

### Brief Summary of the Views of the Advisory Steering Group.

#### General

1. The Group gives its broad support to the findings and recommendations of the consultants and welcomes the vision expressed in the Masterplan. The Group sees the plan as a flexible vision rather than an absolute 'blue print'.
2. The Group as a whole acknowledge the need for such a plan to inform, encourage and give confidence to potential external investors both with regard to the public agencies and the private sector. It also recognises that there is the need to balance the regeneration of Hoylake and West Kirby and the needs in return of potential public agency investors and partners such as the North West Development Agency, the Mersey Waterfront Regional Park and the Merseyside Objective One Programme.
3. The Advisory Group is clear that the direction indicated within the Masterplan intends a future sustainable Hoylake and West Kirby built upon its key strengths and opportunities and as forward-looking townships with a high quality local environment and a strong local economy.
4. The Group strongly endorse the underlying tenets of the proposed strategy within the Masterplan which targets improvements to Hoylake and West Kirby as high quality townships in which local people live, work and play and which our visitors also enjoy as a very pleasant experience.
5. The Group recognises that many of the components of the Masterplan are linked - each project proposal has ramifications and that the ultimate pragmatism is about achieving the right balance.
6. The Group recognise there exist in Hoylake and West Kirby significant concerns which need to be addressed appropriately, creatively and sensitively regarding important issues such as car parking provision, maintenance, litter, the scale and nature of the nightlife economy within the two towns and in particular there were strong concerns about unruly and anti-social behaviour in the centres by a small minority causing distress to local people.
7. The Group acknowledges the strong body of opinion in West Kirby opposed to the concept of providing lighting around the seaward edge of the Marine Lake. It is also aware of the need for a sensitive, measured and considered approach to possible improvements to the existing Boardwalk close to the beach south of Red Rocks and approaching West Kirby.

### Specifics

The Group recommends the Council endorse the Masterplan as a pragmatic vision for the regeneration of Hoylake and West Kirby. In particular the Group wishes to lend emphasis to the following:-

- The Advisory Group urge the Authority to commit to the improvement over time of the Hoylake and Meols Promenade as opportunity and resources will allow
- The Group suggests that the Authority investigate in more detail the prospects for achieving the development of a golf resort status and facility for Hoylake.
- The Steering Group strongly supports the proposal to create a new link relief road through to the general area of the Carr Lane Industrial Park.
- The Steering Group strongly support proposals for sensitive and high quality improvement to the local environment/public realm within the two town centres [including the general area of the Concourse, West Kirby] and the South Parade, West Kirby. It also supports the selection of Market Street, Hoylake as the first project action in that regard.

### Additional Comments and Observations from Councillor John Hale

- Councillor Hale wished to record his concerns and reservations in respect of a range of ideas reflected in the Masterplan, which he suggested were beyond what is essentially required and demanded by local people. What local people do want is a major programme of environmental improvement within the town centres, their approaches and the sea front.
- Councillor Hale made specific mention of the Hoylake-Meols Promenade as a particularly pressing need for major investment.
- Councillor Hale emphasised that in considering new investment opportunity in Hoylake and West Kirby the needs of local people and local businesses must take precedence.
- Councillor Hale expressed concern about the number of existing bars and restaurants in Hoylake and West Kirby and felt strongly that there were already more than enough such facilities and enterprises in the two towns without adding to them. A number of the newer establishments geared to the younger market were linked to the regular occurrence of anti-social behaviour in the centre of town by a minority.

## **APPENDIX 3**

- As with many residents Councillor Hale emphasised the need for improved convenient and easily available car parking facilities in the centre and close to the centre of Hoylake and West Kirby. Councillor Hale has serious reservations about the potential pedestrianisation of the Crescent, West Kirby.
- Councillor Hale is strongly supportive of the Market Street improvements proposals, the potential restoration of the pavement canopies in both Hoylake and West Kirby and of the potential new relief road proposed in the Masterplan.