

**COUNCIL**  
**14 JULY 2014**

## **CABINET PORTFOLIO SUMMARY REPORT**

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| <b>REPORT OF</b>                   | <b>Councillor Pat Hackett</b>  |
| <b>CABINET PORTFOLIO FOR</b>       | <b>Economy</b>   |
| <b>CO-ORDINATING CHIEF OFFICER</b> | <b>Kevin Adderley, Strategic Director for Regeneration and Environment</b> |

### **EXECUTIVE SUMMARY**

This report is an update from the Cabinet Portfolio Holder to Members of the Council on matters relevant to his portfolio.

#### **1. BIRKENHEAD TOWN CENTRE**

A lock out agreement is in place with Neptune Development and they are preparing a master plan for the area outlined in that agreement which they hope to complete during September 2014. This will then be discussed further with the Council.

#### **2. WIRRAL CONSERVATION AREA FORUM**

This new forum was created on 12 April 2014 by members of the Conservation Area Committees across Wirral to provide a strategic organisation that can work constructively with the Council in relation to conservation area issues. This initiative is supported by the Council and has been welcomed by English Heritage, the Council and the Forum are beginning to hold quarterly strategic meetings to discuss how heritage and conservation issues can be managed and resourced into the future.

#### **3. LIMITED BUILDING DEVELOPMENT ORDERS**

Wirral is also talking to English Heritage about establishing two pilot areas, Hamilton Square and Port Sunlight, where some new approaches, recently introduced into legislation, can be piloted to manage these historic areas in the future.

#### **4. MERSEY DEE ALLIANCE (MDA)**

Work continues to promote the work being undertaken across the Mersey Dee Alliance area. Taking the Chair for 2014/15, Wirral will oversee a number of key pieces of work to raise the profile of the MDA, influencing transport debate to improve accessibility and to achieve better co-ordination across the skills agenda. Focus will include trying to increase businesses engagement, and becoming demand responsive on these matters. The Cabinet Member for Planning and Economy will present to the Wales Policy Forum on 30 June outlining the key challenges and opportunities for the MDA and will present the same issues to the Secretary of State for Wales at a meeting in Whitehall in July.

## **5. NEIGHBOURHOOD PLANS**

The Council continues to support local communities in their preparation of neighbourhood planning proposals.

Two new Neighbourhood Forums have already been designated at Hoylake and at Devonshire Park. A third is proposed to be designated at Leasowe

Hoylake are now close to publishing their draft proposals for public consultation. Devonshire Park have already done this and are now preparing to submit their final proposals to the Council for public examination and local referendum.

## **6. RETAIL ACTION PLANS**

In 2013/14, Retail Action Plans have been completed for Heswall, Hoylake, Prenton (Woodchurch Road), New Brighton (Victoria Road) and Bromborough. Work continues on other retail areas

## **7. BUSINESS IMPROVEMENT DISTRICT (BID) FOR BIRKENHEAD**

Following the Council's recent approval of funding to support the Chamber of Commerce to explore a BID for Birkenhead, the Council has now entered into the grant agreement and the Chamber are commencing work on this project.