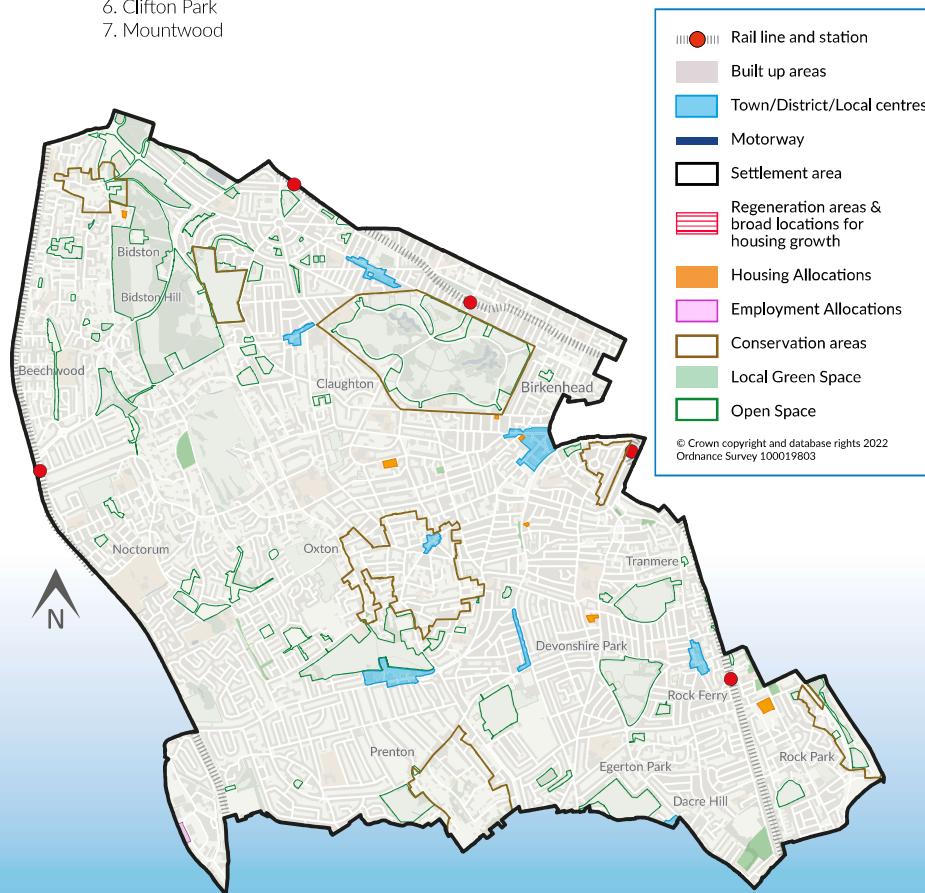


► SETTLEMENT AREA 3: SUBURBAN BIRKENHEAD

Policy WP3 for Suburban Birkenhead

- The policy includes policies for each of the seven conservation areas at:
 1. Bidston Village
 2. Birkenhead Park
 3. Oxton Village
 4. Rock Park
 5. Flaybrick Cemetery
 6. Clifton Park
 7. Mountwood

- The policy also allocates five housing sites of 10 or more units and one employment site.
- There are ten sites designated for protection as Local Green Space subject to Policy WS10.



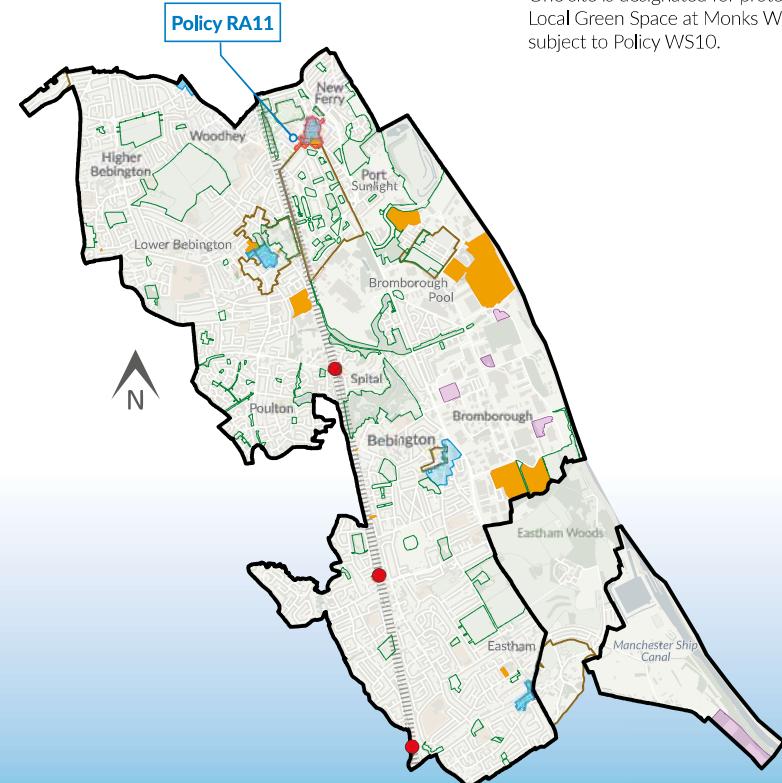
► SETTLEMENT AREA 4: BEBINGTON, BROMBOROUGH AND EASTHAM

Policy WP4 for Bebington, Bromborough and Eastham

- The policy includes policies for each of the four conservation areas at:

1. Port Sunlight
2. Bromborough Village
3. Bromborough Pool
4. Lower Bebington

- The policy allocates 7 housing sites of 10 or more units and provides key development criteria for Land at Civic Way, Bebington; Land South of Riverwood Road and Old Hall Road; Former Croda, Prices Way, Bromborough Pool; Unilever Research, Quarry Road East, Bebington and Bromborough Wharf (former D1 Oils site).
- The policy also allocates five employment sites.
- One site is designated for protection as Local Green Space at Monks Way, Bebington subject to Policy WS10.

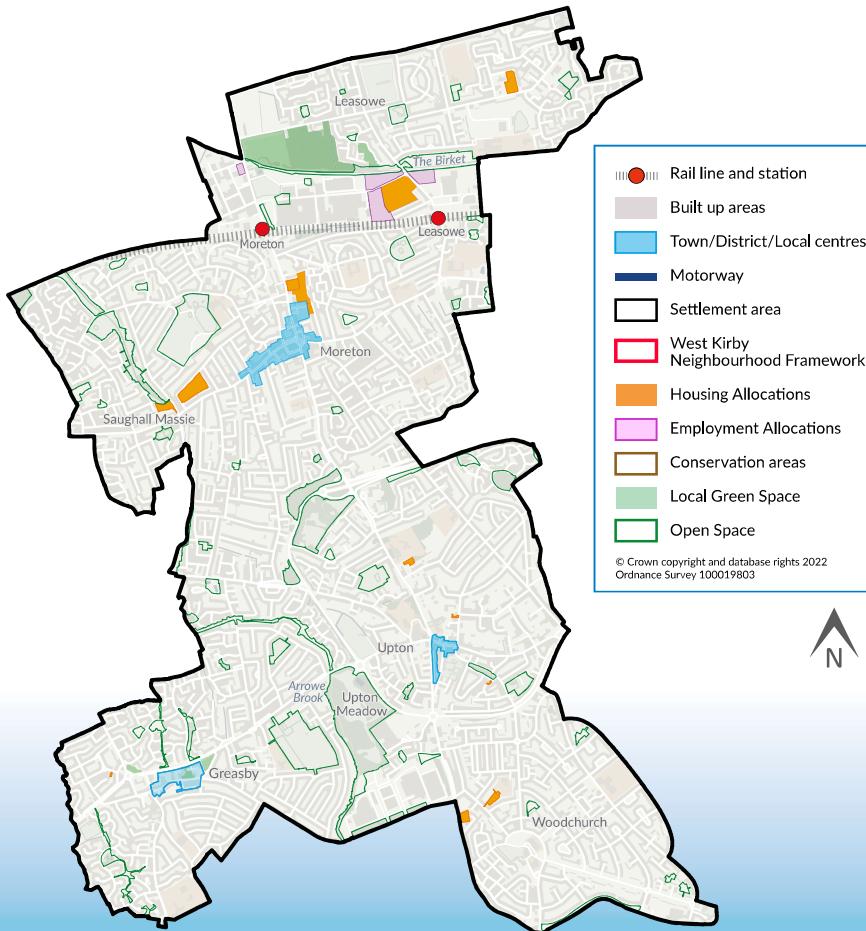


► SETTLEMENT AREA 5: LEASOWE, MORETON, UPTON, GREASBY AND WOODCHURCH

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

- The policy allocates six housing sites of 10 units or more; four employment sites and sets policies for Town Centre Proposals.

- Five sites are designated for protection as Local Green Space subject to Policy WS10 at Ditton Lane, Epsom Road, Greasby Road Open Space, Greasby Village Open Space, Pump Lane Open Space.



► SETTLEMENT AREA 6: WEST KIRBY AND HOYLAKE

Policy WP6 for West Kirby and Hoylake

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

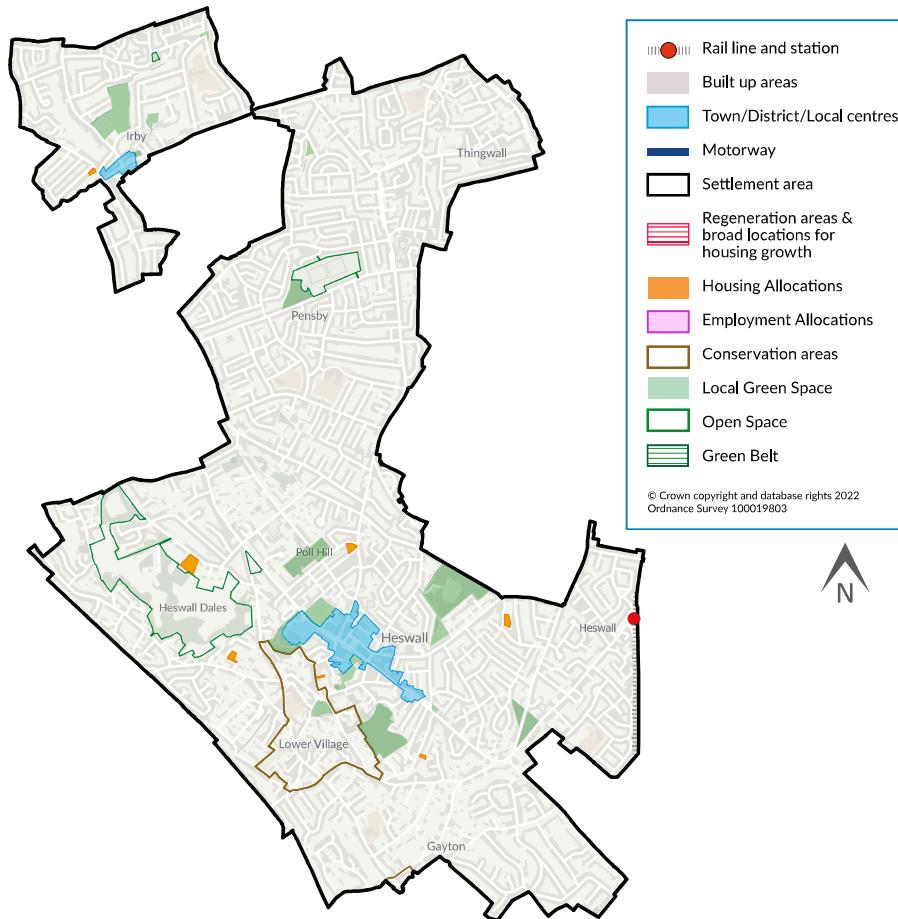


► SETTLEMENT AREA 7: IRBY, PENSBY, THINGWALL, HESWALL AND GAYTON

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

- The policy includes policies for each of the two conservation areas:
 1. Gayton Village
 2. Heswall Lower Village

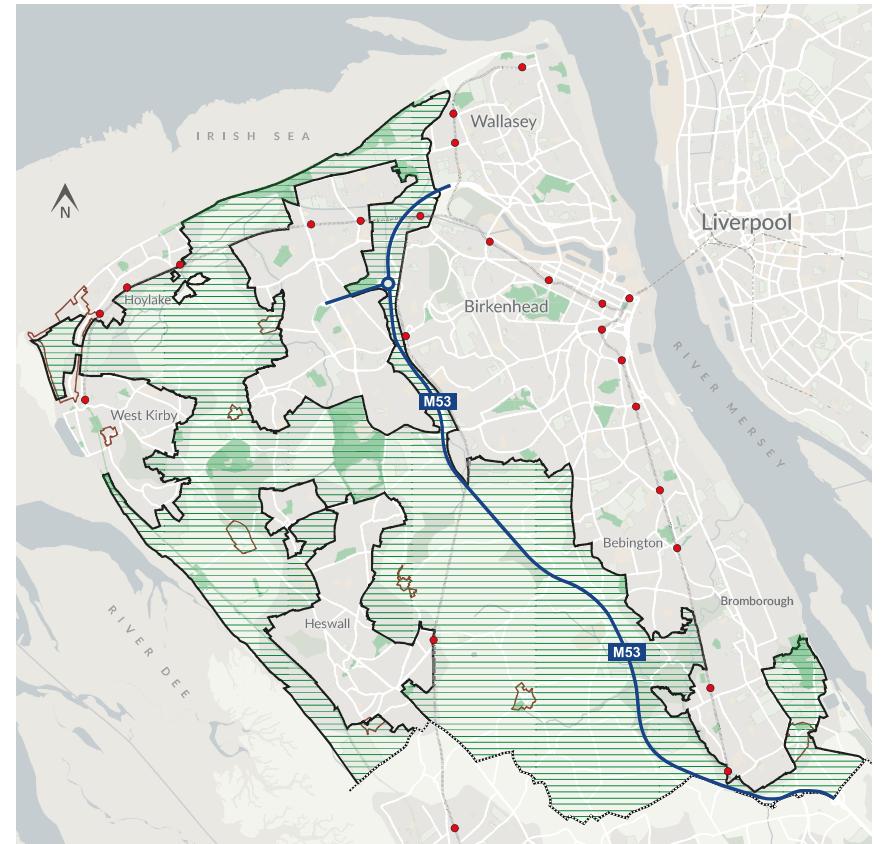
- The policy allocates one housing site of 10 units or more, and sixteen sites are designated for protection as Local Green Space under Policy WS10.



► SETTLEMENT AREA 8: RURAL AREA

Policy WP8 for the Rural Area

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



4. DETAILED POLICIES

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

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

Detailed Policies:

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

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

5. MINERALS & WASTE POLICIES

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

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

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

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

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

WHAT HAPPENS NEXT?

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

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

You can view the Policies Map online: wirral.gov.uk/nlmap

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

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

How can I Respond to the Draft Local Plan?

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

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

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

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

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

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

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

What Happens Next:

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

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

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

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

Further information

If you need further information or assistance please contact us by email: localplan@wirral.gov.uk or by telephone: 0151 691 8235.





Keep Wirral Thriving

WIRRAL LOCAL PLAN 2021-2037

SUBMISSION DRAFT: PUBLICATION FOR REPRESENTATIONS (REGULATIONS 19,20 AND 35)

Wirral Council has published the above document for representations between 9 May and 5pm on 24 June 2022.

You can view the Local Plan and supporting documents in this Library during normal opening hours.

Also available to view here are:

- Statement of Representations Procedure
- Representation Forms
- Guidance Notes on how to make a representation

You can also view the Local Plan and supporting documents on the Council's Local Plan web page: wirral.gov.uk/newlocalplan

Contacting the Planning Policy Team at the Council

If you require any further information or assistance, please contact the Planning Policy Team by calling **0151 691 8235** or by emailing **localplan@wirral.gov.uk**

WIRRAL LOCAL PLAN 2021-2037

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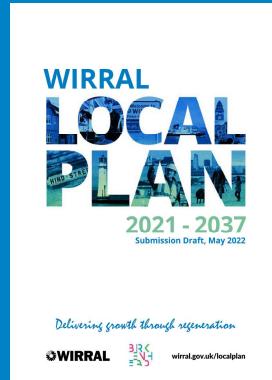
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WIRRAL LOCAL PLAN 2021-2037
REG 19 PUBLICATION STAGE
9 MAY - 24 JUNE

Hard copies of the Local Plan and all supporting documents can be found upstairs in the reference library.



You can also see them by scanning this QR code on your mobile phone:



HOW THE LOCAL PLAN IS PREPARED

Step 1



Gather Evidence

The Council conducted a range of detailed studies and considered 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 considered the ways our future development needs could be met and outlines a preferred option.

Step 3



Consultation (Regulation 18)

In early 2020 the options were presented to the public for consultation. Residents were invited to comment on the options and attend drop in sessions to discuss the plans with Council Officers.

Step 4



Review Comments

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

Step 5



Representation (Regulation 19)

The draft local plan is published for representations to be submitted on its "soundness". The Plan is then submitted to the Secretary of State.



We are here

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

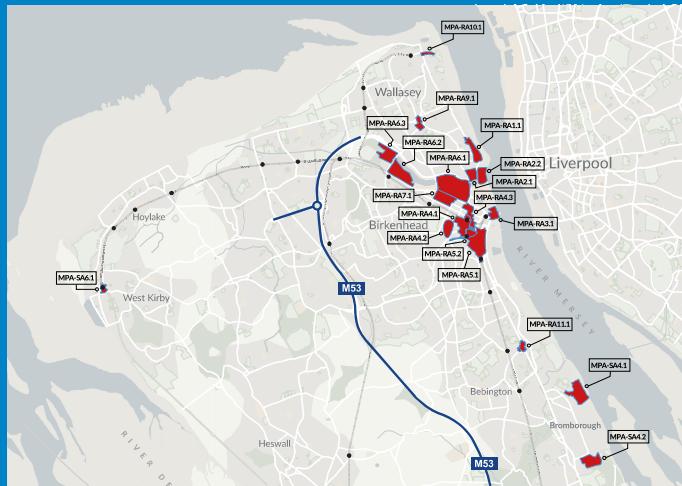


Adopt the Local Plan

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.

MASTERPLANS

Policies WS6.2, RA1, RA2, RA3, RA4, RA5, RA6, RA7, RA9, RA10, RA11, WP4.2 and WP6.3 of the Local Plan Submission Draft set out requirements for development within a series of masterplan areas to conform with masterplans which have been endorsed by the Council. The preparation of masterplans for these areas is key to regeneration, place making, and ensuring comprehensive development.



MPA RA1.1: Wallasey Town Hall Quarter and Toronto/Demesne Street and Borough Road East Waterside Neighbourhood Masterplan Area
Preparation of the masterplan is underway as part of the Seacombe River Corridor Neighbourhood Framework. Initial community and stakeholder consultation will take place in May 2022 with consultation on the Draft Masterplan expected in Autumn 2022.

MPA RA2.1: Birkenhead Road Masterplan Area
This masterplan will be prepared by the developer in support of any planning application for Housing Allocations RES-RA2.1 Land East of Birkenhead Road, Seacombe (North) and RES-RA2.2 Land East of Birkenhead Road, Seacombe (South).

MPA RA2.2: East Street Masterplan Area
This masterplan will be prepared by any developer proposing land use change in this area. Likely to be after 2030.

MPA RA3.1: Woodsidge and A41 Gyratory
This masterplan will be prepared by the Council in consultation with key stakeholders. It is anticipated that work on the masterplan will commence by the end of 2022.

MPA RA4.1: Birkenhead Commercial District and Mixed Use Quarter
This masterplan will be prepared by the Council in consultation with key stakeholders. It is anticipated that work will commence on the masterplan by the end of 2022.

MPA RA4.2: Charing Cross Quarter
This masterplan will be prepared by the Council in consultation with key stakeholders. It is anticipated that work will commence on the masterplan by the end of 2022.

MPA RA4.3: Dock Branch Park (Northern section)
This masterplan is being prepared by the Council in Partnership with London and Continental Railway Ltd. It is anticipated that work will commence on the masterplan by the end of 2022.

MPA RA5.1: Hind Street Urban Garden Village
This masterplan will be prepared by the Hind Street Land Owners group in support of the planning application for this strategic site.

MPA RA5.2: St. Werburgh's Quarter
The Council are currently preparing this masterplan which will inform the proposed new Birkenhead Market and housing development on the former House of Fraser site.

MPA RA6.1: East Float, Wirral Waters
A masterplan for this area will only be required if the development parameters change from those previously agreed by the East Float Outline Planning Application. In which case it will be the responsibility of the developer to prepare in support of any planning application.

MPA RA6.2: MEA Park, Wirral Waters
A masterplan for this area will only be required if the development parameters change from those previously agreed by the West Float Outline Planning Application. In which case it will be the responsibility of the developer to prepare in support of any planning application.

MPA RA6.3: Bidston Dock
A masterplan for this area will be required if development within the area is proposed. Preparation of the masterplan will be the responsibility of the applicant.

MPA RA7.1: Britannia Residential Led Mixed Use Neighbourhood
The Council will be preparing the masterplan for this mixed-use area commencing in Mid 2022. The Council will engage with local businesses, residents and land owners before finalising the masterplan.

MPA RA9.1: Liscard
The Council is preparing a masterplan for Liscard Town Centre, to build on the Liscard Neighbourhood Framework.

MPA RA10.1: Marine Promenade, New Brighton
The Council will be preparing a masterplan for this mixed-use area commencing in Mid 2022. The masterplan will support the emerging higher level New Brighton Neighbourhood Framework and will provide detail on the design parameters for new development.

MPA RA11.1: New Ferry
The Council has a masterplan in place for New Ferry and an outline planning permission from 2020. The Council is currently working with Regenda to enable a residential led development to be delivered together with improvements to the highways, parking and Merseyrail and developments to the retail area. The first detailed planning application will be submitted in summer 2022 and the redevelopment is anticipated to be completed in 2026.

MPA SA6.1: West Kirby Concourse
The Council will be preparing the masterplan in consultation with the local community and stakeholders commencing mid 2022.

MPA SA4.1: Former D1 Oils, Bromborough
This masterplan will be prepared by the developer/s in support of a planning application for the Housing Allocation RES-SA4.7- Former D1 Oils, Dock Road South.

MPA SA4.2: Former MOD and Riverside Office Park, Bromborough
This masterplan will be prepared by the developer/s in support of planning applications for Housing Allocations RES-SA4.2- Former MOD, Old Hall Road and RES-SA4.3- Riverside Office Park, Riverwood Road, Bromborough.

WIRRAL LOCAL PLAN 2021-2037 (REGULATION 19 STAGE)

Thank you for attending this roadshow where the Planning policy team will update you on the progress of the Wirral Local Plan 2021-2037.

What is a Local Plan?

Every local authority needs a Local Plan. It is a land-use planning document that sets out how the borough should be developed over a minimum of 15 years, in line with the requirements of national policy and legislation. It comprises a book of policies and a map of proposals that will replace the Council's existing Unitary Development Plan which was adopted in February 2000.

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 Plan gives clear guidance on what development will and won't be permitted in your area. The plan covers housing, employment, commercial, public and private developments and identifies important open spaces and nature areas which will be protected.

What are the key themes?

	Take forward the preferred urban intensification option for Wirral to meet all of our development needs within the existing urban areas
	Maximise brownfield and urban development opportunities
	Urban regeneration
	Address climate change by aiming to achieve zero carbon ready buildings on all new developments
	Protect the borough's biodiversity, Green Belt, green spaces and valuable landscapes
	Open up increased opportunity to walk and cycle to key destinations using safe and accessible walking and cycling routes as well as public transport
	Make the borough a healthy and prosperous place to live

We have listened to your views and comments that we received in April 2020.

- The Plan is based on the Council's preferred strategy which is to meet all of the Borough's Housing and Employment needs within existing urban boundaries through an urban intensification and regeneration approach.
- At the heart of the Plan is the comprehensive regeneration of Birkenhead as set out in the Birkenhead 2040 Framework.
- No Green belt release is proposed in the Plan.

A framework for growth

The Policies Map summaries you can see today show housing and employment allocations, and Regeneration Areas where development will be guided by the preparation of a series of masterplans which will deliver housing and employment growth across the Borough.

How to make a Representation?

You can view the Local Plan and supporting documents:

- At the event today;
- At a Local Library;
- Online at wirral.gov.uk/newlocalplan
- Via the Council's planning consultation portal: wirral-consult.objective.co.uk/kse

You can also view the Local plan by scanning this QR code on your phone

If you would like to make a representation supporting or objecting to any policy included in the Publication version of the plan you must use an official form, which is available at the places listed above.

All representations must be received by 5pm on 24 June 2022. Representations can not be made anonymously. They will be sent to the Planning Inspector via the Programme Officer, and they will be published on the Wirral website under the Examination Library page.

What is a Representation?

When an Inspector receives the Local Plan, they will be interested in three specific questions:

1. Is the Local Plan legally compliant?

- Has the Local Plan been prepared in accordance with the council's Statement of Community Involvement and Local Development Scheme?

2. Is the Local Plan sound?

- Has the Local Plan been prepared which seeks to meet the area's housing needs?
- Has the Local Plan been prepared based on proportionate evidence?
- Are the policies within the Local Plan capable of being delivered over the total plan period?
- Is the Local Plan consistent with national policy?

3. Does the Local Plan comply with the Duty to Cooperate?

- Has the Local Plan been prepared based on constructive and ongoing engagement with neighbouring authorities and bodies over strategic matters during plan preparation?

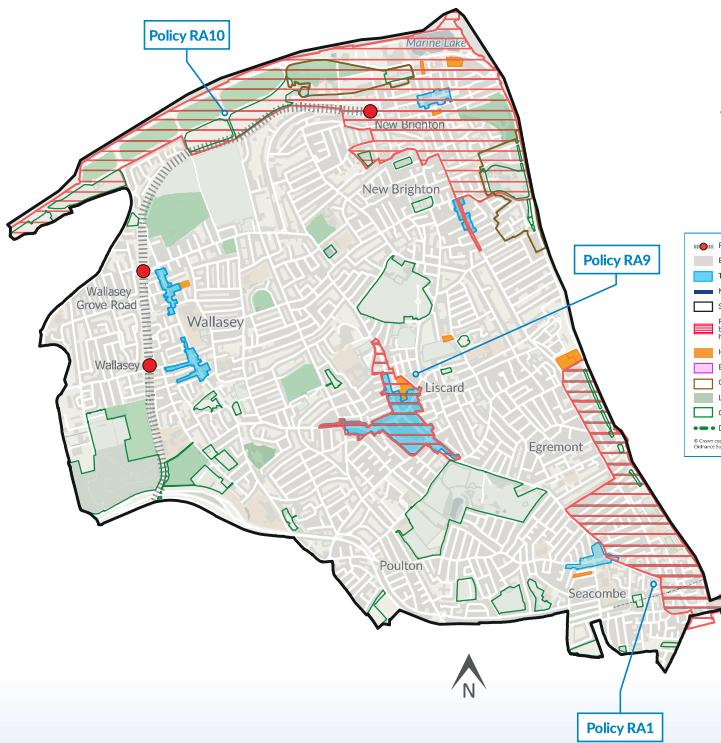
The form for submitting representations has been structured around these three questions.

Guidance notes on how to make a representation are available to pick up at the event today, at a local library, or at wirral.gov.uk/newlocalplan

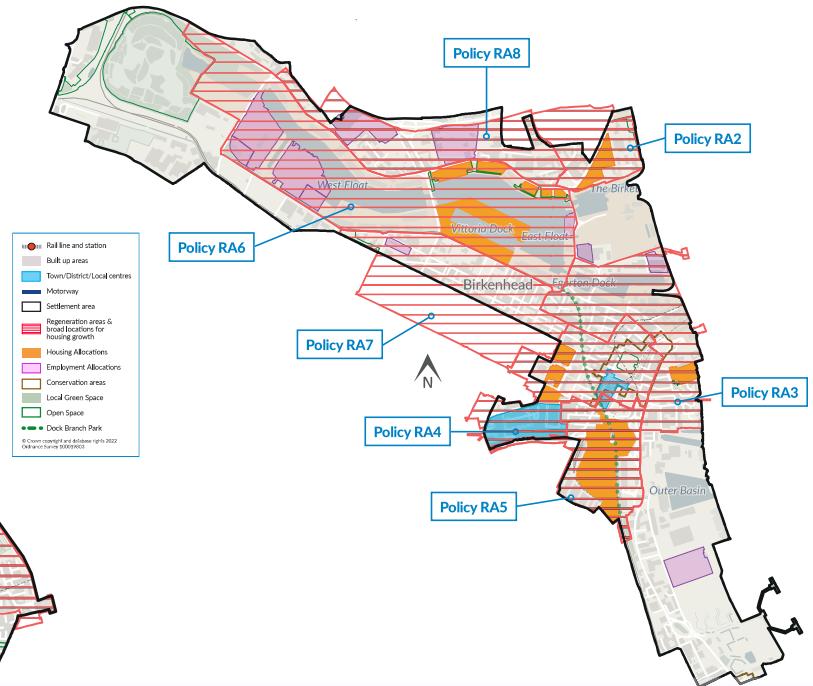
**"The Local Plan is our plan for the future of Wirral.
It will play an important part in shaping the future of our towns, villages, infrastructure, environment and economy."**

WIRRAL LOCAL PLAN 2021-2037 (REGULATION 19 STAGE)

► SETTLEMENT AREA 1: WALLASEY

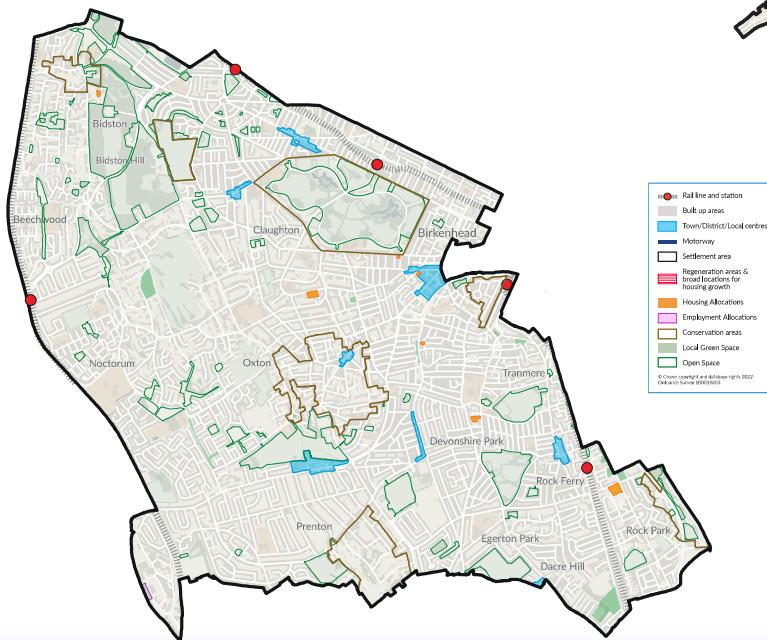


► SETTLEMENT AREA 2: BIRKENHEAD COMMERCIAL CORE

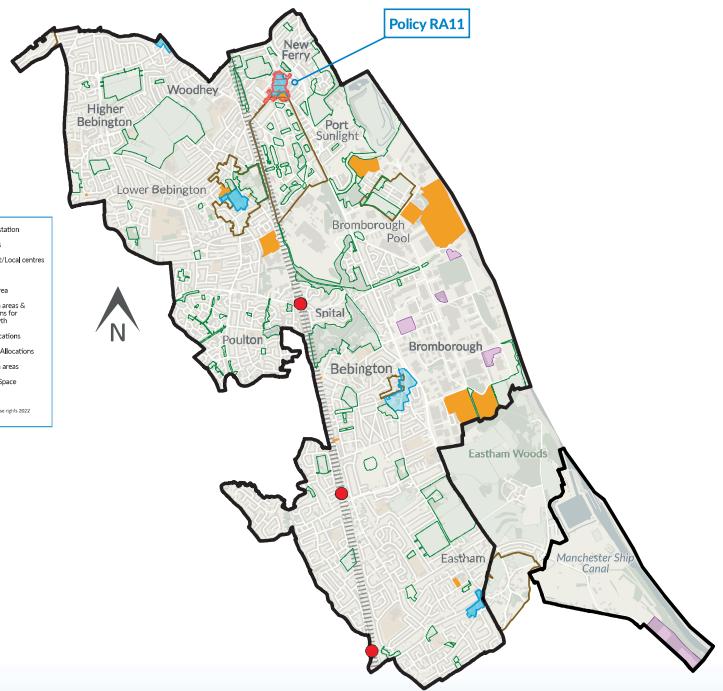


WIRRAL LOCAL PLAN 2021-2037 (REGULATION 19 STAGE)

► SETTLEMENT AREA 3: SUBURBAN BIRKENHEAD

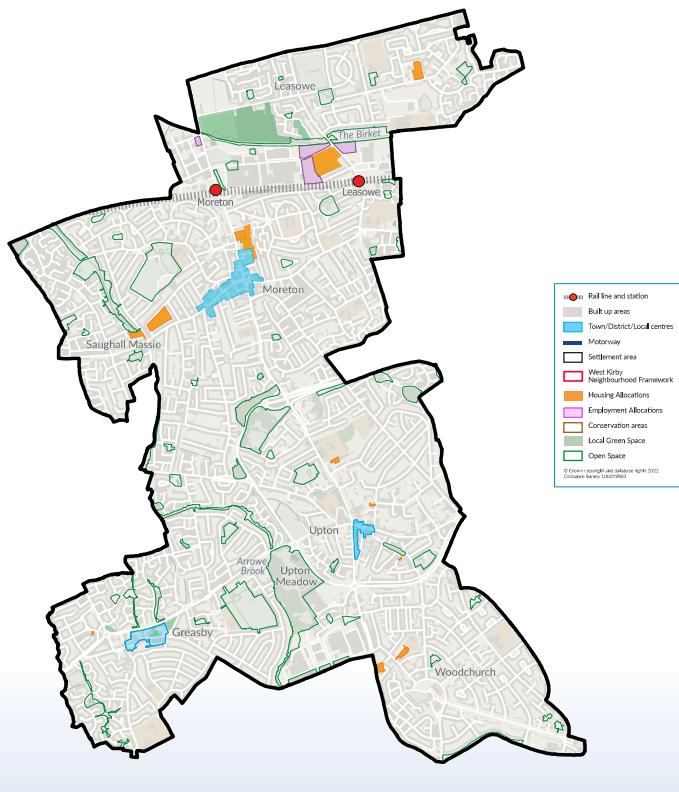


► SETTLEMENT AREA 4: BEBINGTON, BROMBOROUGH AND EASTHAM

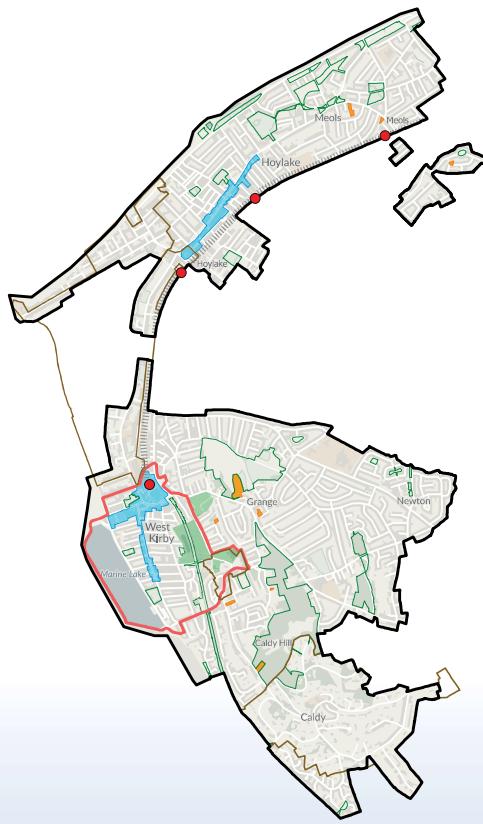


WIRRAL LOCAL PLAN 2021-2037 (REGULATION 19 STAGE)

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

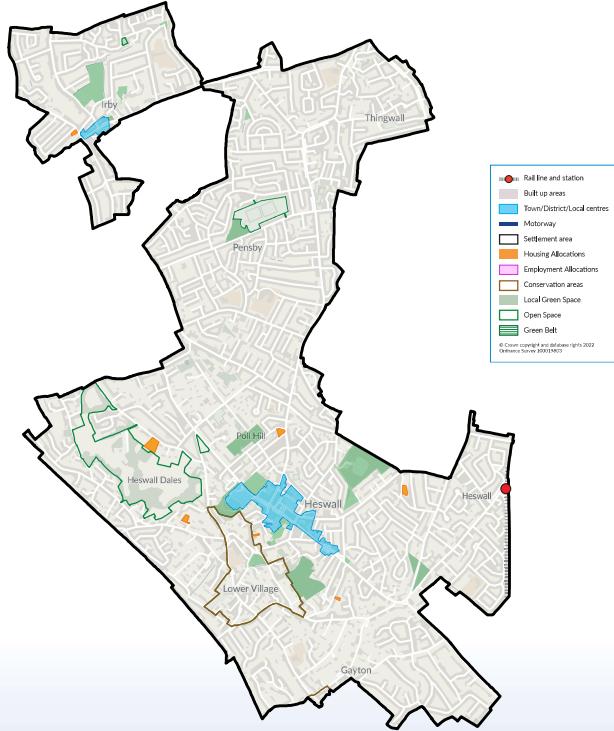


► SETTLEMENT AREA 6:
HOYLAKE AND WEST KIRBY



WIRRAL LOCAL PLAN 2021-2037 (REGULATION 19 STAGE)

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



► SETTLEMENT AREA 8:
RURAL AREA

