaces through developer contributions and strategies to green urban areas and implement pocket parks will contribute to health and wellbeing, and also climate change. Active travel should be prioritised over vehicle use to supplement this.</p>	<p>The Council recognises that access to quality open space is key to the health and well-being of residents. Policy WS 5.1 of the Local Plan Submission Draft which deals with open space provision sets out the standards for open space and children's play on new development. Securing sustainable travel and reducing reliance on private cars is a Strategic Objective of the Local Plan. Under the Council's Strategy for Transport, Policy WS 9.2, development proposals should provide access to existing or planned sustainable travel options and infrastructure projects to reduce private car usage. Policy WD 18 of the Submission Plan requires Health Impact Assessments for all developments over a threshold size.</p>	Q8.15
<p>To improve health and wellbeing, it was suggested that the Council should focus on ensuring protection of green and blue infrastructure and the provision of adequate community infrastructure to existing communities including healthcare and leisure centres. Additionally, improvements to public transport were suggested which would connect communities and enable and improve access to the benefits of the suggested facilities and infrastructure provisions. Housing stock improvements were also suggested.</p>	<p>Policy WS 5.2 requires the protection and enhancement of green and blue infrastructure for all development. Birkenhead 2040 Framework and Policy WS 1.3 Infrastructure sets out the provision of a new mass transit system to link new and existing neighbourhoods in Birkenhead to existing Merseyrail stations and facilities.</p>	Q8.16
<p>Further work is needed to explore Conservation Areas and proactive and supportive policies are needed to ensure the sufficient protection of designated and non-designated buildings in the Wirral and the overall special character and identity of areas. Further focus and priority should be given to</p>	<p>It is the Council's intention to commence a review and update of existing Conservation Areas commencing in 2022, subject to resources. The Council is working with other Merseyside Authority's on Pilot Project funded by Historic England to develop a local listing strategy. Consultation will take place in 2022. Part 5 of the Local</p>	Q8.17

Issues	Council Response	Consultation Question
sites of international and national importance (Birkenhead Park, Hamilton Square and Port Sunlight).	Plan Submission Draft sets out a specific policy for each conservation area by settlement. The Council has consulted with CAW on the specific wording of the various Conservation Area Policies set out in Part 5 of the Local Plan Submission Draft.	
Respondents expressed that more should be done to preserve and enhance heritage generally, including undesignated assets. All of Wirral's natural heritage such as wildlife, ancient fields, sandstone walls and green infrastructure needs to be prioritised in policy with references made as to the benefits of this, and the impact of any new development should be explored and scrutinised through Heritage Impact Assessments.	The Local Plan Submission Draft contains a series of policies which reflect the significant importance which the Council gives to our heritage. Culture and Heritage Strategy for Birkenhead commissioned to be published in 2022. Council intends to develop a heritage strategy for the Borough starting in 2022 subject to resources. Site allocation has been subject to Heritage Impact Assessment and Policy WD 2 of the Local Plan Submission Draft sets out a comprehensive approach to the protection of heritage assets.	Q8.18
Extraction / fracking and underground coal related activities should be prevented or tightly controlled in marine (coastal, offshore) environments. Any approach taken should not detriment wildlife or conflict with climate change or carbon goals and should regard the regional context / Local Aggregates Assessment.	Issues related to minerals are addressed in the Wirral Minerals Report 2020 (Document EE4.1) and Local Plan Submission Draft Policies WM1 Proposals for Minerals Development, WM 2 Maintaining a supply of aggregates, Policy WM3 Safeguarding mineral reserves and infrastructure, Policy WM 4 Oil and gas development, Policy WM 5 Restoration.	Q8.19
The current waste and recycling approach in Wirral is currently inadequate and underperforming. An improved strategy aligned with other authorities is required which widens the scope of recyclables, provides greater clarity, and sets and promotes greater targets to reduce waste production / prevent landfill.	Policy WW 1 Waste Management of the Local Plan Submission Draft seeks to improve recycling. Waste management for the Wirral is addressed in the Joint Waste Plan for Merseyside and Halton.	Q8.20

Issues	Council Response	Consultation Question
9. Detailed Local Plan Policies		
Comments related to: <ul style="list-style-type: none"> • Ensuring development is designed or retrofitted for the climate emergency, to reach net zero goals. • Climate change should be addressed in all sections of the Plan • Regulation 18 questions are too complicated for residents • Right to comment reserved until further policy and details are available • Strategic port interests are not taken into account • No rural exceptions sites policy is present • No detailed brownfield and urban regeneration policy is present 	See Appendix 4 for responses to individual suggestions.	Q9.1
Suggested additional development management policies included: <ul style="list-style-type: none"> • Include policy on supported flexible commercial uses for each site • Policy should refer to existing retail warehouse parks • A biosecurity strategy and protocols for development should be included • Water efficiency policy, health infrastructure policy <p>Greater regard needed as to air quality</p> <ul style="list-style-type: none"> • Detailed landscape character protection policy • Proposed port-related policy • Ground water and surface water policy proposals • Safeguarded land policy 	See Appendix 4 for responses to individual suggestions.	Q9.2
Aside from objection to the proposed housing figure, comments related mainly financial and regulatory schemes - such as the use of planning mechanisms to implement a	See Appendix 4 for responses to individual suggestions.	Q9.3

Issues	Council Response	Consultation Question
workplace car parking levy and fund climate and environment projects, and the licensing of the private rented sector - and were not relevant to the question/planning considerations		
10. Other Comments or Questions		
Comments raised issues covered in previous questions relating to housing delivery, green belt release, infrastructure pressures and local green space designation. A number of comments raised objections to the clarity and length of the Regulation 18 Consultation.	Feedback on the Regulation 18 Consultation issues will be considered for future consultation activities.	Q10.1

Appendix 5: Key Issues Raised by Statutory Consultees and Statutory Bodies

Ref	Statutory Consultee	Key Issues	Council Response
1.	Sefton Council	Sefton Council noted they were not in a position to meet any of Wirral Council's housing and employment needs. Sefton Council recommended the Local Plan reference internationally important sites on Sefton Coast. The Council expressed support for the approach to retail centres.	Noted. The internationally important sites on Sefton Coast are dealt with through the Habitat Regulation Assessment as appropriate.
2.	Cheshire West and Chester Council	<p>Cheshire West and Chester Council expressed satisfaction that previous concerns with Green Belt release and the risk of coalescence were addressed in the Issues and Options Local Plan. The Council expressed support for urban intensification and indicated it was not in a position to meet any of Wirral Council's housing needs. Cheshire West and Chester Council also raised queries and recommendations around minerals, waste, transport and employment, including impacts to Hooton Park. The following issues were raised:</p> <ul style="list-style-type: none"> • uncertainty regarding the historic take up approach to calculate employment land need; • avoiding impact to the development of Hooton Park to maintain its status as a key employment location; • increased traffic pressures on the M53, A41 corridor, A550 and Merseyrail Electric network; • assessing waste management capacity; and the potential for marine aggregates and landings. 	The Local Plan Submission Draft is based on the Council's preferred option of urban intensification. The Council does not believe that exceptional circumstances exist to justify changes to Green Belt boundaries in Wirral and is therefore not proposing any release of Green Belt for any purpose in the Local Plan Submission Draft. The Wirral Employment land and Premises Study 2021 includes a new assessment of the need for employment land and the requirement in the Local Plan is not based on past take up rates. Transport modelling has been undertaken in consultation with Cheshire West and Chester Council and National Highways. The Local Plan Submission Draft safeguards facilities for landing marine-won sand and gravel at Riverbank Road, Bromborough (MSA-SA4.1).
Statutory Body		Key Issues	Council Response
3.	Sport England	Sport England expressed concern over the use of local standards for outdoor sport or sports facilities. Sport England also recommended all sites identified in the Council's Playing	Local standards are not now proposed to be included in the Local Plan Submission Draft. Reference is now made to the findings of the Playing Pitch and Outdoor Sports Strategy 2021 and the list of urban open spaces and

		Pitch Strategy should be included in the list of open spaces and 'Active Design' principles should be integrated in the Local Plan.	sports facilities for protection has been revised accordingly (proposed Local Plan Policy WS 5.3 Outdoor sports provision, Policy WS 10.5 Community, sport, leisure and cultural facilities, and Policy WS 10.6 Open space now refer).
4.	Wirral Wildlife	<p>Wirral Wildlife raised an objection to Green Belt release and expressed support for urban intensification with a lower housing figure than proposed in the Issues and Options Local Plan. Wirral Wildlife raised issues and recommendations with a number of sites within the Green Belt in regards to the risk of development on wildlife, habitats, wildlife corridors, biodiversity, high quality agricultural land and protected sites. The recommendations raised included:</p> <ul style="list-style-type: none"> • Designing bat friendly development; • avoiding harm to the habitats of Great Crested Newts; • avoiding the loss of bat foraging land; • conserving wildlife corridors; • avoiding harm to Local Wildlife Sites and international designated sites; and • retaining high value agricultural land. <p>Wirral Wildlife recommended the design of a 50 metre buffer around all natural assets.</p> <p>Wirral Wildlife expressed concerns that the Green and Blue Infrastructure study would only be completed after the site selection process and would therefore not inform development allocations.</p> <p>Wirral Wildlife recommended Ditton Lane be designated as open space.</p>	The Local Plan Submission Draft is based on the Council's preferred option of urban intensification. The Council does not believe that exceptional circumstances exist to justify changes to Green Belt boundaries in Wirral and is therefore not proposing any release of Green Belt for any purpose in the Local Plan Submission Draft. Local Plan Policy WS 5 protects green and blue infrastructure and ecological networks and seeks their extension whilst Policy WD 3 sets out the approach to protection of biodiversity and geodiversity in relation to development. The policies are based on a wide range of evidence.
5.	Marine Management Organisation	The Marine Management Organisation recommended the Local Plan reference the Draft North West Marine Plan.	Appropriate references to the now-adopted North West Marine Plan have been included in the Local Plan Submission Draft.

6.	The Canal and River Trust	The Canal and River Trust confirmed they had no comment to make on the consultation documents at the Regulation 18 stage.	Noted.
7.	Network Rail	Network Rail recommended the Local Plan include a policy setting out requirements for level crossings.	Policy WS 9.4 clause J states that where appropriate, development proposals will be required to demonstrate how they will not result in a material increase or significant change in the character of traffic using a rail crossing, unless it can be demonstrated that safety will not be compromised in consultation with Network Rail.
8.	Highways England	Highways England stressed the need to mitigate pressures on the Strategic Road Network (SRN) from the spatial strategy and highlighted potential impacts on the SRN, particularly the M53 from spatial options 1B, 2A and 2B. In terms of urban intensification, Highways England noted the potential impacts from development at Wirral Waters and Hind Street on Junction 1 and Junction 2 and development at Bromborough on Junction 5. It was also noted that infrastructure to access sites off the A41 may need considerable transport infrastructure improvements to counteract residual impacts on Junction 4 of the M53.	Transport model assessments have been scrutinised and agreed with National Highways with regards to the motorway network and further junction analysis undertaken. Analysis is noted to generally show marginal additional impact on junction operation with regard to Local Plan growth. However, capacity issues are noted, and therefore improvements to junction lane markings and signalisation have been identified to enhance the operation of M53 junctions 3, 4 and 5 junctions.
9.	Cheshire Wildlife Trust	Cheshire Wildlife Trust recommended the spatial option not be determined until the Green Infrastructure and Ecological Network studies were completed. The Trust raised issues with a number of sites within the Green Belt in regards to the impact of development on Local Wildlife Sites and protected sites for hydrology, wildlife, habitat fragmentation and pollution. The Trust raised an objection to the Green Belt review on the basis that there was insufficient consideration of environmental issues. The Trust also provided recommendations to include a biodiversity policy, to use a Biodiversity Net Gain calculation, and to revise wording on biodiversity to reflect the 2018 NPPF,	The Local Plan Submission Draft is based on the Council's preferred option of urban intensification. The Council does not believe that exceptional circumstances exist to justify changes to Green Belt boundaries in Wirral and is therefore not proposing any release of Green Belt for any purpose in the Local Plan Submission Draft. Local Plan Policy WS 5 protects green and blue infrastructure and ecological networks and seeks their extension as well as Biodiversity Net Gain, whilst Local Plan Policy WD 3 sets out the approach to biodiversity and geodiversity in new

		and noted BNG cannot be adequately gained offsite. The Trust recommended taking a strategic approach to green and blue infrastructure.	developments. Policies have been influenced by comments made by the Trust during plan making.
10.	Environment Agency	The Environment Agency raised the following environmental constraints for several Green Belt parcels: Source Protection Zone 3, flood Zones 2 and 3, Greasby Brook and Arrowe Brook. The EA recommended the Local Plan employ stronger policy language regarding green and blue infrastructure and biodiversity net gain, and draw on the Liverpool City Region Natural Capital study. The EA also recommended the inclusion of a biosecurity strategy in the Local Plan.	The Local Plan Submission Draft is based on the Council's preferred option of urban intensification. The Council does not believe that exceptional circumstances exist to justify changes to Green Belt boundaries in Wirral and is therefore not proposing any release of Green Belt for any purpose in the Local Plan Submission Draft. Local Plan Policy WD3 sets out the approach to biodiversity and geodiversity in new developments. The approach to green and blue infrastructure is set out in Policy WS 5. These policies have been influenced by comments made by the Environment Agency during plan making.
11.	Natural England	Natural England raised environmental constraints for housing and employment allocations in regards to recreational disturbance. Natural England noted sites which were in proximity to or adjacent to the following designated sites: Mersey Narrows and North Wirral Foreshore SPA, Ramsar, Mersey Narrows SSSI and Liverpool Bay SPA, Dee Estuary SPA, Ramsar and SSSI, Mersey Estuary SSSI, SPA, Ramsar and New Ferry SSSI. In particular, Natural England recommended development at Wirral Waters mitigate potential impacts on bird habitats at the docks.	The Potential impacts of Local Plan allocations on European sites have been assessed in the Habitats Regulations Assessment. The approach to recreational disturbance in new development is set out in Policy WS 5.5. The policies of the plan have been influenced by comments made by Natural England during plan making.
12.	United Utilities	United Utilities expressed support for urban intensification. United Utilities made the following recommendations in regards to water management and flooding: <ul style="list-style-type: none"> • avoid development in groundwater Source Protection Zones 1; • encourage SuDS and water efficiency; 	The approach towards water management, flood risk and drainage (including sustainable drainage) are set out in Local Plan Submission Draft Policy WS 1.4 and Policy WD 4 with WD 4.3 specifically addressing these matters. Policies have been influenced by comments made by United Utilities during plan making.

		<ul style="list-style-type: none"> • require an infrastructure phasing plan for strategic development; • avoid surface water discharge in the public sewerage network; and • include a surface water management policy. 	
13.	Historic England	<p>Historic England recommended the Local Plan take a positive and balanced approach to the historic environment and recommended the inclusion of strategic and detailed policies on the historic environment and the acknowledgement of the historic, cultural and natural significance of green infrastructure.</p> <p>Historic England recommended the historic environment should be assessed as part of the site selection process. In terms of the climate emergency, Historic England cautioned resilience, energy efficiency and flood risk management measures should not harm the historic environment.</p>	<p>The Council has prepared a Heritage Impact Assessment which has considered all potential housing and employment sites and has been taken into account in finalising the Local Plan. Policies have been influenced by comments made by Historic England during plan making.</p>
14.	Hoylake Vision (Hoylake Neighbourhood Forum)	<p>The Hoylake Neighbourhood Forum agreed with the overall vision and strategy of the Local Plan. The HNF proposed the housing methodology should include a calculation considering land availability constraints from coastal locations. The HNF expressed concern that the reclassification of Hoylake from a town to a district centre might impact the regeneration of Hoylake. The HNF also expressed support for the Green Belt release of the Ellerman Lines Site and set out the benefits of a Wildfowl and Wetlands Centre.</p>	<p>The Local Plan Submission Draft sets out an appropriate housing requirement for the Hoylake NF area (table 3.3 refers) this sets out the additional new build dwellings currently expected to be delivered within each Neighbourhood Area within the Plan period, based on existing commitments and land allocations. Hoylake remains a district centre in the Local Plan Submission Draft.</p>