

# Liscard and Egremont Partnership: Action Planning Awayday

## Report

Prepared for:

**The Liscard & Egremont Partnership**

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### APPENDIX ONE: PLAN OF ACTION

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## SECTION 1: INTRODUCTION

### 1.1 Introduction

This short report sets out the outcomes from an Awayday held on Friday 30<sup>th</sup> October 2009, to assist Liscard and Egremont Partnership in refining their draft Action Plan.

The event took place in the “Place in the Park” and was attended by a variety of members and stakeholders of the partnership. The event began with an introduction from the Vice Chair, who convened the meeting in the absence of the Chair.

### 1.2 Objectives of the Day

The overall objectives of the awayday were, to:

- Provide partners with the opportunity to have additional input in to the Action Plan;
- Identify other partners and areas that may be included with the actions of the Partnership; and
- Identify the specific actions, owners, and milestones to complete the actions and agreements from our work together today.

A key statement in the planning of the event was:

*“...we are not looking for hard and fast agreement today, we recognise that you will need to discuss any proposals with your partnership/organisation, but with time running out we are looking to gain consensus today on a series of recommendations for action that can be taken back and agreed allowing us all to get on with the business as quickly as possible!”*

### 1.3 Report Structure

Following this brief introductory section the remainder of this report is set out in a manner which conforms to the following structure:

- **Section Two:** provides a description of the outcomes of a “refresher” session to establish an overall and common vision shared by participants to drive the work of the Partnership’s awayday;
  - **Section Three:** sets out the outcomes of facilitated discussion amongst the workshop participants related to extent to which the current content of the Partnership’s Action Plan contributed to the achievement of the group vision;
  - **Section Four:** provides a record of the group’s discussions related to actions required to address gaps in the current action detailed in the Partnership’s plans;
  - **Section Five:** provides the summary and conclusions from the day;
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- **Appendix One:** sets out the planning matrix agreed by partners to take the Partnership's forward – detailing specific actions, owners and, where possible, the associated timescales.

## SECTION 2: WHAT ARE WE REALLY HERE FOR?

### 2.1 Introduction

The workshop participants were asked to answer the question:

***“What do we want to achieve through our action plan and how will the Liscard & Egremont area look like when we’re finished?”***

To answer this question the members of the partnership present were asked to write a minimum of three responses – each written on an individual post-it notes. Once completed the group worked together to group the responses into common themes reflecting the shared vision for the future of the area.

The results of this exercise are set out below.

### 2.2 Our Vision

The overall vision, as expressed by workshop participants was for a Liscard and Egremont that looked like:



The purpose of this exercise was to develop a working vision which would inform the group's approach to subsequent planning activity and establish a shared and common understanding of the overall aim being worked towards. The specific comments that made up the individual components of the group's working vision were as shown in the following sub-sections.

### 2.3 Investment in Facilities

These included the following priorities:

- Basic facilities accessible to all residents; and
- Investment in our libraries and leisure services.

### 2.4 Parking

Priorities included:

- There are far too many taxis in Liscard creating a nuisance;
- Reduction in parking on residents' area and car parking area used; and
- The regulation of the amount of black taxi cabs in Liscard town centre.

### 2.5 Thriving Retail Centre

Areas for action highlighted by participants included:

- Too many empty and charity/discount shops in Liscard;
- Improved choice of different shops giving a better variety of goods;
- Regeneration of shopping areas, so all shops are open, busy and thriving;
- More attractive to shop locally for basics than to travel;
- Bring in national retailers;
- Good shopping area in Liscard;
- Thriving shopping centre; and
- Help for traders – first two hours parking free.

### 2.6 Resident Led and Effective Communication

Priorities included:

- Meeting place for residents where they want;
- No action plan without resident (every household) consultation and survey;
- To generate a sense of belonging; partly achieved by individual/mutual respect for the views of others;
- To promote the idea of 'ownership' of what is going on or being attempted by the community;
- Stop degeneration by local authority neglect;
- Trusting environment/working together;
- That today we would learn new ways of communication of our plans and aspirations to our communities and attempt to stir up people to come out of the apathy and pet excuses "...nothing changes anyway...!"; and
- Enable residents to communicate as community should.

### 2.7 Safe Clean and Trouble Free

Participants identified the following as priority in this category:

- Police on the beat through the night, especially on Friday;

- Cleaner area;
- Breck area made cleaner and safer;
- Residents and visitors feel safe at all times;
- Respect for people and where we live;
- Safer park area; and
- Clean and trouble free.

## 2.8 Local Pride

Priorities included:

- I would like to see a safe Liscard; a prosperous Liscard with every unit occupied. Liscard with everyone, whatever their age, taking a pride in the area. I would like to see all residents and employers proud to be living or working in Liscard;
- Be proud to live in the area, invite people to invest for the future; and
- A desirable place to live.

## 2.9 Jobs and Employment for Local People

Actions identified under this theme included:

- Better employment opportunities for people within Liscard; and
- Jobs and training for people.

## 2.10 Housing

The priorities in this area were identified as:

- Regeneration of old and decrepit housing stock;
- Decent homes;
- No threatening people's homes to make way for regeneration; and
- Housing up to standard.

## 2.11 Fantastic Transport

- Well managed traffic to allow pedestrians access to all areas;
- Improving transport facilities – providing direct connections (road and rail) into and from town centre;
- Improved transport from Egremont into the centre of Liscard;
- The stopping of the riding of pedal bikes on the pavement in Liscard, particularly in the town centre;
- Bus timetables need review, a times a half hour between needs to be shortened;
- For some people the bus does not go close enough to the hospital, ie Mill Lane, VCH;
- Improved services – ½ hourly not sufficient;
- A bus service to the mainline rail station – ie Lime St Station springs to mind, who wants to lug heavy luggage up a hill.

## SECTION 3: ACHIEVING OUR VISION

### 3.1 Introduction

Participants were broken out into smaller discussion groups in which they were asked to consider the following key questions:

- Do the proposals set out in our action plan priorities fully contribute to achieving our vision?
- What areas of action are missing from our action plan that will contribute to the achievement of vision for Liscard and Egremont?

Set out below are the summary report backs from each of the groups.

### 3.2 Achieving our Vision

An overarching comment was made that a lack of version control on the various copies of the Action Plan circulated amongst the group made for difficult assessment. There

Key comments included:

- Some of the key information is out of date – ie Liscard Hall is now gone. This was felt to highlight the fact that the plans needed to be constantly updated;
- There has been slow decision making by the Council regarding key sites – Capitol Building, Liscard Hall, etc;
- There is a clear imbalance in the types of premises in the town centre, ie eateries;
- What services – other than the obvious – are being provided within the Mill Lane developments, ie Victoria Central Hospital and the Community Fire Station;
- The actions mostly meet the vision – but the Egremont area is **not** service very well.

### 3.3 Areas Missing from the Action Plan

When asked to consider the areas in which the Action Plan could be strengthened partners provided the following views:

- Communications are very poor – there needs to be a plan within our Action Plan for communications between providers and local users;
- We'd like to see more Police patrols – on foot;
- The Police Station to be open 24 hours a day;
- The Action Plan covers what exists, but it doesn't make any proposals;
- As a Partnership we should be pushing development in Liscard as the main shopping area with Peel Developments - linking through to Egremont, developing King Street and then to New Brighton (Neptune). This would create a triangle including Nee Brighton/Liscard/Egremont & Seacombe.

## SECTION 4: ACTION PLANNING

### 4.1 Introduction

Following discussion regarding the extent to which the Action Plan met the group's vision and identification of the areas in which there were gaps in the ability to achieve the ambitions participants returned to their breakout groups to:

- Discuss specific actions related to the Action Plan's current priority areas;
- Identify, where possible, how these actions would be achieved.

Following a moderated feedback discussion, the group then developed an action plan to support the further development of the Partnership's aims.

### 4.2 Plan Themes

Discussions took place in the smaller breakout groups around the themes:

- Economy
- Transport
- Safer Communities
- Environment
- Culture & Leisure

Each group considered two themes, the outcomes of these discussions are summarised below.

#### 4.2.1 Economy

The priorities (what needs to be achieved) were identified as:

- Better shops and more variety of offer;
- Business training which will help address unemployment.

In terms of the resources required these were felt to include:

- Support for rent and rates incentives from public and private ownership;
- Short term provision of one or two hours of free parking to stimulate demand.

The partners required to support this were identified as:

- Council and private owners;
- Tax incentives from Government.

When will it be done by:

- As long as it takes Government to effect such changes.



#### 4.2.2 Transport

The priorities (what needs to be achieved) were identified as:

- Buses – to undertake a review of routes and times;
- Taxis – too many working Black Cabs in Liscard;
- Cycling – not on the pavements.

It was felt that this would be achieved by working with bus companies, taxi cab owners and drivers and looking at Government regulation.

#### 4.2.3 Safer Communities

The key identified priorities were:

- Road safety – traffic and yellow lines, including compliance with Highway Code guidance on parking near corners;
- Personal safety;
- Anti Social Behaviour enforcement;
- Infrastructure – potholes and pavements;
- Fire hazards and awareness;
- Reparation of the damage occasioned by the designation of Liscard Shopping Centre as a Key Town Centre;
- Policing.

It was felt that without penalties that satisfy the severity of the problem enforcement is futile.

#### 4.2.4 Environment

**Built Environment:** the main issue appears to be that of the density of population and providing housing to meet the needs of all. This may require flexible/innovative solutions including consideration of parking issues with new residents and the use of green/brown space.

**Green Space:** maximise usage of available space – parks and waterfront. Car parking needed with Central Park?

#### 4.2.5 Culture & Leisure

Wasn't discussed due to lack of time.

#### 4.2.6 Plan Mechanisms

The group who considered the underpinning action required to develop the Action Plan effectively identified the following issues:

- Through discussion it was identified that the members of the Partnership had wide and varied networks and opportunities to influence through membership of other bodies, these included:
  - NAG
  - KINS
  - Central Park Partnership
  - League of Hospital Friends;
  - CLARA;
  - Social Clubs;
  - Local theatres.

The specific actions identified by the group included:

- Conducting an audit of the membership of other organisations members of the Liscard & Egremont Partnership brought with them;
- Sending a newsletter out to all residents asking for their views on the Action Plan priorities;
- Taking a table in the precinct to canvass the views of passing residents on the Action Plan priorities.

### 4.3 Action and Ownership

The Partners present at the awayday worked as a cohesive group to develop a plan of action to further their aims and contribute to delivering the vision for the future.

The mechanism employed was to develop an action matrix which developed the following projects:

- **Attractive Retail Centre:** empty shops: financial incentives (Rates); diversification of shop base; business training for the right business (Start Up); the phone box;
- **Housing:** High Density New Apartments; Empty Houses: Liveability of Surrounding Environment
- **Sustaining Community Resources and Assets;** research of ownership and present status;
- **Traffic Management and Highways Issues:** pollution from buses (road management); yellow lines on corners; road safety - signage, yellow lines, speed restriction;
- **Transport:** pressure bus company to run community friendly routes & railways & British transport scheme ; national coach travelling into Wallasey; bus station for Wallasey;
- **Taxis** (too many)
- **Community Safety:** 24 Hour Access to Police Stations; Spread Neighbourhood Watch;
- **Green Spaces:** lack of green space; maintaining what we have
- **Communications & Partnership:** Reviewing the Action Plan regularly; Partnership Audit (who goes where, when and report it back to the Partnership);
- **Young People:** priorities to emerge from area forum; Fire Station (complementary or competitive); sustainability of existing activity

Each project was considered against the current Action Plan priorities and an owner, the supporting partners and an assessment of whether the project was “doing” or lobbying. The latter action characteristics having been identified by group discussion as the key functions of the Liscard & Egremont Partnership.

It was also agreed that the timescale for consideration of this plan would be a rolling five year timeframe.

The outcomes of this planning session, in matrix format, are presented in Appendix One of this report.

## SECTION 5: SUMMARY AND CONCLUSIONS

### 5.1 Introduction

Following discussion regarding the extent to which the Action Plan met the group's vision and identification of the areas in which

### 5.2 Summary and Conclusions

It was clearly identified by the group that the following would improve the Action Plan:

- Provision of a summary pulling together all the action areas to ensure certain areas (geographic or thematic) do not improve at the expense of others;
- Look outwards and develop links with other areas;
- Promote the aspirational aim of an exceptional shopping area;
- Develop a more effective version control mechanism to ensure all are working to the same version of goals and objectives;
- Regularly review the Action Plan to ensure all considerations are accurate and current;
- Recognise that the way people shop has changed and work with local traders and other stakeholders to assist the town centre retail and leisure offer to change appropriately whilst retaining and enhancing existing quality;
- Develop a more effective communications approach with regard to what is actually happening with statutory agencies;
- The Action Plan needs to develop beyond its current, very well observed, "State of the nation" and set out more proposals for action by the Partnership. The current view is that the Action Plan lacks any action;
- The Action Plan has been developed largely in a vacuum without consultation on the wider views of residents – this need to be rectified to ensure it is inclusive and community led. This might involve the Partnership supporting/facilitating the establishment of more resident groups.

An area for future consideration and development is the role of Liscard and Egremont as a specialist destination. One example discussed by the group was to develop the areas coastal links and develop a cluster approach perhaps around angling and/or water sports. This could be a main area of focus if pursuing links to Wirral Waters (Peel Holdings) and the Neptune development in New Brighton.

The participants in the awayday developed a formative plan of action to develop the Action Plan through a process of moderated and open and honest discussion. It was agreed that the challenge now lay in delivering the objectives and ambitions of the Partnership.

