

# Contents

<b>Core Strategy Proposed Submission Draft</b>	
<b>1 Introduction</b>	<b>3</b>
<b>2 Background</b>	<b>6</b>
<b>3 Spatial Vision</b>	<b>10</b>
<b>4 Strategic Objectives</b>	<b>13</b>
<b>5 Sustainable Development</b>	<b>18</b>
<b>6 Spatial Strategy</b>	<b>19</b>
<b>7 Key Diagram</b>	<b>25</b>
<b>Settlement Area Priorities</b>	
<b>8 Settlement Areas</b>	<b>27</b>
<b>9 Settlement Area 1 - Wallasey</b>	<b>28</b>
<b>10 Settlement Area 2 - Commercial Core</b>	<b>30</b>
<b>11 Settlement Area 3 - Suburban Birkenhead</b>	<b>33</b>
<b>12 Settlement Area 4 - Bromborough and Eastham</b>	<b>35</b>
<b>13 Settlement Area 5 - Mid-Wirral</b>	<b>38</b>
<b>14 Settlement Area 6 - Hoylake and West Kirby</b>	<b>40</b>
<b>15 Settlement Area 7 - Heswall</b>	<b>42</b>
<b>16 Settlement Area 8 - Rural Areas</b>	<b>44</b>
<b>Strategic Policies</b>	
<b>17 Strategic Policies</b>	<b>47</b>
<b>18 New City Neighbourhood</b>	<b>47</b>
<b>19 Employment Growth</b>	<b>51</b>

# Contents

<b>20 Housing Growth</b>	<b>60</b>
<b>21 Town Centres</b>	<b>76</b>
<b>22 Green Infrastructure</b>	<b>88</b>
<b>23 Environmental Protection</b>	<b>97</b>
<b>24 Minerals and Waste</b>	<b>105</b>
<b>25 Transport</b>	<b>108</b>
<b>Development Management</b>	
<b>26 Development Management</b>	<b>113</b>
<b>27 Developer Contributions</b>	<b>120</b>
<b>Delivery Framework</b>	
<b>28 Delivery Framework</b>	<b>123</b>
<b>29 Infrastructure</b>	<b>124</b>
<b>30 Monitoring Indicators</b>	<b>125</b>
<b>Appendices</b>	
<b>31 Document List</b>	<b>126</b>
<b>32 Schedule of Replaced Policies</b>	<b>128</b>
<b>33 Local Sustainability Objectives</b>	<b>134</b>
<b>34 Glossary</b>	<b>135</b>

## 1 Introduction

**1.1** This document sets out the policies and proposals that the Council intends to submit to the Secretary of State for public examination as part of a Local Plan Core Strategy for the Metropolitan Borough of Wirral.

**1.2** This is the last opportunity to comment on the draft proposals before the soundness of the Core Strategy is tested by an independent Planning Inspector appointed by the Secretary of State.

### What is a Core Strategy?

**1.3** The Core Strategy is a legal document that will set the overall framework for future land use planning decisions over the next 10 to 15 years. It sets out the Council's view of what will be a sustainable pattern of development for Wirral and the strategic policies to which neighbourhood plans must be in general conformity.

**1.4** Once adopted, the Core Strategy will be used to make decisions on planning applications and other decisions taken under the Planning Acts.

**1.5** The Core Strategy does not say what each piece of land within the Borough will be used for but sets out the general principles that will be used to guide the site-specific proposals that will be contained in a later part of the Local Plan.

**1.6** The Core Strategy will replace the policies and proposals in the Unitary Development Plan for Wirral listed in Section 32 of this document. The remaining policies and proposals, including the boundaries shown on the existing Unitary Development Plan Proposals Map, will remain in force until the site-specific elements of the Local Plan are prepared.

**1.7** The Core Strategy will also replace the Interim Planning Policy for New Housing Development adopted by the Council in October 2005 to implement the previous Regional Spatial Strategy.

### How is a Core Strategy Prepared?

**1.8** The Core Strategy has been prepared in accordance with national procedures and takes account of the new National Planning Policy Framework published by the Government in March 2012. The independent Planning Inspector will want to make sure that these procedures and policies have been properly applied and this is one of the things that you will be asked to comment on, if you want to make a comment on the Core Strategy before it is submitted to public examination.

**1.9** The Core Strategy has been subject to public involvement on a number of previous occasions, including initial consultation in October 2005; public workshops in November 2006; and consultation with under-represented groups during summer 2007. Issues, Vision and Objectives were consulted on in February 2009; Spatial

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Options in January 2010; Preferred Options in November 2010; and Draft Settlement Area Policies in January 2012. Evidence base reports have also been subject to public consultation at each stage.

**1.10** The comments received at each stage have been taken into account in arriving at the detailed policies now set out in this Proposed Submission Draft Core Strategy. Individual reports of consultation and an overall summary of the main issues raised and how they have been taken into account are available for public inspection alongside this document. A record of joint working with the surrounding districts, statutory agencies and infrastructure providers is also available to confirm that the Core Strategy can be delivered without any significant adverse impact.

**1.11** The Draft Core Strategy is also supported by a number of other studies and documents, listed in Section 31 of this document, which are available for public inspection alongside this document.

## How Can You Comment?

**1.12** At this stage, you are only being invited to comment on the soundness of the Core Strategy - on whether the Core Strategy has been positively prepared, the proposals are justified, effective and consistent with national policy and the correct legal procedures have been complied with. Further information on the "tests of soundness" and on how you can comment is included on the accompanying questionnaire, a copy of which should be attached to this report.

**1.13** Your comments on the soundness of the Core Strategy must be made in writing, by letter or e-mail or on-line at <http://wirral-consult.limehouse.co.uk/portal> and **must arrive at the address below no later than 17.00 hours on Friday [date][month] 2012**. This deadline will be strictly applied and no replies received after this deadline will be accepted or considered.

**1.14** Please note that the Council will not be able to keep any of the comments you make private and your name and/or organisation as well as your comments will need to be recorded in public documents and may need to be discussed at a public hearing.

**1.15** Copies of this document, the reports of consultation, supporting documents and questionnaire have also been placed for public inspection in public libraries, at One-Stop-Shops and at the public counter of the Council's Technical Services Department and can be made available in alternative formats, on request from the address below.

## What Will Happen Next?

**1.16** Your comments will be used to assess if any further changes are needed before the Draft Core Strategy is formally submitted, along with your comments, to the Secretary of State, who will appoint an independent Planning Inspector to hold a public examination to test the soundness of the Core Strategy.

**1.17** Anyone who submits a comment requesting a change to the Core Strategy within the deadline above will have the right to appear before and be heard by the Inspector. The Council may ask the Inspector to recommend any additional changes that may be necessary to make the Core Strategy sound and will need to publish any main modifications for further comment before the Inspector completes their report. The Council will then need to formally adopt the Core Strategy to bring it into force. The Council currently hopes to do this by [date].

**1.18** Once the Core Strategy is adopted, the Council will move on to prepare the site-specific elements of the Local Plan, to identify the sites that will be needed to implement the policies in the Core Strategy.

## Structure of the Draft Core Strategy

**1.19** The Draft Core Strategy has been structured to set out:

- a brief picture of Wirral and its relationship with the surrounding areas (in Section 2);
- the vision and objectives for the area (in Sections 3 and 4);
- the proposed broad spatial strategy and local priorities for each of the Borough's main groups of settlements (in Sections 5 to 16);
- the strategic policies that will be used to ensure the delivery of the strategy and guide individual development management decisions (in Sections 17 to 27);
- provision for delivery and monitoring (in Sections 28 to 30); and
- a list of the existing statutory policies that the Core Strategy is intended to replace (in Section 32).

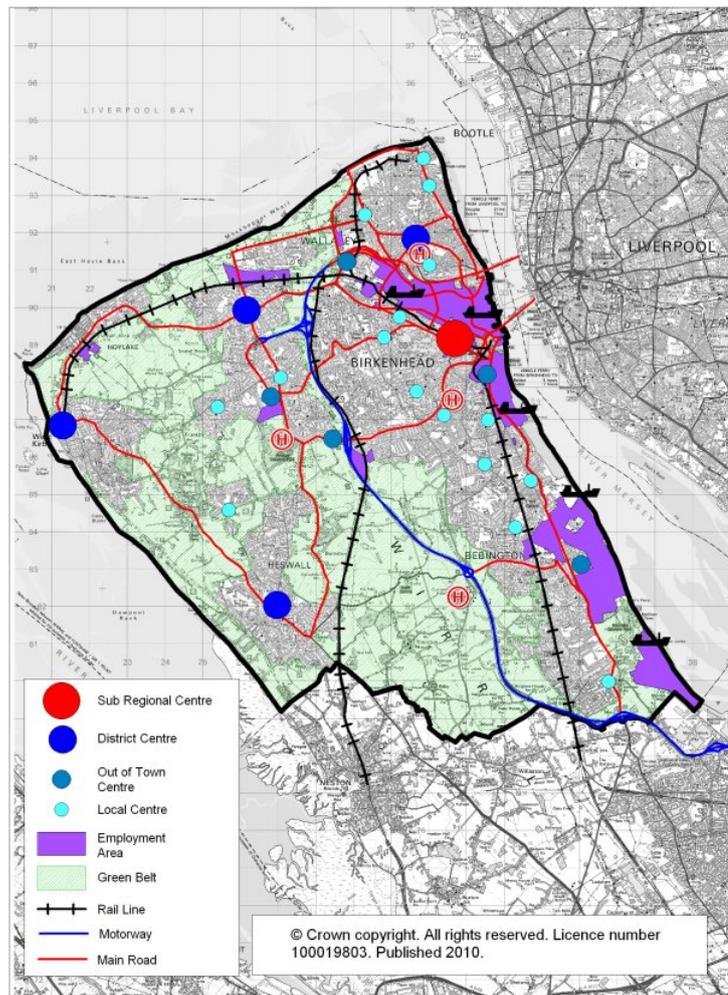
**1.20** Terminology that may be unfamiliar or requires further definition to aid the implementation of the Core Strategy is marked with a <sup>o</sup> to indicate inclusion in the Glossary in Section 34.

**1.21** The Core Strategy is also accompanied by an Infrastructure Plan, that will be continuously updated throughout the life of the Core Strategy as further needs and opportunities are identified.

Further information on any aspect of the Core Strategy can be obtained from: Wirral Council, Regeneration Housing and Planning Department, Town Hall, Brighton Street, Wallasey, Wirral CH44 8ED Telephone 0151 691 8225 Fax 0151 691 8188 Email [lauramyles@wirral.gov.uk](mailto:lauramyles@wirral.gov.uk)

## 2 Background

**2.1** This section of the Core Strategy sets out a brief picture of Wirral and its relationship with the surrounding areas. More detailed information is contained within an accompanying Spatial Portrait for the Borough, which will be kept under annual review as part of the ongoing monitoring of the Core Strategy.



**Picture 2.1**

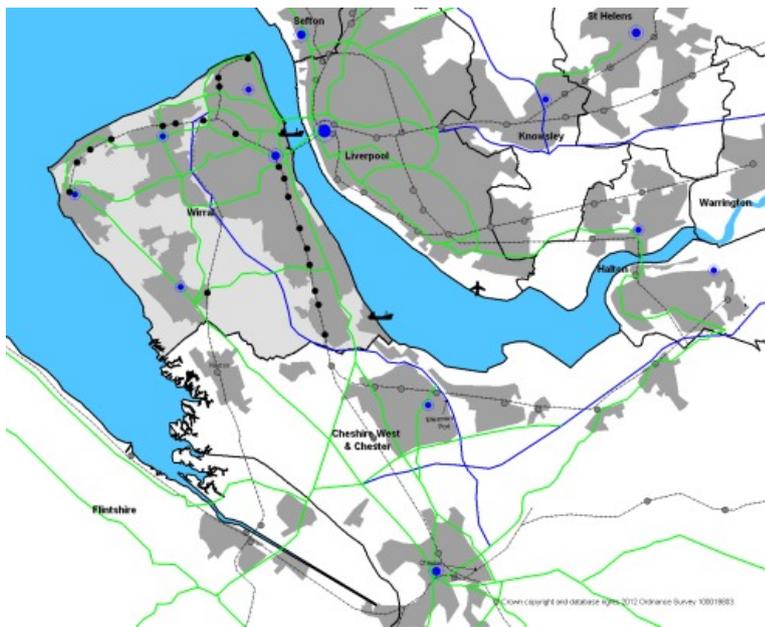
**2.2** The Metropolitan Borough of Wirral forms the northern most part of the peninsula between the Dee and Mersey Estuaries on the opposite bank of the Mersey from Liverpool, between Liverpool and North Wales.

**2.3** The land area extends to 60 square miles and contains one of the largest metropolitan areas in England, which is home to 319,800 people including 190,900 people of working age and over 8,000 businesses providing employment for 105,800 people. The population grew by 2.4 percent and by 7,500 households between 2001 and 2011.

**2.4** There is a strong contrast between the older, highly urbanised areas in the east, which contain some of the poorest communities in England and the wealthier commuter settlements which benefit from a high quality natural and semi-natural environment, in the west.

**2.5** The opportunities provided by the 25-mile coastline exert a strong influence on local character, from the docks, deep-water and heavy engineering facilities along the Mersey, which form part of a wider network of port facilities associated with the Port of Liverpool and the Manchester Ship Canal, to the visitor and recreation facilities associated with the less developed coastline of north and west Wirral. The majority of the coastline is also of international importance for migratory birds.

**2.6** Just over half the land area is open countryside. Over 60 percent of this area is used for farming and approximately 40 percent is high quality agricultural land.



**Picture 2.2**

**2.7** The Borough functions as part of a wider sub-region centred around Liverpool, which provides a full range of sub-regional services, including retail, culture and leisure, health and education, Main Line rail services, Liverpool John Lennon Airport and employment for approximately 16 percent of Wirral's working residents. The majority of the Borough's transport links focus on the main town of Birkenhead and the cross-river road tunnels, passenger rail and ferry links to Liverpool.

**2.8** Liverpool also exerts a strong influence on the local housing market, with a long term trend of migration out of Liverpool into Wirral and the other surrounding areas, which the Core Strategy for Liverpool is seeking to reduce.

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

**2.9** The long-term priority in Wirral has been to regenerate the older urban areas and increase the number of jobs and businesses, to increase social inclusion, tackle poverty, economic inactivity and worklessness, improve the balance between jobs and homes and reduce the need for out-commuting.

**2.10** Parts of the older urban areas in east Wirral, which share similar characteristics to inner Liverpool, have been promoted as part of nationally designated joint initiatives to foster economic growth and regeneration at the core of the conurbation, including:

- the Merseyside Development Corporation, to enable the re-use of vacant and derelict land at Liverpool, New Brighton and Birkenhead;
- the Newheartlands Housing Market Renewal Pathfinder, to tackle vacancy, low demand and the loss of population from within the older urban areas of Liverpool, Wirral and Sefton;
- the Mersey Heartlands Growth Point, to accelerate housing delivery and support economic revitalisation in north Liverpool and within the older urban areas of east Wirral; and
- the Mersey Waters Enterprise Zone, to offer incentives to new and expanding businesses at Liverpool and Wirral Waters.

**2.11** Growth and regeneration have been supported by European regional development programmes and the majority of east and central Wirral are also nationally Assisted Areas.

**2.12** Outside Liverpool, the relationship with other districts on the eastern bank of the Mersey, which also share strong links with Liverpool, including Sefton, West Lancashire, Knowsley, St Helens and Halton, is indirect.

**2.13** The Borough also has important road and rail links to Ellesmere Port, Chester and North Wales, with which there is a stronger, although secondary relationship, in terms of journeys to work, migration and retail spending, providing employment for a further 10 percent of Wirral's working residents.

**2.14** The emerging Local Plan for Cheshire West and Chester seeks to regenerate Ellesmere Port and increase the number of homes in Chester to reduce the need for in-commuting. The Wales Spatial Plan for North East Wales seeks to address a very tight labour market, promote cross-border accessibility to employment opportunities and develop key industrial sectors such as large scale high value manufacturing.

**2.15** The M53 Motorway, between Birkenhead and Chester, forms part of the Strategic Route Network. Other strategic cross-boundary infrastructure includes;

- National Cycle Route 56;
- the high pressure gas main between Ellesmere Port and Liverpool;
- National Grid electricity connections between Capenhurst and Liverpool and the proposed trans-national high-voltage cable between North Wales and Scotland;
- connections to the offshore wind turbines in Liverpool Bay;
- energy service pipelines from Tranmere and Bromborough to Ellesmere Port;

- the Atlantic Aircraft Beacon at Moreton;
- water supply pipelines from Sutton Hall Treatment Works in Ellesmere Port; and
- sub-regional medical services provided under the umbrella of the North West Strategic Health Authority.

**2.16** A number of cross-boundary studies and initiatives have been used in the preparation of this Core Strategy, to support the sustainable development of the wider sub-region, including;

- the voluntary governance arrangements for the Liverpool City Region;
- the sub-regional economic initiatives promoted by the Liverpool City Region Local Enterprise Partnership, to promote the low carbon economy; knowledge economy, including life sciences, advanced manufacturing, creative and digital and financial and professional services; visitor economy; and SuperPort; and to tackle long term structural issues related to low business density, skills gaps and relatively high levels of unemployment;
- Merseytravel, to co-ordinate sustainable transport provision across the sub-region; and
- the Mersey Dee Alliance, to support strategic economic activity spanning the England–Wales border, to provide a complimentary suite of strategic employment sites, enhance links and corridors between strategic centres and improve social inclusion.

**2.17** A list of the relevant jointly prepared evidence base studies and sub-regional strategies can be found in Section 31 of this document and the results are directly reflected in the Spatial Vision, Strategic Objectives, Broad Spatial Strategy and local priorities set out in this Core Strategy.

## 3 Spatial Vision

### Spatial Vision

By April 2028, Wirral will continue to offer a high quality of life, as an attractive place to live an active, sustainable, productive, safe and healthy lifestyle, to complement the attractiveness and economic competitiveness of the wider sub-region.

The focus of new development and investment will be on improving and regenerating the Borough's existing urban areas; tackling social, health, economic and environmental disparity; re-using existing buildings and previously developed land; and on strengthening and enhancing the distinctive assets of the Borough, including the quality and value of the Borough's historic, built and natural environment; supported by a tight Green Belt to focus development into the existing built-up area and achieve a sustainable pattern of development.

The housing market within the older urban areas in east Wirral, previously designated as part of the Newheartlands Pathfinder, will be competing on a more equal footing with outlying residential areas and large areas of older stock, particularly in Birkenhead, Seacombe and Tranmere, will have been improved and replaced.

A new city neighbourhood will be being established within the Birkenhead Dock Estate to create a sustainable, mixed-use waterside community, where new homes and a wide range of employment, education, leisure, community and cultural uses will create a new impetus for economic growth and regeneration at the heart of the older urban area.

The density of jobs and businesses and rates of economic activity will be moving toward regional average levels and vacant employment land will be being brought back into productive economic use. Sustainable economic regeneration will be being driven by the major economic hubs of Birkenhead, Bromborough and the Ports, with strong transport links to Liverpool, Chester and North Wales, supported by a thriving network of town, district and local centres providing retail, office, leisure, service, cultural, community and visitor facilities to meet the everyday needs of local communities.

A growth in sustainable tourism will be focused on the quality of the Borough's natural environment; built heritage; country parks; and coastline, with appropriate visitor facilities at Birkenhead, New Brighton, Leasowe, Hoylake, West Kirby, Thurstaston and along the Mersey coast, managed to avoid harm to European Sites and their supporting habitat<sup>6</sup>.

Wirral's rural areas will be providing for an efficient and productive agricultural economy, making full and effective use of the Borough's best and most versatile

agricultural land, promoting local production and food security, while protecting and enhancing heritage, biodiversity and the quality of the natural and semi-natural environment.

Development and investment will have supported and encouraged a more sustainable pattern of development and travel that will have reduced emissions; improved air quality; increased the use of public transport; and made greater use of alternative forms of transport such as walking and cycling; and there will be a greater emphasis, across all sectors, on securing sustainable approaches to design and construction; green infrastructure; energy; water; flood risk, waste management; carbon impact; local employment and production; and mitigation, adaption and resilience to climate change.

Significant progress will have been made in the transition to a low carbon Borough.

**3.1** The Spatial Vision sets out what the Council and the local community wants the Core Strategy to achieve by 2028, to tackle issues related to jobs and economic growth; urban regeneration; social, economic and environmental disparities; the protection of environmental assets; and a more sustainable and resilient future for local communities, as part of a wider vision for urban regeneration at the core of the Liverpool City Region. Promoting the vitality of our main urban areas is also a core planning principle in national policy.

**3.2** The Spatial Vision reflects the aspirations set out within Wirral 2025 More Equal More Prosperous A Sustainable Community Strategy (April 2009), which seeks "*a more prosperous and equal Wirral, enabling all communities and people to thrive and achieve their full potential*", particularly in relation to a strong local economy, playing a significant part in the sustainable growth of the Liverpool City Region; safer and stronger communities; health and well-being; life chances for children and young people; a high quality living and working environment; sustainable, appropriate housing for all; and living within environmental limits, recognising the importance of climate change<sup>(1)</sup>.

**3.3** The Community Strategy particularly seeks to ensure that the increased prosperity resulting from a strong local economy will be accessible to all and to narrow the gap between Wirral's most affluent and most deprived communities in relation to issues such as health, educational attainment and crime. This includes actions to achieve:

- focusing growth and investment on the east of the Borough, at the heart of the City Region, where social economic and environmental challenges are most acute, regeneration and improvement are most needed and where the opportunities created will be most accessible to the greatest number of people;

1 the Community Strategy can be viewed at <http://www.wirral.gov.uk/downloads/990>

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

- developing the Birkenhead area as the Borough's principal focus for retailing and services;
- expanding the scale and type of employment within Birkenhead and the A41 corridor and redeveloping the vacant and under-used land within the dock estates to provide a step change in the mix, type and quality of business accommodation available;
- maximising the strengths of west Wirral, including its reputation for high quality homes and environment as well as being an increasingly recognised destination for countryside and coastal recreation and tourism; and
- making the main priority for homes the creation of sustainable and cohesive communities at the heart of the urban area, promoting housing market renewal and providing a greater mix in the size, type, tenure, quality and affordability of housing available, supported by a high quality environment.

**3.4** To play its part of achieving the national targets for reducing carbon pollution, Wirral would need to cut emissions down to 1289kt by 2020 and to 449kt by 2050.

**3.5** The Core Strategy is intended to provide the framework within which the strategic objectives set out in the Community Strategy relating to the use of land and buildings can be achieved, supported by the Council's Investment Strategy, in the context of initiatives and priorities identified within the wider sub-region<sup>(2)</sup>.

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2 The Wirral Investment Strategy 2011-2016 can be viewed at <http://www.wirral.gov.uk/downloads/3548>

## 4 Strategic Objectives

4.1 The key strategic objectives that will guide the delivery of the Spatial Vision and the provision of sustainable development are set out below:

### Strategic Objective 1 - Economic Revitalisation

To support economic growth and a higher density of jobs and businesses within the existing employment areas in east and central Wirral and the Borough's existing town, district and local centres.

4.2 The intention of Strategic Objective 1 is to support economic growth that will secure a higher density of jobs and businesses in areas that will be most accessible to the majority of the Borough's population, especially to areas where social, economic and environmental needs are greatest; to support an increase in economic activity; tackle worklessness and low incomes; and reduce the need to travel outside the Borough to work in other areas, as part of a wider vision for economic growth and revitalisation at the heart of the Liverpool City Region.

4.3 East and central Wirral includes Birkenhead, the docks and their industrial hinterlands; the Mersey Waters Enterprise Zone; the Twelve Quays ferry terminal; the strategic port and marine engineering facilities at Cammell Lairds; Wirral International Business Park in Bromborough and the Unilever complex at Port Sunlight; the dock estate at Eastham; and the larger outlying industrial estates at Moreton, Upton and Prenton. The areas involved are also nationally designated Assisted Areas.

4.4 The Wirral Employment Land and Premises Study shows that land within east and central Wirral, which accounts for the majority of Wirral's ongoing employment land supply, could accommodate development needs to 2028 and beyond, with good access to public transport, the M53 Motorway and the wider freight network. The Study also recommended that the Council should seek to maximise the contribution of existing town, district and local centres, to provide additional, accessible local employment; particularly in west Wirral, where the opportunity to identify additional employment sites is more limited.

4.5 Strategic Objective 1 will support the delivery of the Council's Investment Strategy and the economic priorities of the Local Enterprise Partnership and will primarily be delivered through Policy CS2; policies for employment growth and town centres in Sections 19 and 21; and the policies for individual Settlement Areas set out in this Core Strategy.

## Strategic Objective 2 - Housing Regeneration

To meet local housing needs and support new housing development and investment within areas of greatest need of physical, social, economic and environmental improvement.

**4.6** The intention of Strategic Objective 2 is to meet the assessed need for housing while supporting regeneration and other housing improvements in areas where physical, social, economic and environmental needs are greatest, as part of the wider vision for growth and regeneration at the heart of the Liverpool City Region.

**4.7** Recent housing programmes have focused on securing housing market renewal within the older urban areas in east Wirral, in parts of Seacombe, Liscard, Bidston, Birkenhead and Tranmere; to improve and diversify the housing stock; revitalise the market; tackle vacancy; bring vacant sites back into beneficial use; address population loss; and re-establish stronger more resilient communities. The Council's Housing Strategy is still focused on completing the programme of renewal activity within these areas, alongside the long-term proposals to establish a new city neighbourhood at East Float.

**4.8** Strategic Objective 2 will primarily be delivered through Policy CS2; through policies for housing in Section 20; and the policies for individual Settlement Areas set out in this Core Strategy.

## Strategic Objective 3 - Transport Accessibility

To promote sustainable travel and direct new development to locations with easiest access to existing centres, high-frequency public transport corridors, pedestrian and cycle routes.

**4.9** The intention of Strategic Objective 3 is to ensure that new development is located with easy access to local centres and regular and frequent public transport; to support the vitality of local centres; provide a realistic choice of means of transport to jobs, leisure and services; reduce emissions; minimise journey lengths; and reduce the need to travel.

**4.10** Actively managing patterns of growth to make the fullest possible use of public transport, walking and cycling is a core planning principle in national policy. National policy also indicates that new development should be used to support and enhance local facilities and transport networks, favour sustainable transport modes, give people a real choice about how they travel and to reduce the need for major transport infrastructure, which is best achieved by prioritising development in the most accessible locations. Strategic Objective 3 will also support the implementation of

the Merseyside Local Transport Plan, which seeks to support a low carbon future, resilient to changes to climate and oil availability, where sustainable travel is the option of choice.

**4.11** Strategic Objective 3 will primarily be delivered through Policy CS2, policies for employment, housing and town centres in Sections 19, 20 and 21; policies for transport in Section 25; and the policies for individual Settlement Areas set out in this Core Strategy.

## **Strategic Objective 4 - Neighbourhood Services**

To support the provision of shops, services, cultural, health and community facilities to meet the needs of local communities first within and then at the edge of existing centres, within easy reach of local communities.

**4.12** The intention of Strategic Objective 4 is to strengthen and retain a thriving network of local centres, with a diverse range of shops, services and community facilities; in locations that are easily accessible by a choice of means of transport; minimise journey lengths; reduce the need to travel; and enhance the sustainability of communities and residential environments.

**4.13** National policy expects planning policies to recognise town centres as the heart of their communities; support their viability and vitality; require main town centre uses to be located in existing centres, wherever possible; and to provide every-day services in local centres that are easily accessible by a choice of means of transport. Strategic Objective 4 will also support the delivery of the Wirral Town, District and Local Centres Study and Delivery Framework, which seeks to identify investment priorities within individual centres.

**4.14** Strategic Objective 4 will primarily be delivered through Policy CS2; policies for town centres in Section 21; and the policies for individual Settlement Areas set out in this Core Strategy.

## **Strategic Objective 5 - Environmental Quality**

To ensure that new development will preserve and enhance locally distinctive characteristics and assets, which make Wirral a healthy and attractive place to live, work and visit.

**4.15** The intention of Strategic Objective 5 is to ensure that new development benefits the local area and will retain and strengthen the quality of the Borough's most distinctive assets, assets which add positively to quality of life and make Wirral an attractive place to live, work and visit.

**4.16** Wirral is known for its high quality environment and the protection of local distinctiveness has been a major theme of public consultation. National policy expects planning policies to avoid adverse impacts on health and quality of life; conserve and enhance the natural, built and historic environment; protect open space, wildlife, geodiversity and landscape; maintain the character of the undeveloped coast; prefer land of lesser environmental value for development; and address the need to protect European Sites and any supporting habitat<sup>6</sup>.

**4.17** Strategic Objective 5 will also support the findings of the adopted character appraisals and management plans for heritage and other assets; the Wirral Biodiversity Audit; Wirral Landscape Character Assessment; Strategic Opportunity Areas identified in the LCR Ecological Framework; the forthcoming Green Infrastructure Strategy; and Tourism Strategy documents, which seek to identify and protect features of special interest.

**4.18** Strategic Objective 5 will primarily be delivered through Policy CS2; policies for green infrastructure and development management in Sections 22 and 26; and policies for individual Settlement Areas set out in this Core Strategy. More specific policies for heritage are expected to be included in a separate Heritage Local Plan, to replace the policies for individual Conservation Areas and other heritage assets contained within the existing Unitary Development Plan and assist in the delivery of the Wirral Heritage Strategy<sup>(3)</sup>.

### **Strategic Objective 6 - Flood Risk**

To apply a risk-based approach and direct new development away from areas where coastal, river or surface water flooding cannot be adequately prevented or controlled.

**4.19** Approximately 11% of Wirral's land area is at risk from flooding. The levels of risk in each part of the Borough are shown in the Council's latest flood risk assessment. It is crucial that new development does not place additional people or property at risk or add to the risk of flooding for existing development. The intention of Strategic Objective 6 is, therefore, to prevent development in areas known to be at risk of flooding or which would increase the risk of flooding elsewhere, taking account of the type of development proposed.

**4.20** Strategic Objective 6 will support the implementation of the Flood and Water Management Act 2010; the Council's Preliminary Flood Risk Assessment; the North West of England and North Wales Shoreline Management Plan and local Coastal Strategy; and the Council's Emergency Plan.

3 Unitary Development Plan Policies CH1 to CH25 for Heritage and Conservation will remain un-altered until replaced by a subsequent Local Plan

**4.21** Strategic Objective 6 will primarily be delivered through policies for flood risk and drainage management in Section 23; policies for individual Settlement Areas; and the policies for development management in Section 26 of this Core Strategy.

## **Strategic Objective 7 - Sustainable Development**

To promote sustainable approaches to the location, design, construction, operation and impact of new development, to mitigate and adapt to the impacts of environmental change and promote the transition to a low carbon Borough.

**4.22** Strategic Objective 7 is intended to ensure that every opportunity is taken to include viable and effective measures to secure sustainable design and construction; to reduce emissions; minimise the impact of development; mitigate and adapt to existing and future environmental change; and maintain quality of life now and in the future.

**4.23** The transition to a low carbon future in a changing climate is a core planning principle in national policy. The Council's Climate Change Strategy also identifies the need to take account of unavoidable changes in the local climate, including the need to bring forward development that will make fewer demands on existing infrastructure and advance the transition to a low carbon Borough. Strategic Objective 7 will also support the delivery of recommendations for water management contained within the Wirral Water Cycle Study.

**4.24** Strategic Objective 7 will primarily be delivered through policies for development management in Section 26 of this Core Strategy.

**4.25** The delivery of Strategic Objectives 1 to 7 will also be supported through the land allocations to be contained in a future site-specific Local Plan.

**4.26** The Strategic Objectives should be considered together, with compliance against individual Objectives balanced to maximise the contribution to sustainable development.

**4.27** The Council has also identified a series of local sustainability objectives supported by a series of indicators and decision criteria, which have been used to assess the implications of the policies contained within this Core Strategy and which can be used to assess the sustainability of future development proposals. The local sustainability objectives are listed in Section 33 of this document and in the Sustainability Appraisal Report that accompanies this Core Strategy.

## 5 Sustainable Development

### Policy CS1 - Presumption in Favour of Sustainable Development

When considering development proposals the Council will take a positive approach that reflects that presumption in favour of sustainable development contained in the National Planning Policy Framework<sup>(4)</sup>. The Council will always work pro-actively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in this Core Strategy will be approved without delay, unless material considerations including, where relevant, policies in neighbourhood plans<sup>6</sup>, indicate otherwise. Where there are no policies relevant to the application or relevant policies are out-of-date at the time of making the decision then the Council will grant planning permission unless material considerations indicate otherwise, taking into account whether:

1. any adverse impacts of granting planning permission would significantly and demonstrably outweigh the benefits when assessed against the policies in the National Planning Policy Framework taken as a whole; or
2. specific policies in that Framework indicate that development should be restricted.

**5.1** It is a basic principle of national planning policy that development that is sustainable should go ahead without delay. Policy CS1 is intended to ensure that the national presumption in favour of sustainable development is clearly expressed and applied.

**5.2** Sustainable development is about positive growth and about securing change for the better. The remaining policies set out in this Core Strategy are, therefore, intended to set out the Council's view of what a sustainable pattern of development should look like in Wirral in the years to 2028.

**5.3** Other Local Plans and Neighbourhood Plans for smaller more localised areas, including a Waste Local Plan for Merseyside and Halton and a site-specific Local Plan are also in preparation and will need to be taken into account alongside the Core Strategy, as each is adopted as part of the statutory Development Plan for the Borough.

4 The National Planning Policy Framework can be viewed at <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2116950.pdf>

## 6 Spatial Strategy

### Policy CS2 - Broad Spatial Strategy

The Local Planning Authority will pursue a strategy of urban regeneration and environmental enhancement, to ensure that full and effective use is made of land within the urban areas; neglected, unused or derelict land or buildings are brought into use; the need for new services is minimised by promoting the use of spare capacity in existing services; and new development provides positive benefits for local communities and the environment.

The first priority will be to focus job, housing and population growth to areas in greatest need<sup>6</sup> of physical, social, economic and environmental regeneration, particularly within the older urban areas of east Wirral. Medium to higher density development<sup>6</sup> will normally be permitted within these areas and will be expected to make a positive contribution to local character and amenity; make the most efficient and viable use of land, infrastructure and services; support a greater pace of regeneration, if the market can support it; and deliver the scale of transformation necessary to support a self-sustaining programme of regeneration.

Medium to higher density housing development will also be permitted on urban sites within an easy walking distance<sup>6</sup> of an existing town, district or local centre or a high-frequency public transport corridor<sup>6</sup> and will be expected to make a positive contribution to local character and amenity; to support local centres and neighbourhood services; reduce the need to travel; provide local housing and/or employment to meet identified needs; and promote a sustainable pattern of development.

Outside areas of greatest need and areas within an easy walking distance of an existing town, district or local centre or a high frequency public transport corridor, only smaller scale, lower-density development<sup>6</sup> will normally be permitted, to maintain and enhance local character; to ensure that a sustainable pattern of development continues to be promoted and that a higher level of housing and employment growth continues to be supported in the most accessible locations and within areas of greatest need.

The primary focus for new jobs to support the economic revitalisation of the Borough will be the Mersey Waters Enterprise Zone and its surrounding industrial and commercial hinterland; Birkenhead Town Centre, including Hamilton Square and Woodside; the industrial and commercial areas along the A41 Corridor in Tranmere; Wirral International Business Park and the Unilever factory and research complex at Port Sunlight; and the existing employment areas at Moreton, Upton and Prenton; where jobs will be accessible by a choice of means of transport to the greatest number of residents.

Port and marine-related facilities will continue to be promoted at Twelve Quays, West Float, Cammell Lairds and at the Manchester Ship Canal at Eastham, to reflect their continued strategic importance for marine engineering, cargo handling and freight movements; and the opportunity to maximise the potential for off-road transport by rail and water and contribute towards a sub-regional SuperPort<sup>6</sup>.

Borough-wide facilities and services will first be directed to the most accessible locations in and around Birkenhead Town Centre. Secondary and district-level facilities and services operating over a more local catchment will first be directed to the larger existing centres of Bromborough Village, Heswall, Hoylake, Liscard, Moreton, Prenton (Woodchurch Road) and West Kirby and then to other accessible sites that will be well-served by public transport.

Tourism investment will be targeted to support regeneration in Birkenhead; provide improvements within the coastal resorts of New Brighton, Hoylake and West Kirby and along the Mersey coastline; and to improve public access to the coast and countryside subject to the protection of European Sites and their supporting habitats<sup>6</sup>.

The focus within rural areas will be on strengthening and diversifying the agricultural economy; re-using existing buildings and previously developed land providing rural services within established settlements; supporting the beneficial use of best and most versatile agricultural land; providing for local food production and food security; and outdoor sport and recreation; subject to national Green Belt controls and Policy CS3.

Development in line with these priorities should, wherever possible and relevant, contribute to addressing identified physical, social, economic or environmental problems; promote the re-use of buildings of local quality and previously developed land; improve housing and living conditions; promote environmental improvements; preserve and enhance local character and distinctiveness, including visual amenity, biodiversity, landscape and heritage; protect and/or contribute to a linked network of green infrastructure and an appropriate level of provision for indoor and outdoor sport and recreation; reduce emissions; meet an identified local need; and promote sustainable design and construction, subject to the local priorities set out in Policies CS4 to CS11.

**6.1** The Broad Spatial Strategy sets out how the Council will seek to promote a sustainable pattern of development to deliver the Spatial Vision, taking into account the national presumption in favour of sustainable development. The Broad Spatial Strategy is also illustrated on a Key Diagram (Picture 7.1).

**6.2** The Broad Spatial Strategy seeks to direct development to the most sustainable locations, by focusing higher density development towards areas of greatest need, existing centres and high-frequency public transport corridors and seeks to support

the delivery of wider sub-regional priorities, which seek to focus growth and regeneration towards the core of the conurbation, in line with Strategic Objectives 1 to 4.

**6.3** Areas of greatest need include the older urban areas of east Wirral, previously designated as part of the Newheartlands Pathfinder and the Mersey Heartlands Growth Point, where public regeneration programmes continue to be concentrated. The emphasis on areas of greatest need will also support the ongoing programme of improvements within outlying social housing estates.

**6.4** The Borough's principal centres are listed in Policy CS24. An easy walking distance will be taken to mean within 400 metres of a designated town centre boundary<sup>(5)</sup>, a passenger railway station or a public transport service that runs at least every 30 minutes or more frequently<sup>(6)</sup>. Existing high-frequency public transport corridors are shown on the illustrative diagrams for individual Settlement Areas contained within the the accompanying Spatial Portrait.

**6.5** The Broad Spatial Strategy also identifies the main strategic priorities for economic regeneration based on the findings of the Wirral Employment Sites and Premises Study; the previous designation of Strategic Regional Sites; and the location of national Assisted Areas<sup>6</sup> in line with Strategic Objective 1, the Council's Investment Strategy and the economic priorities of the Local Enterprise Partnership. Further detail on the types of uses that are envisaged is set out in the policies for individual Settlement Areas.

**6.6** Specific provision is also made for the protection of local character and amenity, to prevent inappropriate over-development; for the promotion of sustainable design and construction; and for the consideration of local priorities within each Settlement Area, in line with Strategic Objectives 5, 6 and 7; to be implemented in line with the remaining policies in this Core Strategy.

**6.7** The Council has considered and assessed three main alternative broad spatial strategies as part of the preparation of this Core Strategy, including options related to focused regeneration, balanced growth and urban expansion. The strategy set out in Policy CS2 is a combination of focused regeneration and balanced growth, to maintain support for both urban regeneration and a sustainable pattern of development, alongside the greater flexibility of allowing development in the most accessible locations throughout the existing urban areas. A focus on maximising the use of existing resources will also minimise the potential for harmful impacts on other interests such as European Sites and their supporting habitats<sup>6</sup>.

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5 the boundaries to existing centres are shown on the Unitary Development Plan until replaced by a site-specific Local Plan

6 the frequency of public transport services will be assessed at the time the relevant planning application is determined

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

**6.8** The Council has also considered suggestions that a mix of focused regeneration and urban expansion should be pursued. The Council believes that these two options are mutually incompatible and that urban expansion should only be considered as a last resort, where all other options have been exhausted, to ensure that the impetus for regeneration is not undermined, particularly while suitable sites remain available for development within the urban area. A decision to make provision for urban extensions as part of the Broad Spatial Strategy would have major implications for the future pattern of development and would need to be considered as part of a site-specific Local Plan, subject to Policy CS20 - Housing Contingencies.

**6.9** The Broad Spatial Strategy will principally be delivered through the policies for development management in Section 26 and by the each of the other policies of the Core Strategy.

Policy CS2 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have an overall strong positive effect in terms of directing urban regeneration and growth towards the older urban areas in East Wirral in greatest need.
Social Inclusion	Very positive	Positive impacts arise through the creation of jobs, services and facilities and the enhancement of existing centres, open spaces and public transport. There are uncertainties, depending on how the policy is implemented, and suitable mitigation measures are required to address energy consumption, the use of non-renewable resources, pressure on water resources, waste, and the protection and enhancement of important habitats and local heritage assets. The appraisal recognises that such measures have already been built into other Core Strategy policies including CS30, CS32, CS42 and CS43.
Sustainable Consumption	Very positive	
Environmental Protection	Uncertain/ positive	
Natural Resources	Uncertain/ positive	
Quality of Life	Very positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for disability, low incomes and worklessness		
<b>Delivery by:</b> The private, voluntary and public sectors through development management processes, with potential public programme support within areas of greatest need and employment priority areas, subject to the availability of resources.		
<b>Main Risks:</b> Development in areas of greatest need may not be viable or attractive to developers and public resources may not be available to support projects in the public interest. In the absence of additional controls, higher density development may affect local character and, if outside areas of greatest need or the most accessible locations, could undermine regeneration and the re-use of previously developed land and a sustainable pattern of development.		
<b>Alternatives:</b> The main alternative would be greenfield development outside the urban area in the Green Belt, which may be more attractive to developers but would undermine urban regeneration.		
<b>Monitoring Indicators:</b>		CSM5 - Areas of Greatest Need
CSM6 - Development in Areas of Greatest Need		CSM7 - High Frequency Transport Corridors
CSM8 - Development in Transport Corridors and Centres		CSM9 - Vacant Previously Developed Land
CSM10 - Long Term Empty Property		CSM31 - Visitor Monitoring
<b>Evidence Base:</b> Spatial Portrait, Strategic Housing Market Needs Assessment, Strategic Housing Land Availability Study, Employment Land and Premises Study, Liverpool City Region Overview Study, Liverpool City Region Spatial Priorities Framework, Strategy for Inner Wirral, Preferred Options Assessment Report		

## Policy CS3 - Green Belt

A Green Belt will be maintained in Wirral to keep land permanently open in order to assist in urban regeneration by encouraging the recycling of derelict and other urban land; prevent neighbouring towns from merging into one another; prevent urban sprawl; and safeguard the countryside from encroachment.

Inappropriate development, as defined in national policy, will not be approved except in very special circumstances, unless the potential harm to the Green Belt is clearly outweighed by other considerations.

Appropriate uses that will enhance the beneficial use of the Green Belt, including agriculture and opportunities for outdoor sport and outdoor recreation, will be permitted where they will retain the openness of the Green Belt, retain and enhance landscapes, visual amenity and biodiversity and meet the priorities set out in Policy CS11 and the requirements of Policy CS42.

**6.10** The majority of the Borough's remaining open land has been designated as Green Belt, to prevent urban sprawl and to support the long-term regeneration of urban areas across Merseyside. The Government attaches great importance to Green Belts.

**6.11** The first formal Green Belt in Wirral was adopted by Merseyside County Council in 1983. The boundaries to the Green Belt were last reviewed and extended in February 2000. The existing boundaries are shown on the Unitary Development Plan Proposals Map. Once established, Green Belt boundaries should be altered only in exceptional circumstances, through a review of the Local Plan, having considered all the other options for accommodating development.

**6.12** This Core Strategy has concluded that it would not currently be appropriate to provide for any additional development within the Green Belt in the period to 2028, subject to Policy CS20. Subject to further monitoring, any future review will be undertaken through a site-specific Local Plan, which will follow the adoption of this Core Strategy.

**6.13** Appropriate development in the Green Belt is defined in national policy. The main characteristic of the Green Belt is its openness. New buildings are inappropriate in the Green Belt unless they are for agriculture and forestry; outdoor sport and outdoor recreation; the extension, alteration or replacement of an existing building; the redevelopment of a previously developed site, providing the purpose of the Green Belt is not undermined; and limited infilling in villages and limited affordable housing for local community needs provided for in a Local Plan.

**6.14** Infill villages have been already been designated in the Green Belt at Barnston, Eastham, Thornton Hough, Raby Village and Storeton Village and their boundaries are shown on the existing Unitary Development Plan Proposals Map.

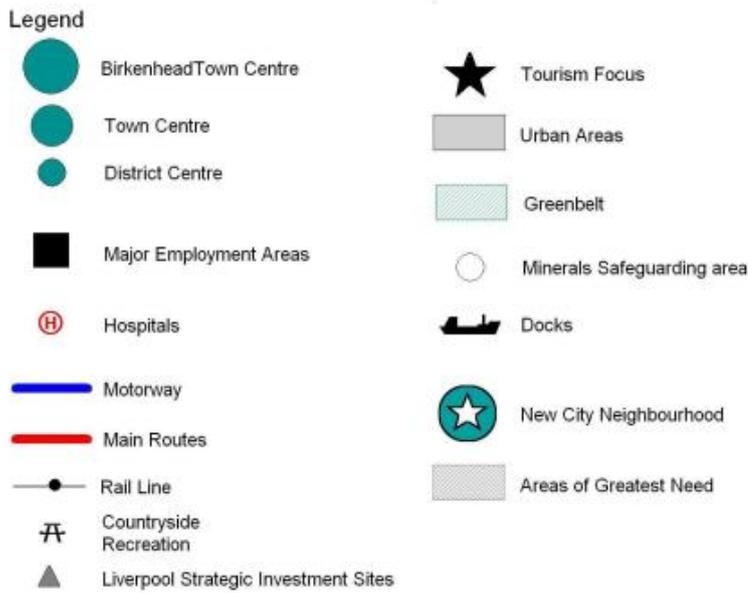
# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

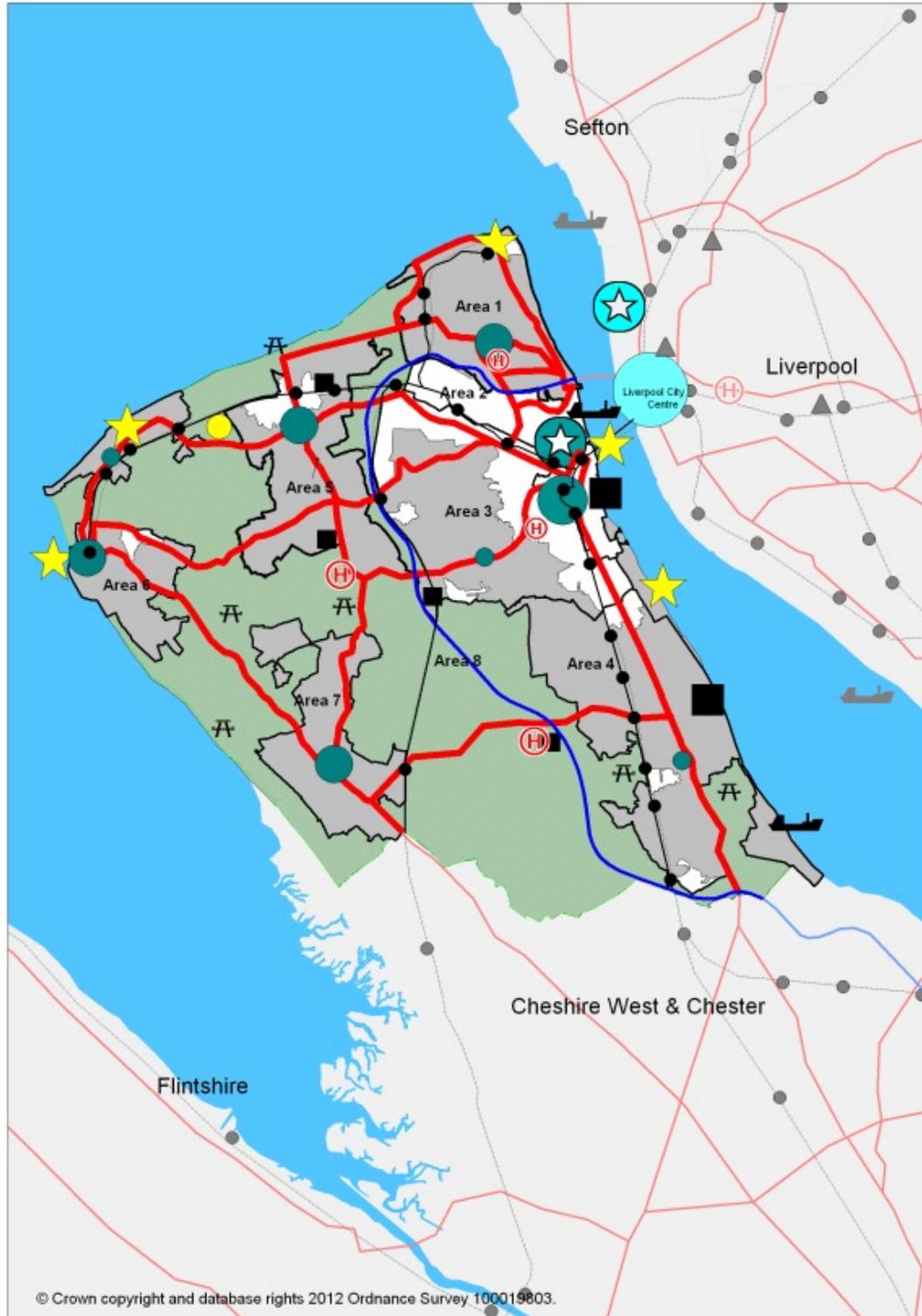
**6.15** Policy CS3 will principally be delivered through policies for development management in Section 26.

<b>Policy CS3 - Impact Matrix</b>		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have an overall strong positive effect in terms of directing urban regeneration and growth towards the older urban areas in East Wirral in greatest need. Positive impacts arise through the creation of jobs, services and facilities and the enhancement of existing centres, open spaces and public transport. There are uncertainties, depending on how the policy is implemented, and suitable mitigation measures are required to address energy consumption, the use of non-renewable resources, pressure on water resources, waste, and the protection and enhancement of important habitats and local heritage assets. The appraisal recognises that such measures have already been built into the Core Strategy policies.
Social Inclusion	Very positive	
Sustainable Consumption	Very positive	
Environmental Protection	Uncertain/ positive	
Natural Resources	Uncertain/ positive	
Quality of Life	Very positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private sector through development management processes.		
<b>Main Risks:</b> There may be a need to permit development in the Green Belt in very special circumstances where no more suitable alternative is available		
<b>Alternatives:</b> There is no alternative to applying national policy in the designated Green Belt		
<b>Monitoring Indicators:</b>		CSM11 - Development in the Green Belt
<b>Evidence Base:</b> National Planning Policy Framework		

## 7 Key Diagram

7.1 The Broad Spatial Strategy can also be expressed in the form of a simple Key Diagram:

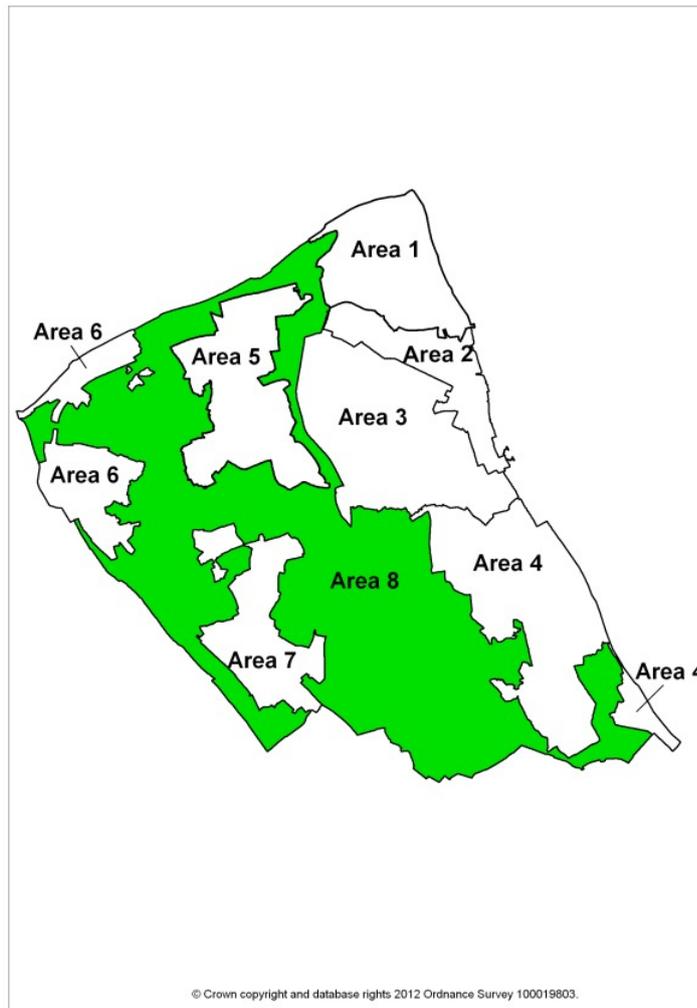




Picture 7.1 Key Diagram

## 8 Settlement Areas

8.1 Policies CS4 to CS11 set out the local priorities that will need to be taken into account in implementing the Broad Spatial Strategy (Policy CS2), which have been drawn up, following public consultation, to cover eight geographical areas based on the main groups of settlements within the Borough:



Picture 8.1

8.2 Detailed boundaries, for areas such as town centres; primarily residential, industrial and commercial areas; and protected areas of open space, are currently shown on the existing Unitary Development Plan Proposals Map and will remain in force until they are replaced by a later site-specific Local Plan.

8.3 Further information on each of the Settlement Areas is contained within an accompanying Spatial Portrait, which will be kept under regular review as part of the ongoing monitoring arrangements for the Core Strategy.

## 9 Settlement Area 1 - Wallasey

**9.1** Settlement Area 1 is predominantly a densely developed commuter settlement with strong transport links to Birkenhead, Liverpool and the M53 Motorway. The Area includes the urban coastal resort at New Brighton and the public coastal promenades between Seacombe Ferry and the North Wirral Coastal Park, which are of Borough-wide significance and provide part of National Cycle Route 56. The cliff-top villas at Wellington Road and the group of buildings at Magazine Promenade, are designated Conservation Areas.

### Vision Statement

By the end of the plan period, Wallasey will continue to be a highly accessible residential area, with strong links to a revived Liscard Town Centre, revitalised coastal promenades and coastal resort at New Brighton and the emerging new city neighbourhood at East Float. Opportunities for strengthening the Area's green infrastructure, heritage and environmental assets will be being maximised.

**9.2** Local priorities are set out in Policy CS4 below:

### Policy CS4 - Priorities for Wallasey

The overall strategy to promote sustainable development in Settlement Area 1 will be to:

1. Maintain and provide attractive residential areas with good access to Birkenhead, Liverpool and the M53 Motorway;
2. Support integration with the new city neighbourhood at East Float while maintaining a clear interface between the residential suburbs and the commercial areas to the south in Settlement Area 2;
3. Maintain and enhance the facilities provided by the urban coastal resort of New Brighton;
4. Support market renewal to reduce the number of vacant properties and previously developed sites in and around Liscard, Seacombe, Egremont and New Brighton and tackle worklessness and low incomes;
5. Safeguard and enhance the vitality and viability of Liscard as the main convenience and comparison retail, office and service centre for the Area;
6. Safeguard and enhance the vitality and viability of the local centres at New Brighton (Victoria Road and Seabank Road), Seacombe (Poulton Road) and Wallasey Village as the focus for neighbourhood level shops, services and community facilities to serve everyday needs;

7. Maintain the industrial areas at Alexandra Road and Cross Lane for small and medium scale industrial and commercial activities to provide additional local employment, subject to controlling the impact of flood risk at Cross Lane;
8. Monitor and manage traffic flows to maximise highway efficiency; promote sustainable transport; signed cycle routes including links to National Cycle Route 56; and manage the impact of noise from road transport along routes to New Brighton, Liscard, Wallasey Village and the Kingsway Tunnel;
9. Preserve and enhance the character and appearance of the Conservation Areas at Magazines and Wellington Road and the setting of other designated and un-designated heritage assets, including the listed buildings at Fort Perch Rock and Lighthouse;
10. Maintain and enhance the open aspect of the coastline; the national and international importance of the inter-tidal foreshores, part of which is in unfavourable recovering condition; and the facilities and open spaces associated with the coastal promenades between Seacombe Ferry and North Wirral Coastal Park;
11. Maintain and improve the provision of open space, to increase the number and quality of sports pitches, allotments, and natural and semi-natural greenspace with biodiversity value, and strengthen the provision of green infrastructure, without compromising other open space functions;
12. Reduce flood risks along the coast; from the Birket and its tributaries; and from surface water; and address any local limitations in the supply of water, which may need to be upgraded after the first five years; and/or disposal of wastewater; and
13. Maintain the physical separation and distinctiveness of Wallasey and Leasowe.

**9.3** Policy CS4 will principally be delivered through the policies for housing and town centres in Sections 20 and 21 and for development management set out in Section 26 of the Core Strategy.

Policy CS4 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a positive effect on social inclusion issues, maintaining existing centres and local services and supporting employment opportunities. Local distinctiveness will be maintained through the setting of priorities including landscape quality, the character of coastal resorts and facilities and access to the coast and countryside. Uncertainties arise, depending on how the policy is implemented, relating to sustainable drainage, water conservation and flooding, the promotion of biodiversity or habitat creation. Recommended mitigation measures are the application alongside other policies in the plan, especially CS34, CS35 and CS41
Social Inclusion	Very positive	
Sustainable Consumption	Positive	
Environmental Protection	Uncertain/ positive	
Natural Resources	Uncertain	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for low incomes and worklessness		

## Policy CS4 - Impact Matrix

**Delivery by:** Private sector through development management processes, with potential public programme support within areas of greatest need, local centres, employment priority areas and for green infrastructure and sustainable transport measures, subject to the availability of resources.

**Main Risks:** Without additional controls, development may cause harm to local character and to the environmental assets of the Area. Development in areas of greatest need may not be viable or attractive to developers and public resources may not be available to support projects in the public interest.

**Alternatives:** The main alternative would be to not include local priorities for Wallasey in the Core Strategy

**Monitoring Indicators:** CSM12 - Progress Against Bullet Points 1 to 13

**Evidence Base:** Spatial Portrait; Strategy for Inner Wirral

## 10 Settlement Area 2 - Commercial Core

**10.1** Settlement Area 2 is the traditional commercial heartland of Wirral, at the heart of the Liverpool City Region conurbation opposite Liverpool City Centre and has a substantial Victorian heritage based around the historic features of the dock estate; the original grid-iron street layout; Hamilton Square, the largest Grade 1 Listed Victorian Square outside London; and includes Birkenhead Priory, the oldest standing building in Merseyside. The Area is the focus for the majority of the Borough's radial transport systems including public transport and the strategic freight network and is one of the most accessible parts of the Borough, with strong links to Liverpool, Chester and the M53 Motorway.

**10.2** The Area provides approximately 16,000 or just under 20% of the Borough's employee jobs, is still the largest contributor to the Borough's economic output and currently handles over 14 million tonnes of port cargo each year. The Area between Tower Road and Wallasey Bridge Road now forms part of the nationally designated Mersey Waters Enterprise Zone. The economic revitalisation of this Area therefore continues to be a strategic priority for both Wirral and the wider sub-region. The Liverpool City Region Sustainable Energy Action Plan identifies the Area as a priority zone for district heating energy infrastructure.

### Vision Statement

By the end of the plan period, the Commercial Core will be in the process of being transformed. A major, mixed-use waterside neighbourhood will be emerging at East Float; a thriving maritime, renewable energy and engineering sector will be centred on Cammell Lairds, alongside ongoing investment in a sustainable port economy at Twelve Quays and West Float, the International Trade Centre and Birkenhead Town Centre will have an enhanced retail offer, with a strengthened commercial hinterland centred on the outstanding heritage value of Hamilton Square, the re-development of Woodside and an extension of the Town Centre towards Hind Street. The scale of new development will be being used to establish a network of strategic renewable energy infrastructure to contribute to the transition towards a low carbon economy. A framework of blue and green infrastructure and sustainable transport improvements will be being established to integrate with the surrounding Areas and protect and enhance the natural environment in proximity to the Commercial Core.

**10.3** The principal local priorities are set out in Policy CS5 below:

## **Policy CS5 - Priorities for the Commercial Core of Birkenhead**

The overall strategy to promote sustainable development in Settlement Area 2 will be to:

1. Establish a new city neighbourhood at East Float and around Birkenhead Town Centre, to secure major economic growth, jobs and training alongside investment in significant levels of new high quality housing and employment and the provision of supporting leisure, retail, community, health and education uses in line with Policy CS12;
2. Safeguard and enhance the vitality and viability of Birkenhead Town Centre as the Borough's principal focus for retail, office and town centre uses, including services for leisure, entertainment, culture, health and education and other uses of Borough-wide significance that attract large numbers of people;
3. Maintain and enhance specialist port-related employment and activities, alongside support for the manufacturing, logistics, maritime, offshore renewable energy and heavy engineering sectors, at Cammell Lairds, Twelve Quays and West Float, as part of a wider sub-regional SuperPort<sup>6</sup>;
4. Support implementation of the International Trade Centre at West Float;
5. Promote the physical enhancement and economic regeneration of the surrounding commercial hinterlands in Seacombe, Bidston, Birkenhead, Tranmere and Rock Ferry for small and medium scale industrial and commercial activities and services;
6. Support integration with East Float and access to employment and training from within the surrounding areas in Bidston, Birkenhead, Leasowe, Liscard, Rock Ferry, Seacombe and Tranmere;
7. Focus regeneration to preserve and enhance the character and appearance of the Conservation Area at Hamilton Square, to secure a long-term mixed-use commercial future for the designated Area; and the setting of other designated and un-designated heritage assets, including the listed buildings and ancient monument at Birkenhead Priory;
8. Use the scale of new development within the Area to significantly reduce the amount of vacant and under-used previously developed land and support the delivery of strategic renewable energy infrastructure including district heating;
9. Establish a transport strategy to monitor and manage traffic flows to maximise highway efficiency and promote sustainable transport throughout the Area; manage the impact of transport noise; and address air quality issues at Tranmere;
10. Maintain strong transport links and freight connections from the industrial areas and docklands to the M53 Motorway and promote the greater use of rail and water for freight movements to further support national and international trade;

11. Strengthen the provision of public transport to serve the new city neighbourhood and the provision of signed cycle routes within the Area; to link East Float to Leasowe and Wallasey, improve cycle access to Birkenhead and provide safe cycle links across the docks and to National Cycle Route 56;
12. Establish a linked framework of green and blue infrastructure throughout the Area; including a new public realm within the dockland waterways at East Float; with enhanced access to Hamilton Square Conservation Area, Bidston Moss and open space in adjoining Areas; and along the coast between Seacombe Promenade, Twelve Quays, Woodside and Tranmere, with open views of the Liverpool waterfront; and
13. Address the need for flood resilient design; reduce tidal, river and other flood risks; local limitations in the supply of water, particularly around the docks; and the provision of additional facilities for the treatment and disposal of wastewater.

**10.4** Policy CS5 will principally be delivered through Policy CS12; policies for employment growth in Section 19; and the policies for development management set out in Section 26 of the Core Strategy.

Policy CS5 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b>
Social Inclusion	Very positive	The policy will have a strong positive effect on social inclusion issues, sustaining employment, maintaining existing centres and access to local services, whilst reducing the need to travel. It promotes biodiversity and the creation of new habitats, but there are uncertain effects depending on how the policy is implemented, relating to sustainable drainage, water conservation and flooding. The effect will depend on the location and form of development. Recommended mitigation measures are the application of other policies in the plan with particular reference to development management and design policies, and policies CS33, CS34, CS35, CS40 and CS41.
Sustainable Consumption	Very positive	
Environmental Protection	Positive/ uncertain	
Natural Resources	Uncertain	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for disability, low incomes and worklessness		
<b>Delivery by:</b> Private sector through development management processes, with potential public programme support within areas of greatest need, local centres, employment priority areas and for green infrastructure and sustainable transport measures, subject to the availability of resources		
<b>Main Risks:</b> Without additional controls, development may cause harm to local character and to the environmental assets of the Area. Development in areas of greatest need may not be viable or attractive to developers and public resources may not be available to support projects in the public interest		
<b>Alternatives:</b> The main alternative would be to not include local priorities for the Commercial Core in the Core Strategy		
<b>Monitoring Indicators:</b> CSM12 - Progress Against Bullet Points 1 to 13		
<b>Evidence Base:</b> Spatial Portrait, Employment Land and Premises Study, Wirral Waters Strategic Regeneration Framework, Birkenhead Integrated Regeneration Study, Wirral Town Centres, Retail and Commercial Leisure Study Liverpool City Region Overview Study; Liverpool City Region Renewable Energy Study; Strategy for inner Wirral		

## 11 Settlement Area 3 - Suburban Birkenhead

**11.1** Settlement Area 3 is a largely densely-developed commuter settlement, at the heart of the wider Liverpool City Region conurbation, with strong transport links to central Birkenhead, Liverpool and the M53 Motorway.

**11.2** The Area contains a substantial Victorian and Edwardian heritage, with examples of early merchant estates and settlements along the Noctorum Ridge, characterised by larger homes in wooded grounds interspersed with natural and semi-natural open space. The Area also contains Birkenhead Park, the first publicly funded municipal park in Britain, which has recently been subject to a multi-million restoration programme and enhanced management regime.

### Vision Statement

By the end of the plan period, suburban Birkenhead will continue to serve as a major commuter settlement, with a revived and restructured housing market, with strong links to the new city neighbourhood at East Float and to other strategic employment opportunities in Birkenhead, Bromborough and Liverpool. Major strengths in built heritage and green infrastructure will have been preserved and enhanced.

**11.3** Local priorities are set out in Policy CS6 below:

### Policy CS6 - Priorities for Suburban Birkenhead

The overall strategy to promote sustainable development in Settlement Area 3 will be to:

1. Maintain and provide attractive residential areas with good access to Birkenhead, Liverpool and the M53 Motorway;
2. Support market renewal to reduce the number of vacant properties and previously developed sites in Birkenhead, Tranmere and Rock Ferry and focus additional local improvements to tackle worklessness and low incomes in areas of greatest need<sup>6</sup> in Beechwood, Bidston, Claughton, Noctorum, Oxton and Prenton;
3. Support integration with the new city neighbourhood at East Float, while maintaining a clear interface between the residential suburbs and the commercial areas to the north and east in Settlement Area 2;
4. Safeguard and enhance the vitality and viability of Prenton (Woodchurch Road) as the main focus for district-level shops, offices, services and community facilities;

5. Safeguard and enhance the vitality and viability of the local centres at Cloughton, Laird Street, Oxton Village, Borough Road (Prenton Park), Tranmere Urban Village and Dacre Hill, as the focus for neighbourhood level shops, services and community facilities to serve everyday needs;
6. Maintain North Cheshire Trading Estate for small and medium scale industrial and commercial activities to provide additional local employment;
7. Preserve and enhance the character and appearance of the Conservation Areas and Historic Parks and Gardens at Bidston Village; Birkenhead Park; Flaybrick Cemetery; Oxton Village; Clifton Park; Rock Park and Mountwood and the setting of other designated and un-designated heritage assets;
8. Maintain and enhance the quality and character of the other older residential areas, particularly along the Noctorum Ridge, including the landscape character of Bidston Hill and the Wirral Ladies Golf Course;
9. Maintain and enhance the national and international importance of the intertidal foreshore at Rock Park;
10. Maintain and improve open space, to strengthen the provision of green infrastructure; increase the amount of recreational open space and the number and quality of outdoor sports facilities including sports pitches; and natural and semi-natural greenspace with biodiversity value;
11. Reduce flood risk along the coast at Rock Park, along the Fender Valley and from surface water and address any local limitations on the supply of water, which may need to be upgraded after the first five years; and/or disposal of wastewater;
12. Monitor and manage traffic flows to maximise highway efficiency; promote sustainable transport; signed cycle routes including links to National Cycle Route 56; and manage the impact of traffic noise along the A552 Woodchurch Road;
13. Support greater use of the Bidston-Wrexham 'Borderlands' railway line; and
14. Maintain the physical separation from the Mid-Wirral settlements of Moreton, Upton and Woodchurch.

**11.4** Policy CS6 will principally be delivered through the policies for housing and town centres in Sections 20 to 21 and for development management set out in Section 26 of the Core Strategy.

Policy CS6 - Impact Matrix		
Sustainability Objective:	Score:	Sustainability Appraisal Summary:
Social Inclusion	Very positive	The policy will have a positive effect on social inclusion, particularly multiple deprivation, through supporting housing market renewal and tackling worklessness and low incomes in the areas of greatest need, health, enhancing economic performance and ensuring access to a range of employment opportunities and maintaining local distinctiveness. There are uncertain effects relating to biodiversity, pollution, traffic intrusion, previously developed land and flooding, depending on how the policy is implemented. Recommended mitigation measures are the
Sustainable Consumption	Positive	
Environmental Protection	Uncertain/ positive	
Natural Resources	No effect/ uncertain	
Quality of Life	Positive	

Policy CS6 - Impact Matrix	
	application of other policies in the plan, with particular reference to development management policies and policies CS30, CS32 to CS36, CS40 and CS41.
<b>Habitat Regulations Assessment:</b> text	
<b>Equalities Impacts:</b> Positive for disability, low incomes and worklessness	
<b>Delivery by:</b> Private sector through development management processes, with potential public programme support within areas of greatest need, local centres, employment priority areas and for green infrastructure and sustainable transport measures, subject to the availability of resources	
<b>Main Risks:</b> Without additional controls, development may cause harm to local character and to the environmental assets of the Area. Development in areas of greatest need may not be viable or attractive to developers and public resources may not be available to support projects in the public interest	
<b>Alternatives:</b> The main alternative would be to not include local priorities for Suburban Birkenhead in the Core Strategy	
<b>Monitoring Indicators:</b> CSM12 - Progress Against Bullet Points 1 to 14	
<b>Evidence Base:</b> Spatial Portrait; Birkenhead Integrated Regeneration Study; Strategy for Inner Wirral	

## 12 Settlement Area 4 - Bromborough and Eastham

**12.1** Settlement Area 4 includes the commuter settlements of Bebington, Bromborough and Eastham, with strong links to Liverpool, Birkenhead, Ellesmere Port, Chester and the M53 Motorway and provides the largest concentration of major employment opportunities outside Birkenhead. Wirral International Business Park, the Unilever Complex at Port Sunlight and the Manchester Ship Canal are regionally significant facilities and the Area also provides a number of recreation facilities of Borough-wide importance.

**12.2** The early workers' settlements at Port Sunlight, including the Lady Lever Art Gallery, which is an outstanding example of a nationally significant planned settlement; and at Bromborough Pool; and the older settlements at Eastham Village and Bromborough Village are designated as Conservation Areas. The whole of the coastline is of national and/or international importance for nature conservation.

### Vision Statement

By the end of the plan period, Bebington, Bromborough and Eastham will continue to provide key employment and residential areas for Wirral and the sub-region, linked by high quality sustainable transport. The potential of the coast and other green infrastructure as accessible and rich environmental assets will be being realised, subject to their capacity to accommodate additional visitors. The diverse range of built heritage assets will be a focus for leisure and tourism and for prosperous sustainable communities.

**12.3** Local priorities are set out in Policy CS7 below:

## **Policy CS7 - Priorities for Bebington, Bromborough and Eastham**

The overall strategy to promote sustainable development in Settlement Area 4 will be to:

1. Maintain and provide attractive residential areas with good access to Birkenhead, Liverpool, Ellesmere Port, Chester and the M53 Motorway;
2. Maximise the economic contribution of Wirral International Business Park at Bromborough and the Unilever Complex at Port Sunlight for large and medium scale business, manufacturing, digital, bio-medical, advanced technology, research and development and storage and distribution; and the dock estate and Manchester Ship Canal at Eastham as a low carbon inland transport corridor, for port-related storage, processing and distribution uses, waterborne freight and rail transport;
3. Safeguard and enhance the vitality and viability of Bromborough Village as the main focus for district-level shops, offices, services and community facilities;
4. Safeguard and enhance the the vitality and viability of the local centres at New Ferry, Lower Bebington and Eastham (Mill Park Drive) for neighbourhood level shops, services and community facilities to serve everyday needs;
5. Focus local improvements and tackle worklessness and low incomes within the residential estates at New Ferry, Mill Park and Bromborough Rake;
6. Preserve and enhance the character and appearance of the Conservation Areas at Port Sunlight, Bromborough Pool, Bromborough Village and Eastham Village and the setting of other designated and un-designated heritage assets, including the need to safeguard against the gradual erosion of the outstanding quality of the character and setting of Port Sunlight Conservation Area;
7. Protect the provision of high quality open space and playing fields; and facilities that can provide for needs from within adjoining Areas; while addressing the need for additional facilities for children and young people
8. Maintain and enhance the national and international importance of the intertidal foreshores and the wooded, natural and semi-natural character and biodiversity value of the western and southern fringes of the Settlement Area
9. Secure improved pedestrian and cycle access from the residential and industrial areas, to the north and to and along the Mersey coastline, subject to the impact on coastal nature conservation;
10. Reduce the risk of flooding associated with the Mersey coast, Bromborough Pool, the Dibbinsdale Brook and its tributaries, and surface water; and from coastal erosion at New Ferry;
11. Address local limitations in the supply of water to Spital, Port Sunlight and Bromborough Pool and/or the disposal of wastewater and the provision of additional facilities for the treatment and disposal of wastewater at the Bromborough Waste Water Treatment Works;

- 12. Monitor and manage traffic flows to maximise highway efficiency along the A41 and on routes to the M53 Motorway; promote sustainable transport; manage the impact of transport noise along the A41; address the impact of HGVs on Eastham Village; and address air quality issues at Eastham;
- 13. Take account of the flight paths associated with Liverpool John Lennon Airport; and
- 14. Maintain the physical separation and local distinctiveness of Eastham Village and Storeton; and the physical separation with the urban areas in Ellesmere Port.

**12.4** Policy CS7 will principally be delivered through the policies for employment, housing and town centres in Sections 19 to 21 and the policies for development management set out in Section 26 of the Core Strategy.

Policy CS7 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will
Social Inclusion	Positive	have a positive effect on social inclusion issues,
Sustainable Consumption	Positive	enhancing the health of communities and accessibility
Environmental Protection	Uncertain/ positive	to local jobs and services, maintaining existing town
Natural Resources	No effect/ uncertain	centres and facilities for leisure and recreation. It
Quality of Life	Positive	supports business growth and sets priorities for
		maintaining local distinctiveness, but there are
		uncertain effects in relation to biodiversity, pollution,
		traffic intrusion, sustainable drainage and flooding,
		depending on how the policy is implemented.
		Recommended mitigation measures are the
		application of other policies in the plan, with particular
		reference to development management policies and
		policies CS22, CS30, CS32 to CS36, CS40 and
		CS41.
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for age, disability, low incomes and worklessness		
<b>Delivery by:</b> Private sector through development management processes, with potential public programme support within areas of greatest need, local centres, employment priority areas and for green infrastructure and sustainable transport measures, subject to the availability of resources		
<b>Main Risks:</b> Without additional controls, development may cause harm to local character and to the environmental assets of the Area. Development in areas of greatest need may not be viable or attractive to developers, public resources may not be available to support projects in the public interest and employment opportunities may be undermined by pressure for other uses		
<b>Alternatives:</b> The main alternative would be to not include local priorities for Bromborough and Eastham in the Core Strategy		
<b>Monitoring Indicators:</b> CSM12 - Progress Against Bullet Points 1 to 14.		
<b>Evidence Base:</b> Spatial Portrait; Wirral Employment Land and Premises Study		

## 13 Settlement Area 5 - Mid-Wirral

**13.1** Settlement Area 5, comprises the suburban commuter settlements of Leasowe, Moreton, Upton, Greasby and Woodchurch, to the immediate west of the M53 Motorway, with access to major open spaces associated with North Wirral Coastal Park, Arrowe Park, Royden Park and the Arrowe Brook.

### Vision Statement

By the end of the plan period, the Mid-Wirral settlements will continue to serve as highly accessible residential areas, with a diverse housing offer supported by an enhanced network of green infrastructure and sustainable transport links. The Area will continue to provide significant employment opportunities supported by key service centres at Moreton and Upton.

**13.2** Local priorities are set out in Policy CS8 below:

### Policy CS8 - Priorities for Leasowe, Moreton, Upton, Greasby and Woodchurch

The overall strategy to promote sustainable development in Settlement Area 5 will be to:

1. Maintain and provide attractive residential areas with good access to Birkenhead, Liverpool and the M53 Motorway;
2. Maximise the economic contribution of the industrial complexes at Leasowe, Moreton and Upton for food, bio-medical, research and development, advanced manufacturing and small and medium scale business activities, to maintain accessible local employment opportunities;
3. Safeguard and enhance the vitality and viability of Moreton Town Centre as the main convenience and comparison retail, office and service centre for the Area;
4. Safeguard and enhance the vitality and viability of the local centres at Upton and Greasby, as the focus for neighbourhood level shops, services and community facilities to serve everyday needs;
5. Focus local improvements in areas of greatest need in Leasowe, Moreton, Upton and Woodchurch to tackle worklessness and low incomes;
6. Maintain and enhance public access for pedestrians and cyclists to and along the river corridors associated with the Birket, Fender and Arrowe Brook; the woodland setting of Upton; and access to North Wirral Coastal Park subject to Policy CS11;

7. Increase the local provision of allotments and natural and semi-natural greenspace to increase local biodiversity; improve the unfavourable condition of Meols Meadows SSSI; and protect facilities that can provide for needs from within adjoining Areas;
8. Reduce tidal, river and other flood risks associated with the low-lying north Wirral coastal plain; the Birket and Fender valleys; Arrowe Brook; Greasby Brook; and surface water; and maintain existing flood defences;
9. Maintain and enhance the national and international nature conservation value of the intertidal foreshores to the north of the Area and their supporting habitats;
10. Address any local limitations on water supply and/or the disposal of wastewater and take account of the capacity of the North Wirral Wastewater Treatment Works;
11. Monitor and manage traffic flows to maximise highway efficiency on routes to and through Moreton Town Centre, along Saughall Massie Road and at Arrowe Park; promote sustainable transport; signed cycle routes including links to National Cycle Route 56; address traffic noise at Moreton and along the M53 Motorway; and the impact of traffic on the level crossing at Leasowe Station; and
12. Maintain the physical separation between Leasowe and Wallasey; Moreton, Upton and Woodchurch and Birkenhead; Moreton and Hoylake; and the distinctiveness of the remaining rural villages at Frankby, Saughall Massie and Landican.

**13.3** Policy CS8 will principally be delivered through the policies for the policies for employment, housing and town centres in Sections 19 to 21 and for development management set out in Section 26 of the Core Strategy.

Policy CS8 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a positive effect on social inclusion issues, maintaining access to local jobs and services, protecting existing centres and enhancing public access to and along river corridors to promote healthy lifestyles. It supports business growth, but there are uncertain effects in relation to biodiversity, pollution, traffic intrusion and flooding, depending on how the policy is implemented. Recommended mitigation measures are the application of other policies in the plan, with particular reference to development management policies and policies CS30, CS32 to CS36, CS40 and CS41.
Social Inclusion	Positive	
Sustainable Consumption	Positive	
Environmental Protection	Uncertain/ no effect	
Natural Resources	No effect/ uncertain	
Quality of Life	No effect/ positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for disability, low incomes and worklessness		
<b>Delivery by:</b> Private sector through development management processes, with potential public programme support within areas of greatest need, local centres, employment priority areas and for green infrastructure and sustainable transport measures, subject to the availability of resources		

## Policy CS8 - Impact Matrix

<p><b>Main Risks:</b> Without additional controls, development may cause harm to local character and to the environmental assets of the Area. Development in areas of greatest need may not be viable or attractive to developers, public resources may not be available to support projects in the public interest and employment opportunities may be undermined by pressure for other uses</p> <p><b>Alternatives:</b> The main alternative would be to not include local priorities for the Mid-Wirral settlements in the Core Strategy</p> <p><b>Monitoring Indicators:</b> CSM12 - Progress Against Bullet Points 1 to 12</p> <p><b>Evidence Base:</b> Spatial Portrait; Wirral Employment Land and Premises Study</p>
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## 14 Settlement Area 6 - Hoylake and West Kirby

**14.1** Settlement Area 6 includes the commuter settlements of Hoylake, Meols, West Kirby, Newton and Caldy, with strong transport links to Birkenhead, Liverpool and Chester. Distinctive areas of large detached dwellings at Kings Gap, Meols Drive and Caldy; and the nucleus of the old medieval village at West Kirby, are designated as Conservation Areas.

**14.2** Hoylake and West Kirby also function as coastal resorts of sub-regional significance, with provision for formal and informal recreation including golf, watersports and sand yachting. The whole of the coastline is subject to national and international designations for nature conservation and the low-lying land to the south and east of Hoylake also provides a high tide roost for wintering birds.

### Vision Statement

By the end of the plan period, the distinct character, historic value and natural environment associated with the coastal settlements of Hoylake and West Kirby will have been sustained and enhanced, supported by high quality facilities for leisure, recreation and tourism including rejuvenated promenades and improvements to the key service centres at Hoylake and West Kirby.

**14.3** Local priorities are set out in Policy CS9 below:

### Policy CS9 - Priorities for Hoylake and West Kirby

The overall strategy to promote sustainable development in Settlement Area 6 will be to:

1. Maintain and provide attractive residential areas with good access to Birkenhead, Liverpool and Chester;
2. Safeguard and enhance the vitality and viability of West Kirby as the main convenience and comparison retail, office and service centre for the Area;
3. Safeguard and enhance the vitality and viability of Hoylake as the focus for district-level shops, offices, services and community facilities;

4. Maintain Carr Lane Industrial Estate for small and medium scale industrial and commercial activities to provide additional local employment;
5. Maintain and enhance facilities for visitors, including provision for leisure, tourism, golf, coastal recreation and water sports and the open spaces associated with the coastal promenades and North Wirral Coastal Park, while maintaining and enhancing the national and international nature conservation value of the intertidal foreshores and their supporting habitats, the Hilbre Islands and the Victorian and Edwardian heritage of the coastal resorts;
6. Tackle worklessness and low incomes at Greenbank Road, West Kirby;
7. Preserve and enhance the character and appearance of the Conservation Areas at Hoylake, Caldy and West Kirby and the setting of other designated and un-designated heritage assets; the woodland setting of Caldy and Newton; the visual and biodiversity importance of the natural open coastline; and open (including hilltop) views across the Dee Estuary to North Wales;
8. Reduce tidal, river and other flood risks associated with the coastal waterfronts, the low-lying north Wirral coastal plain and surface water;
9. Monitor and manage traffic flows to maximise highway efficiency on routes to Hoylake and West Kirby; promote sustainable transport; and address the impact of pedestrian and vehicular traffic on the rail crossings at Carr Lane and between Meols and Hoylake;
10. Improve cycle links between West Kirby and Greasby and between West Kirby and Meols to Three Lanes End;
11. Address any local limitations on the supply and disposal of waste and surface water and take account of the capacity of the North Wirral Wastewater Treatment Works; and
12. Maintain the physical separation between Newton and Greasby; Meols and Moreton; and the distinctiveness of Frankby Village, Hoylake and West Kirby.

**14.4** Policy CS9 will principally be delivered through the policies for housing and town centres in Sections 20 and 21 and for development management set out in Section 26 of the Core Strategy.

Policy CS9 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a positive effect on social inclusion issues, enhancing the health of communities and accessibility to local jobs and services, protecting existing town centres and key locations for industrial and commercial activities and maintaining facilities for leisure and recreation. It supports business growth and sets priorities for maintaining local distinctiveness, heritage biodiversity. Recommended mitigation measures are the application of other policies in the plan, with particular reference to development management policies and policy CS22.
Social Inclusion	Positive	
Sustainable Consumption	Positive	
Environmental Protection	Positive	
Natural Resources	No effect/ positive	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for disability, low incomes and worklessness		

## Policy CS9 - Impact Matrix

<b>Delivery by:</b> Private sector through development management processes, with potential public programme support in tourism priority areas and for sustainable transport measures, subject to the availability of resources
<b>Main Risks:</b> Without additional controls, development may cause harm to local character and to the environmental assets of the Area. Public resources may not be available to support projects in the public interest
<b>Alternatives:</b> The main alternative would be to not include local priorities for Hoylake and West Kirby in the Core Strategy
<b>Monitoring Indicators:</b> CSM12 - Progress Against Bullet Points 1 to 12
<b>Evidence Base:</b> Spatial Portrait; Hoylake and West Kirby Master Plan

## 15 Settlement Area 7 - Heswall

**15.1** Settlement Area 7 comprises the commuter settlements of Irby, Thingwall, Pensby, Heswall and Gayton. Areas that pre-dated the suburban expansion of Heswall, including the Lower Village and the small township based around the manorial estate of Gayton Hall, are designated as Conservation Areas and parts of the Area are subject to density and design guidelines, to preserve the character of large family houses set in extensive, well-treed grounds.

### Vision Statement

By the end of the plan period, Irby, Thingwall, Pensby, Heswall and Gayton will continue to provide a high quality residential area, with Heswall town centre as the main focus for retail and service uses. Heritage and green infrastructure assets will have been maintained and enhanced, supported by improved provision for sustainable transport.

**15.2** Local priorities are set out in Policy CS10 below:

### Policy CS10 - Priorities for Irby, Thingwall, Pensby, Heswall and Gayton

The overall strategy to promote sustainable development in Settlement Area 7 will be to:

1. Maintain and provide attractive residential areas with good access to Birkenhead, Liverpool, Chester and North Wales;
2. Safeguard and enhance the vitality and viability of Heswall as the main convenience and comparison retail, office and service centre for the Area;
3. Safeguard and enhance the vitality and viability of Irby Village as the focus for neighbourhood level shops, services and community facilities to serve everyday needs;

4. Preserve and enhance the character and appearance of the Conservation Areas at Heswall Lower Village and Gayton and the setting of other designated and un-designated heritage assets;
5. Maintain and enhance access to the coast and to the major natural and semi-natural open spaces at Heswall Dales, Thurstaston Common, Arrowe Country Park and Wirral Way, while maintaining and enhancing the national and international importance of the foreshore and their value for landscape, biodiversity and earth science;
6. Increase the provision of allotments and facilities for children and young people and outdoor sports, including playing fields, to meet local needs;
7. Reduce the risk of flooding from the Arrowe Brook in Irby and surface water and address local limitations on the disposal of wastewater;
8. Monitor and manage traffic flows to promote sustainable transport; and maximise highway efficiency on routes through Heswall Town Centre and towards Birkenhead and the M53 Motorway;
9. Support greater use of the Bidston-Wrexham 'Borderlands' railway line; and
10. Maintain the physical separation and local distinctiveness of Irby, Barnston, Thurstaston and Landican.

**15.3** Policy CS10 will principally be delivered through the policies for housing and town centres in Sections 20 and 21 and for development management set out in Section 26 of the Core Strategy.

Policy CS10 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a positive effect on healthy lifestyles, through the provision of outdoor sports and recreation maintaining and enhancing access to the coast and to major natural and semi-natural open spaces. It sets priorities for maintaining local distinctiveness, heritage biodiversity, but there are uncertain effects in relation to flooding, depending on how the policy is implemented. Recommended mitigation measures are the application of other policies in the plan, with particular reference to development management policies and policies CS22, CS34 and CS35.
Social Inclusion	Positive/ no effect	
Sustainable Consumption	No effect/ positive	
Environmental Protection	No effect/ positive	
Natural Resources	No effect	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for age, disability, low incomes and worklessness		
<b>Delivery by:</b> Private sector through development management processes, with potential public programme support for sustainable transport measures, subject to the availability of resources		
<b>Main Risks:</b> Without additional controls, development may cause harm to local character and to the environmental assets of the Area. Public resources may not be available to support projects in the public interest		
<b>Alternatives:</b> The main alternative would be to not include local priorities for Heswall in the Core Strategy		
<b>Monitoring Indicators:</b> CSM12 - Progress Against Bullet Points 1 to 10		
<b>Evidence Base:</b> Spatial Portrait		

## 16 Settlement Area 8 - Rural Areas

**16.1** The countryside and coast play a dominant part in the Borough's character and attractiveness. The Area is rich in heritage, biodiversity and landscape character, alongside extensive provision for public and private recreation including large scale country parks, local nature reserves, golf courses, playing fields and public rights of way, providing for urban as well as rural needs, including a large number of facilities of Borough-wide significance.

**16.2** The whole of the undeveloped coastline is subject to national and international designations for nature conservation and all the main rural settlements, with the exception of Brimstage, Raby and Storeton, are Conservation Areas. Recognising the intrinsic character and beauty of the countryside and supporting thriving rural communities within it, is a core planning principle in national policy.

### Vision Statement

By the end of the plan period, the distinctive landscape character, heritage value and environmental quality of the rural areas and villages will have been maintained and enhanced, supported by predominantly open land uses including agriculture, local food production and unobtrusive facilities for employment, tourism and countryside recreation.

**16.3** Local priorities are set out in Policy CS11 below:

### Policy CS11 - Priorities for the Rural Areas

The overall strategy to promote sustainable development in Settlement Area 8 will be to:

1. Preserve and enhance the openness and rural character of the Area and the separation and distinctiveness of the urban and rural settlements;
2. Safeguard the beneficial and productive use of best and most versatile agricultural land for food production subject to the impact on landscape, heritage and biodiversity;
3. Maintain the social and economic contribution of existing key facilities such as hospitals, schools, village shops and public houses, including the potential for new employment in medical services and bio-sciences including research,

education and manufacturing, support for families and carers and other uses which support health care at Clatterbridge Hospital;

4. Preserve and enhance the character and appearance of the Conservation Areas at Barnston, Eastham Village, Frankby, Gayton, Saughall Massie, Thornton Hough and Thurstaston; the setting of other designated and un-designated heritage assets; and the rural character of the smaller settlements at Brimstage, Raby and Storeton;

5. Conserve, enhance and restore the natural beauty, visual amenity and landscape character of the Area in line with the findings of the Wirral Landscape Character Assessment and Cheshire Historic Landscape Characterisation Study;

6. Maintain and enhance the natural and semi-natural character of the undeveloped coastline; the national and international importance of the inter-tidal foreshores and their supporting habitats; and the biodiversity value of local nature reserves, dune systems, lowland heath, woodlands, hedgerows, river corridors, ponds, wetland and farmland habitats, including any linkages with the surrounding urban areas;

7. Support improved woodland management, woodland creation and, where feasible, the production of biomass to support the production of renewable energy;

8. Minimise the visual and operational impact of essential infrastructure on local character, landscape and biodiversity;

9. Maintain and enhance access from the adjoining Settlement Areas to the major open spaces and country parks at Arrowe Country Park, Dibbinsdale Local Nature Reserve, Eastham Country Park, North Wirral Coastal Park, Royden Park, Thurstaston Common and Wirral Country Park for leisure, recreation and tourism subject to the impact on landscape, heritage and biodiversity;

10. Monitor and manage traffic flows to promote sustainable transport; signed cycle routes including links to National Cycle Route 56; maximise highway efficiency on routes to Birkenhead and the M53 Motorway, at Arrowe Park, Barnston Village and Clatterbridge; and minimise the impact on the natural environment;

11. Support greater use of the Bidston-Wrexham 'Borderlands' railway line including provision for park and ride at Bidston;

12. Address the impact of pedestrian and vehicular traffic on the rail crossings between Moreton and Meols and at Storeton;

13. Reduce tidal, river and other flood risks associated with river corridors and the low-lying North Wirral coastal plain; and

14. Address any local limitations on the supply of water and/or the disposal of wastewater; and the provision of additional facilities for the treatment and disposal of wastewater at the North Wirral Wastewater Treatment Works.

**16.4** Policy CS11 will principally be delivered through Policy CS3 in Section 6 and policies for development management set out in Section 26 of the Core Strategy.

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Policy CS11 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a positive effect on social inclusion issues, enhancing the health of communities and accessibility to local jobs and services, protecting existing town centres and supporting the provision of new employment in medical services and bio-sciences. It sets priorities for local distinctiveness, heritage and biodiversity and supports the production of biomass for the production of renewable energy and seeks to reduce flood risk. Recommended mitigation measures are the application of other policies in the plan, with particular reference to development management policies and policy CS22.
Social Inclusion	Positive/ no effect	
Sustainable Consumption	Positive	
Environmental Protection	No effect/ positive	
Natural Resources	Positive	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for age, disability, low incomes and worklessness		
<b>Delivery by:</b> Private sector with potential public programme support for green infrastructure and sustainable transport measures, subject to the availability of resources		
<b>Main Risks:</b> Without additional controls, development may cause harm to local character and to the environmental assets of the Area. Public resources may not be available to support projects in the public interest. Employment opportunities may be affected by the relocation of public services and pressure for other uses		
<b>Alternatives:</b> The main alternative would be to not include local priorities for the Rural Areas in the Core Strategy		
<b>Monitoring Indicators:</b> CSM12 - Progress Against Bullet Points 1 to 14		
<b>Evidence Base:</b> Spatial Portrait; Wirral Landscape Character Assessment		

## 17 Strategic Policies

**17.1** The following Strategic Policies will also be applied to support the delivery of the Broad Spatial Strategy (Policy CS2) and the local priorities set out in Policies CS4 to CS11:

## 18 New City Neighbourhood

### Policy CS12 - Wirral Waters

The Council will support the delivery of large-scale, high-density, mixed-use, commercial-led development within the Birkenhead Dock Estate at East Float, West Float and Bidston Dock, to support the economic growth and regeneration of the wider sub-region.

Development at East Float will provide for the following overall amount of mixed-use development:

- up to 15,200 dwellings
- up to 429,800 square metres for offices including research and development, subject to measures to reduce the impact on Liverpool City Centre
- up to 102,500 square metres for cultural, leisure, amenity and hotel uses and up to 66,900 square metres for retail uses, subject to the delivery of additional homes and jobs to prevent harm to existing centres

Development at West Float will primarily provide for industrial, employment and port-related activities, including the delivery of an International Trade Centre of up to 228,300 square metres and other associated supporting facilities.

Development at Bidston Dock will provide for complimentary development that will further support the economic revitalisation of the area, without causing harm to existing centres or facilities.

The precise timetable for delivery is yet to be determined but is expected to extend beyond the period of this Core Strategy.

Detailed planning applications for each element of proposed development at East Float, West Float and Bidston Dock will be required to:

1. amend and/or update the wider master plan for the area;
2. where relevant, contribute to the provision of affordable housing in line with Policy CS22;
3. Develop, update and implement a green infrastructure strategy for the area and secure appropriate provision within and around the site;
4. Develop, update and implement a strategy to address flood risk, wastewater network and water supply constraints and secure measures to minimise water demand;

5. incorporate low carbon initiatives to minimise energy demand and maximise the use of low carbon and/or renewable energy;
6. identify and secure appropriate facilities for waste management including waste minimisation and recycling, to serve the development proposed;
7. Develop, update and implement the public transport and access strategy for the area and include measures that will ensure full integration with the surrounding areas, including the historic grid-iron street layout and Hamilton Square Conservation Area;
8. ensure that the impact of any tall buildings will not cause harm to the setting or views from Hamilton Square Conservation Area;
9. address the need to secure appropriate access to social infrastructure for health, education and recreation and enhanced employment and training opportunities for existing local residents;
10. amend and update the cumulative transport assessment for existing and proposed development within the area;
11. update the environmental information baseline to enable the Council to complete an updated Habitats Regulations Assessment Report;
12. monitor and maintain the structural condition of the dock walls and lock gates;
13. meet the requirements of Policy CS42.

**18.1** Wirral Waters is a long-term, jobs-driven private sector-led regeneration project to transform the older urban areas around Birkenhead Town Centre, including up to 50 hectares of derelict and vacant dockland at East Float, West Float and Bidston Dock. The proposals form part of a wider vision for future growth at the core of the City Region, linked to the approval of similar proposals in north Liverpool, to help transform the heart of the conurbation and make a major contribution to re-balancing the UK economy in line with Government priorities.

**18.2** The rejuvenation of surplus dockland in Birkenhead to provide a substantial range of jobs and homes is a major objective of the Sustainable Community Strategy "Wirral 2025". The area was submitted and approved as a national Growth Point in 2008. Prior to the abolition of the Regional Development Agency, a Strategic Regional Site had been identified and a substantial part of the area at East Float and West Float now forms part of the nationally designated cross-river Mersey Waters Enterprise Zone.

**18.3** A Strategic Regeneration Framework prepared by the developer initially set out the potential capacity of the area to accept transformational growth and the Birkenhead Integrated Regeneration Study has examined how this could be achieved alongside the delivery of priorities within the wider area with links to Birkenhead Town Centre, Woodside and the surrounding communities of north Birkenhead and south Seacombe, as "partnership neighbourhoods". The proposals have been widely supported by the local community.

**18.4** The heart of the project is focused on the delivery of a large-scale mixed-use new city neighbourhood at East Float, which is expected to act as the catalyst for further changes which will take in the re-development of Woodside, the rejuvenation of Birkenhead Town Centre and the surrounding industrial hinterlands and support physical and infrastructure improvements within the surrounding communities. The scheme could ultimately lead to the delivery of up to £4.5 billion of private sector investment over the next 40 years including up to 21,000 jobs. Up to 7,340 dwellings could be delivered by 2028, increasing the local population by up to 16,600 people, of which approximately 70 percent are expected to be new migrants to the City Region.

**18.5** The principle and scale of development has already been established by the approval of planning permissions for residential development at Dock Road, Seacombe (Northbank East); a hotel and restaurant at Tower Quay, Tower Road; and a large-scale, mixed-use development on the remaining waterside areas between Duke Street and Tower Road (East Float); complemented by a major International Trade Centre at Beaufort Road (West Float). Delivery will ultimately depend on market dynamics but work to prepare for the construction of the International Trade Centre has already begun.

**18.6** The impact of the proposals at East Float has already been carefully considered by the relevant statutory agencies, neighbouring authorities and infrastructure providers, including referral to the Secretary of State, and has been subject to a full set of appraisals and assessments including a Transport Statement, Environmental Statement and a project-specific Habitats Regulations Assessment. Further development will require additional justification and any subsequent proposals at Bidston Dock and/or West Float will need to be considered against the wider framework of this Core Strategy and national policy requirements.

**18.7** The proposals will require a package of wider improvements to provide supporting infrastructure, such as improvements to Duke Street Bridge, the railway stations at Birkenhead North and Birkenhead Park and the reservation of a new public transport corridor along the route of Beaufort Road, linking East Float with rail and ferry services, Birkenhead Town Centre and recreational facilities. The main requirements, which are included in the planning conditions and legal agreements associated with the consents already issued, are therefore re-summarised in Policy CS12, for the avoidance of doubt.

**18.8** The scale of the development proposed at East Float and within the surrounding area presents a major opportunity to make a strategic contribution to the transition to a low carbon economy, through the provision of sustainable energy infrastructure which could include district heating and Policy CS12 therefore requires for this to be considered as part of any new or reserved matters applications, in line with the findings of the Liverpool City Region Sustainable Energy Action Plan.

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

**18.9** Policy CS12 will primarily be delivered by the private sector through existing consents and permissions and the policies for development management set out in Section 26 of the Core Strategy and will contribute to the delivery of requirements for employment, housing, retailing and green infrastructure in Sections 19 to 22.

Policy CS12 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a positive effect on social inclusion, particularly multiple deprivation through increased employment opportunities, improved economic prosperity and standards of health and wellbeing. There will also be a positive effect on the protection of the environment, by reducing pressure on sites of ecological importance elsewhere, securing environmental enhancements and remediating areas of potentially contaminated industrial land. There are uncertain effects relating to retailing, town centres, heritage, flooding, culture and sport, depending on how the policy is implemented. Recommended mitigation measures are the application of other policies in the plan, with particular reference to development management policies and reserved matters applications.
Social Inclusion	Very positive	
Sustainable Consumption	Very positive/ uncertain	
Environmental Protection	Very positive/ uncertain	
Natural Resources	Very positive/ uncertain	
Quality of Life	Very positive/ uncertain	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for age, disability and low incomes and worklessness		
<b>Delivery by:</b> Private sector through development management processes		
<b>Main Risks:</b> Development at Wirral Waters could prevent the delivery of needed development within existing centres or allow harmful impacts on surrounding uses and could be held back by the capacity of utilities and other supporting infrastructure. Non-delivery could undermine regeneration and place pressure for development on other areas of the Borough		
<b>Alternatives:</b> The main alternative would be to provide no guidance on how to take decisions on proposals within Wirral Waters, which could allow harmful impacts and fail to support economic revitalisation and growth at the heart of the Borough's older urban area		
<b>Monitoring Indicators:</b>		
CSM13 - Economic Performance		CSM15 - Employment Development
CSM19 - Housing Development		CSM23 - Town Centre Development
CSM27 - Green Infrastructure Supply		CSM38 - Wastewater Treatment
CSM39 - Water Supply		CSM43 - Local Transport Plan
CSM50 - Installed Renewable Energy		CSM52 - Infrastructure Plan
CSM53 - Section 106 Progress		
<b>Evidence Base:</b> Wirral Waters Strategic Regeneration Framework; Wirral Employment Land and Premises Study; Liverpool City Region Renewable Energy Study; Applications proposals including planning conditions, impact assessments and legal agreements; Mersey Waters Enterprise Zone Business Plan and Statement of Designation.		

## 19 Employment Growth

### Policy CS13 - Employment Land Requirement

A minimum of 217 hectares of land will be required to accommodate new employment development for B1, B2 and B8 uses between 2012 and 2028, including land within the port estates.

Deliverable sites to meet these requirements will be allocated in a site-specific Local Plan. Priority will be given to sites that are 'market ready' for development, able to accommodate the priority sectors identified in Policy CS14 and provide employment and training for people in areas of greatest need, in line with the strategic priorities identified in the Broad Spatial Strategy (Policy CS2).

**19.1** The Wirral Employment Land and Premises Study recommended that the Core Strategy should provide for a future employment land supply based on the annual average rate of development over the last fifteen years of 8.2 hectares, which takes account of reduced demand and public sector resources over recent years; a five-year buffer to facilitate an ongoing range and choice of sites; and additional provision to take account of the impact of the Council's Investment Strategy, which seeks to increase the quantity and quality of the Borough's business premises.

**19.2** The Council's Enterprise Strategy<sup>(7)</sup> originally estimated that raising the Borough's economic activity and business stock towards the regional average would require an additional 55 hectares of land to be developed by 2016. The latest calculation indicates that this figure should now be approximately 53 hectares.

**19.3** A flexible supply of employment land is needed to take account of ongoing economic and commercial challenges; changing working practices; structural changes in the local economy; and the potential for the remodelling and recycling of existing employment land and premises. A higher figure would also provide for pre-recession levels of development which prior to 2007 had been as high as 11 hectares each year.

**19.4** Table 19.1 shows the current supply of existing employment sites, including sites already subject to proposals for alternative uses and sites that may not be capable of being developed within the plan period because of physical constraints. Allocated sites and Primarily Industrial Areas are identified on the existing Unitary Development Plan Proposals Map.

7 also part of the Council's Investment Strategy

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Sources of Potential Supply	Land Available (hectares)	With Consent for Alternative Uses (hectares)	Subject to Physical Constraints (hectares)	Potential Residual Supply (hectares)
Sites with planning permission	1.42	N/a	N/a	1.42
Allocated sites	44.14	3.44	17.68	23.02
Primarily Industrial Areas	80.80	2.70	3.68	74.42
Port sites	105.75	12.73	0	93.02
Other undesignated sites	32.28	1.96	0	30.32
<b>Totals</b>	<b>264.39</b>	<b>20.83*</b>	<b>21.36</b>	<b>222.20</b>

\* sites at Hind Street and at Wirral Waters are, however, mixed-use schemes which could include a substantial element of B1 office and business space at higher than normal densities

**Table 19.1 Employment Land Supply April 2012**

**19.5** The Employment Land and Premises Study also highlighted issues related to the quality of the potential future supply, in terms of a lack of high quality, immediately developable sites. Making sites 'market ready' and bringing them to development to provide high quality modern premises is a key priority of the Council's Investment Strategy.

**19.6** Flagship employment areas, capable of competing for investment in the regional/sub-regional marketplace, were identified at Wirral International Business Park in Bromborough and at Wirral Waters, which should be safeguarded for future business use. High scoring sites, close to main roads and in high profile locations, were also located within key employment areas at Moreton, Upton and Tranmere and at Clatterbridge Hospital.

**19.7** Policy CS13 will primarily be delivered through Policies CS14 to CS17, policies for development management in Section 26 of the Core Strategy and the allocation of sites for future development in a site-specific Local Plan.

**19.8** The Council has resolved that only a redevelopment opportunity of exceptional economic and employment significance would be considered in the Green Belt, because of the potential to accommodate significant levels of higher density development in and around Wirral Waters and Birkenhead Town Centre.

Policy CS13 - Impact Matrix		
Sustainability Objective:	Score:	Sustainability Appraisal Summary:
Social Inclusion	Very positive	The policy will have a positive, long-term permanent effect through the provision of land for investment and employment opportunities, in sustainable locations, addressing social inequalities, and improving the overall health and well-being of all residents in Wirral. Uncertain effects are identified in relation to town centres and tourism, biodiversity, pollution, heritage, traffic, sustainable drainage and water consumption, and
Sustainable Consumption	Very positive/ uncertain	
Environmental Protection	Uncertain	
Natural Resources	No clear outcome	
Quality of Life	Uncertain/ positive	

<b>Policy CS13 - Impact Matrix</b>	
	sustainable travel. The application of development management policies alongside policies CS30, CS33, CS34, CS35, CS42 and CS43 will minimise these uncertainties. Potential negative effects in terms of increased levels of waste and energy consumption are identified. The application of policies CS39, CS42 and CS43 alongside the development management policy is recommended to mitigate any negative effect.
<b>Habitat Regulations Assessment:</b> text	
<b>Equalities Impacts:</b> Positive for low incomes and worklessness	
<b>Delivery by:</b> Private sector through development management processes and the allocation of land within a site-specific Local Plan, with potential public programme support subject to the availability of resources.	
<b>Main Risks:</b> That too much or too little land is set aside to provide employment for local residents.	
<b>Alternatives:</b> The main alternative would be to provide no indication of the amount of land that is likely to be needed for new employment uses, which could restrict the amount of land coming forward for needed development.	
<b>Monitoring Indicators:</b>	
CSM14 - Employment Land Supply	CSM15 - Employment Development
CSM16 - Employment Need & Demand	CSM17 - Employment Viability
<b>Evidence Base:</b> Wirral Employment Land and Premises Study; Wirral Investment Strategy.	

## Policy CS14 - Priority Sectors

The Council will, in particular, support development that will provide for:

- higher quality, large, medium and small scale office space in Birkenhead;
- the regeneration of traditional employment areas to offer premises that modern companies need, particularly in the hinterland surrounding Wirral Waters;
- greener growth, including construction and supply chain facilities for offshore wind and the low carbon economy;
- high quality premises for key employment sectors including food; research and development; advanced technology and manufacturing; life sciences and biomedical facilities; creative and digital industries; and financial and professional services;
- digital infrastructure to support economic development;
- flexible managed and non-managed business space to meet the diverse needs of start-up, micro, small and medium size enterprises; and
- the provision of additional employment in accessible locations in west Wirral.

Sites to meet these and any other identified requirements will be allocated in a site-specific Local Plan.

**19.9** The Wirral Investment Strategy sets out how the Council will work with partners to drive economic growth and increase investment. The Investment Strategy proposes an increased emphasis on key growth sectors to build on existing local specialisms and opportunities presented by Wirral's geography, including research and development, low carbon, offshore energy, biomedical and advanced technology and manufacturing. This sectoral focus is supported by the Local Enterprise Partnership Economic Strategy and national guidance which advocates identifying and planning for new or emerging sectors as well as supporting a low carbon future.

**19.10** The Wirral Employment Land and Premises Study identified the need to provide additional smaller, quality sub-assembly light manufacturing space in the range of 94 to 930 square metres and new workshops up to 93 square metres, based on the anticipated future growth of small and medium sized enterprises. The study also identified a shortage of quality office space, particularly up to 232 square metres in size, to continue to support the trend in demand for smaller higher quality serviced office suites in the region of 150 to 300 square metres.

**19.11** Office based sectors are expected to contribute significantly to economic growth over the next 20 years. Provision for an emerging office market has already taken place at Wirral International Business Park. Wirral Waters now proposes to deliver a further step change, with the potential to provide a series of large office buildings, supported by additional provision in and around Birkenhead Town Centre, highly accessible by public transport.

**19.12** The precise pattern of demand will, however, need to be subject to continuous monitoring in partnership with Invest Wirral<sup>6</sup>, to provide flexibility to respond to the wide variety of different requirements for different sectors and reflect changing circumstances over time.

**19.13** Policy CS14 will principally be delivered through the policies for development management set out in Section 26 of the Core Strategy and ongoing monitoring processes. Additional information on each of the Borough's existing employment areas is included in the Wirral Employment Land and Premises Study and the accompanying Spatial Portrait.

Policy CS14 - Impact Matrix		
Sustainability Objective:	Score:	Sustainability Appraisal Summary:
Social Inclusion	Very positive	The policy will have a positive, long-term permanent effect through the provision of land for investment and employment opportunities, in sustainable locations, addressing social inequalities, and improving the overall health and well-being of all residents in Wirral. Uncertain effects are identified in relation to heritage assets and noise and light pollution, with potential negative effects in terms of increased levels of waste, energy consumption and water usage. The application of policies CS34, CS35, CS39, CS42 and CS43 alongside the policy is recommended to minimise any adverse impact.
Sustainable Consumption	Very positive	
Environmental Protection	Positive/ uncertain	
Natural Resources	Negative/ uncertain/ positive	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive		

Policy CS14 - Impact Matrix	
<b>Delivery by:</b> Private sector through development management processes and the allocation of land in a site-specific Local Plan, with potential public programme, strategy and research support subject to the availability of resources.	
<b>Main Risks:</b> Priority sectors and the scale and type of local needs and demand may change over time.	
<b>Alternatives:</b> The main alternative would be to provide no guidance on likely local and sub-regional priorities, which could prevent needed development and hinder the delivery of economic revitalisation.	
<b>Monitoring Indicators:</b>	CSM14 - Employment Land Supply
CSM15 - Employment Development	CSM16 - Employment Need & Demand
<b>Evidence Base:</b> Wirral Employment Land and Premises Study; Liverpool City Region Local Enterprise Partnership Priorities	

## Policy CS15 - Criteria for Employment Development

New employment development to provide new or additional floorspace for B1, B2, B8 and other similar uses, including conversions and changes of use, will be permitted where proposals can be demonstrated to:

1. make effective use of existing infrastructure and contribute to the enhancement of an existing employment area; and/or
2. provide for priority sectors or activities identified in Policy CS14; and/or
3. assist in enhancing access to jobs and training for local residents, particularly within areas of greatest need<sup>6</sup>; and
4. minimise the impact on surrounding uses and protect residential amenity, in terms of light, noise, dust, odour, traffic and other disturbance; and
5. meet the requirements of Policy CS42.

Visually intrusive activities or those involving the handling of wind-blown materials will, in the absence of other more effective control measures, normally be required to carry out all operations, including loading, within a building to minimise the impact on neighbouring uses and the environment.

New office development should first be directed towards existing centres in accordance with Policy CS29 and then to existing employment areas and other locations with easy access to high frequency public transport corridors<sup>6</sup>, unless a proven need to co-locate with an existing facility can be demonstrated.

**19.14** The Council will take a flexible approach to new high quality employment development for B1, B2 and B8 uses in line with the presumption in favour of sustainable development, in the interests of maintaining and increasing levels of employment and developing a sustainable local economy.

**19.15** Employment development will principally be brought forward through the re-development, renewal and modernisation of premises within existing designated employment areas and town, district and local centres, subject to minimising the impact on surrounding uses and the environment.

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

**19.16** Access to jobs and training for local residents will, wherever appropriate, be secured by negotiation in accordance with Policy CS45.

**19.17** Additional guidance on the design and layout of new employment development will be set out in a relevant Supplementary Planning Document.

Policy CS15 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a positive, long-term permanent effect through the provision of land for investment and employment opportunities, in sustainable locations, addressing social inequalities, and improving the overall health and well-being of all residents in Wirral. Uncertain effects are identified in relation to heritage assets and potential negative effects in terms of increased levels of waste, energy consumption and water usage. The application of policies CS35, CS39, CS42 and CS43 alongside the policy is recommended to minimise any adverse impact.
Social Inclusion	Very positive	
Sustainable Consumption	Very positive	
Environmental Protection	Positive	
Natural Resources	Negative	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for low incomes and worklessness		
<b>Delivery by:</b> Through development management processes, supported by relevant supplementary planning documents.		
<b>Main Risks:</b> The criteria may prevent the delivery of needed development or allow harmful impacts on surrounding uses and the environment.		
<b>Alternatives:</b> The main alternatives would be to provide reduced or no guidance on how to take decisions on proposals for new employment development, which could allow harmful impacts that could reduce the attractiveness of the Borough to residents, employers and investors.		
<b>Monitoring Indicators:</b>		
CSM15 - Employment Development		CSM46 - Policy Effectiveness
<b>Evidence Base:</b> Wirral Employment Land and Premises Study; National Planning Policy Framework		

## Policy CS16 - Criteria for Port-Related Development

Port and marine-related development will be permitted within the existing port estates at Birkenhead and Eastham; at Twelve Quays; along the Tranmere waterfront at Cammell Lairds; and along the Bromborough Coast; where the proposals will:

1. be well-related to the Strategic Freight Network;
2. make effective use of existing infrastructure;
3. contribute towards the reduction of greenhouse gas emissions, through the more efficient use of rail and water transport;
4. minimise the environmental impact on residential areas, including routing protocols for traffic to and from the development;
5. have no adverse impact on water quality or on designated European Sites or their supporting habitats<sup>6</sup>;

- 6. assist in enhancing access to jobs for local residents, particularly within areas of greatest need<sup>6</sup>; and
- 7. meet the requirements of Policy CS42.

Sites for new port-related development will be identified in a site-specific Local Plan.

**19.18** The Mersey Ports Master Plan produced by the port operator anticipates a continued demand to serve a growth in port traffic, port-centric distribution and other complementary sectors. Most port-related development within the existing boundaries of the dock estates is permitted development<sup>6</sup> but some projects will require planning permission and/or other regulatory consents, including the regulatory requirements of the Marine Management Organisation. A small amount of additional wharfage is also located along the Bromborough coast which could accommodate general cargo and other port and marine related uses.

**19.19** New port development is particularly liable to affect adjacent international nature conservation sites through impacts related to ship movements, dredging, water quality and additional port-related infrastructure, which can only be permitted subject to the completion of additional project-level screening and assessment. Any assessment will need to include a thorough consideration of impacts relating to construction, including any potential disturbance of sediments and hydrodynamic modelling; and operational impacts, including anticipated changes in the level and type of shipping and lorry movements and other associated impacts, as also required by the Marine Works (Environmental Impact Assessment) Regulations.

**19.20** Policy CS16 will principally be delivered through the policies for development management set out in Section 26 of the Core Strategy and land allocations for future development in a site-specific Local Plan. Further information on the Borough's port facilities is included in the Wirral Employment Land and Premises Study and the accompanying Spatial Portrait.

Policy CS16 - Impact Matrix		
Sustainability Objective:	Score:	Sustainability Appraisal Summary:
Social Inclusion	Very positive	The policy will have a positive, long-term permanent effect through the provision of land for investment and employment opportunities, in sustainable locations, addressing social inequalities, and improving the overall health and well-being of all residents in Wirral. Uncertain effects are identified in relation to heritage assets, noise and light pollution and traffic intrusion, particularly with regard to Eastham Village. Potential negative effects in terms of increased levels of waste, energy consumption and water usage are identified and the application of policies CS34, CS35, CS39, CS40 CS42 and CS43 alongside the development management policies is recommended to minimise any adverse impact.
Sustainable Consumption	Very positive/ no effect	
Environmental Protection	Uncertain/ positive	
Natural Resources	Negative/ uncertain/ positive/ no effect	
Quality of Life	Positive/ uncertain/ no effect	

<b>Policy CS16 - Impact Matrix</b>	
<b>Habitat Regulations Assessment:</b> text	
<b>Equalities Impacts:</b> Positive for low incomes and worklessness	
<b>Delivery by:</b> Private sector through development management processes and the allocation of land in a site-specific Local Plan.	
<b>Main Risks:</b> Port development can have harmful impacts on surrounding uses, especially from traffic, noise and disturbance and light pollution, as well as potential to harm to environmental assets.	
<b>Alternatives:</b> The main alternative would be to provide reduced or no guidance on how to take decisions on port-related proposals, which could allow harmful impacts that could reduce the attractiveness of the Borough to residents, employers and investors.	
<b>Monitoring Indicators:</b>	
CSM14 - Employment Land Supply	CSM15 - Employment Development
CSM16 - Employment Need & Demand	CSM46 - Policy Effectiveness
<b>Evidence Base:</b> Wirral Employment Land and Premises Study; Mersey Ports Master Plan	

## Policy CS17 - Protection of Employment Land

Land will be safeguarded within designated employment areas to maintain local employment and provide a range and choice of sites and premises in terms of quality, accessibility, type and size to meet the priorities identified in Policy CS2 and Policies CS4 to CS11.

Alternative uses will only be acceptable on land designated for B1, B2 or B8 uses where:

1. the site would not be suitable for the priority sectors identified in Policy CS14; and
2. the site has been continuously marketed for employment uses at realistic prices for a period of at least two years and there is no reasonable prospect of the site being re-used for employment uses;
3. an ongoing supply of available, suitable, developable land, sufficient to meet the needs identified in Policy CS13 would still be retained; and
4. the uses proposed are compatible with the character of the surrounding area, would not restrict the operation of existing employment uses, would contribute toward establishing a more sustainable pattern of development and would meet the requirements of Policy CS42; and
5. in the case of residential development, that additional housing is needed to demonstrate an ongoing 5-year housing land supply, in line with Policy CS19; and
6. in the case of main town centre uses, that the proposal has been subject to an impact and sequential test under national policy and meets the requirements of Policy CS29; or
7. the development is necessary to secure additional employment development that would not otherwise be viable to provide and criteria 4, 5 and/or 6 (above) would also be met.

Priority will be given to the protection of sites that score highly against the criteria set out in the Wirral Employment Land and Premises Study and are able to provide employment and training for people in areas of greatest need<sup>6</sup>.

**19.21** Existing employment areas not only need to be retained to provide attractive opportunities for new development but also to allow existing levels of employment to be maintained and improved and existing businesses to grow and develop in a secure industrial environment without the introduction of sensitive uses that could restrict their continued operation in line with Policy CS34. Given the marked difference in land values between most types of B1, B2 and B8 development and other competing uses, it will also be particularly important to continue to protect the best performing and highest scoring sites for needed local employment.

**19.22** The Borough's primarily industrial and commercial areas and remaining employment allocations are currently shown on the existing Unitary Development Plan Proposals Map but will be replaced by a site-specific Local Plan prepared following the adoption of this Core Strategy.

**19.23** The viability of employment development is, however, an ongoing issue, particularly as significant new developments have in the past been subject to grant aid. Current economic conditions make grant aid less likely going forward and it is therefore considered prudent to accept that other employment-generating commercial and mixed uses may need to be accommodated in the short term, subject to the need to secure additional employment and maintain a suitable, attractive ongoing supply of employment land, in line with other policies in the Core Strategy.

**19.24** Policy CS17 will primarily be delivered through the policies for development management in Section 26 of the Core Strategy and ongoing monitoring processes. Policy CS17 will also provide additional flexibility to address the risks associated with Policy CS13, Policies CS18 and CS19 and Policy CS25.

Policy CS17 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a positive, long-term permanent effect through the provision of land for investment and employment opportunities, in sustainable locations, addressing social inequalities, and improving the overall health and well-being of all residents in Wirral. Potential negative effects are identified in terms of increased levels of waste, energy consumption and water usage. The application of policies CS35, CS39, CS42 and CS43 alongside the policy is recommended to minimise any adverse impact.
Social Inclusion	Positive	
Sustainable Consumption	Very positive	
Environmental Protection	Positive/ no effect	
Natural Resources	No clear outcome	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for low incomes and worklessness		
<b>Delivery by:</b> Private sector through development management processes.		
<b>Main Risks:</b> Too little land of appropriate quality may be protected to provide needed employment for local residents or too much, which could hinder the need for other types of development from being satisfied within existing urban areas.		
<b>Alternatives:</b> The main alternative would be not to protect employment sites from alternative often higher value uses, which could harm the supply of land available for needed local employment and reduce the attractiveness of the Borough to employers and investors. A more rigid protection of employment sites would not, however, allow the flexibility to take account of other local needs and circumstances.		
<b>Monitoring Indicators:</b>		
CSM14 - Employment Land Supply		CSM15 - Employment Development

Policy CS17 - Impact Matrix	
CSM16 - Employment Need & Demand	CSM17 - Employment Viability
<b>Evidence Base:</b> Wirral Employment Land and Premises Study; Liverpool City Region Local Enterprise Partnership Priorities	

## 20 Housing Growth

### Policy CS18 - Housing Requirement

A minimum of at least 12,500 net additional dwellings, including affordable and specialist housing, will be provided for between 2003 and 2028, equivalent to an annual average requirement of 500 net new dwellings over the period to 2028.

Sites to meet this requirement will be allocated in a future site-specific Local Plan.

**20.1** Policy CS18 sets out how many additional new homes the Council will seek to provide for in the period to 2028, based on the annual average requirement figure of 500 net additional dwellings set out in the previous Regional Spatial Strategy for the North West to 2021, rolled forward to 2028, which is close to the actual growth in occupied dwellings between 2001 and 2011.

<b>Net dwelling requirement 2003 - 2028</b>	<b>12,500</b>
<b>Net dwellings provided 2003 - 2012</b>	<b>2,488</b>
<b>Residual net requirement 2012 - 2028</b>	<b>10,012</b>
Projected demolitions 2012 - 2028	1,427
Gross requirement 2012 - 2028	<b>11,439</b>
Annualised residual gross requirement 2012 - 2028	715
Annualised residual net requirement 2012 - 2028	<b>626</b>

**Table 20.1 Residual Housing Requirement 2012 - 2028**

**20.2** Table 20.1 sets out the likely gross and net requirements over the plan period based on the number of dwellings completed and demolished since 2003.

**20.3** The number of net completions has been suppressed in Wirral by the high level of previous demolitions associated with prolonged urban regeneration activities including improvements to the social housing stock and housing market renewal, which is expected to continue throughout the early part of the plan period.

**20.4** Future demolitions are based on known programmes of future activity and previous trends, including the completion of the residual land assembly programme associated with the Newheartlands Pathfinder<sup>G</sup> and the programme of tower block replacement currently being undertaken by Wirral Partnership Homes.

**20.5** The housing requirement figure will continue to be monitored against statistics to be prepared as part of the five-year review of the Council's Strategic Housing Market Assessment, incorporating the most up-to-date assessment of population and household projections and local housing needs, including the impact of Welfare Reform.

**20.6** Policy CS18 will primarily be delivered through Policies CS19 to CS24, policies for development management set out in Section 26 of the Core Strategy and land allocations for future development in a site-specific Local Plan.

Policy CS18 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> Overall positive effects are forecast, which will be triggered in conjunction with development management policies, particularly in relation through opportunities to stimulate a more balanced population, employment growth and environmental improvement. Mitigation measures are proposed through related policies to deal with some uncertainty against potential effects on nature conservation, heritage and general attractiveness etc.
Social Inclusion	Positive	
Sustainable Consumption	Positive	
Environmental Protection	Positive with Mitigation	
Natural Resources	Positive with Mitigation	
Quality of Life	Positive with Mitigation	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private and voluntary sector through development management processes and the allocation of land in a site-specific Local Plan, with potential public programme support for market, affordable and specialist housing subject to the availability of resources.		
<b>Main Risks:</b> The market may not support the level of housing delivery required and public funding may not be available to support the necessary additional development. The requirement figure may also need to be changed to take account of a review of the Council's strategic housing market assessment and re-based national population and household projections, if the Regional Spatial Strategy is revoked before the Core Strategy is adopted. Over-provision could affect housing markets within surrounding areas, fuelling out-migration and longer journeys to work.		
<b>Alternatives:</b> The main alternative would be to pursue a lower rate of housing delivery. This approach was subject to a number of objections at Preferred Options Stage and a lower figure may not meet housing need or reflect the potential capacity of previously developed sites.		
<b>Monitoring Indicators:</b>		
CSM18 - Housing Needs		CSM19 - Housing Development
<b>Evidence Base:</b> Strategic Housing Market Assessment; Strategic Housing Land Availability Assessment, Liverpool City Region Overview Study.		

## Policy CS19 - Housing Implementation Plan

The Council will deliver an ongoing five-year supply of suitable, available and deliverable housing sites, including provision for specialist housing and for Gypsies and Travellers, by:

1. granting planning permission and allocating land for new housing development in line with the Policies in this Core Strategy;
2. keeping Table 20.1 and Table 20.2 under annual review; and
3. undertaking a complete review of the ongoing housing land supply at least every five years.

The Council will seek to identify additional sites for development and grant planning permission for suitable sites in line with the Broad Spatial Strategy (Policy CS2) and Policy CS21 in the following order of search:

1. previously developed sites within areas of greatest need<sup>6</sup>;
2. previously developed sites within easy walking distance<sup>6</sup> of existing centres and along high-frequency public transport corridors<sup>6</sup>;
3. previously developed sites elsewhere within the existing urban area; and
4. previously undeveloped sites within the urban area, subject to Policy CS30.

**20.7** Policy CS19 sets out how the Council will calculate and maintain the delivery of a five-year supply of housing sites to comply with national policy, take account of brownfield land potential and support regeneration in line with the Broad Spatial Strategy (Policy CS2).

**20.8** The general approach to areas of greatest need, development in and around existing centres and high-frequency public transport corridors is identified in Policy CS2. Previously developed sites will be defined in accordance with the national definition. The ongoing five-year requirement will be calculated using the latest published annual review of Table 20.1.

**20.9** National policy also requires an additional buffer to be provided to ensure choice and competition in the market for land, related to the previous record of housing delivery. An annual average of 243 net additional dwellings (or 460 gross) were completed during the five years to March 2012. Adding a buffer of 20 percent to provide flexibility for under-performance would currently increase the annualised residual net requirement for the first five years of the Core Strategy to 752.

**20.10** Table 20.2 summarises the potential housing supply at April 2012.

**20.11** Sites with potential for conversion without planning permission have been removed from the supply for years 1 - 15 and replaced with an allowance based on the median annual average past rate of delivery of 74 units between 2003 and 2012. Delivery is currently supported by 320 units with planning permission on sites under

construction and 349 units with planning permission on sites not yet started, which have been deducted from the allowance included in Table 20.2 to avoid double counting.

Sources of Future Supply	Outside Wirral Waters	Wirral Waters <sup>(8)</sup>
Units with planning permission (under construction)	1,298	0
Units with planning permission (not started)	1,952	0
Units without planning permission which could deliver in years 1 to 5	1,214	1,100
Units without planning permission which could deliver in years 6 to 10	2,248	2,800
Units without planning permission which could deliver in years 11 to 15	5,485	3,440
Additional small sites without planning permission	598	0
Allowance for conversions and changes of use from 2012 to 2028 (at 74 units per annum) <sup>(9)</sup> .	515	0
Allowance for other windfalls from 2012 to 2028 (at 65 units per annum)	1,040	0
<b>Total estimated gross supply 2012 to 2028</b>	<b>14,350</b>	<b>7,340</b>

**Table 20.2 Housing Land Supply April 2012**

**20.12** A number of previously unidentified 'windfall' sites are also expected to come forward during the plan period. The Council has granted planning permission for 195 new build units since April 2008 on sites not identified in the Strategic Housing Land Availability Assessment 2008 and an additional 66 new build units since April 2011 on sites not identified in the Strategic Housing Land Availability Assessment 2011. An allowance for new build windfalls at the average rate of 65 units per annum has therefore been included in Table 20.2.

**20.13** The longer-term generation of windfall sites against the annual schedule of sites with planning permission is set out in the Council's previous Annual Monitoring Reports. The five-year average rate of generation had been as high as 1,006 prior to the recession. The number of windfall sites is expected to increase following the adoption of this Core Strategy, in response to the lifting of local restrictions in west Wirral, the national presumption in favour of sustainable development, national changes to the re-use of previously developed sites in the Green Belt and future economic recovery. An allowance for windfalls will, therefore, continue to be included in the Council's future calculations of the five-year supply, based on the latest published information from the Council's ongoing annual monitoring.

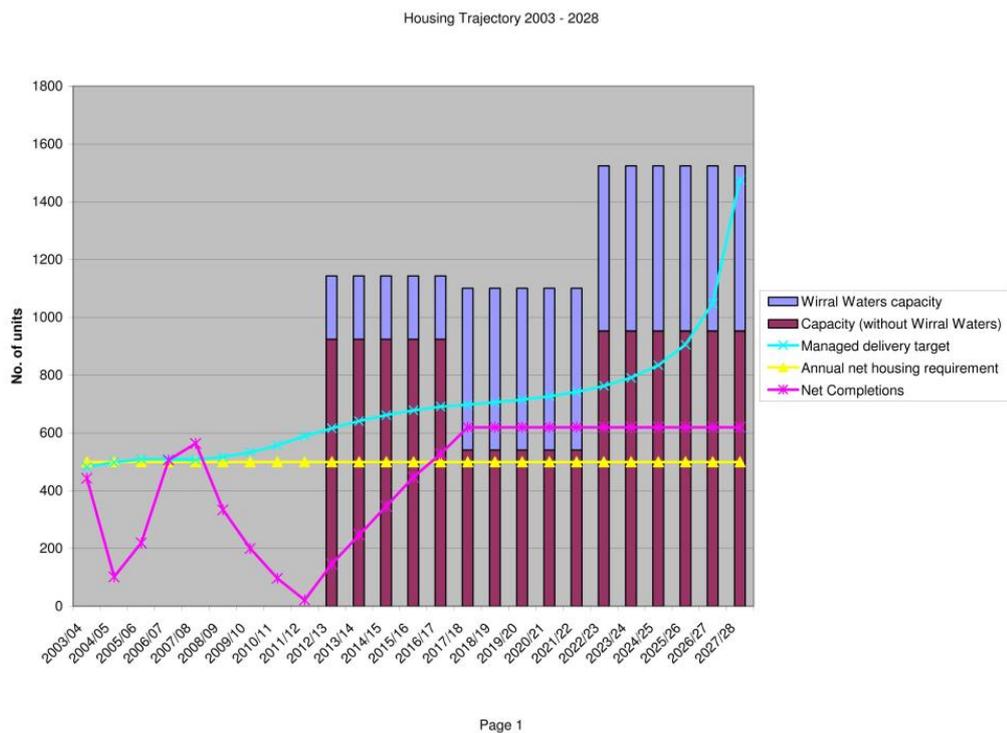
8 Wirral Waters has been shown separately to reflect the unique nature of the scale and type of development being proposed in a single location to support housing growth at the heart of the conurbation

9 less conversions and changes of use already with an extant planning permission

**20.14** Although empty properties cannot currently be included in the calculation of the future housing land supply, the reuse of empty properties is an important source of additional housing and the Council is committed to bringing long-term empty properties back into use to further reduce the need to provide additional dwellings<sup>(10)</sup>.

**20.15** Picture 20.1 shows the range of future delivery that could be expected over the plan period, set against previous rates of delivery and the ongoing supply of developable housing land.

**20.16** Picture 20.1 assumes an expected gradual increase in the number of completions from 2012 onwards. Picture 20.1 also highlights the significant amount of land identified as potentially suitable for housing development. Any potential shortfall in delivery against the housing requirement in the first five years could be met through the delivery of identified land in later years of the plan period.



**Picture 20.1**

**20.17** Just over half the potential units identified in Table 20.2, outside Wirral Waters, are currently subject to alternative uses or designations which could affect the timing, scale and pattern of future development, which may require further

10 The Council's Empty Property Strategy can be viewed at <http://www.wirral.gov.uk/my-services/housing/housing-strategies/policies-partnerships/housing-strategies/empty-property-strategy>

assessment before they could be released for new housing development in line with Policies CS17, CS31, CS34 and CS43. Table 20.3 sets out the number of units likely to be affected:

Settlement Area	Capacity of Sites With Alternative Designations				
	Employment	Recreation	Conservation Areas	Flood Risk	Total Units Affected
Area 1	0	107	18	0	113
Area 2	2,681	571	837	1,233	3,248
Area 3	62	344	160	16	514
Area 4	888	246	9	133	999
Area 5	966	509	0	650	1,648
Area 6	0	45	42	0	77
Area 7	0	30	7	0	37
Area 8	0	0	11	91	102
<b>Totals</b>	<b>4,597</b>	<b>1,852</b>	<b>1,084</b>	<b>2,123</b>	<b>6,738</b>

**Table 20.3 Sites Affected by Alternative Uses and/or Designations**

**20.18** A number of sites fall within more than one category. Approximately three-quarters of these sites are identified for potential development late in the plan period, in years 11 - 15.

**20.19** Policy CS19 will principally be delivered through the policies for development management in Section 26 of the Core Strategy, land allocated for future development in a site-specific Local Plan and ongoing monitoring processes. Additional flexibility may be provided through Policy CS17 and Policy CS31.

Policy CS19 - Impact Matrix		
Sustainability Objective:	Score:	Sustainability Appraisal Summary:
Social Inclusion	Strongly Positive	Strong positive effects are likely through delivery of an ongoing supply of land a sequential approach that would promote social, economic and environmental regeneration in within areas of greatest need that could to a more balanced healthy population and tackle deprivation whilst addressing housing need and market renewal. Benefits from employment growth and support for tourist and town centre facilities and the promotion of safety, health and well being are also recorded. Uncertainty over effects from waste arising and pressure on existing leisure facilities and for use of land in flood risk areas is mitigated through Policies CS39, CS34 and CS31 in conjunction with development policies.
Sustainable Consumption	Strongly Positive	
Environmental Protection	Positive	
Natural Resources	Positive with Mitigation	
Quality of Life	Positive with Mitigation	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for race, disability, and low incomes and worklessness		
<b>Delivery by:</b> Wirral Council through development management and ongoing monitoring processes.		
<b>Main Risks:</b> That an adequate supply of deliverable sites cannot be identified within the existing urban area. Sites in areas of greatest need or previously developed sites may not be attractive to developers and public resources may not be available to support their development.		
<b>Alternatives:</b> The main alternative would be to not include any type of spatial priority or preference for previously developed sites, which would fail to support regeneration or promote the most sustainable pattern of development.		
<b>Monitoring Indicators:</b>		

Policy CS19 - Impact Matrix	
CSM4 - Development Economics	CSM18 - Housing Needs
CSM19 - Housing Development	CSM20 - Housing Land Supply
<b>Evidence Base:</b> Strategic Housing Land Availability Assessment	

## Policy CS20 - Housing Contingencies

If new housing does not come forward at Wirral Waters within the first five years to 2018 and alternative sites sufficient to provide an ongoing five-year supply between 2018 and 2023 have not obtained planning permission, the Council will undertake a review of the Borough's ongoing housing land supply to seek additional developable sites within the existing urban area and then, if sufficient developable sites cannot be identified within the existing urban area, by considering the need to identify sites for housing development within the Green Belt sufficient to maintain an ongoing five year supply of deliverable housing land over the remainder of the plan period to 2028. Following this review, sites in the Green Belt will only be considered in a site-specific Local Plan where:

- they are required to maintain an ongoing five year supply of deliverable housing land;
- the site is no longer considered to perform a Green Belt function;
- the site would follow clearly defined boundaries, using physical features that are readily recognisable and likely to be permanent, without compromising the integrity of the surrounding landscape;
- the site would be well-related to an existing Settlement Area in terms of setting, visual impact, infrastructure, access to services and a choice of means of transport;
- the development would not compromise the local priorities set out in Policies CS4 to CS11; and
- the development would be consistent with wider sub-regional priorities for continued regeneration at the core of the Liverpool City Region.

**20.20** The Core Strategy must be flexible enough to continue to provide for an ongoing five-year supply of deliverable housing sites throughout the period to 2028. This must include consideration of what might happen if the level of future housing land supply identified could not be provided as expected.

**20.21** The principal areas of uncertainty identified through public consultation relate to the scale and timing of future development at Wirral Waters and the ability to continue to deliver housing within the previous regeneration priority areas associated with the Newheartlands Pathfinder. The impact of these and other changes over time will be subject to continued annual monitoring but provision must be made if the level of development anticipated at these sites can no longer be achieved.

**20.22** The only alternative source of land for development outside the urban areas is land within the Green Belt. The release of land within the Green Belt will, however, only be considered as a last resort, when alternative sources of supply within the existing urban areas have been exhausted, subject to the additional safeguards in Policy CS20.

**20.23** The consideration of individual sites will wherever possible be undertaken as part of a wider sub-regional review of Green Belt boundaries, to provide a co-ordinated approach based on joint working across the sub-region and with adjoining authorities. Any future review of sites suitable for housing will also be combined with a review of requirements for employment, retail and open space.

Policy CS20 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b>
Social Inclusion	Negative/ uncertain	The policy will have a negative, long-term permanent effect through directing new housing development elsewhere in the urban area and in the Green Belt, outside of the older urban areas of east Wirral in greatest need. Uncertain effects are identified in relation to heritage, crime, biodiversity, pollution, drainage, flood risk, waste, open space and traffic. The application of the policy alongside other policies in the plan, particularly policies CS30, CS31, CS33, CS34, CS35, CS40, CS42, CS43 and CS45 is recommended to make the policy more sustainable.
Sustainable Consumption	Negative/ uncertain	
Environmental Protection	Negative	
Natural Resources	Negative/uncertain	
Quality of Life	Negative	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Wirral Council and sub-regional partners through a review of the Green Belt in a site-specific Local Plan.		
<b>Main Risks:</b> Wirral Waters and other urban sites may not deliver at the rate anticipated. Sites currently allocated for alternative uses may not be released for housing but greenfield development may be permitted in the Green Belt too soon, undermining the potential for development in areas of greatest need and the re-use of previously developed urban sites, with a negative impact on the urban environment and on landscape, biodiversity, heritage and openness.		
<b>Alternatives:</b> The main alternative would be to undertake an immediate review of the Green Belt, which could prejudice the potential for delivery at urban sites including Wirral Waters, undermine regeneration and hinder the re-use of previously developed sites.		
<b>Monitoring Indicators:</b>		
CSM4 - Development Economics		CSM18 - Housing Needs
CSM19 - Housing Development		CSM20 - Housing Land Supply
<b>Evidence Base:</b> Strategic Housing Market Assessment; Strategic Housing Land Availability Assessment; Liverpool City Region Overview Study; Sub-Regional Green Belt Review.		

## Policy CS21 - Criteria for New Housing Development

New housing development, including extensions, conversions and changes of use, will be permitted where the proposals can be demonstrated to:

1. form part of a sustainable residential community, well-integrated with the surrounding urban area with good access to local services including open space and recreation, shops, schools and health services by a choice of means of transport;
2. not place additional constraints on the ongoing viable and safe operation of adjoining land uses and will secure an acceptable level of amenity for future residential occupiers in terms of light, noise and other disturbance;
3. maintain adequate separation distances between adjacent properties to preserve residential amenity, prevent overlooking, provide adequate private amenity space including landscaped gardens and complement the character of development within the surrounding area;
4. wherever possible, provide for future flexibility and adaptability and provide sufficient space for everyday activities and lifetime needs in internal and external design;
5. not compromise an overriding need for the site to be retained for an alternative designated use;
6. achieve water efficiency standards equivalent to Levels 3 and 4 of the Code for Sustainable Homes (2009) and where viable contribute towards the provision of Zero Carbon development<sup>6</sup>;
7. meet the requirements for affordable housing under Policy CS22; and
8. meet the requirements of Policy CS42.

**20.24** Policy CS21 indicates the type of site that the Council will normally consider to be suitable for new housing development. In particular, it seeks to ensure that new housing development is directed to the most sustainable locations; protects residential amenity; prevents inappropriate over-development that would cause harm to the character of the local area; and protects the continued operation of adjoining uses that could be compromised by the proximity of new residential development.

**20.25** New housing development will normally be acceptable in principle, subject to detailed design, within the Primarily Residential Areas and remaining housing allocations shown on the existing Unitary Development Plan Proposals Map, until their boundaries are replaced by a site-specific Local Plan.

**20.26** The environment around the home has a major impact on residents' quality of life and it is important that new housing blends in well and creates a safe external environment to ensure that new development can bring positive benefits. Policy CS21 will, therefore, be supported by Supplementary Planning Documents, which will provide further advice on details such as design and layout, parking, separation distances, overlooking, privacy, loss of light and amenity. Proposals that will increase

the provision of dwellings built to meet the Lifetime Homes Standard or Code for Sustainable Homes Level 6 for physical accessibility will be encouraged, to support the additional delivery of specialist housing under Policy CS23 below .

**20.27** The requirement to meet additional water efficiency standards, equivalent to a maximum consumption of 105 litres/person/day, which will be mandatory after 2020, arises from the Wirral Water Cycle Study recommendation to promote water neutrality to allow necessary growth to occur while making the supply, use and treatment of water more sustainable. The Wirral Habitats Regulations Assessment also identified this figure as the minimum that new development should achieve in order to minimise the pressures on available water resources, supplementing measures adopted by the Environment Agency and water companies as part of their wider resource planning roles.

**20.28** Policy CS21 will principally be delivered through the policies for development management set out in Section 26 of the Core Strategy and additional guidance on the design and layout of new residential development to meet the requirements of Policy CS21 will be set out in a relevant Supplementary Planning Document. Advice on the design of self-contained flat development and conversions is currently set out in [Supplementary Planning Document SPD2 \(October 2006\)](#), which is expected to be up-dated following the adoption of this Core Strategy.

Policy CS21 - Impact Matrix		
Sustainability Objective:	Score:	Sustainability Appraisal Summary:
Social Inclusion	Positive	The policy will have a positive, long-term permanent effect through integrating housing development with the surrounding urban area and reducing the need to travel, supporting local centres, improving health and encouraging economic investment. Uncertain effects are identified in relation to heritage, crime, biodiversity, pollution, drainage, flood risk, waste, open space and traffic. The application of the policy alongside other policies in the plan, particularly policies CS30, CS32, CS33, CS34, CS35, CS39, CS40, CS41, CS42 and CS43 is recommended to mitigate any uncertain impact.
Sustainable Consumption	Positive	
Environmental Protection	Uncertain/ positive	
Natural Resources	Uncertain/ positive	
Quality of Life	Positive/ uncertain	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for age, disability and low incomes and worklessness		
<b>Delivery by:</b> Private and voluntary sector through development management processes, supported by relevant supplementary planning documents.		
<b>Main Risks:</b> That new housing development will be poorly located with little relationship to the surrounding area or the need to promote sustainable development.		
<b>Alternatives:</b> The main alternative is to provide no additional guidance on the location and design of new housing development, which would not address the risks identified.		
<b>Monitoring Indicators:</b>		
CSM18 - Housing Needs		CSM19 - Housing Development
CSM46 - Policy Effectiveness		CSM51 - Environmental Performance
<b>Evidence Base:</b> Strategic Housing Land Availability Assessment		

## Policy CS22 - Affordable Housing Requirements

Proposals for new market housing of 5 dwellings or above will normally be required to provide affordable housing on-site at the following rates:

within areas of greatest need	10 percent
outside areas of greatest need	20 percent

A reduced level of provision will be approved where an independently verified site-specific assessment has been submitted to demonstrate that the site would not be viable for housing development at the rate specified.

The rate of affordable housing required will be subject to annual review to take account of changes in market conditions over time and may be altered incrementally up or down, following public consultation, to reflect changes in nationally published data for house prices, build costs and alternative use values, up to a maximum target of 40 per cent, subject to the impact on the viability of development and housing need.

The dwelling types and tenures provided under Policy CS22 will be required to meet the needs identified in the latest adopted Housing Market Assessment for the Borough taking account of the impact of Welfare Reform and be designed to meet the most up-to-date quality standards required by the Homes and Communities Agency to facilitate their potential transfer to an appropriate Registered Social Landlord.

Affordable housing provided under Policy CS22 will normally be secured through an appropriate planning condition or legal agreement.

Where affordable housing would be viable but the Council is satisfied that on-site provision would not be practicable or appropriate, development will be permitted subject to a legal agreement or suitable planning condition to secure the necessary affordable housing provision on an alternative site or through a financial contribution.

**20.29** Policy CS22 sets out the requirements that will be applied to the provision of affordable housing within new market housing developments.

**20.30** The Strategic Housing Market Assessment for Wirral, updated to take account of the impact of the recession, continued to recommend that up to 40 per cent of new housing should be affordable, to reflect a significant and increasing need for affordable housing. The accompanying viability assessment nevertheless concluded that market conditions could only support a lower level of provision overall, which should be reduced further within Newheartlands to reflect the difference in the market within areas of greatest need. Policy CS22 proposes to extend this lower figure to all areas of greatest need.

**20.31** The number of affordable units required will be calculated on the basis of the percentages stated to the nearest residential unit based on the total number of residential units proposed as part of the development as a whole. Calculations will be applied cumulatively where individual schemes form part of a single development area.

**20.32** The only exception to this policy will be where an independently verified financial assessment demonstrates that it would not be viable to provide the number of affordable units required as part of the development proposed. In that instance, the number of affordable units to be provided must be the highest number achievable whilst providing a reasonable return to the developer. Independent verification will be undertaken by a consultant appointed by the Council and funded by the applicant.

**20.33** The provision of affordable housing on-site is the Council's preferred approach, to secure mixed sustainable communities in line with national policy. Off-site provision will only be permitted where it can be demonstrated that on-site provision would not be practicable or appropriate.

**20.34** The precise mix and tenure of affordable dwellings on each site should be discussed with the Council's Housing Strategy Team before a planning application is submitted. Proposals should be accompanied by a statement setting out the number, dwelling type, floorspace and proposed tenure of each affordable unit and plans showing their proposed location and the number and floorspace of their habitable rooms and bedrooms.

**20.35** The mix of dwelling types and tenures recommended in the Council's latest housing market assessment has been superseded by Welfare Reform, designed to limit the cost of housing benefits and prevent under-occupancy within the social housing stock. Further research is currently being undertaken on the new pattern of demand, alongside a review of the housing market assessment. Until then, proposals will need to be considered on a case-by-case basis in line with the delivery of the Council's Housing Strategy.

**20.36** The annual review of house price, build cost and alternative use values will provide the flexibility to take account of changing market conditions over time as required by national policy. The mechanism for the review of the targets for affordable housing is contained within the Affordable Housing Viability Study (Fordham Research, September 2010) and would be subject to public consultation before an amended target was introduced.

**20.37** Policy CS22 will, therefore, principally be delivered through the policies for development management set out in Section 26 of the Core Strategy and ongoing monitoring processes. Additional guidance on providing for affordable housing may be included in a relevant Supplementary Planning Document. The latest design quality standards required of registered social housing providers are set out in [National Affordable Homes Agency, Housing Quality Indicators Version 4 \(Updated April 2008\)](#).

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Policy CS22 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b>
Social Inclusion	Very positive	The policy will have a long term and permanent positive effect through the provision of affordable housing, promoting social inclusion, improving energy and water consumption and reducing waste. Land remediation costs could slow the bringing forward of affordable housing, but could be mitigated by higher density development. The application of development management policies and the current high housing standards are recommended.
Sustainable Consumption	No effect/ positive	
Environmental Protection	No effect/ positive	
Natural Resources	Positive	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for low incomes and worklessness		
<b>Delivery by:</b> Private sector through planning conditions and legal agreements, with potential public programme support for affordable housing subject to the availability of resources.		
<b>Main Risks:</b> Market may not support the level and type of affordable housing provision required and public resources may not be available to supplement any shortfall. Uncertainty over the target to be applied to each site may delay decision making.		
<b>Alternatives:</b> The main alternative would be to include a lower requirement for affordable housing which may not reflect housing needs. Applying a more rigid or higher requirement may not reflect the viability of market housing development.		
<b>Monitoring Indicators:</b>		
CSM18 - Housing Need		CSM19 - Housing Development
CSM22 - Affordable Housing Viability		CSM53 - Section 106 Progress
<b>Evidence Base:</b> Strategic Housing Market Assessment, Affordable Housing Viability Assessment.		

## Policy CS23 - Criteria for Specialist Housing

Proposals for the development of specialist housing will be permitted where it can be demonstrated that the proposal would:

1. meet the requirements of Policy CS21;
2. be easily accessible in terms of distance and gradient by people of different ages and abilities by foot and/or wheelchair to local shops, accessible public open space and public transport in line with the expected needs of the prospective residents;
3. secure adequate private amenity space within the curtilage of the development;
4. not result in an over-concentration of sheltered or supported housing that would have a detrimental cumulative impact on the character of the surrounding area or lead to individual family homes being surrounded by specialist housing; and
5. access to appropriate specialist support services will be available within the locality.

Sites considered to be appropriate for specialist housing may be included in a future site-specific Local Plan.

**20.38** The latest housing market assessment for Wirral indicates that up to a third of new housing may need to be specialist housing for people who may be unable to live independently in ordinary housing, including sheltered, supported or extra care housing. Providing a wider range of accommodation for older people also has the potential to free up larger family accommodation to meet other housing needs.

**20.39** Specialist housing has specific requirements relating to accessibility to local services and public transport which will need to be taken into consideration in the interest of future residents, visitors and carers and the viability of providing appropriate support services. Policy CS23 sets out a framework to allow specialist housing to be directed to the most appropriate locations and to prevent the over-provision of specialist housing from having a detrimental cumulative impact on the character of the surrounding area. Flexibility is required to allow the wide range of different types of provision that is likely to be required.

**20.40** Policy CS23 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy.

Policy CS23 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b>
Social Inclusion	Positive	The policy will have a long term and permanent positive effect through the provision of specialist housing, promoting social inclusion, supporting housing market renewal, reducing housing costs and improving environmental performance. If specialist housing were built to a higher environmental specification then additional controls would be needed to secure this, however, this can be mitigated by the application of development management policies.
Sustainable Consumption	No effect	
Environmental Protection	No effect/ uncertain	
Natural Resources	Uncertain	
Quality of Life	No effect/ positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for age and disability		
<b>Delivery by:</b> Private and voluntary sector through development management processes, with public programme support for specialist housing, subject to the availability of resources.		
<b>Main Risks:</b> That specialist housing is either not provided or is provided in inappropriate locations that could cause harm to the character of the surrounding area or could not be supported by appropriate local services.		
<b>Alternatives:</b> The main alternatives are to make no provision for the provision of specialist housing, which would not reflect the likely level of need and demand within the local population or to apply a percentage based requirement, which may not reflect the flexibility in provision that is likely to be needed over the plan period.		
<b>Monitoring Indicators:</b>		CSM18 - Housing Need
CSM19 - Housing Development		CSM46 - Policy Effectiveness
<b>Evidence Base:</b> Strategic Housing Market Assessment		

## Policy CS24 - Gypsies and Travellers

Permanent and/or temporary pitches for Gypsies and Travellers will be permitted where it can be demonstrated that:

1. the requirements of Policy CS21 will be met;
2. safe and convenient access will be provided for the manoeuvring, parking and storage of caravans and other vehicles into and within the site, without causing nuisance or danger to adjoining uses;
3. there is adequate provision for safe children's play;
4. the site is capable of being served by an adequate water and energy supply, water treatment and waste collection infrastructure;
5. in the case of temporary permissions, that the applicant will make provision to restore the site to a condition consistent with the character of the surrounding area when it ceases to be used.

Provision for transit sites and for Travelling Showpeople will also be considered in accordance with these criteria.

Sites for Travelling Showpeople will also need to make appropriate provision for the storage, maintenance and testing of equipment, where required, without creating unacceptable nuisance; a risk to the health and safety of residents or neighbours; or visual intrusion within the wider landscape.

Sites to provide an ongoing five-year supply of deliverable sites to meet assessed requirements will be allocated in a site-specific Local Plan.

**20.41** The Borough does not currently have any Gypsy and Traveller sites but a number of Gypsy and Traveller families currently reside in bricks and mortar housing. The Borough has, however, experienced short-term unauthorised encampments, normally related to existing family ties.

**20.42** The Council has a legal duty to consider the needs of Gypsies and Travellers. National policy requires local planning authorities to make their own assessment of need and to include a criteria based policy in their local plans, even where no need has yet been identified. Policy CS24 identifies the criteria that will be applied in Wirral.

**20.43** Making provision for permanent and transit provision sites in appropriate locations will support the control of unauthorised encampments in unsuitable locations. Providing a formally designated site may also help to prevent the social exclusion of Gypsies, Travellers and Travelling Showpeople and relieve any tensions that may exist between the settled and Travelling communities.

**20.44** The provision of pitches for Gypsies and Travellers is also subject to the national need to identify an ongoing five-year supply of deliverable sites throughout the plan period.

**20.45** Pitches for Gypsies and Travellers and plots for Travelling Showpeople, often have a permanent structure for residential amenities and are used as a base to travel from. They also allow Gypsies and Travellers to obtain access to education, health and other essential public services. Transit pitches are often designed to a similar format but are only intended to accommodate Gypsies and Travellers for short periods whilst moving between permanent sites or visiting the area for events or family occasions.

**20.46** Policy CS24 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy and the allocation of land for future development in a site-specific Local Plan. Additional guidance on the design and layout of appropriate sites to reflect national best practice may be included in a relevant Supplementary Planning Document.

Policy CS24 - Impact Matrix		
Sustainability Objective:	Score:	Sustainability Appraisal Summary:
Social Inclusion	Positive	The sustainability appraisal shows that policy will have an uncertain impact, although there are some positive elements relating to social regeneration. The policy is specific to the requirements of Gypsies and Traveller accommodation; and direct impact on wider considerations will be addressed through other policies in the plan. The appraisal recommends that consultation with the Gypsy and Travelling community should be undertaken to appropriately assess need at site allocations stage.
Sustainable Consumption	No effect	
Environmental Protection	Uncertain	
Natural Resources	Uncertain	
Quality of Life	Uncertain	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for race		
<b>Delivery by:</b> Private sector through development management processes, with potential public programme support subject to the availability of resources.		
<b>Main Risks:</b> That the need for authorised gypsy and traveller accommodation would not be met, causing conflict with the settled community through unauthorised encampments in inappropriate locations.		
<b>Alternatives:</b> The main alternative would be to not include criteria for gypsy and traveller development, which would be contrary to national policy.		
<b>Monitoring Indicators:</b>		CSM18 - Housing Need
CSM19 - Housing Development		CSM20 - Housing Land Supply
<b>Evidence Base:</b> Strategic Housing Market Assessment; Strategic Housing Land Availability Assessment.		

## 21 Town Centres

### Policy CS25 - Hierarchy of Retail Centres

The following network of centres will be used to guide the distribution of main town centre uses<sup>6</sup> and other uses that are likely to attract a significant number of people for day-to-day activities, subject to Policies CS26 to CS29:

#### 1. Sub-Regional Centre

The Borough's main comparison shopping destination and the primary focus for retail, office, leisure, service, cultural and tourist development and facilities and other main town centre uses of Borough wide significance - suitable for retailing in Use Class A1 up to sub-regional scale:

*Birkenhead Town Centre (including Grange Road West, Oxtan Road and Argyle Street)*

#### 2. Town Centres

The main focus for development and investment in shops, services and leisure and community uses outside Birkenhead - suitable for retail units in Use Class A1 of up to 2,500 square metres (net):

*Heswall  
Moreton*

*Liscard  
West Kirby*

#### 3. District Centres

The focus for district level shops, services and community facilities at a level above local centres - suitable for retail units in Use Class A1 of up to 1,500 square metres (net):

*Bromborough Village  
Woodchurch Road (Prenton)*

*Hoylake*

#### 4. Local Centres

The focus for neighbourhood level shops and services to serve everyday needs - suitable for retail units in Use Class A1 of up to 280 square metres (net):

*Borough Road (Prenton Park)  
Dacre Hill  
Greasby (Arrowe Road/Mill Lane)  
Laird Street  
New Ferry*

*Claughton Village  
Eastham (Mill Park Drive/New Chester Road)  
Irby Village  
Lower Bebington  
Oxtan Village*

Seacombe (Poulton Road)  
Tranmere Urban Village  
New Brighton (Victoria Road)

New Brighton (Seabank Road)  
Upton Village  
Wallasey Village

The boundary to each of these centres, including sites for new development and primary and secondary frontages, will be defined in a site-specific Local Plan.

**21.1** Wirral has an extensive network of centres providing a wide range of shops and services. Policy CS25 sets out the hierarchy of centres that will be used to support community regeneration and provide a sustainable distribution of shops and services. Main town centre uses are defined in national policy. Other uses that are likely to attract a significant number of people for day-to-day activities would include health and medical services, auctions, showrooms and community facilities, including places of worship.

**21.2** Birkenhead forms part of the second tier of sub-regional centres across the City Region (including Southport and St Helens) which sit below and complement Liverpool City Centre as the Regional Centre. The Council will direct growth to Birkenhead to create a vibrant and locally distinctive centre that maximises local expenditure and attracts investment into the Borough. Detailed priorities for Birkenhead Town Centre as part of the wider Commercial Core are set out in Policy CS5.

**21.3** Three levels of centre have been defined below Birkenhead, based on evidence of surveys, floorspace and spending patterns provided in the Town Centres, Retail and Commercial Leisure Study 2009. Further proposals for more local improvements are identified in the Town, District and Local Centres Study and Delivery Framework 2011.

**21.4** The main objective for *Town Centres* will be to improve the environment and support investment to achieve a mix of uses, with retail as the principal use, to ensure the centres continue to meet the needs of the communities within the catchments that they serve.

**21.5** The main objective for *District Centres* will be to improve the environment and support investment to achieve a mix of uses, again with retail as the principal use, to ensure the centres will continue to meet the needs of the local communities within the catchments that they serve and to support diversification and specialisation where this can be shown to contribute to the overall vitality of the centre. Development proposals should primarily respond to the needs of the catchment and recognise the need to support the vitality and viability of other centres.

**21.6** The main objective for *Local Centres* will be to improve the environment and maintain the range of local shopping and service provision where it remains viable and provides an important service to the local community. New small-scale retail

facilities will be encouraged where they would provide for local everyday needs, and promote vitality during the daytime and not be harmful to the vitality and viability of nearby centres.

**21.7** The recent Town, District and Local Centres Study and Delivery Framework shows an existing capacity for up to [x,000] square metres of new retail floorspace within these centres, including up to [x,000] square metres in vacant units.

**21.8** Guidelines are included for the scale of A1 retail development considered appropriate in each centre, reflecting the role and function of the hierarchy. Proposals which exceed these guidelines will be assessed against the criteria identified in Policy CS26.

**21.9** The boundaries to these centres and their associated primarily commercial areas, with the exception of Eastham, Greasby and Oxtton Village, are already defined on the existing Unitary Development Plan Proposals Map and will remain unchanged until amended through the adoption of a site-specific Local Plan.

**21.10** Where necessary, primary and secondary frontages will also be defined to safeguard the proportion of A1 uses within primary street level frontages. Boundaries will be identified on the basis of the need to provide a strong focus within each centre; the function of the centre; the location of potential development sites; the existing range and location of shops and services; transport accessibility; and the findings of any adopted Local Centre Implementation Plan, prepared as resources allow, to focus the use of public and private sector resources.

**21.11** Wirral also has a number of smaller neighbourhood centres and parades which sit outside the formal network identified in Policy CS25, which consist of small clusters of shops which serve their catchment area for local convenience retailing. It is important to protect their role and where necessary secure environmental improvements but a significant increase in retail floorspace will not normally be appropriate, as the Town and District centres will be the priority for new retail floor space outside Birkenhead.

**21.12** Existing out-of-centre retail parks are not regarded as “centres” for the purposes of Policy CS25 and proposals for their expansion or redevelopment, including extensions and proposals to vary or remove conditions in respect of the range of goods sold, will be subject to the requirements of Policy CS29.

**21.13** Policy CS25 will primarily be delivered through Policies CS26 to CS29, the policies for development management set out in Section 26 of the Core Strategy and the designation of the boundaries to each centre in a site-specific Local Plan.

<b>Policy CS25 - Impact Matrix</b>		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b>
Social Inclusion	Positive/ no effect	The policy will have a long term and permanent positive effect through the protection of existing centres, maintaining access to employment, shops, services and facilities. Uncertain impacts on local heritage, flood risk and pressure on services and shops are identified. The consideration of these issues when defining the boundaries in a site-specific local plan and the application of development plan and other policies can mitigate these concerns.
Sustainable Consumption	Positive/ no effect	
Environmental Protection	No effect/ uncertain	
Natural Resources	Positive/ uncertain/ no effect	
Quality of Life	Uncertain/ positive/ no effect	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for disability and low incomes and worklessness		
<b>Delivery by:</b> Private sector through development management processes and the designation of centre boundaries in a site-specific Local Plan, supported by public programmes subject to the availability of resources.		
<b>Main Risks:</b> The capacity of existing centres to meet assessed needs may be limited by the availability of suitable and viable sites and resources may not be available to support public programmes or interventions.		
<b>Alternatives:</b> The main alternative would be to not identify a hierarchy of existing centres in the Core Strategy, which would be contrary to national policy.		
<b>Monitoring Indicators:</b>		
CSM23 - Town Centre Development		CSM24 - Town Centre Vitality
CSM25 - Town Centre Capacity		CSM26 - Spending Capacity
<b>Evidence Base:</b> Town Centres, Retail and Commercial Leisure Study; Town, District and Local Centres Study and Delivery Framework.		

### Policy CS26 - Criteria for Development within Existing Centres

Development for Use Classes A1, A2, A3, A4, A5, B1, C1, D1, D2 and other main town centre uses<sup>(11)</sup>, including new build, extensions and changes of use, will be permitted within the centres listed in Policy CS25 and within smaller shopping parades where they can be demonstrated to be:

1. appropriate in scale to the relative position of each centre in the hierarchy outlined in Policy CS25;
2. consistent with the local priorities identified in Policies CS4 to CS11;
3. maintain an appropriate street-level retail frontage; and
4. meet the requirements of Policy CS42.

Proposals for uses that will sell food or drink, including sweets, for consumption off the premises will be required to include measures for litter control and street cleansing, including the provision and installation of at least one public litter bin, in accordance with Policy CS45.

Proposals for food and drink (Use Classes A3, A4 and A5) uses must also comply with Policy CS27.

11 excluding facilities for outdoor sports or recreations

Proposals exceeding the floorspace guidelines for A1 uses in town, district and local centres in Policy CS25, will be balanced against:

- the impact on the economic and physical regeneration of the area, including the impact on areas of greatest need<sup>c</sup>;
- the impact on valued facilities and services and the community's ability to meet its day-to-day needs;
- the level of accessibility by a choice of means of transport;
- the potential for additional linked trips and the generation of additional footfall within the centre;
- the impact on the environmental quality of the centre, vacancy levels and residential amenity; and
- the wider implications for compliance with Policy CS42 and Policy CS43.

Proposals exceeding the floorspace guidelines will be approved where the benefits of permitting the development are considered to outweigh any adverse impacts, including the impact on the vitality and viability on any nearby centre within or outside the Borough.

Residential development will normally be permitted outside street-level retail and commercial frontages, on upper floors and on backland sites, provided that an acceptable level of amenity can be secured for future residents in accordance with Policy CS21.

Outside the centres listed in Policy CS25, alternative uses will be permitted within street-level retail frontages where:

- the property has been vacant and continuously marketed for compatible uses at the values prevailing in the centre for a period of at least two years and there is no reasonable prospect of reuse for compatible purposes; and
- the loss of the retail unit would not undermine the function and character of the centre or parade or result in the creation of a 'dead frontage' in an otherwise active parade of shops; and
- the design of the frontage would enhance the street scene and there will be no adverse impact on neighbouring uses.

Within the centres listed in Policy CS25, alternative uses will only be permitted within street-level retail frontages as part of a formally adopted planned contraction of the centre.

**21.14** Within the centres listed in Policy CS25, alternative uses will only be permitted within street-level retail frontages as part of a formally adopted planned contraction of the centre.

**21.15** Policy CS26 aims to ensure that the network of centres in the Borough remain the focus for main town centre uses that are of appropriate scale, consistent with the priorities set out in Policy CS2 and Policies CH4 to CH11 and development management considerations. Other uses likely to attract a significant number of people should also be located in accordance with the hierarchy of centres in Policy CS25 and the criteria in Policy CS26, unless it can be demonstrated that no alternative, suitable sites or premises are available within or on the edge of an existing centre.

**21.16** Policy CS26 also identifies the matters which will be taken into consideration where retail proposals come forward in excess of the guidelines set out in Policy CS25.

**21.17** Key local shops and facilities such as banks, bakers, butchers, greengrocers, grocers, specialist food shops, post offices, dispensing chemists and primary care facilities, launderettes, newsagents and post offices often meet essential day-to-day needs for local communities, particularly in the district and local centres. Their loss may compromise the retail function and character of a centre and limit residents' accessibility to local shops. The planning system is limited in its ability to protect these facilities but can require that planning applications for changes of use away from main town centre uses are fully justified. Supporting evidence of attempts to let, lease or sell the property for retail use will be a material consideration, as will be the likely impact of the loss of the retail unit on the role and function of the centre.

**21.18** The Council recognises that it may not be possible to retain all key local shops in the Borough, especially where there is insufficient customer demand to ensure viability. In such situations the Council will generally consider proposals for other uses so long as the policy requirements have been met and there is no conflict with other policies in the Plan. Residential use can play an important part in ensuring the vitality of centres and Policy CS26 indicates that residential uses will be permitted on upper floors and backland sites, subject to consideration of the amenity of future residents.

**21.19** Policy CS26 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy and will support the delivery local priorities identified in Policies CS4 to CS11.

Policy CS26 - Impact Matrix		
Sustainability Objective:	Score:	Sustainability Appraisal Summary:
Social Inclusion	Positive	The policy will have a long term and permanent positive effect through the directing retail and town centre uses to existing centres, maintaining access to employment, shops, services and facilities. Uncertain impacts on flood risk, pollution, traffic congestion and vehicle emissions are identified, with potential negative effects relating to drainage and waste. These issues can be mitigated through application of development management policies, but an overall positive effect will be dependant on the ensuring supporting infrastructure is in place to attract new businesses.
Sustainable Consumption	Positive	
Environmental Protection	Uncertain/ no effect	
Natural Resources	Uncertain	
Quality of Life	Positive	

<b>Policy CS26 - Impact Matrix</b>	
<b>Habitat Regulations Assessment:</b> text	
<b>Equalities Impacts:</b> Positive for disability and low incomes and worklessness	
<b>Delivery by:</b> Private sector through development management processes, supported by relevant supplementary planning documents.	
<b>Main Risks:</b> That investment that would support the continued vitality and viability of existing centres is unnecessarily discouraged and that harmful impacts on surrounding uses could be allowed.	
<b>Alternatives:</b> The main alternatives would be to provide reduced or no guidance on how to take decisions on proposals within existing centres, which could allow harmful impacts that could reduce their attractiveness to visitors and/or investors.	
<b>Monitoring Indicators:</b>	
CSM23 - Town Centre Development	CSM24 - Town Centre Vitality
<b>Evidence Base:</b> Town Centres, Retail and Commercial Leisure Study; Town, District and Local Centres Study and Delivery Framework.	

## Policy CS27 - Food and Drink Uses in Existing Centres and Parades

Proposals for food and drink outlets and uses related to the night-time economy will be permitted within the centres listed in Policy CS25 or within a smaller shopping parade, where there are no unresolved amenity, traffic or safety issues relating to existing similar uses within the surrounding area and it can be demonstrated that the proposal will:

1. contribute positively to local environmental quality, including the experience for visitors and users of the area;
2. not have an adverse effect on the character and function of the centre or on residential amenity through an over-concentration and/or clustering of food and drink uses, having regard to:
  - the existing number of food and drink uses in the area;
  - their proximity to each other;
  - the nature of other surrounding uses;
  - the function of the centre or parade;
  - the number of shops and other uses remaining to serve the community;
  - vacancy rates;
  - the condition of the unit; and
  - any wider social, health and/or economic impacts.
3. include appropriate measures to mitigate the impact of odours, noise and litter to safeguard local amenity;
4. contribute positively to the visual appearance of the area during opening and non-opening hours;
5. not have an adverse impact on the free flow of traffic or on highway and pedestrian safety; and
6. incorporate appropriate measures for preventing crime and disorder.

**21.20** Policy CS27 applies to uses falling within national Use Classes A3, A4 and A5, such as hot food take aways, restaurants, cafes, pubs, wine bars and other drinking establishments and nightclubs, whether located either individually or cumulatively with similar uses within the area and aims to ensure that uses associated with the evening and night time economy uses will contribute positively to the vitality and viability of Wirral's existing centres and support a safe, balanced and socially-inclusive evening economy.

**21.21** While these uses are an important source of economic activity and well-being, they need to be balanced against the other functions of centres and the need to support continued activity during the day. Public consultation and evidence from fieldwork undertaken for the Town, District and Local Centres Study and Delivery Framework, suggested that the number and concentration of non-retail uses can have a negative impact on the functioning of some centres. The Council will therefore carefully consider all applications for uses within Classes A3-A5 against the criteria in Policy CS27, in advance of the identification of primary and secondary frontages in a site-specific Local Plan.

**21.22** Policy CS27 also requires consideration of the existing number of food and drink uses within the area and their proximity to each other to prevent concentrations of uses that would harm the centre's attractiveness to shoppers or residential amenity. The Council will seek to ensure that where permission is granted, any potential harm to the area from the proposal can be controlled, for example, through limiting operating hours, requiring that shutters are not left down during the day and ensuring that any measures to mitigate odours and internally-generated noise are fully installed before the business commences trading.

**21.23** Policy CS27 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy. Additional guidance on the design and location of hot food takeaways, restaurants, cafes and drinking establishments is currently set out in [Supplementary Planning Document SPD3 \(October 2006\)](#), which is expected to be up-dated following the adoption of this Core Strategy.

Policy CS27 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will
Social Inclusion	Positive/ no effect	have a long term and permanent positive effect
Sustainable Consumption	Positive	through the controlling the impact of impact of food
Environmental Protection	Positive	and drink uses, contributing to a safe, balanced and
Natural Resources	Positive/ uncertain	socially inclusive evening economy, maintaining
Quality of Life	Positive	access to employment, shops, services and facilities.
		Uncertain impacts on drainage and flooding are
		identified, which can be mitigated through application
		of development management policies. The policy
		contains measures to ensure an overall positive effect
		on a range of environmental factors including crime
		and the fear of crime.
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private sector through development management processes, supported by relevant supplementary planning documents.		

<b>Policy CS27 - Impact Matrix</b>	
<b>Main Risks:</b> Food and drink uses can cause harmful impacts in terms of litter and anti-social behaviour but restrictions could limit the diversity, viability and attractiveness of centres.	
<b>Alternatives:</b> The main alternatives would be to provide reduced or no guidance to decision makers, which could allow harmful impacts that could reduce the attractiveness of existing centres to visitors and/or investors.	
<b>Monitoring Indicators:</b>	CSM23 - Town Centre Development
CSM24 - Town Centre Vitality	CSM46 - Policy Effectiveness
<b>Evidence Base:</b> Town Centres, Retail and Commercial Leisure Study; Town, District and Local Centres Study and Delivery Framework.	

## Policy CS28 - Retail Impact Assessments

Proposals for new retail floorspace, including extensions, changes of use and proposals to vary or remove conditions in respect of the range of goods sold, in edge or out-of-centre locations outside the network of centres in Policy CS25 will be required to submit an impact assessment where the following thresholds are exceeded:

Convenience goods retail floorspace:	200 square metres (gross)
Non-bulky comparison goods retail floorspace:	460 square meters (gross)
Bulky comparison goods retail floorspace:	929 square metres (gross)

**21.24** National policy states that when assessing applications for retail development outside town centres which are not in accordance with an up-to-date local plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally-set floorspace threshold. Policy CS28 therefore sets out the thresholds above which impact assessments will be required. Proposals below these thresholds will still have to comply with the other requirements of national policy, in particular the sequential approach.

**21.25** Public consultation has shown ongoing concern about the impact of out-of-centre development on existing centres. In addition to larger-scale facilities, there have been a number of proposals for edge-of-centre and out-of-centre local shops of up to and around 280 square metres (net). Individually and cumulatively, new local shops outside existing centres, particularly if concentrated within the catchment area of a Town, District or Local Centre, could potentially have a significantly adverse impact on the top-up function and vitality and viability of the relevant centre.

**21.26** The Wirral Town Centres, Retail and Commercial Leisure Study did not identify any quantitative or qualitative deficiencies in terms of convenience floorspace in any Town, District or Local Centre. Policy CS28 therefore sets out a local impact assessment threshold for convenience retail development of 200 square metres or

above which are either in out-of-centre locations or edge-of-centre locations in order to safeguard the retail function and wider vitality and viability of the centre hierarchy identified in Policy CS25.

**21.27** Higher thresholds have been identified for non-food comparison floorspace, to reflect the typical size of retail warehouse proposals for bulky<sup>(12)</sup> and non-bulky goods.

**21.28** Policy CS28 will primarily be delivered in association with Policy CS29.

Policy CS28 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a long term and permanent positive effect through the provision of better services and facilities, an improved retail offer and public realm improvements in town centres, which are generally accessible to all by public transport. There would also be the creation of new accessible job opportunities within and adjacent to existing centres. No mitigation/ enhancement measures necessary.
Social Inclusion	No effect/ positive	
Sustainable Consumption	Positive	
Environmental Protection	No effect	
Natural Resources	No effect	
Quality of Life	No effect	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private sector through development management processes, supported by relevant supplementary planning documents.		
<b>Main Risks:</b> Setting too low a threshold could discourage the provision of needed new development. Setting too high a threshold could prevent harm to existing centres from being properly assessed.		
<b>Alternatives:</b> The main alternatives are not to set any local threshold, which would fail to take proper account of local circumstances or to set a higher threshold, which would relax the requirement to justify new out-of-centre or edge-of-centre facilities in the context of limited need.		
<b>Monitoring Indicators:</b>		CSM23 - Town Centre Development
CSM24 - Town Centre Vitality		CSM46 - Policy Effectiveness
<b>Evidence Base:</b> Town Centres, Retail and Commercial Leisure Study; Town, District and Local Centres Study and Delivery Framework.		

### Policy CS29 - Criteria for Edge-of-Centre and Out-of-Centre and Facilities

New floorspace for Use Classes A1, A2, A3, A4, A5, B1, C1, D1, D2 and other main town centre uses<sup>(13)</sup> outside the centres listed in Policy CS25, including changes of use, extensions to existing floorspace and proposals to vary or remove conditions in respect of the range of goods sold and Use Class restrictions, will be permitted where it can be demonstrated that:

1. no alternative, suitable sites are available first within and then at the edge of centre listed in Policy CS25; and

12 as defined in PPS4 Practice Guidance

13 excluding facilities for outdoor sports and recreations

2. the site is easily accessible by a choice of means of transport and is well-connected to a town, district or local centre; and
3. the facilities would enhance and complement the range and quality of facilities provided in existing centres; and
4. an impact assessment submitted in accordance with Policy CS28 demonstrates that the new floorspace or variation of condition would not have a significant adverse effect on the vitality and viability of a centre listed in Policy CS25 or designated in the adopted Local Plan of an adjacent authority or on any existing, committed or planned public or private investment within them; and
5. the proposal will enhance access to jobs and training for local residents, particularly within areas of greatest need<sup>6</sup>; and
6. the proposal meets the requirements of Policy CS42.

Edge-of-centre proposals must be of a scale appropriate to the size of the centre and its role in the hierarchy identified in Policy CS25 and must demonstrate how the proposal will be connected to the centre, encourage linked trips and enhance the vitality and viability of the centre.

Planning conditions will be used to control the type, mix and quantum of gross and net retail floorspace; the range of goods sold; size of units; and number of operators per unit; to ensure that the impact on existing centres is minimised.

**21.29** The Council's priorities are to promote sustainable shopping patterns, focus the provision of shops and other facilities within existing centres to protect and enhance their vitality and viability including local consumer choice and trade, promote social inclusion and minimise transport emissions.

**21.30** The Wirral Town Centres Retail and Commercial Leisure Study 2009 indicated that if all existing commitments are implemented, there would be no capacity for additional convenience floorspace in the Borough before 2026 and that capacity for comparison floorspace would only emerge in the medium term as expenditure growth increased. The latest update confirms that any capacity for additional comparison floorspace is only likely to emerge further towards the end of the plan period.

**21.31** The Council's preference is for new floorspace to first be directed to existing centres in line with the hierarchy identified under Policy CS25 and then, if a need is identified, to Wirral Waters, having regard to the need for regeneration, considerations of scale and impact on existing centres and support for the objectives of the Birkenhead Integrated Regeneration Study 2010.

**21.32** Approaches to the assessment of need for commercial leisure and other town centre-related uses are not as well developed as in the retail sector. The broad assessment in the Town Centres Retail and Commercial Leisure Study 2009 suggested scope for additional cinema and casino provision with potential to support further food and drink within existing centres. As the majority of these requirements have now been met at New Brighton, it is therefore not currently anticipated that

locations for additional commercial leisure development will need to be included in a site-specific Local Plan. The need for additional office development is addressed within the Wirral Employment Land and Premises Study.

**21.33** In advance of the preparation of a site-specific Local Plan, as developers may still bring forward retail and commercial leisure proposals in out-of-centre locations, including extensions and new floorspace in existing out-of-centre retail and leisure destinations, Policy CS29 sets out how these will be assessed and provides flexibility to address the risks associated with Policy CS25.

**21.34** For retail purposes, edge-of-centre will be taken to mean within 300 metres walking distance of the edge of a centre listed in Policy CS25, without intervening obstacles such as major roads, railway lines and other potential barriers to pedestrian movement. Out-of-centre will be taken to mean any site further than 300 metres walking distance of a centre listed in Policy CS25.

**21.35** Policy CS29 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy.

Policy CS29 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have an uncertain impact, although there are some positive elements relating to maintaining the vitality and viability of existing centres and the creation of new jobs. Impact depends on how the policy is implemented and what retail proposals come forward and in what location and it is recommended that it is applied alongside Policy CS42, but an overall positive effect will be dependant on the ensuring supporting infrastructure is in place to support new businesses.
Social Inclusion	Uncertain	
Sustainable Consumption	Positive	
Environmental Protection	Uncertain	
Natural Resources	Uncertain	
Quality of Life	Uncertain	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private sector through development management processes, supported by public programmes for relevant edge-of-centre opportunities, where a need can be demonstrated, subject to the availability of resources.		
<b>Main Risks:</b> Provision for out-of-centre or edge-of-centre facilities could undermine the viability of existing centres if safeguards are not applied. Safeguards could, however, unduly restrict the provision of needed local facilities.		
<b>Alternatives:</b> The main alternatives are not to place any restriction on new out-of-centre or edge-of-centre facilities, which could limit the opportunity of existing centres to attract new investment or not to provide for out-of-centre or edge-of-centre facilities, which could prevent objectively assessed needs which could not be accommodated in an existing centre from being met.		
<b>Monitoring Indicators:</b>		
CSM23 - Town Centre Development		CSM24 - Town Centre Vitality
CSM25 - Town Centre Capacity		CSM26 - Spending Capacity
<b>Evidence Base:</b> Town Centres, Retail and Commercial Leisure Study		

## 22 Green Infrastructure

### Policy CS30 - Requirements for Green Infrastructure

New development will be required to contribute towards the provision, protection and enhancement of green infrastructure, to reflect the physical characteristics of the site; the type and function of the development proposed; and the character of the surrounding area, to secure multi-functional benefits which will, where relevant:

1. provide for landscaping and amenity and maintain and enhance existing landscape features, such as trees, woodlands and hedges;
2. protect and enhance public rights of way, green networks and access to local facilities such as shops, schools, open space and public transport;
3. protect and provide land for recreation in line with Policy CS31 and Policy CS32;
4. contribute towards net gains for nature and the enhancement of ecological networks and preserve and enhance the setting of any biodiversity and geodiversity assets in line with Policy CS33;
5. protect, conserve and wherever possible enhance landscape character, consistent with the landscape guidelines contained within the Wirral Landscape Character Assessment and the local priorities identified in Policies CS4 to CS11;
6. provide for the sustainable management of surface water and the maintenance of effective flood defences, land drainage infrastructure and river corridors in line with Policy CS34 and Policy CS35, including improvements to water quality and watercourse profiles, where relevant;
7. assist in mitigating and adapting to the impacts of climate change on people and the environment, including urban cooling and carbon storage; and
8. support health and wellbeing and provide for a sustainable pattern of development, particularly within areas of greatest need<sup>6</sup>.

**22.1** Green infrastructure is an important part of quality of life and is capable of providing multiple benefits from increasing the attractiveness of a development and enhancing the character of the surrounding area to providing essential services for recreation and health, biodiversity and nature and mitigation and adaptation to climate change.

**22.2** Policy CS30 requires new development to contribute to the provision of green infrastructure on the basis of the conditions and opportunities available on each site and the priorities within the surrounding area, from protecting and enhancing existing features such as trees, hedges and woodlands; recognising any special values such as heritage and biodiversity; to providing for urban cooling and sustainable urban drainage.

**22.3** In implementing Policy CS30, emphasis will be placed on securing a resilient, coherent network of interconnected landscape, wildlife or ecosystem services in line with the recommendations in the Lawton Report<sup>(14)</sup> and the aims of the Government's Biodiversity Strategy<sup>(15)</sup>. This will include the protection and enhancement of existing environmental assets and the creation of corridors and stepping stones to assist species movement and enable colonisation and adaptation to climate change.

**22.4** A Green Infrastructure Strategy is being prepared to identify the additional actions and/or interventions that may be necessary to fully secure these objectives, which may include contributions towards the enhancement of existing facilities under Policy CS45.

**22.5** The Green Infrastructure Strategy will help to inform the site-specific Local Plan that will follow the adoption of the Core Strategy in terms of demonstrating the multiple roles and functions of the Borough's existing green assets but also in terms of any additional infrastructure requirements which will need to be considered when determining what use a particular site can be allocated for. The Green Infrastructure Strategy will identify existing networks of green infrastructure (GI) and help to plan positively for their protection, for the creation of new assets where appropriate or necessary and for the enhancement and management of existing provision.

**22.6** To inform the approach to be taken in the site-specific Local Plan, the Green Infrastructure Strategy will be prepared to meet the following objectives:

- map and identify the role and function of existing GI provision and any gaps or opportunities for enhancement;
- identify the capacity of existing GI and explore capacity issues and opportunities associated with new development likely to be proposed in the Site Allocations Local Plan;
- determine the actions that need to be taken to ensure that appropriate levels of GI are in place to serve existing and new residents, which is likely to include the identification of opportunities for the creation of new GI and improved management of existing assets;
- take account of the Liverpool City Region GI Framework and the GI Framework for North-East Wales, Cheshire and Wirral;
- identify the role of GI in Wirral in relation to mitigation and adaptation to climate change;
- reflect the findings of the Core Strategy Habitats Regulations Assessment with regard to the role of GI to avoid and mitigate pressure on European sites resulting from proposed development; and
- explore the role of GI to compensate for unavoidable losses within the area and elsewhere within the Borough.

14 Making Space for Nature: A Review of England's Wildlife Sites and Ecological Network (Prof. Sir John Lawton, 2010)

15 Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services (DEFRA, 2011)

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

**22.7** The potential impact of commercial and port-related development on European Sites has already been considered. Other forms of development can, however, also lead to increased recreational pressure, including on supporting habitats. As England Leisure Day Visits surveys indicate that visitors typically travel up to 25km to visit the coast for the day and local visitor surveys show that people typically travel up to 90 minutes, simply locating development away from such sites is clearly not possible in Wirral. Any necessary mitigation, which may involve a mix of access management, habitat management and provision of alternative recreational space, will need to be identified in the site-specific Local Plan that will follow the adoption of this Core Strategy, in consultation with the other adjoining Local Authorities, Natural England and other partners.

**22.8** Policy CS30 will primarily be delivered through Policies CS31 to CS35, the policies for development management set out in Section 26 of the Core Strategy and the allocation of land for protection in a site-specific Local Plan. Policy CS30 will also support the delivery of the local priorities identified in Policies CS4 to CS11. Further guidance on the provision of green infrastructure within new development will be set out in a relevant Supplementary Planning Document.

Policy CS30 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a very positive, long-term permanent effect.
Social Inclusion	Positive	High quality green infrastructure will improve the environmental quality of an area, encourage economic investment and new jobs, reduce flood risk, protect and enhance biodiversity and local distinctiveness, retain local character, and provide attractive open spaces for recreation and leisure uses. No mitigation/ enhancement measures necessary.
Sustainable Consumption	Positive	
Environmental Protection	Very positive	
Natural Resources	Very positive	
Quality of Life	Very positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for age and disability		
<b>Delivery by:</b> Private sector through development management processes and land allocations within a site-specific Local Plan, supported by relevant supplementary planning documents, with potential public programme including for sustainable transport measures.		
<b>Main Risks:</b> That development will take place without making any significant contribution to the protection, provision or enhancement of green infrastructure.		
<b>Alternatives:</b> The main alternative would be to not include any measures for the provision, protection or enhancement of green infrastructure, which would remove the opportunity to secure multi-functional physical, social, economic and environmental benefits to support a more sustainable pattern of development.		
<b>Monitoring Indicators:</b>		
CSM27 - Green Infrastructure Supply		CSM28 - Green Infrastructure Needs
CSM29 - Biodiversity & Geodiversity		CSM30 - Landscape Character
CSM31 - Visitor Monitoring		
<b>Evidence Base:</b> Spatial Portrait; Wirral Green Infrastructure Strategy (forthcoming);		

## Policy CS31 - Recreational Land and Buildings

The Council will regulate the provision of recreational open space on the basis of the following minimum standards:

- publicly accessible open space - 2.40 hectares for every thousand people
- public and private sports pitches and playing fields (including ATPs) - 1.00 hectare for every thousand people
- other public and private outdoor sports facilities (excluding golf courses) - 0.10 hectares for every thousand people
- public and private allotments - 0.22 hectares for every thousand people

No residential household should be further than 400 metres walking distance from a larger publicly accessible open space of 1.5 hectares or above. Smaller publicly accessible open spaces will be retained to serve areas falling outside the catchment of a larger publicly accessible open space, to ensure that no residential household is further than 200 metres walking distance from a publicly accessible open space.

Land and buildings used for sport and recreation will be protected from incompatible development unless it can be demonstrated that:

1. the site is genuinely surplus and is not required for any other recreational purpose; and
2. the site has been continuously marketed for recreational uses at realistic prices for a period of at least two years and there is no reasonable prospect that the site will be re-used for recreational use; and
3. the site does not need to be retained undeveloped for any other intrinsic or designated value, including landscape character, heritage, biodiversity, drainage requirements or flood defence; or
4. the facility will be replaced with an equivalent or better facility, capable of serving the same local community and criterion 3 (above) would also be met.

Replacement facilities will be secured by an appropriate planning condition and/or legal agreement, including provision for ongoing maintenance.

Sites for specific protection will be identified in a site-specific Local Plan.

**22.9** The Wirral Open Space Assessment provides information on the quantity, quality and accessibility of parks and gardens; natural and semi-natural greenspace; outdoor sports facilities; amenity greenspace; provision for children and young people; allotments; cemeteries and church yards. The findings of the assessment have also been used to inform the local priorities set out in Policies CS4 to CS11, based on average levels of provision.

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

**22.10** Policy CS31 continues to apply the standards set out in the existing Unitary Development Plan for Wirral, which were adopted in February 2000, pending further research on local standards to be undertaken as part of an ongoing review of the Council's Parks and Countryside service and a formal update of the Council's Playing Pitch Strategy (2004). A revised Built Facilities Strategy is also being prepared. Policy CS31 therefore provides for the continued protection of recreational land and buildings, subject to the latest evidence of need.

**22.11** Sites already designated for protection as urban greenspace, sports grounds, playing fields and allotments and for new recreation facilities are currently shown on the existing Unitary Development Plan Proposals Map but will be replaced by a site-specific Local Plan to be prepared following the adoption of this Core Strategy.

**22.12** Policy CS31 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy in association with Policy CS30 and may also provide additional flexibility for the risks associated with Policies CS18 and CS19.

Policy CS31 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will
Social Inclusion	Positive	have a very positive, long-term permanent effect.
Sustainable Consumption	Positive	The provision of formal and informal open space and
Environmental Protection	Positive	buildings will improve the environmental quality of an
Natural Resources	Positive	area, encourage economic investment and new jobs,
Quality of Life	Positive	reduce flood risk, protect and enhance biodiversity
		and local distinctiveness, retain local character, and
		provide attractive open spaces for recreation and
		leisure uses. No mitigation/ enhancement measures
		necessary.
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Public, private and voluntary sector through direct provision, development management processes subject to planning conditions and/or legal agreements and land allocations in a site-specific Local Plan.		
<b>Main Risks:</b> That an appropriate level of provision for formal and informal sports and recreation is not provided and maintained within each community.		
<b>Alternatives:</b> The main alternative would be to not include provision for the protection of recreational land and buildings, which would be contrary to national policy		
<b>Monitoring Indicators:</b>		
CSM27 - Green Infrastructure Supply		CSM28 - Green Infrastructure Needs
<b>Evidence Base:</b> Spatial Portrait; Wirral Open Space Audit; Wirral Playing Pitch Strategy; Wirral Indoor Recreation Strategy (forthcoming).		

## Policy CS32 - Recreational Open Space in New Housing Developments

New family housing developments of 36 dwellings or more (either individually or cumulatively) that would be further than 400 metres from an existing publicly accessible open space with an area of 1.5 hectares or above will be required to provide additional publicly accessible open space at 60 square metres for every new home constructed and make provision for safe children's play.

Provision will be secured by an appropriate planning condition and/or legal agreement, in negotiation with the Council's Parks and Countryside Service, including provision for ongoing maintenance.

**22.13** Policy CS32 also continues to apply the requirements previously contained within the Unitary Development Plan for Wirral, which has been successfully implemented since February 2000. New recreational open space provided to satisfy Policy CS32 should wherever possible be provided in a single location subject to natural surveillance and must be suitable for active recreational use, designed and located to enhance visual amenity and minimise the potential for disturbance to neighbouring property.

**22.14** Provision for safe children's play should as a minimum include a 400 square metre dog-free activity area, of which no part will be less than 20 metres from the nearest residential property boundary, containing a litter bin, seating for carers and five pieces of play equipment, or an equivalent facility for children and young people in line with identified local needs. Provision for recreational open space and children's play should be clearly marked on any relevant sales and marketing material and should be available for active use from the occupation of the 36th dwelling, or sooner if viable. Family housing will be taken to mean houses with two or more bedrooms.

**22.15** Policy CS32 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy in association with Policy CS30.

Policy CS32 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have an uncertain impact, although there are some positive elements relating to inward investment and flood risk and drainage issues. A positive impact depends on how the policy is implemented and the design of individual schemes, open space and children's play space and it is recommended that it is applied alongside other plan policies, including policies CS30 and CS42.
Social Inclusion	Uncertain	
Sustainable Consumption	Uncertain	
Environmental Protection	Uncertain	
Natural Resources	Positive/ no effect	
Quality of Life	Uncertain	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private sector through development management processes subject to planning conditions and/or legal agreements.		
<b>Main Risks:</b> That new family housing would take place in areas not served by existing publicly accessible open space.		

<b>Policy CS32 - Impact Matrix</b>	
<b>Alternatives:</b> The main alternative would be to not require any additional provision for amenity and/or recreation, which would mean that additional shortfalls arising from new homes would not be addressed.	
<b>Monitoring Indicators:</b>	
CSM27 - Green Infrastructure Supply	CSM28 - Green Infrastructure Needs
<b>Evidence Base:</b> Spatial Portrait; Wirral Open Space Audit	

## Policy CS33 - Biodiversity and Geodiversity

The Council will seek to protect and enhance the natural environmental assets of the Borough, including designated biodiversity and geodiversity sites; priority habitats and species; ancient woodland; and aged or veteran trees found outside ancient woodland; and wherever possible provide net gains in biodiversity and establish coherent ecological networks.

Applications for development likely to affect a biodiversity or geodiversity asset should be accompanied by an ecological assessment that will:

- evaluate the value and extent of the assets on or within the vicinity of the development site including their position in the hierarchy of international, national and local sites;
- assess the likely expected impact of the development on the features of biodiversity or geodiversity identified; and
- evaluate the options and opportunities available to enhance the value of the assets and contribute towards wider ecological networks.

Development that could have an individual or in combination effect on a European Site or its supporting habitat<sup>6</sup>, within or outside of the Borough, must provide sufficient information to enable compliance with the Habitats Regulations.

Development will be permitted where the applicant can demonstrate that:

1. the identified assets can be incorporated and enhanced within the layout of the development without any harm or net loss to biodiversity or geodiversity or without any adverse effect on a Site of Special Scientific Interest; or
2. adequate on-site or off-site mitigation can be provided that will secure a net gain to biodiversity or geodiversity;
3. adequate provision has been secured for appropriate ongoing maintenance and enhancement of biodiversity or geodiversity interests; and
4. the most appropriate options and opportunities available to enhance the value of the assets and contribute towards the wider ecological networks evaluated are taken forward as part of the application.

Sites identified for specific protection, including any necessary mitigation for the impact on European Sites and their supporting habitats<sup>6</sup>, will be identified in a site-specific Local Plan.

**22.16** The Council has a statutory duty to have regard to the purpose of conserving biodiversity and to encourage the management of features of the landscape which are of major importance for wild flora and fauna. Policy CS33 will, therefore, be taken to apply to all planning applications likely to affect a designated biodiversity or geodiversity asset; a priority habitat<sup>6</sup> or priority species<sup>6</sup>; legally protected species; ancient woodland; and aged or veteran trees.

**22.17** National and international designations are notified to the Council by Government. A separate statutory assessment is required for development that may have a detrimental impact, either alone or in combination with other plans and/or projects, on the conservation objectives of a designated European Site. Applicants will be required to provide sufficient information to allow the Council to determine whether an assessment under the Habitats Regulations is necessary and to complete any assessment that may be required. The Council will work in partnership with neighbouring authorities to address the impacts of development on European sites located outside of the Borough. The boundaries to national and international sites, including the reason for their designation and their current condition, can be found on [Natural England's interactive mapping website](#).

**22.18** Local designations for sites of biological and earth science importance are already shown on the existing Unitary Development Plan Proposals Map. The Council has reviewed these sites in association with the Local Wildlife Partnership and Cheshire RIGS Group and has agreed amended lists of locally important wildlife and geological sites. Site boundaries and the reasons for their designation can be viewed on the [Council's website](#). The Local Wildlife Partnership is currently reviewing the selection criteria for wildlife sites, in accordance with national guidance<sup>(16)</sup>, prior to the Council agreeing a revised list of Local Wildlife Sites for inclusion in a site-specific Local Plan.

**22.19** Ecological assessments required under Policy CS33 must be undertaken by suitably qualified people, using recognised techniques, at an appropriate time of year, in suitable weather conditions to maximise the robustness of their findings. Further guidance on the required content of an ecological assessment may be set out in the Council's Local Validation Checklist and in a relevant Supplementary Planning Document.

**22.20** Where it is not possible to locate a proposal on an alternative site with less harmful impacts and mitigation (or as a last resort, compensatory provision) is required, this will normally be secured through controls over design and layout, including planning conditions and, where necessary, legal agreements, subject to consultation with appropriate wildlife professionals, before planning permission will be granted.

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16 Local Sites - Guidance on their Identification, Selection and Management, DEFRA, 2006

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

**22.21** The Wirral Biodiversity Audit and the [Liverpool City Region Ecological Framework](#) identify core biodiversity areas within Wirral and opportunities for habitat creation, enhancement and restoration, to help better connect existing sites to create sustainable ecological networks. The Wirral Green Infrastructure Strategy will further develop priorities for establishing more effective networks.

**22.22** Natural England's website provides guidance on [protected species](#) and [priority habitats and priority species](#). The impact of invasive species is considered in Policy CS37 below.

**22.23** Policy CS33 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy in association with Policy CS30.

Policy CS33 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a very positive, long-term permanent effect. High quality green infrastructure will improve the environmental quality of an area, encourage economic investment and new jobs, reduce flood risk, protect and enhance biodiversity and local distinctiveness, retain local character, and provide attractive open spaces for recreation and leisure uses. No mitigation/ enhancement measures necessary.
Social Inclusion	Positive	
Sustainable Consumption	Positive	
Environmental Protection	Positive	
Natural Resources	Positive	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private sector through development management processes and land allocations in a site-specific Local Plan, with potential public and voluntary sector support subject to the availability of resources.		
<b>Main Risks:</b> That development would take place without making any contribution to the protection or enhancement of biodiversity and could cause direct or indirect harm to biodiversity and/or geodiversity assets.		
<b>Alternatives:</b> The main alternative would be to not include provision for the protection of biodiversity and geodiversity, which would be contrary to national policy.		
<b>Monitoring Indicators:</b>		CSM29 - Biodiversity and Geodiversity
<b>Evidence Base:</b> Wirral Biodiversity Audit; Sites of Biological Importance Update; Sites of Earth Science Importance Update; Wirral Biodiversity Action Plan; Citations and condition assessments for nationally and internationally designated sites; Liverpool City Region Ecological Framework.		

## 23 Environmental Protection

### Policy CS34 - Flood Risk and Coast Protection

The Council will follow a risk-based approach to the location of new development, both in terms of the allocation of sites in a site-specific Local Plan and the consideration of planning applications. In determining planning applications and allocating land for development the Council will apply the national sequential approach drawing on the latest available Environment Agency mapping data, strategic and site-specific flood risk assessments and other local strategies and advice from the Environment Agency. Development will not be permitted or land allocated where it would:

1. be subject to an unacceptable risk of flooding, which will be assessed having regard to the impact of climate change and:
  - the likely frequency of a flood event;
  - the likely depth and velocity of any flood waters;
  - the vulnerability of the use;
  - the potential impacts on any users of the development, including any vulnerable users or occupiers; and
  - the potential impacts on any buildings and other structures.
2. increase the risk of flooding elsewhere;
3. result in an unacceptable maintenance liability in terms of dealing with flood-related issues or obstruct land adjacent to water courses or flood defences required for access and/or maintenance purposes; or
4. require unduly complicated or burdensome emergency planning procedures.

Applicants should provide schemes to reduce flood risk on individual sites through flood resilient design and on site flood risk management measures. Structures and other features that help to reduce the risk of flooding or mitigate its impacts will be protected. Their loss, alteration or replacement will only be permitted where there would be no increase in flood risk.

Where the national exception test is to be applied, the consideration of wider sustainability benefits will include the extent to which development contributes to the Broad Spatial Strategy. A site specific flood risk assessment will need to demonstrate that the development will be safe for its lifetime, will not increase flood risk elsewhere and where possible reduces overall flood risk.

Proposals for new coastal protection and sea defence works will be permitted where they are in line with the recommendations of the adopted Shoreline Management Plan and emerging Wirral Coastal Strategy and where sufficient evidence is provided to demonstrate that there will be no adverse effects on coastal processes.

Areas identified for specific protection for flood defence or coast protection will be identified in a site-specific Local Plan.

**23.1** Parts of Wirral's coastline and the river valleys associated with the Fender, Birket, Arrowe Brook and Dibbin are identified on the Environment Agency Flood Maps as being at a high probability of flooding from the sea (tidal) and/or from watercourses (fluvial).

**23.2** The Council's Strategic Flood Risk Assessment (SFRA) identifies a number of areas of functional floodplain<sup>c</sup>, for the Birket, Fender and Dibbin, generally land between the flood defences and the watercourse or lower lying areas on their undefended upper reaches. The Council's Preliminary Flood Risk Assessment (PFRA) produced in July 2011, under the Flood Risk Regulations, indicates that there are also localised incidences of sewer and surface water flooding across the Borough. Much of north and west Wirral could be also be susceptible to groundwater flooding but it is likely that only isolated locations are actually likely to suffer from groundwater flooding in practice.

**23.3** Given the potential for flooding in the Borough from the range of sources identified above, the Council will follow a risk-based approach to the location of new development, both in terms of the allocation of sites in a site-specific local plan and the consideration of planning applications. The sequential approach to site selection is linked in national policy to the Environment Agency's Flood Maps. Development should be directed to Flood Zone 1 in the first instance. Proposals in Flood Zones 2 or 3 will need to be supported by evidence from a Level 2 (or potentially Level 3 Flood Risk Assessment) and for more vulnerable uses, potentially satisfying the exception test. It will be the responsibility of the developer to assemble the evidence for their application to enable the Council to undertake the sequential and exception tests.

**23.4** A rigorous approach to assessing the flood-related implications of developments will be adopted. Site-specific flood risk assessments are an important element of this approach. It will only be appropriate to permit development where it can be clearly demonstrated that there would be no unacceptable risk or impact of flooding, either on the development itself over its lifetime or elsewhere, taking account of the impact of climate change, including sea level rise and the matters highlighted in Policy CS34. This will require very careful consideration of the type and detailed design of uses proposed at a particular location, and to consider the implications for the wider area and locations downstream. It will also be important to ensure that the implications of any flood event can be successfully managed in practice, and detailed consideration of emergency planning and evacuation requirements will be vital in this regard.

**23.5** The Council will use its powers under the Flood and Water Management Act 2010 to identify, protect and ensure the maintenance of structures and features that affect flooding. Planning controls will be coordinated with this regime and

developments will not be permitted where they would adversely affect infrastructure that helps to reduce the risk and impacts of flooding. Developer contributions towards maintenance and improvements to defences will be sought where appropriate under Policy CS45.

**23.6** Since the adoption of the SFRA in November 2009, the understanding of flood risk in Wirral has further improved. Tidal and fluvial flood probability outlines have been revised by the Environment Agency following further modelling work. The Council's understanding of potential flood risk from other sources has also increased as through the PFRA discussed above. While not radically changing the overall pattern of flood risk in the Borough or the extent of the functional flood plain, prior to allocating land for development in a site-specific Local Plan, these revisions will need to be assessed within an updated SFRA to ensure that the Council and developers can identify and address the requirements of the sequential and exception tests as set out in national policy.

**23.7** A review of the North Wales and North West England Shoreline Management Plan, completed in 2011, divides the coastline into fourteen units, based on land use and coastal processes. Ten of the units have a policy of 'hold-the-line', where coastal defences shall be maintained and upgraded as necessary over the next 20 years. The remaining four units, which include the coast from Gayton to Thurstaston Cliffs, between West Kirby and Hoylake and at Eastham, have a policy of 'No Active Intervention', which will involve no investment in coastal defences or operations. The Shoreline Management Plan does, however, allow for some existing defences to be retained in these areas where economically justifiable and environmentally acceptable. Proposals for coastal defence works must therefore be supported by sufficient evidence to determine their wider impact on the coastline.

**23.8** A Wirral Coastal Strategy is being produced that will build upon the policy framework set out in the Shoreline Management Plan and provide a future management programme.

**23.9** Policy CS34 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy.

Policy CS34 - Impact Matrix		
Sustainability Objective:	Score:	Sustainability Appraisal Summary:
Social Inclusion	No effect/ uncertain/ indirect	The policy will have positive effect on the reduction of flood risk, although there are some uncertain/indirect impacts identified around employment, tourism and urban-regeneration. The policy will need to be applied alongside CS35 to ensure flood risk prevention measures do not compromise sustainable drainage objectives.
Sustainable Consumption	No effect/ uncertain/ indirect	
Environmental Protection	No effect/ uncertain/ indirect	
Natural Resources	Positive/ no effect/ uncertain	
Quality of Life	No effect	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for age and disability		
<b>Delivery by:</b> Private and public sector through development management processes and land allocations in a site-specific Local Plan, with potential public programme support for flood alleviation and coast protection subject to the availability of resources.		

<b>Policy CS34 - Impact Matrix</b>	
<b>Main Risks:</b> That development may take place in inappropriate locations that cannot be adequately protected from the risk of flooding throughout its lifetime. Public resources may not be available to deliver projects in the public interest.	
<b>Alternatives:</b> The main alternative would be not to include any measures to promote flood and coast protection, which could leave people and property at risk contrary to national policy.	
<b>Monitoring Indicators:</b>	
CSM37 - Flood Risk	CSM40 - EA Decisions
<b>Evidence Base:</b> Spatial Portrait; Strategic Flood Risk Assessment; Preliminary Flood Risk Assessment; Shoreline Management Plan; Wirral Coastal Strategy; Surface Water Management Plan	

## Policy CS35 - Drainage Management

Development will be permitted when it contributes to all the following sustainable water management objectives:

1. improving the capacity of the existing sewer system, where necessary;
2. the reduction of surface flooding;
3. managing surface water in a sustainable, effective and appropriate way; and
4. incorporating measures that will prevent a detrimental impact on the water environment through changes to water chemistry or resource.

Development will only be permitted where the necessary surface water drainage, foul drainage and sewage treatment capacity is available or where additional capacity will be provided in time to serve any individual phase of the development without unacceptably reducing the level of service to existing users or causing harm to the environment based on the advice from the appropriate utilities provider.

The discharge of surface water to combined drainage systems will be regulated in accordance with requirements set out in the adopted Surface Water Management Plan for the area or required by the utility provider.

The Council will support the provision of new, improved or expanded infrastructure that is required to meet the needs of the Broad Spatial Strategy, subject to Policy CS42.

**23.10** The Water Cycle Study has highlighted that sewer flooding is an existing concern in several areas and that with climate change, the capacity of the foul water system to accept additional surface water may be limited. An initial assessment has also indicated that existing waste water treatment works may need to be upgraded within the Plan period.

**23.11** New development should therefore manage surface water at source in a sustainable, effective and appropriate way. Surface water should be separated within a site and the post-development rate of discharge of both surface and foul water to a combined system should be no greater than the existing rate unless approved by the relevant utility provider, to prevent exacerbation of existing problems, subject to

any additional requirements identified in a future Surface Water Management Plan or identified by the relevant utility provider. United Utilities currently advise no additional run-off from greenfield sites and a 30 per cent reduction from previously developed sites, with a 50 per cent reduction from sites in critical drainage areas identified in Surface Water Management Plans.

**23.12** Drainage features should wherever possible be used to maximise wider benefits to the natural environment and the Borough's network of green infrastructure. Infiltration-based sustainable drainage solutions within groundwater source protection zones, which covers much of Wirral, will only be approved subject to the views of the Environment Agency.

**23.13** From April 2011, the Council gained additional responsibilities under the Flood and Water Management Act 2010 relating to the approval of proposed drainage systems in new developments and redevelopments, subject to certain thresholds and exemptions, having regard to minimum national standards. The Council, through the formation of a SuDS Approval Body (SAB), will approve the application for the drainage system and adopt and maintain it thereafter. As the water utility company will only accept connections from adopted systems it will be essential that developers deal with this requirement appropriately. Policy CS35 should be read in conjunction with these statutory requirements.

**23.14** Development should not have a detrimental impact on the water environment through changes to water chemistry or resource and this should be ensured through the use of drainage systems which limit pollution to the water environment. The management of surface water drainage needs to consider the quality of discharge in addition to its quantity, which will also aid compliance with the EU Water Framework Directive. Several hydrologically linked statutory and non-statutory ecological sites have been identified in Wirral, which will need to be protected from deterioration in water quality in line with Policy CS33 and Policy CS36.

**23.15** Policy CS35 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy and will also support the delivery of Policy CS34. Further guidance on the measures that can taken to promote sustainable water management is likely to be included in a relevant Supplementary Planning Document.

Policy CS35 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a very positive effect on the water cycle, protection of natural assets and the creation of new habitats beneficial to local biodiversity, as well as reducing surface water flooding. No mitigation/enhancement measures necessary.
Social Inclusion	No effect	
Sustainable Consumption	No effect	
Environmental Protection	Positive/ no effect	
Natural Resources	Very positive/ no effect	
Quality of Life	No effect	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private sector through development management processes, supported by a relevant supplementary planning document.		
<b>Main Risks:</b> That development takes place without making a adequate contribution to the control or mitigation of surface, foul or land drainage or the protection of surface or ground water quality.		

<b>Policy CS35 - Impact Matrix</b>	
<b>Alternatives:</b> The main alternative would be not to include measures for the control of drainage, which could cause harm to people, property and the environment.	
<b>Monitoring Indicators:</b>	
CSM34 - Water Quality	CSM37 - Flood Risk
CSM38 - Waste Water Treatment	CSM40 - EA Decisions
<b>Evidence Base:</b> Water Cycle Study; Strategic Flood Risk Assessment; Preliminary Flood Risk Assessment; Surface Water Management Plan.	

## Policy CS36 - Pollution and Risk

Development proposals likely to give rise to pollution to soil, air or water or from insects, noise or artificial light or increase the risk of accident hazard will not be permitted unless it can be demonstrated that:

- all practical measures have been taken to minimise potential risk and harm to public health and safety, property and the built and natural environment;
- all practical measures have been taken to minimise pollution levels and mitigate the impacts of the pollution; and
- the residual risk or harm will be acceptable and will not cause unacceptable harm to the general amenity of neighbouring uses and the character of the area, either individually or cumulatively, or prejudice the delivery of the Broad Spatial Strategy (Policy CS2).

Development proposals that will result in an unacceptable increase in the risk of major accidents, impose significant restrictions on the continued operation of existing licenced processes or would lead to an existing use being classified as a statutory nuisance will not be permitted.

**23.16** A number of industrial installations and processes in the Borough are controlled through other regulatory mechanisms to ensure that pollution and the risk of accidents are managed. The planning system is intended to complement these statutory processes to minimise the effects on the local and natural environment. Development will not automatically be acceptable in planning terms simply because it meets statutory requirements under pollution control regimes or hazardous substance consents.

**23.17** National and European legislation requires the maintenance of appropriate distances between hazardous installations and pipelines and residential areas, areas of public use and areas of particular natural sensitivity or interest. There is also a need to prevent the introduction of sensitive uses from constraining the continued operation of existing industrial uses. Consultation will, therefore, be undertaken with the Health and Safety Executive and/or the Environment Agency before development within notified consultation zones can be permitted.

**23.18** The Wirral Water Cycle Study has highlighted that water supply is dependent on groundwater abstraction. As it is important to continue to protect areas that recharge groundwater through suitable management of surface activities, the agreement of the Environment Agency will, therefore, also be required before development over or close to Source Protection Zones or around abstraction boreholes and/or infiltration drainage systems, can be permitted. The EU Water Framework Directive also requires the prevention of deterioration of water quality in water bodies, to bring all inland and coastal water to Good Ecological Status by 2015.

**23.19** Policy CS36 will primarily be delivered through the policies for development set out Section 26 of the Core Strategy. Mitigation measures to reduce the potential impact of pollution or accident risk will normally be secured through controls over design and layout and/or legal agreement before permission will be granted.

Policy CS36 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a very positive, long-term effect on the environment and amenity of neighbouring uses, with positive benefits for healthy communities, biodiversity, pollution, drainage and water conservation. No mitigation/ enhancement measures necessary.
Social Inclusion	No effect/ positive	
Sustainable Consumption	No effect	
Environmental Protection	Very positive/ no effect	
Natural Resources	No effect/ positive	
Quality of Life	No effect/ positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private sector through development management processes.		
<b>Main Risks:</b> That development will take place that will have an uncontrolled or unacceptable impact on the health and safety of people or the environment .		
<b>Alternatives:</b> The main alternative would be not to include provision for the control of pollution or risk, which would be contrary to national policy.		
<b>Monitoring Indicators:</b>		
CSM32 - Air Quality		CSM33 - Noise Pollution
CSM34 - Water Quality		CSM35 - Contaminated Land
CSM36 - HSE Decisions		CSM40 - EA Decisions
<b>Evidence Base:</b> Spatial Portrait; Water Cycle Study; DEFRA Noise Mapping and Action Plans; HSE Notifications		

### Policy CS37 - Contamination and Instability

Development proposals likely to affect land known or suspected to be unstable or contaminated must be supported by an appropriate contamination or ground stability assessment that identifies;

- the nature, level and extent of contamination or instability;
- the implications of contamination or instability for the development of the site and risk to human health, the natural environment, buildings and other property, including water bodies and water courses;

- where a significant risk exists, a viable method of remediation which will safeguard users or occupiers of the proposed development, neighbouring land uses and the environment and will make the land suitable for the use proposed.

Planning conditions or legal agreement will be used to secure and implement a suitable remediation strategy prior to development or as part of an agreed, phased programme.

Development proposals within areas likely to be affected by coastal erosion will only be permitted where it can be demonstrated that erosion or landslip are not likely to occur during the lifetime of the development.

**23.20** The Borough's industrial heritage, including previous chemical processes and land reclamation, has resulted in a number of potentially contaminated sites. The development of contaminated sites without proper treatment can cause harm to public health and the natural environment, particularly for more sensitive uses such as a day nursery or housing. It is important that all opportunities are taken to identify and address contamination, which includes the presence of invasive species<sup>6</sup>, through the development process and enable the reuse of brownfield land which can make a major contribution to urban regeneration.

**23.21** Policy CS35 therefore seeks to promote the sustainable and beneficial use of land to ensure that proper account is taken of any likely environmental risks both now and in the future. To achieve this, proposals for the development of sites known or suspected to be contaminated must at least include a desk-based site investigation report, prepared by a competent person, identifying the previous uses of the site, the nature of contamination and a suitable method of remediation that as a minimum would render the site incapable of being determined as contaminated under Part IIA of the Environmental Protection Act 1990.

**23.22** Policy CS37 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy and will support the delivery of Policy CS36, the re-use of previously developed sites and could provide additional flexibility to address the risks identified under Policies CS13 and CS19.

Policy CS37 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will
Social Inclusion	Positive	have a positive effect on the impact of pollution, the
Sustainable Consumption	Positive	reuse of previously developed land, economic growth,
Environmental Protection	Positive/ no effect	habitat creation and enhancement and the general
Natural Resources	No effect/ uncertain	attractiveness of the area. No mitigation/
Quality of Life	No effect/ very positive	enhancement measures necessary.
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private sector through development management processes, with potential public programme support for land reclamation and treatment subject to the availability of resources.		
<b>Main Risks:</b> That development takes place on land that is not suitable for the type of use proposed.		

Policy CS37 - Impact Matrix	
<b>Alternatives:</b> The main alternative would be not to include measures to address contamination and instability, which could cause harm to the health and safety of people, property and the environment.	
<b>Monitoring Indicators:</b>	
CSM35 - Contaminated Land	CSM34 - Water Quality
	CSM40 - EA Decisions
<b>Evidence Base:</b> Spatial Portrait; National Land Use Database; Wirral Contaminated Land Strategy	

## 24 Minerals and Waste

### Policy CS38 - Minerals

Facilities for the exploration, extraction, storage, processing and distribution of minerals will be permitted where it can be demonstrated that:

1. there is a demonstrable need and market demand for the mineral;
2. the proposal would not undermine the greater use of alternative, secondary or recycled materials;
3. the operations permitted will not have an unacceptable adverse impact on the natural, water or historic environment, amenity or on human health;
4. adequate provision for the mitigation of any negative impacts will be secured;
5. sensitive environmental restoration and aftercare of sites will be secured at the earliest opportunity, to a standard and manner consistent with the character, setting and landscape of the surrounding area; and
6. the proposals will comply with the requirements of Policy CS42.

Facilities for the landing, storage, processing and distribution of minerals including marine-won sand and gravel will be directed towards existing facilities and to land within the port estates to maximise the use of sustainable transport by rail and water.

Land that should be safeguarded will be included in a site-specific Local Plan.

**24.1** Minerals are an important economic asset but the exploration, working, storage, processing and distribution of minerals can have harmful effects on the environment. It is national policy that mineral sites should be sensitively designed and restored at the earliest opportunity, high quality restoration and aftercare, final landform consistent with landscape character of the surrounding area.

**24.2** The Merseyside Mineral Resource Study confirmed, following consultation with the mineral industry, that Wirral has no workable resources for land-won crushed rock, sand and gravel or industrial minerals.

**24.3** The remaining workable site for clay extraction, which has consent to operate until 2042, is now used only intermittently and land for potential expansion is already owned by the operator. The site is identified as a Mineral Reserve on the Unitary Development Plan Proposals Map. Residential development now lies directly adjacent to the eastern boundary of the site and a Site of Special Scientific Interest lies to the

immediate north and east and conditions already apply to the future restoration of the site. Further investigation will be required on the need to a safeguard any further land within this area for future extraction, which will be confirmed in a site-specific Local Plan to be prepared once this Core Strategy has been adopted.

**24.4** Marine-won sand and gravel from Liverpool Bay has previously been landed at port facilities at Birkenhead and Eastham and is currently landed at a purpose-built facility along the Bromborough coast. Annual landings have been as high as 124,000 tonnes but over recent years have reduced to just over 92,000 tonnes, just under 10 percent of the regional assumption of 15 million tonnes between 2005 and 2020. A further expansion of existing facilities is not, however, expected to be required<sup>(17)</sup>. A more up-to-date Local Aggregates Assessment is currently being jointly prepared by the Merseyside and Greater Manchester authorities, to agree the more local apportionment of minerals requirements.

**24.5** National exploration licences for land-based oil and gas have been issued but there is no indication that production in Wirral would be either possible or economic.

**24.6** Policy CS38 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy and through land allocations in a site-specific Local Plan.

Policy CS38 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a positive effect on the creation of jobs. Negative effects on biodiversity, geodiversity, landscape character, local amenity and pollution are possible. The policy must be applied alongside development management policies to mitigate any negative impact.
Social Inclusion	No effect	
Sustainable Consumption	No effect/ positive	
Environmental Protection	Negative/ no effect	
Natural Resources	No effect	
Quality of Life	No effect/ negative	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private sector through development management processes and land allocations in a site-specific Local Plan.		
<b>Main Risks:</b> That development for minerals takes place without adequate measures to prevent unacceptable harm to people or the environment.		
<b>Alternatives:</b> The main alternative would be not to provide for necessary minerals activities, which would be contrary to national policy.		
<b>Monitoring Indicators:</b>		CSM41 - Minerals Capacity
<b>Evidence Base:</b> Spatial Portrait; Merseyside Minerals Resource Study; Local Aggregates Assessment.		

17 National and Local Guidelines for Aggregates Provision in England 2005 to 2020 (September 2011)

## Policy CS39 - Waste Management

New waste management development will be permitted in accordance with the spatial strategy, policy criteria and site allocations for new waste management development set out in the Joint Waste Local Plan for Merseyside and Halton (2012 to 2027).

All new development will be required to ensure that safe and adequate on-site provision is made for the storage, collection, recycling and management of waste and litter likely to be generated by the development.

Proposals that would support improvements in the minimisation, collection, re-use and recycling of waste generated at existing facilities will normally be supported subject to Policy CS42.

**24.7** National policy seeks to promote sustainable waste management in accordance with a hierarchy which will encourage waste prevention and minimisation, re-use and recycling before treatment and disposal and to minimise landfill to meet European commitments.

**24.8** The spatial strategy, criteria for development management and site allocations for new waste management development in Wirral, based on a resource recovery-led strategy and a sub-regional site approach, is set out in a separate, jointly prepared sub-regional Waste Local Plan for Merseyside and Halton.

**24.9** The Joint Waste Local Plan identifies three additional sites for new waste management facilities; at Cammell Lairds in Tranmere and at Bidston adjacent to the existing recycling facilities at Wallasey Bridge Road; and areas of search for smaller scale facilities at Poulton and Tranmere, which reflect the scale and pattern of development anticipated in this Core Strategy.

**24.10** The delivery of the Joint Waste Local Plan strategy relies upon improved facilities for the minimisation, collection, re-use and recycling of waste on the site where the waste is generated, as an integral part of new development or through improvements to the facilities available at existing sites. Other off-site facilities for new waste management development will normally be expected to be provided in industrial locations away from residential property and other environmentally sensitive land uses, with good access to the Strategic Route Network or water access (wharfage) to encourage transport by water.

**24.11** Policy CS39 will mainly be delivered through the policies for development management set out in Section 26 of the Core Strategy and through the policies in the Joint Waste Local Plan for Merseyside and Halton. Additional guidance on the space that will be necessary to allow safe access for the on-site storage, collection and emptying of containers and on the control of litter will be included in a relevant Supplementary Planning Document.

Policy CS39 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a long term and permanent positive effect through the provision of new jobs, sustainable waste solutions, reducing reliance on landfill and reusing previously developed land. Uncertain impacts on energy consumption and residential amenity are identified. However, application alongside the Joint Waste Development Plan Document can address these concerns.
Social Inclusion	No effect	
Sustainable Consumption	Positive/ no effect	
Environmental Protection	No effect/ negative	
Natural Resources	Positive/ negative/ no effect	
Quality of Life	No effect/ positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private and public sector through development management processes, with public programme support for the collection, recycling and management of household waste.		
<b>Main Risks:</b> That appropriate provision is not made for waste management and landfill diversion leading to harm to the environment and European fines.		
<b>Alternatives:</b> The main alternative would be not to include any provision for waste management, which would be contrary to national policy.		
<b>Monitoring Indicators:</b>		CSM42 - Waste Local Plan
<b>Evidence Base:</b> Spatial Portrait; Joint Waste Local Plan for Merseyside and Halton		

## 25 Transport

### Policy CS40 - Transport Requirements

New development will be permitted where the proposals can be demonstrated to:

1. support the greater use of sustainable transport and travel and promote the use of public transport, walking and cycling;
2. be designed and laid out in a manner which is appropriate for the type and volume of traffic likely to use and service the development, including pedestrians, cyclists, cars, motorcycles, HGVs and other delivery vehicles, coaches and waste collection vehicles;
3. secure appropriate measures to ensure highway safety, such as sight lines and visibility splays, road crossings and traffic management;
4. provide accessible, safe and attractive facilities for pedestrians and cyclists, suitable for all abilities and ages which link to and contribute to the enhancement of existing networks;
5. reinforce the implementation of 20mph zones outside main routes in residential areas and ensure that pedestrians and cyclists have priority;
6. minimise the environmental impact of traffic likely to be generated by the development on residential areas and other sensitive uses, such as schools, care homes and hospitals;
7. secure appropriate provision for on-site parking and manoeuvring, including safe, covered cycle storage, cycle parking and other facilities (such as showers, bike cages and lockers enclosed within a building) and the provision of electric vehicle charging infrastructure, where appropriate;

8. secure appropriate measures to support the greater use of public transport networks and facilities, including the width of carriageways and infrastructure such as bus stops and laybys;
9. not compromise safeguarded sites or alignments for future road, rail or active travel provision;
10. not result in severe cumulative impacts on the safe and efficient operation of the highway and wider transport network; and
11. comply with the requirements of Policy CS42.

A Transport Assessment and Travel Plan and/or personal travel planning programme, including full details on how these would be implemented, must be submitted alongside any planning application that generates significant amounts of movement.

Developments resulting in a material increase or significant change in the character of traffic using a rail crossing will be refused, unless it can be demonstrated that safety will not be compromised in consultation with Network Rail.

The provision of facilities or measures required to comply with Policy CS40 will be secured through appropriate planning conditions and legal agreements.

**25.1** The Spatial Vision, Strategic Objectives and Broad Spatial Strategy (Policy CS2) seek to promote a more sustainable pattern of travel, the greater use of public transport and more active forms of travel such as walking and cycling, which will contribute to more healthy lifestyles and help to reduce carbon emissions. Policy CS40 seeks to put these aspirations into practice by ensuring that appropriate provision is secured as part of the design and layout of new developments and that the needs of more vulnerable groups, such as pedestrians and cyclists, are fully taken into account.

**25.2** The Merseyside Local Transport Plan sets out the vision of "a City Region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice."

**25.3** National policy only allows development proposals to be refused on transport grounds where the residual cumulative impacts of development are severe. A professionally produced Transport Assessment is, therefore, an essential tool for identifying the range of demands likely to be generated by a major development, alongside an assessment of potential solutions. Travel Plans supported by personal travel planning can also ensure that developments can be designed and managed to minimise car movements and maximise walking, cycling and public transport use.

**25.4** Wirral Council's Validation Checklist, which has been adopted following public consultation, provides further details on the need for and content of Transport Assessments and Travel Plans, which will vary depending on the type, scale and

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

location of the proposed development and may require the involvement of a range of external stakeholders including Merseytravel; Merseyrail Electrics; Arriva Trains Wales; Network Rail, for impacts on rail crossings; the Highways Agency, for impacts on the M53 Motorway and Strategic Highway Network; and local bus and coach operators. Larger schemes may be required to undertake transport modelling work.

**25.5** Policy CS40 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy. Parking standards are currently set out in [Supplementary Planning Document SPD4 \(June 2007\)](#), which is expected to be up-dated following the adoption of this Core Strategy. Wider initiatives to support sustainable travel will also be supported subject to Policy CS45. Further guidance on measures that can be taken to secure compliance with Policy CS40 may also be set out in a further relevant Supplementary Planning Document.

Policy CS40 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy is sustainable, with a positive long-term permanent effect, delivering positive benefits in terms of sustainable travel choices including, supporting town centres which are accessible by a choice of transport mode, minimising the environmental impact of traffic on residential areas and other sensitive uses, and health benefits from the promotion of walking and cycling. No mitigation/ enhancement measures necessary.
Social Inclusion	Positive/ no effect	
Sustainable Consumption	No effect/ positive	
Environmental Protection	Very positive/ no effect	
Natural Resources	No effect	
Quality of Life	Positive/ no effect	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for age and disability		
<b>Delivery by:</b> Private sector through development management processes supported by relevant supplementary planning documents, with potential public programme support for sustainable transport measures subject to the availability of resources.		
<b>Main Risks:</b> That development would take place with inadequate provision for transport access and servicing, without making any contribution toward mitigating its likely impacts or contributing to sustainable transport and travel.		
<b>Alternatives:</b> The main alternative would be not to include measures to promote sustainable transport, which could individually or cumulatively cause harm to economic revitalisation and the health and safety of people and the environment.		
<b>Monitoring Indicators:</b>		
CSM43 - Local Transport Plan		CSM46 - Policy Effectiveness
<b>Evidence Base:</b> Spatial Portrait; Merseyside Local Transport Plan; Liverpool City Region Transport Model		

## Policy CS41 - Transport Schemes

Measures to improve traffic management and highway safety, including minor highway improvements and enhanced provision for public transport, walking and cycling will normally be permitted subject to Policy CS42.

Land should, in addition, be safeguarded to facilitate the delivery of the following transport schemes:

1. schemes to promote regeneration and economic growth and support improved access to the ports and Birkenhead Town Centre;
2. schemes to support the delivery and integration of Wirral Waters and the Mersey Waters Enterprise Zone with the surrounding areas;
3. schemes to facilitate the greater use of public transport and to support the more efficient use of the rail network;
4. schemes to support greater use of walking and cycling; and
5. the protection of routes that may be critical in developing future transport infrastructure.

Detailed requirements will be included in a site-specific Local Plan.

**25.6** Policy CS41 will apply to development requiring planning permission for the provision of additional infrastructure, such as new roads and car parks, that does not qualify as permitted development under planning legislation.

**25.7** Transport modelling has shown that the scale and location of development anticipated by Core Strategy is likely to be capable of being accommodated within the Borough's existing transport network, subject to current data on the potential capacity of development sites within each Settlement Area. There will, however, be a need for further investment in transport infrastructure and other mitigation measures to meet the additional needs of new development at key locations, particularly in and around Birkenhead Town Centre and the New City Neighbourhood at Wirral Waters. These improvements will need to be achieved in the face of challenging economic conditions where the availability of transport and other funding is constrained and the scope to implement further significant infrastructure improvements will be limited by the difficulties of land assembly and the impact on communities and the environment.

**25.8** Policy CS41 seeks to safeguard land where further improvements to transport networks are expected to be necessary or where further opportunities to enhance or expand a high quality integrated transport network are available, alongside the need to monitor, maintain and manage traffic flows and implement general traffic management measures to maximise highway safety and transport efficiency.

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

**25.9** Policy CS41 will primarily be delivered through the policies for development management set out in Section 26 of the Core Strategy and through land allocations in a site-specific Local Plan and will support delivery of local priorities set out in Policies CS4 to CS11. A full list of potential transport schemes is included in the Infrastructure Delivery Plan that accompanies this Core Strategy.

Policy CS41 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have a positive effect on the creation of regeneration, economic growth, the creation of jobs and healthy communities. Potential negative effects on biodiversity, pollution, heritage, local distinctiveness and general attractiveness are possible. The policy must be applied alongside CS40, CS42 and other development management policies to mitigate any negative impact.
Social Inclusion	Positive	
Sustainable Consumption	Positive	
Environmental Protection	Uncertain	
Natural Resources	No effect	
Quality of Life	Uncertain/ positive/ no effect	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Public and private sector through development management processes and land allocations in a site-specific Local plan, with potential public programme support for sustainable transport measures subject to the availability of resources.		
<b>Main Risks:</b> That the delivery of key transport schemes is hindered and that public resources may not be available to support projects in the public interest.		
<b>Alternatives:</b> The main alternative would be not to include provision for additional transport infrastructure, which could hinder the delivery of the Broad Spatial Strategy and undermine urban regeneration and economic revitalisation.		
<b>Monitoring Indicators:</b>		
CSM43 - Local Transport Plan		CSM46 - Policy Effectiveness
<b>Evidence Base:</b> Spatial Portrait; Merseyside Local Transport Plan; Infrastructure Delivery Plan; Liverpool City Region Transport Model.		

## 26 Development Management

### Policy CS42 - Development Management

New development including extensions, conversions and changes of use will be permitted where it can be demonstrated that the proposals will, where relevant:

1. support the delivery of the Spatial Vision, Spatial Objectives and Broad Spatial Strategy (Policy CS2);
2. address the priorities for individual Settlement Areas contained within Policies CS4 to CS11;
3. contribute towards the provision of appropriate green infrastructure, biodiversity and the protection of land needed for recreation subject to Policies CS30 to CS33;
4. meet the requirements for design, heritage and amenity set out within Policy CS43;
5. minimise flood risk from all sources and manage drainage, subject to Policy CS34 and Policy CS35;
6. take full account of the need to reduce the risk of major accidents and minimise pollution subject to Policy CS36;
7. provide for the proper consideration of potential contamination and instability, subject to Policy CS37;
8. make appropriate provision for on-site waste management subject to Policy CS39;
9. secure appropriate provision for transport and accessibility in accordance with Policy CS40;
10. provide appropriate developer contributions in accordance with Policy CS45;
11. take full account of notified airport safety zones for the operation of Liverpool John Lennon Airport, Hawarden Aerodrome and the Wallasey Beacon; and the impact on utilities, pipelines, important electrical equipment or instrumentation and their safeguarding zones;
12. have no significant adverse impact on health and wellbeing;
13. comply with the legal requirements associated with the protection of European Sites and their supporting habitat, together with the provision of any relevant on-site or off-site mitigation; and
14. the proposals can be adequately served by essential local infrastructure in accordance with Policy CS44.

Further advice and guidance on measures that can be taken to secure compliance with Policy CS42 will be set out in relevant Supplementary Planning Documents.

**26.1** Policy CS42 is a gateway policy that will be used as the starting point for determining planning applications and making other decisions under the Town and Country Planning Acts within the Borough and should be read alongside national

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

policy and other relevant Development Plan policies, including policies in this Core Strategy, other adopted Development Plan Documents, national best practice and guidance in locally adopted Supplementary Planning Documents.

**26.2** Policy CS42 is intended to ensure that development management decisions will promote sustainable development by achieving social, economic and environmental goals jointly and simultaneously, to support a continual improvement in the local economy and provide for a safe, healthy and attractive local environment in line with the objectives of the latest Community Strategy and the Vision and Objectives of this Core Strategy.

**26.3** Policy CS42 will guide the development management process, to support the delivery of all the other policies within the Core Strategy, to ensure the delivery of sustainable development. Further information on the type of information required to be submitted as part of a planning application is included in the [Council's Local Validation Checklist](#).

Policy CS42 - Impact Matrix		
Sustainability Objective:	Score:	Sustainability Appraisal Summary:
Social Inclusion	Positive	The sustainability appraisal shows that the policy is sustainable. The policy will have a very positive, long-term permanent effect through permitting proposals that will support delivery of the Spatial Vision, Spatial Objectives and Broad Spatial Strategy and addressing the priorities for individual settlement areas. The appraisal recognises that as this is mainly a signposting policy, it will need to be applied alongside other relevant policies in the plan. No mitigation/ enhancement measures necessary.
Sustainable Consumption	Positive	
Environmental Protection	Very positive	
Natural Resources	Very positive	
Quality of Life	Very positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Through development management processes.		
<b>Main Risks:</b> That development management decisions are taken without taking key material considerations into account and without promoting sustainable development. That any requirements imposed are necessary to make the development acceptable in planning terms and do not unduly prevent needed development from taking place.		
<b>Alternatives:</b> The main alternative would be not to include provision for development management in the Core Strategy, which could prevent the delivery of sustainable development and give no indication of how each policy would be implemented to achieve their objectives and safeguards.		
<b>Monitoring Indicators:</b>		CSM46 - Policy Effectiveness
<b>Evidence Base:</b> Principally relates to evidence underlying the other policies of the Core Strategy.		

## Policy CS43 - Design, Heritage and Amenity

All new development will be expected to enhance the character, quality and distinctiveness of the area in which it is located and relate well to surrounding property and land uses and the natural and historic environment. Design solutions will be permitted that will, where relevant:

1. preserve existing buildings of local character;
2. address the need for appropriate green infrastructure;
3. preserve and enhance the character, integrity and setting of identified heritage and biodiversity assets and safeguard the future of heritage at risk;
4. take full account of any formally adopted area-specific design or density controls, master plans, character appraisals or area-specific management plans;
5. protect and provide unifying features of design such as gate piers, landscaping, walls, boundary fences and the nature, quality and type of materials;
6. prevent over-development and ensure that the density, height, scale, massing, siting and visual impact of any buildings or structures and the provision of landscaping and private amenity open space will be appropriate to the character, grain and layout of the surrounding area;
7. preserve important views into and out of the area;
8. maintain and enhance the architectural detailing and elevational treatment of main frontages and prominent elevations and align entrances to buildings with active frontages in the public realm;
9. preserve the outlook, privacy, light and amenity of existing and future occupiers by preventing overlooking or overshadowing and by maintaining an appropriate separation between habitable rooms and between habitable rooms and blank elevations;
10. minimise the opportunity for noise and other disturbance to future occupiers and adjoining uses;
11. secure an appropriate boundary between public and private areas, increase natural surveillance and reduce or prevent the opportunity for crime and anti-social behaviour;
12. provide for lifetime needs by allowing people of different ages and abilities to move around without difficulty;
13. orientate development to maximise passive solar gain, natural ventilation and facilitate the micro-generation of renewable energy, where the energy generated can be used at source;
14. incorporate sustainable construction techniques and a fabric first approach to support mitigation and adaptation to climate change; energy and water conservation; and provision for low carbon energy and heat;
15. improve the energy efficiency of existing buildings;
16. ensure that extensions to existing property will match or complement the design and materials of the existing buildings and avoid a terracing effect between separate buildings; and

17. provide underground service ducts to enable future connections for cable, broadband and electronic communications and district heating networks where available and minimise the visual impact of any external apparatus.

Temporary buildings or structures, where justified, will only be permitted in unobtrusive locations and for a period not exceeding three years.

Applications for radio and telecommunications apparatus must also demonstrate that the apparatus proposed will be safe and cannot be located on an existing building or that an existing mast cannot be shared; that the proposal is the minimum consistent with the efficient operation of the network; and is designed and located to minimise its visual impact on the surrounding area based on the best environmental and design solution.

**26.4** National policy requires authorities to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes based on the defining characteristics of the area.

**26.5** The quality of design for buildings and spaces will be a fundamental factor in securing sustainable physical, economic, social and environmental regeneration within the Borough. It should be used to protect or enhance local distinctiveness, improve the environment and the conditions in which people carry out their daily lives.

**26.6** The national commitment to Zero Carbon<sup>6</sup> development means that all carbon emissions covered by the Building Regulations, such as from heating, lighting, hot water and other fixed building services will need to be increasingly abated. Experience has, however, shown that low carbon development can most easily be secured by taking advantage of site-specific factors and including sustainable design and construction measures within the original design and layout of the building on the basis of a fabric-first approach rather than applying bolt-on additions to standard design solutions. In complying with Policy CS43, developers will, therefore, be encouraged to take account of best practice set out in guidance such as BREEAM, the Code for Sustainable Homes, Lifetime Homes, HCA Housing Quality Indicators and their equivalents, at the conception stage in the design process and to justify why any appropriate measures have not been included. Least cost interventions consistent with securing the objectives intended, will be supported.

**26.7** Wirral has a wealth of heritage, landscape and biodiversity assets many of which are already subject to statutory or non-statutory designations. Proposals likely to affect these assets will be required to take full account of any formal citations of the reasons for their designation, including any relevant character appraisals, condition statements or management plans. Any assessment of local character should be consistent with national best practice, such as that set out in Understanding Place: Character and Context in Local Planning (English Heritage, November 2011).

**26.8** The Council has already formally adopted a series of [Conservation Area Character Appraisals and Management Plans](#), that will be important material considerations for proposals likely to affect the character or setting of the Borough's designated Conservation Areas.

**26.9** The protection of Wirral's historic environment will be a key priority. The Council will expect early consultation with the Council's Conservation Officer on any proposal that is likely to have an impact on an identified heritage asset, based on information from the [National Heritage List for England](#)<sup>6</sup>, the Historic Environment Record for Wirral<sup>6</sup>, an adopted local list of heritage assets or emerging lists of sites for potential future designation, including assets that may be identified as part of the development management process. An assessment of the likely impact of the proposals on the historic environment must also be included in any submitted Design and Access Statement<sup>6</sup>.

**26.10** Policy CS43 will principally be delivered through the development management process, in association with Policy CS42. Further guidance on the measures that can be taken to comply with Policy CS43 will be included within a relevant Supplementary Planning Document for different types of development and locations. Advice on designing for development by mobile phone operators is currently set out in [Supplementary Planning Document SPD1 \(October 2006\)](#), which is expected to be up-dated following the adoption of this Core Strategy.

Policy CS43 - Impact Matrix		
Sustainability Objective:	Score:	Sustainability Appraisal Summary:
Social Inclusion	Positive	The policy will have a positive effect by ensuring that development is accessible, built to appropriate standards, affordable to maintain and supports economic revitalisation, with benefits for biodiversity, climate change mitigation and adaptation, water efficiency and sustainable drainage, river water and air quality, heritage, landscape and townscape and sustainable transport usage, however, scheme viability should not be threatened. The appraisal recommends that the policy will need to be applied alongside other relevant policies in the plan.
Sustainable Consumption	Positive	
Environmental Protection	Positive	
Natural Resources	Positive	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for age, pregnancy & maternity, disability, low incomes & worklessness		
<b>Delivery by:</b> Private, voluntary and public sector through development management processes supported by relevant supplementary planning documents, with potential public programme support for character appraisals, master plans and design guides subject to the availability of resources.		
<b>Main Risks:</b> That development takes place without taking proper account of of the impact on local distinctiveness, the character of the surrounding area and the need to adapt to and mitigate against existing and future environmental change. That any requirements are necessary to make the development acceptable in planning terms without preventing needed development from taking place.		
<b>Alternatives:</b> The main alternative would be not to include measures to promote design and amenity, which would fail to protect local distinctiveness or encourage sustainable design and construction.		
<b>Monitoring Indicators:</b>		
CSM46 - Policy Effectiveness		CSM47 - Heritage at Risk
CSM48 - Local Character		CSM49 - Carbon Emissions
CSM50 - Installed Renewable Energy		CSM51 - Environmental Performance

## Policy CS43 - Impact Matrix

**Evidence Base:** Liverpool City Region Renewable Energy Study; Water Cycle Study; Character Appraisals, Management Plans and Master Plans

## Policy CS44 - Phasing and Infrastructure

Planning permission for development will be refused where it is found that:

- existing or proposed infrastructure would not be capable of supporting the scale or nature of the development proposed without significant environmental or other harm in consultation with utilities or other infrastructure providers; and
- there is no prospect of the issue being resolved within the period of planning permission.

Where necessary, development will be phased by an appropriate planning condition and legal agreement, until the infrastructure required has been provided and is operational.

**26.11** Mitigation measures may require the implementation of development proposals to be phased in order to prevent significant harm to the environment or other interests of acknowledged importance. In most cases, this will mean phasing the timing of new development to take account of development or improvement programmes that will need to be completed before the development can be properly accommodated. This includes provision for highway works, drainage, water supply and treatment infrastructure and the provision of mitigation for the impact on European Sites and their supporting habitats<sup>6</sup>.

**26.12** The Wirral Water Cycle Study indicates an number of areas where issues related to water supply, sewer and wastewater treatment capacity may hinder development, which will need to be assessed in more detail in collaboration with the utilities provider, before development can be permitted, as reflected in Policies CS4 to CS12 and the accompanying Spatial Portrait. These include potentially limited wastewater treatment capacity at Bromborough and Meols towards the end of the plan period and the need to secure additional capacity at Birkenhead by 2020, subject to detailed modelling and current data on the capacity of existing development sites within each Settlement Area.

**26.13** Policy CS44 will principally be delivered through the development management process in association with Policy CS42. A list of the infrastructure that is likely to be needed to support the delivery of the Core Strategy is provided in an accompanying Infrastructure Delivery Plan.

<b>Policy CS44 - Impact Matrix</b>		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b>
Social Inclusion	No effect/ positive	The policy will have a positive effect by refusing planning permission where infrastructure could not support the development proposed without environmental or other harm. Uncertain economic effects are identified in terms of development viability, however, in practice; the NPPF indicates that development should not be subject to a scale of obligations such that scheme viability is threatened. No mitigation/ enhancement measures necessary.
Sustainable Consumption	Uncertain	
Environmental Protection	No effect/ positive	
Natural Resources	Positive/ uncertain/ no effect	
Quality of Life	No effect	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Neutral		
<b>Delivery by:</b> Private sector through development management processes including planning conditions and/or relevant legal agreements.		
<b>Main Risks:</b> That development is permitted that cannot be adequately served by essential infrastructure and that the feasibility, cost or timetable of providing the infrastructure necessary cannot be borne by the type or scale of the development proposed.		
<b>Alternatives:</b> The main alternative would be not to include any provision for the phasing of essential infrastructure, which would allow development to take place before essential infrastructure has been provided causing harm to the health and safety of people and the environment.		
<b>Monitoring Indicators:</b>		
CSM38 - Waste Water Treatment		CSM39 - Water Supply
CSM52 - Infrastructure Plan		CSM53 - Section 106 Progress
<b>Evidence Base:</b> Spatial Portrait; Infrastructure Delivery Plan; Water Cycle Study; Merseyside Local Transport Plan; Liverpool City Region Transport Model; Habitats Regulations Assessments.		

## 27 Developer Contributions

### Policy CS45 - Developer Contributions

The Council will seek to ensure that developers make reasonable provision for developer contributions relating to the quality, scale and nature of the development proposed, to mitigate the impact of that development. In doing so, the Council will seek to ensure that a scheme is made acceptable in planning terms and achieves the objectives of sustainable development.

Planning conditions and/or legal agreements will in particular be sought to address requirements that will where relevant include:

- affordable housing required under Policy CS22;
- the provision and installation of a public litter bin required under Policy CS26;
- the provision of new, enhanced or replacement green infrastructure or recreation facilities required under Policies CS30 to CS33;
- flood alleviation, water management, pollution and contamination required under Policies CS34 to CS37;
- highway and transport works required under Policy CS40, including through agreements under the Highways Acts;
- measures to promote access to jobs and training for local residents;
- the ongoing maintenance of the measures or facilities required by the proposal; and
- any other essential mitigation identified through the development management process under the application of Policy CS42.

Development will need to be phased to ensure that the measures or facilities are provided at an appropriate point before the development is occupied.

Where a Community Infrastructure Levy Charging Schedule has been adopted, developer contributions will also be sought through a tariff for off-site improvements to include provision for:

- district-wide highway network management and sustainable travel initiatives;
- the enhancement of district-level recreation facilities, open spaces and green infrastructure, including parks, sports facilities, countryside recreation sites and Local Nature Reserves;
- district-level flood alleviation, coast protection and drainage capacity improvements;
- infrastructure for low carbon energy and heat distribution;
- town, district and local centre and public realm improvements;
- wider area mitigation required to ensure compliance with the findings of the Core Strategy Habitats Regulations Assessment; and
- cross-boundary infrastructure, if a need is identified within the plan period.

**27.1** Developer contributions can be secured by the planning system through on-site provision and design, site-specific planning obligations and the Community Infrastructure Levy. Developers will also be required to contribute to the ongoing maintenance of any measures or facilities provided in relation to the development for a period of up to ten years.

**27.2** Planning obligations will be required where they are necessary to make development acceptable in planning terms, directly related to the development and fairly and reasonably related in scale and kind. Requirements will also be flexible to safeguard against substantial or unexpected changes in market conditions.

**27.3** A number of Core Strategy policies already identify circumstances where it may be necessary to secure mitigation for the impact of a development or the provision of essential infrastructure to support the delivery of a sustainable pattern of development. Development will only be permitted if the necessary infrastructure, services, facilities and amenities to meet the needs of the development will be provided at the appropriate time, normally before the development or an agreed part of it is occupied. A draft legal agreement should be submitted alongside any planning application where a legal agreement is likely to be necessary, to enable proper consideration of the scheme at the earliest stage possible.

**27.4** Wirral is ranked as one of the most deprived areas in England for income and employment, with a higher than average percentage of people claiming out of work benefits. Measures to secure access to jobs and training for local residents could apply to all major construction projects and significant employment generating developments, including retail, leisure, office and housing developments, where a range of measures, such as targeted recruitment, guaranteed interviews, apprenticeships, work experience placements and other appropriate assistance, could be appropriate depending on the specific opportunities provided by each type of development.

**27.5** The Council will continue to work with infrastructure providers to further review the needs for infrastructure within the Borough over the period of the Core Strategy. An initial schedule of likely infrastructure requirements is included in an accompanying Infrastructure Plan, which will be continuously updated throughout the life of the Core Strategy as further needs are identified.

**27.6** The Planning Act 2008 includes provision for the introduction of a Community Infrastructure Levy, as a local tariff on development to finance the infrastructure necessary to deliver the levels of growth anticipated by the Core Strategy and ensure that the cost and burden of new infrastructure in the Borough is shared equally by all developments in proportion to their scale. Should the Council decide to develop a Community Infrastructure Levy, the schedule of infrastructure accompanying this Core Strategy and the evidence base which supports it will be used in the development of a Charging Schedule for Wirral. The final sums involved will be subject to viability assessment and adopted following independent public examination.

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

**27.7** Policy CS45 will principally be delivered through the policies for development management set out in Section 26 of the Core Strategy, in association with Policy CS42. Additional resources may also become available through proposals to promote low and zero carbon development through allowable solutions under the Building Regulations.

Policy CS45 - Impact Matrix		
<b>Sustainability Objective:</b>	<b>Score:</b>	<b>Sustainability Appraisal Summary:</b> The policy will have positive effects through the securing of community benefits as part of any new development, making areas more attractive places to live, retaining population and assisting in addressing local deficiencies or inequalities in service or facility provision.. The extent of off-site improvements may be subject to adoption CIL. No mitigation/enhancement measures necessary.
Social Inclusion	Positive	
Sustainable Consumption	Positive	
Environmental Protection	Positive	
Natural Resources	Positive	
Quality of Life	Positive	
<b>Habitat Regulations Assessment:</b> text		
<b>Equalities Impacts:</b> Positive for low incomes and worklessness		
<b>Delivery by:</b> Private sector through development management processes including planning conditions and/or relevant legal agreement and development tariffs, where adopted.		
<b>Main Risks:</b> That development takes place without mitigating its likely effects on people or the environment and public and private resources will not be available to support retrospective solutions. That the level of contribution required is more than is necessary to allow needed development to proceed in an acceptable manner.		
<b>Alternatives:</b> The main alternative would be not to include any provision for developer contributions, which would allow development to take place without making any contribution to mitigate against its likely effects on people or the environment.		
<b>Monitoring Indicators:</b>		CSM52 - Infrastructure Plan
CSM53 - Section 106 Monitoring		CSM54 - Community Infrastructure Levy
<b>Evidence Base:</b> Spatial Portrait; Infrastructure Delivery Plan.		

## 28 Delivery Framework

**28.1** The draft Delivery Framework is currently provided as a separate document in the Council's web-based Document Library.

## 29 Infrastructure

**29.1** The draft Infrastructure Plan is currently provided as a separate document in the Council's web-based Document Library.

## 30 Monitoring Indicators

**30.1** The draft Monitoring Plan is currently provided as a separate document in the Council's web-based Document Library.

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

## 31 Document List

<b>Document Title - Core Strategy Preparation</b>
Report of Initial Consultation (Wirral Council, July 2006)
Second Report of Initial Consultation (Wirral Council, February 2009)
Issues, Vision and Options Report (Wirral Council, February 2009 )
Report of Consultation on Issues, Vision and Objectives (Wirral Council, January 2010)
Spatial Options Report (Wirral Council, January 2010)
Report of Consultation on Spatial Options (Wirral Council, November 2010)
Preferred Options Report (Wirral Council, November 2010)
Preferred Options Assessment Report (Wirral Council, November 2010)
Report of Consultation on Preferred Options (Wirral Council, September 2012)
Draft Settlement Area Policies (Wirral Council, January 2012)
Report of Consultation on Draft Settlement Area Policies (Wirral Council, September 2012)
Proposed Submission Draft Consultation Statement (Wirral Council, September 2012)
Proposed Submission Draft Spatial Portrait (Wirral Council, September 2012)
Proposed Submission Draft Equality Impact Assessment (Wirral Council, September 2012)
Proposed Submission Draft Sustainability Appraisal (Wirral Council, September 2012)
Proposed Submission Draft Habitats Regulations Assessment (URS, September 2012)
<b>Document Title - Evidence Base</b>
Wirral Housing Market Assessment (Fordham Research, September 2007)
Wirral Housing Market Assessment Update (Fordham Research, September 2010)
Wirral Affordable Housing Viability Study (Fordham Research, September 2010)
Wirral Strategic Housing Land Availability Assessment April 2012 (Wirral Council, September 2012)
Wirral Employment Land and Premises Study Update (BE Group, September 2012)
Liverpool City Region Economic Forecasts 2011 (Cambridge Econometrics, January 2012)
National Land Use Database (Wirral Council, April 2012)
Wirral Town Centres, Retail and Commercial Leisure Study (Roger Tym & Partners, 2009)
Wirral Retail Study Update (GVA, September 2012)
Wirral Town, District and Local Centres Study and Delivery Framework (Wirral Council 2011)
Strategy for Inner Wirral 2004-2014 (GVA, 2004)
Wirral Investment Strategy 2011-2016 (Wirral Council, 2011)
Wirral Enterprise Strategy Embracing Change (Wirral Council, 2007)
Wirral 2025 More Equal More Prosperous (Wirral Partnership, April 2009)
Wirral Visitor Research Study 2011 (Ipsos Mori, 2011)
Merseyside Local Transport Plan (Merseyside Transport Partnership, April 2011)
Travel in Merseyside (Merseyside Transport Partnership, 2010)
Birkenhead Agglomeration Noise Action Plan, Strategic Noise Map 21 and Interactive Noise Maps (DEFRA, March 2010)
Wirral Strategic Flood Risk Assessment (Faber Maunsell, 2009)
North West of England and North Wales Shoreline Management Plan (North West and North Wales Coastal Group, February 2011)
Preliminary Flood Risk Assessment (Wirral Council, July 2011)
Mersey Estuary Catchment Flood Management Plan (Environment Agency, December 2009)
River Dee Catchment Flood Management Plan (Environment Agency, January 2010)
Wirral Water Cycle Study (URS, September 2012)
Wirral Biodiversity Audit (Penny Anderson Associates, 2009)
Wirral Landscape Character Assessment (TEP, 2009)
Mersey Ports Master Plan Consultation Draft (Peel Ports, June 2011 )
Mersey Ports Master Plan Initial Consultation Report (Peel Ports, March 2012)
Wirral Waters Strategic Regeneration Framework (Peel Group, July 2008)
Birkenhead Integrated Regeneration Study (GVA, June 2010)
Setting the Scene for Wirral Waters A Green Infrastructure Strategy (Mersey Forest, August 2011)
Green Zone 2025 An Economic Strategy for Rural Merseyside (Rural Innovation, December 2009)
Liverpool City Region Green Infrastructure Framework (Mersey Forest, Forthcoming)
Liverpool City Region Local Investment Plan 2011-2015 (November 2011)

<b>Document Title - Evidence Base</b>
Liverpool City Region Deal With Government (LCR LEP, July 2012)
Liverpool City Region SuperPort Action Plan Delivering Economic Growth 2011-2020 (TMP 2011)
Green Infrastructure Framework for North East Wales, Cheshire & Wirral (Mersey Dee Alliance, 2011)
Cheshire Historic Landscape Characterisation (Cheshire Council for English Heritage, 2007)
Water Efficiency Calculator for New Dwellings (CLG, September 2009)

## 32 Schedule of Replaced Policies

The Core Strategy is intended to replace the following policies from the Unitary Development Plan for Wirral adopted in February 2000:

Core Strategy Policy	Replaces UDP Policies
Policy CS2 - Broad Spatial Strategy	URN1 Development and Urban Regeneration
	GRE1 The Protection of Urban Greenspace
	REC1 Principles for Sport and Recreation
	TLR1 Principles for Tourism Development
	CHO1 The Protection of Heritage
	AGR1 The Protection of Agriculture
	NCO1 Principles for Nature Conservation
	LAN1 Principles for Landscape
Policy CS3 - Green Belt	GBT1 Green Belt Boundaries (Policy only)
	GB2 Guidelines for Development in the Green Belt
	GB3 Re-Use of Buildings in the Green Belt
	GB4 Replacement of Existing Dwellings in the Green Belt
	GB5 Extension of Existing Dwellings in the Green Belt
	GB8 Guidelines for Major Developed Sites in the Green Belt
	GB9 Major Developed Sites in the Green Belt
	GB10 Key Workers Dwellings in the Green Belt
	GB11 Removal of Agricultural Occupancy Conditions
	RE13 Criteria for Sports Facilities in the Green Belt
	TL9 The Protection of Rural Tourist Attractions and Resources
	TL10 Criteria for Tourism Development in the Green Belt
	AG1 Development and Agriculture
	AG3 The Control of Agricultural Permitted Development
	AG4 The Control of Agricultural Development
	AG7 Agricultural and Horticultural Retailing
	AG8 Criteria for Equestrian and Livery Activities
LA5 Criteria for Horse Shelters and Stables	
LA6 Criteria for Advertisements Outside the Urban Area	
Policy CS11 - Priorities for the Rural Areas	AG2 The Protection of Best Quality Agricultural Land
	LA1 Protection for Areas of Special Landscape Value
	LA2 Areas of Special Landscape Value
	LA3 Priorities for Areas Requiring Landscape Renewal
	LA4 Areas Requiring Landscape Renewal
Policy CS13 - Employment Land Requirement	EMP1 Provision of Employment Land
Policy CS15 - Criteria for Employment Development	EM1 Former Cammell Laird Shipyard, Tranmere (Policy criteria only)
	EM6 General Criteria for New Employment Development
	EM7 Environmental Criteria for New Employment
	EM12 Employment Development in Primarily Residential Areas
Policy CS17 - Protection of Employment Land	EM9 Non-Employment Uses in Industrial Areas
Policy CS21 - Criteria for New Housing Development	HS4 Criteria for New Housing Development
	HS9 Mobility Housing
	HS10 Backland Development
	HS11 House Extensions
	HS13 Self-Contained Flat Conversions
	HS14 Houses in Multiple Occupation
Policy CS22 - Affordable Housing Requirements	HSG2 Affordable Housing
	HS6 Principles for Affordable Housing
Policy CS23 - Criteria for Specialist Housing	HS7 Sheltered Housing
	HS8 Nursing Homes/Residential Care Homes
Policy CS25 - Hierarchy of Retail Centres	SHO1 Principles for New Retail Development
	SH1 Criteria for Development in Key Town Centres (Policy criteria only)

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Core Strategy Policy	Replaces UDP Policies
	SH2 Criteria for Development in Traditional Suburban Centres (Policy criteria only)
	SH6 Development Within Primarily Commercial Areas (Policy criteria only)
	RE10 Criteria for Community Centres and Facilities
Policy CS26 - Criteria for Development within Existing Centres	SH3 Ground Floor Residential Uses in KeyTown Centres and Traditional Suburban Centres
	SH4 Small Shopping Centres and Parades
	SH5 Residential Development in Small Shopping Centres and Parades in Primarily Residential Areas
	SH7 Upper Floor Uses in Retail Premises
	SH8 Criteria for Shop Fronts
	SH12 Amusement Centres
Policy CS29 - Criteria for Out-of-Centre and Edge-of-Centre Facilities	SH9 Criteria for Out-Of-Centre and Edge-of-Centre Retail Development
	SH10 Design and Location of Out-of-Centre and Edge-of-Centre Retail Development
	SH11 The Expansion of Out-of-Centre Retail Developments
Policy CS30 - Requirements for Green Infrastructure	GR1 The Protection of Urban Greenspace
	GR3 The Protection of Allotments
	GR5 Landscaping and New Development
	GR7 Trees and New Development
	TL14 Protecting and Extending Public Rights of Way
	WA6 Development Within River Corridors
Policy CS32 - Recreational Open Space in New Housing Developments	GR6 Greenspace within New Family Housing Development
Policy CS33 - Biodiversity and Geodiversity	NC1 The Protection of Sites of International Importance for Nature Conservation
	NC3 The Protection of Sites of National Importance for Nature Conservation
	NC5 The Protection of Sites of Local Importance for Nature Conservation
	NC7 Species Protection
	NC8 Local Nature Reserves
	NC10 The Protection of Sites of Importance for Earth Science
Policy CS34 - Flood Risk and Coast Protection	WAT1 Fluvial and Tidal Flooding
	WA1 Development and Flood Risk
	CO1 Development Within the Developed Coastal Zone
	CO2 Development Within the Un-Developed Coastal Zone
	CO4 Criteria for Coastal Protection and Sea Defence Works
	CO5 Development Requiring Additional Coastal Defence Works
	CO7 Criteria for Development in the Inter-Tidal Zone
	CO8 Development in the Coastal Zone Requiring Environmental Assessment
Policy CS35 - Drainage Management	WAT2 Protection of the Water Environment
	WA2 Development and Land Drainage
	WA3 Development and Ground Water Protection
	WA5 Protecting Surface Waters
Policy CS36 - Pollution and Risk	POL1 Restrictions for Polluting and Hazardous Uses
	PO1 Potentially Polluting Development
	PO2 Development Near Existing Sources of Pollution
	PO3 Noise
	PO4 Noise-Sensitive Development
	PO8 Hazardous Installations and Substances
	PO9 Criteria for Development Near Notifiable Hazards
	AG5 Criteria for Agricultural Nuisances
	AG6 Development Near Agricultural Nuisances
	RE9 Criteria for Floodlighting at Sports Facilities
Policy CS37 - Contamination and Instability	PO5 Criteria for the Development of Contaminated Land
	PO6 Migration of Landfill Gas

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Core Strategy Policy	Replaces UDP Policies
	PO7 Development on Unstable Land CO6 Development Within Areas at Risk of Coastal Erosion
Policy CS38 - Minerals	MIN1 Maintaining Minerals Supply MIN2 Safeguarding Mineral Reserves MIN3 Restoration and Aftercare of Mineral Extraction Sites MI1 The Control of Clay Extraction MI2 The Control of Oil and Gas Facilities MI3 Facilities for Marine-Won Sand and Gravel MI4 Sand, Gravel and Sandstone Extraction MI5 Development Control Criteria for Mineral Extraction MI6 Use of Secondary and Recycled Aggregates
Policy CS39 - Waste Management	Policies for Waste Management are to be replaced by the Joint Waste Local Plan for Merseyside and Halton (see additional box below)
Policy CS40 - Transport Requirements	TRT1 Provision for Public Transport TRT3 Transport and the Environment TR9 Requirements for Off Street Parking TR11 Provision for Cyclists in Highway and Development Schemes TR12 Requirements for Cycle Parking TR13 Requirements for Disabled Access
Policy CS41 - Transport Schemes	TRT2 Safeguarding Land for Highway Schemes TR8 Criteria for the Design of Highway Schemes
Policy CS42 - Development Management	HS12 Pre-School Day Care HS15 Non- Residential Uses in Primarily Residential Areas (Policy criteria only) RE1 Criteria for Urban Recreation Facilities RE8 Criteria for Artificial Playing Pitches RE11 Criteria for Children's Play Facilities TL1 The Protection of Urban Tourist Resources TL2 Criteria for Urban Tourism TL5 The Control of Tourism in West Kirby TL7 Criteria for Hotels and Guest Houses COA1 Principles for the Coastal Zone REN1 Principles for Renewal Energy
Policy CS43 - Design, Heritage and Amenity	LA7 Criteria for Development at the Urban Fringe TEL1 Principles for Telecommunications TE1 Criteria for Telecommunications Apparatus TE2 Criteria for Television Satellite Dishes
Policy CS44 - Phasing and Infrastructure	WA4 Safeguarding Water Resources
Policy CS45 - Developer Contributions	URN2 Planning Agreements for Urban Regeneration

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

For the avoidance of doubt, the following policies within the Unitary Development Plan are intended to remain in force, until they are replaced by revised land allocations in a site-specific Local Plan:

UDP Policy	Extent Remaining in Force	Provision for Replacement
GBT1 Green Belt Boundaries	Policy replaced by Policy CS3, with boundaries to the Green Belt retained unaltered on the Proposals Map	Future Site-Specific Local Plan
EM1 Former Cammell Laird Shipyard, Tranmere	Policy replaced by Policy CS15, with boundaries to designated site retained on the Proposals Map	Future Site-Specific Local Plan
EM2 Conway Park, Birkenhead	Policy and Proposals Map Designation retained	Future Site-Specific Local Plan
EM3 Land for General Employment Use	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
EM4 Expansion Land for Existing Businesses	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
EM5 Land at Dock Road South, Bromborough	Policy and Proposals Map Designation retained	Future Site-Specific Local Plan
EM8 Development within Primarily Industrial Areas	Policy and boundaries to Primarily Industrial Areas retained on the Proposals Map	Future Site-Specific Local Plan
HS1 Land Allocated for Residential Development	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
HS5 Density and Design Guidelines	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
HS15 Non- Residential Uses in Primarily Residential Areas	Policy replaced by Policy CS42 with boundaries to Primarily Residential Areas retained on the Proposals Map	Future Site-Specific Local Plan
GB1 Amendments to the Green Belt Boundary	Policy and boundaries retained unaltered on the Proposals Map	Future Site-Specific Local Plan
GB6 Development in Infill Villages in the Green Belt	Policy retained	Future Site-Specific Local Plan
GB7 Infill Villages in the Green Belt	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
GR2 Land Designated as Urban Greenspace	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
GR4 Allotments to be Protected from Development	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
RE2 Land for New Recreation Facilities	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
RE6 Sports Grounds for Protection from Development	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
RE12 Sites for New Children's Play Equipment	Policy and Proposals Map Designation retained	Future Site-Specific Local Plan
TL4 Land for Tourism Development at New Brighton	Policy and Proposals Map Designation retained	Future Site-Specific Local Plan
TL11 Development at Countryside Recreation Sites	Policy and Proposals Map Designation retained	Future Site-Specific Local Plan
TL12 North Wirral Coastal Park Visitor Centre	Policy and Proposals Map Designation retained	Future Site-Specific Local Plan
TL13 Royden Park Camp Site Amenity Block	Policy and Proposals Map Designation retained	Future Site-Specific Local Plan
CH1 Development Affecting Listed Buildings and Structures	Policy retained	Future Heritage Local Plan
CH2 Development Affecting Conservation Areas	Policy retained	Future Heritage Local Plan
CH3 Demolition Control within Conservation Areas	Policy retained	Future Heritage Local Plan
CH4 Bidston Village Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

UDP Policy	Extent Remaining in Force	Provision for Replacement
CH5 Hamilton Square Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH6 BirkenheadPark Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH7 OxtonVillage Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH8 RockPark Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH9 Port Sunlight Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH10 EasthamVillage Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH11 Caldy Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH12 FrankbyVillage Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH13 Gayton Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH14 HeswallLowerVillage Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH15 Thornton Hough Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH16 WestKirbyOldVillage Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH17 Saughall Massie Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH18 Wellington Road , (New Brighton) Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH19 Thurstaston Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH20 BromboroughVillage Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH21 BarnstonVillage Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH22 Bromborough Pool Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH23 FlaybrickCemetery Conservation Area	Policy and Proposals Map Designation retained	Future Heritage Local Plan
CH24 Development Affecting Scheduled Ancient Monuments	Policy retained	Future Heritage Local Plan
CH25 Development Affecting Non-Scheduled Remains	Policy retained	Future Heritage Local Plan
CH26 The Preservation of Historic Parks and Gardens	Policy and Proposals Map Designation retained	Future Heritage Local Plan
AG9 FenderFarmRidingSchool and Stables, Moreton	Policy and Proposals Map Designation retained	Future Site-Specific Local Plan
NC2 Sites of International Importance for Nature	Policy replaced by Policy CS33, with boundaries to designated sites retained on the Proposals Map	Future Site-Specific Local Plan
NC4 Sites of National Importance for Nature Conservation	Policy replaced by Policy CS33, with boundaries to designated sites retained on the Proposals Map	Future Site-Specific Local Plan
NC6 Sites of Biological Importance	Policy replaced by Policy CS33, with boundaries to designated sites retained on the Proposals Map	Future Site-Specific Local Plan
NC11 Sites of Local Importance for Earth Science	Policy replaced by Policy CS33, with boundaries to designated sites retained on the Proposals Map	Future Site-Specific Local Plan
TR1 New Railway Stations	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan

UDP Policy	Extent Remaining in Force	Provision for Replacement
TR2 New Park and Ride Facilities	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
TR3 New or Extended Railway Car Parks	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
TR5 Major Highway Schemes	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
TR6 Minor Highway Improvements	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
TR7 Transport Corridor Environmental Improvements	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
TR10 Cycle Routes	Policy and Proposals Map Designations retained	Future Site-Specific Local Plan
SH1 Criteria for Development in KeyTown Centres	Policy replaced by Policy CS25, with boundaries to centres retained on the Proposals Map	Future Site-Specific Local Plan
SH2 Criteria for Development in Traditional Suburban Centres	Policy replaced by Policy CS25, with boundaries to centres retained on the Proposals Map	Future Site-Specific Local Plan
SH6 Development Within Primarily Commercial Areas	Policy replaced by Policy CS25, with boundaries to Areas retained on the Proposals Map as part of their adjoining centres	Future Site-Specific Local Plan

**32.1** The following policies from the Unitary Development Plan are to be replaced by the Joint Waste Local Plan for Merseyside and Halton:

WMT2 Recycling and Re-use of Waste Materials
WM1 Landfill Waste Disposal Sites
WM2 Criteria for Landfill Waste Disposal Sites
WM3 Restoration and Aftercare of Landfill Waste Disposal Sites
WM4 Provision of Recycling Collection Areas
WM5 Criteria for Waste Reception Centres
WM6 Criteria for Waste Transfer Stations
WM7 Criteria for Clinical and Chemical Waste Incinerators
WM8 Criteria for Sewage Treatment Facilities
WM9 Criteria for Sewage Sludge Disposal Facilities

## 33 Local Sustainability Objectives

**33.1** The Council has adopted the following local objectives, for testing the sustainability of policies and proposals:

### Social Inclusion

1	To promote a balanced population structure
2	To reduce the incidence of multiple deprivation
3	To promote the accessibility of services and facilities to all sectors of society
4	To meet identified local housing needs and promote housing market renewal
5	To promote inclusive, healthy communities

### Sustainable Consumption and Production

6	To promote improved economic performance
7	To provide for employment growth and business creation
8	To reduce worklessness and income deprivation
9	To promote the vitality and viability of town centres
10	To maximise provision for high quality tourism

### Environmental Protection and Enhancement

11	To maintain and improve biodiversity and natural habitats
12	To minimise pollution to land, water or air (including noise pollution)
13	To preserve, protect and enhance sites, features and areas of archaeological, historical and cultural heritage importance
14	To provide for the separation of incompatible land uses
15	To reduce the impact of traffic intrusion in residential areas

### Natural Resources

16	To maximise the use of previously developed urban land
17	To minimise the reliance on non-renewable energy sources
18	To promote sustainable drainage and water conservation
19	To minimise waste generation and maximise recycling
20	To minimise the impact of flooding and other natural hazards, including climate change

### Quality of Life

21	To conserve and enhance the character and quality of the Borough's landscapes and townscapes, maintaining and strengthening local distinctiveness and sense of place
22	To achieve high quality and sustainable design for buildings, spaces and the public realm sensitive to the locality
23	To maximise opportunities for culture, sport and leisure
24	To promote sustainable travel choices and reduce the need to travel
25	To minimise opportunities for crime and anti-social behaviour

**33.2** Further information on the application of these objectives, including indicators and decision criteria, is set out in the Wirral Sustainability Appraisal Framework (July 2006).

## 34 Glossary

Terminology	Abbrev.	Explanation
Air Quality Management Area	AQMA	An identified area for which an action plan must be prepared to improve to air quality to meet national objectives
Affordable Housing		Housing secured at a cost below that typically available in the open market including social rented, affordable rent and shared-ownership housing
Agricultural Land Classification	ALC	Classifies agricultural land in five categories according to versatility and suitability for growing crops. The top three grades, Grade 1, 2 and 3a, are referred to as 'Best and Most Versatile' land.
Allocation		The identification of a specific piece of land for a specific type of development in a Development Plan
amenity		A summary term for the quality of life and surroundings
Annual Monitoring Report	AMR	A written report, published by the Council, setting out progress on the delivery of the Local Development Scheme and the extent to which the policies set out in Local Development Documents are being achieved
Ancient Woodland		Woodland that has existed continuously since 1600 or before
area of greatest need		A geographical area falling within the lowest 20% of scores within the national Index of Multiple Deprivation for England
area of higher value housing		A geographical area falling within the highest 20% of scores within the national Index of Multiple Deprivation for England
Assisted Areas		Area designated by the European Commission to receive additional Government funding to support employment and economic revitalisation
Atlantic Gateway		A framework for collaboration between the Manchester and Liverpool City Regions to promote the economic regeneration of the wider area, including major projects such as Wirral Waters
Biodiversity		A collective term for the full variety of biological life on earth including plants, animals and eco-systems
Birkenhead Dock Estate		The geographical area under the control of the port operator at Birkenhead, previously designated under Policy EM10 of the Unitary Development Plan for Wirral
Brownfield Land		See 'Previously Developed Land'
Building Research Establishment	BREEAM	A widely accepted method for assessing the environmental performance of buildings against established benchmarks for their design, construction and use

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Terminology	Abbrev.	Explanation
Environmental Assessment Method		
Building Regulations		A series of national regulations setting out statutory minimum standards for the construction of buildings
Cabinet		A group of Local Councillors appointed by the Council to take executive decisions on behalf of the Council
Cammell Lairds		The geographical area containing the port-related and marine engineering facilities to the east of Campeltown Road in Tranmere
Catchment Flood Management Plan	CFMP	A document produced by the Environment Agency providing an overview of each river catchment, which recommends ways of managing the risk of flooding
Catchment Flood Map		A series of maps produced by the Environment Agency showing probability of sea and river flooding, ignoring the presence of existing defences
Charging Schedule		Related to the Community Infrastructure Levy. A schedule setting out the details of the charge(s) to be applied to each category of development as a cost per unit or site area
Code for Sustainable Homes	CSH	An advisory national standard for key elements of design and construction to minimise the environmental impact of a new home
Communities and Local Government	CLG	The Government Department responsible for planning, building and the environment
Community Infrastructure Levy	CIL	A financial charge on new development which can be levied to pay for local infrastructure to be provided within the area
comparison goods		Non-food items including household goods, furniture, electrical goods and clothing
Conservation Area	CA	An identified area designated by the Council to allow the character and appearance of that area to be protected and enhanced
convenience goods		Largely relates to perishable goods such as food items which are purchased on a regular basis. Some non-food goods such as newspapers, tobacco and alcohol are also classed as convenience goods
Core Strategy		A Local Plan setting out the spatial vision and general strategy for the future development of the Borough
decentralised eEnergy		An energy supply which is not directly related to the national energy generation network

Terminology	Abbrev.	Explanation
Department for Environment Food and Rural Affairs	DEFRA	The government department responsible for environmental protection, food production and standards, agriculture, fisheries and rural communities in the United Kingdom
developer contribution		The provision of a payment or facility part or wholly funded by a developer to meet a specific planning requirement
Development Management		The function within the Council which processes and determines planning applications
Development Plan		The statutory document or collection of documents setting out setting out policies for the development and use of land. Individual planning decisions must be made in accordance with the Development Plan unless material considerations indicate otherwise
Dock Estate		An area of land owned and operated by a port operator
District Heating		Infrastructure that supplies heat to a number of buildings or homes from a central heat source through a network of pipes carrying hot water or steam
East Float		The area of dockland between Duke Street and Tower Road
Eastham Dock Estate		The geographical area under the control of the port operator at Eastham, associated with the entrance to the Manchester Ship Canal, previously designated under Policy EM10 of the Unitary Development Plan for Wirral
Easy Walking Distance		A walking time of approximately 5 minutes or 400 metres, based on the easy walking distance already adopted for the purpose of open space provision in the Wirral Unitary Development Plan (February 2000).
Employee Jobs		A job undertaken by anyone aged 16 years or over that is directly paid from an organisation's payroll in return for carrying out a full-time or part-time job or being on a training scheme, excluding voluntary workers, the self-employed or working owners who are not paid via PAYE
Employment Development		Development falling within Classes B1 (business), B2 (general industrial) and B8 (storage and distribution) of the national Use Classes Order
Environment Agency	EA	A Government body that aims to control and prevent a wide variety of harmful impacts on the environment
Equality Impact Statement		A formal assessment indicating whether a local policy document is likely to have a disproportionate impact on different social groups

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Terminology	Abbrev.	Explanation
European Sites (and their supporting habitats)		Sites designated for their international importance for nature conservation. Protection extends to habitats located outside the designated area that also contribute to the support of the species within them
Evidence base		Information and data gathered to support the policy approach set out in Local Development Documents
Flood Warning Area		Areas identified at risk of flooding by the Environment Agency where residents and occupier will be warned when flooding is likely to occur
Flood Zone 2		Areas with a low to medium risk of flooding as defined by the Environment Agency
Flood Zone 3		Areas with a high probability of flooding as defined by the Environment Agency
Functional Floodplain		Areas where water has to flow or be stored in times of flood as defined by the Environment Agency
Geodiversity		A collective term for the full variety of earth materials including minerals, rocks and sediments
Green Belt		Land designated in a Development Plan for protection to prevent urban sprawl and to safeguard surrounding countryside from further encroachment
Greenfield land		Land that is not defined as previously developed land in the glossary to the National Planning Policy Framework. Includes land that is or has been occupied by agricultural or forestry buildings; and undeveloped land in built-up areas such as parks, recreation grounds, allotments and private residential gardens
Green Infrastructure	GI	Vegetation and open water whether public or privately owned that is capable of delivering a wide range of environmental, social and economic benefits, including parks and open spaces, natural habitats, landscaping, woodlands, allotments and private gardens
Growth Point		An area previously identified by the Government, in which an accelerated level of housing delivery would be promoted in the period to 2017
Gross Value Added	GVA	A measure of the performance of the local economy.
Gypsies and Travellers		People of nomadic habit of life whatever their race or origin, including those who have ceased to travel temporarily or permanently
Habitats Regulations Assessment	HRA	An assessment of the impact of emerging policies and proposals on European Sites

Terminology	Abbrev.	Explanation
Health and Safety Executive	HSE	A non-departmental public body responsible for the encouragement, regulation and enforcement of workplace health, safety and welfare, and for research into occupational risks in England and Wales
higher density development		A development of 30 dwellings per hectare or above
high-frequency public transport corridor		A public transport corridor providing a passenger rail service or a day-time public transport service that runs at least every 30 minutes or more frequently in each direction
Hind Street		The geographical area to the immediate south of Birkenhead Town Centre, to the west of the A41, bounded by the railway and Borough Road East.
Historic Parks & Gardens		Parks and gardens throughout England, which are of historic value, a small number are considered to be sufficiently important to be worth including in the National Register of Parks and Gardens of special historic interest in England.
Homes and Communities Agency	HCA	The national housing and regeneration investment delivery agency for England, that also acts as the regulator for social housing providers in England
Housing Market Renewal Initiative Pathfinder Area	HMRI	A geographical area previously defined by the Secretary of State as a focus for public action to restructure the local housing market, also known as the Newheartlands Pathfinder, which in Wirral includes parts of Birkenhead, Tranmere, Seacombe, Bidston and Liscard
Infrastructure		Assets, services or facilities required to serve a new development such as new roads or drainage
Invasive species		A non-native plant that has the ability to spread causing damage to the environment, the economy, our health and the way we live.
Invest Wirral		The Council's inward investment and business support location service
Key Diagram		A summary plan used to illustrate the broad location for future development and/or protection
Lifetime Homes		An advisory national standard setting out design criteria intended to make homes more easily adaptable for lifetime use, to maximise long-term independence and quality of life
Listed Building		A building or structure listed as having architectural or historic importance by Government Agency English Heritage

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Terminology	Abbrev.	Explanation
Liverpool City Region		The geographical area including Liverpool, Halton, Knowsley, Sefton, St Helens and Wirral and the surrounding areas
Liverpool Waters		An area identified for major development in north Liverpool on a similar scale to Wirral Waters in the Birkenhead Docks, which is also designated as part of the Mersey Waters Enterprise Zone
Local Development Scheme	LDS	A statutory document setting out the Council's proposals for the content of the Local Development Framework and the timetable for the preparation of individual Local Development Documents
local distinctiveness		The main features of an area which contribute to its unique character and sense of place
Local Enterprise Partnership	LEP	A non-statutory partnership set up to promote economic development, investment and tourism across a wider than local area
Local Nature Reserve	LNR	A designated site of local importance managed for wildlife, geology, education or public enjoyment
Local Plan		A statutory Development Plan document setting out policies for the development and use of land within a defined local area
Local Strategic Partnership	LSP	A non-statutory partnership of public, private, business, community and voluntary sectors intended to co-ordinate improvements within a local area
Local Transport Plan	LTP	A joint strategy for investment in the provision and management of transport infrastructure including buses, trains, ferries, freight, roads, footpaths and cycleways
Low Carbon Energy		Power that comes from sources that produce fewer greenhouse gases than traditional means of power generation
lower density development		A development of below 20 dwellings per hectare
medium density development		A development of between 20 and 30 dwellings per hectare
Main Town Centre Uses		Uses defined in the National Planning Policy Framework as including retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres,

Terminology	Abbrev.	Explanation
		indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)
Marine Conservation Zone		An area containing a range of marine habitats and species that are of national importance contributing to a network of Marine Protected Areas in England and Wales, protected by the Marine and Coastal Access Act 2009
Marine Management Organisation	MMO	A public body established under the Marine and Coastal Access Act 2009 to promote clean, healthy, safe, productive and biologically diverse oceans and seas with powers below high water and in any tidal water to the extent of tidal influence
Mersey Heartlands Growth Point		A nationally designated Growth Point in Liverpool and Wirral, in Wirral with the same boundary as the Newheartlands Pathfinder Area
Mersey Dee Alliance	MDA	A partnership between the local authorities of Cheshire West and Chester, Denbighshire, Flintshire, Wirral, Wrexham, the Welsh Assembly Government, Merseytravel and TAITH to support strategic economic activity spanning the North Wales and North West of England border.
Merseyside		The land area covered by the local Councils of Liverpool, Wirral, Sefton, Knowsley and St Helens.
Merseytravel		The operating name of the Merseyside Integrated Transport Authority and Executive, formerly the Passenger Transport Authority for Merseyside
Mersey Waters Enterprise Zone		A geographical area designated by the Government in which additional financial incentives to promote employment and economic development are permitted to operate
national household projections		The number of additional households expected to be present in each local authority area, calculated by the Department of Communities and Local Government based on population projections published by the Office for National Statistics to take account of recent trends in fertility, life expectancy and estimates of domestic and international migration.
National Planning Policy Framework	NPPF	A statement of national planning policy published by the Government <sup>(18)</sup>

18 The National Planning Policy Framework can be viewed at <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2116950.pdf>

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Terminology	Abbrev.	Explanation
National Policy Statement	NPS	A statement of national planning policy for the provision of nationally important strategic infrastructure published by the Government
Natural England		A Government agency responsible for conserving and enhancing the natural environment
Neighbourhood Plan		A statutory Development Plan document prepared by a local community and adopted following a local referendum
New City Neighbourhood		A newly constructed neighbourhood including a wide range of uses which is intended to provide a new city-scale sustainable community at the heart of the existing urban area
Newheartlands		One of ten nationally designated Housing Market Renewal Initiative Pathfinder Areas, which in Merseyside included parts of Liverpool, Sefton and Wirral, which were designed to tackle low demand and housing market failure in areas of greatest need
NOMIS	NOMIS	A database of official labour market statistics, run on behalf of the Office for National Statistics
Northbank		The geographical area of land running along the northern bank of the East Float within the Birkenhead Dock Estate at Wirral Waters
North West Development Agency	NWDA	A former public body set up to promote economic development within the North West Region which was abolished in March 2012 to be replaced by Local Enterprise Partnerships
Office of National Statistics	ONS	The Government Department responsible for collecting and publishing official statistics about the UK's society and economy
Partnership Neighbourhood		The existing neighbourhoods immediately adjacent to the proposed development at Wirral Waters within the Birkenhead Dock Estate
Permitted Development		Forms of development that can be carried out without requiring planning permission or which are granted consent by an Act of Parliament or other statutory instrument
Previously Developed Land	PDL	Land that is or was occupied by a permanent structure and associated fixed surface infrastructure defined in the glossary to the National Planning Policy Framework. Also known as 'brownfield' land
Priority habitats		Habitats considered to be of principal importance for the purpose of conserving biodiversity under Section 41 of the Natural Environment and Rural Communities Act (2006) and identified in adopted UK or Local Biodiversity Action

Terminology	Abbrev.	Explanation
		Plan. In Wirral these habitats include: Arable Field Margins; Blue Mussel Beds on Sediment; Coastal and Floodplain Grazing Marsh; Coastal Saltmarsh; Coastal Sand Dunes; Estuarine Rocky Habitats; Hedgerows; Intertidal Mudflats; Lowland Dry Acid Grassland Woodland; Lowland Fens; Lowland Heathland; Lowland Meadows; Lowland Mixed Deciduous Woodland; Maritime Cliff and Slopes; Open Mosaic Habitats on Previously Developed Land; Peat and Clay Exposures with Piddocks; Ponds; Reedbeds; Rivers; Roadside Verges; <i>Sabellaria alveolata</i> reefs; Unimproved Grassland; and Wet Woodland
Priority species		Species considered to be of principal importance for the purpose of conserving biodiversity under Section 41 of the Natural Environment and Rural Communities Act (2006) and identified in adopted UK or Local Biodiversity Action Plan.
Proposals Map		An annotated map showing the areas of land where the policies and proposals contained within the Unitary Development Plan or contained within a Local Plan will apply
Protected species		A species protected by law listed in national legislation
Primarily Industrial Area	PIA	An area designated for employment uses in the Unitary Development Plan for Wirral
Regionally Important Geological and Geomorphological Sites	RIGS	The most important places for geology and geomorphology outside statutorily protected land such as Sites of Special Scientific Interest (SSSI), selected under locally-developed criteria for their value for education, scientific study, historical significance or aesthetic qualities. The earth science equivalent to local Wildlife Sites
Regional Economic Forecasting Panel		A panel of senior representatives from the business, academic and public sectors advising on the economic prospects of the North West
Regional Spatial Strategy	RSS	A statutory document, issued by the Secretary of State, revoked in April 2012, setting out the vision and priorities for future development within the North West Region
Renewable Energy		Energy that is generated from resources which can be naturally replenished such as wind, sunlight, rain, tides, geothermal heat and waste
Research and Development	R&D	R&D is characterised by investigation or experimentation, the outcome of which is new knowledge (with or without a specific
Scheduled Ancient Monument	SAM	An identified area designated by the Secretary of State on the basis its national importance for archeology

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Terminology	Abbrev.	Explanation
Secretary of State		The person appointed by the Prime Minister to have overall responsibility for the operation of the national planning system, currently the Secretary of State for Communities and Local Government
Settlement Area		A geographical area used by the Council to represent one of the eight main groups of settlements within the Borough
Site-Specific Local Plan		A Local Plan which identifies and allocates specific areas of land for new development
Section 106 Agreement		A legal agreement between the Council and a developer to ensure that certain specified works will be undertaken if planning permission is granted for a particular development
Small and Medium Sized Enterprise	SME	A business or organisation whose level of employees or turnover falls below certain thresholds.
Social Housing		Housing provided by a Registered Social Landlord at a level below market prices
Source Protection Zone		Areas forming part of a groundwater aquifer that is used as a source for public or private water supplies, which are notified for protection by the Environment Agency
Spatial Vision		A brief statement of the main geographical aspirations for the future development and wellbeing of the Borough
Specialist Housing		Any form of purpose-designed housing or communal establishment such as sheltered, supported, extra care or wheelchair standard housing which caters for people who are unable to live independently in ordinary housing
Statutory		A document or process which has a special legal status, as set out in national law
Statutory Nuisance		An impact likely to be prejudicial to people's health or interfere with a person's legitimate use and enjoyment of land including smoke, fumes, dust, steam, smells, animals, noise and pollution.
Strategic Housing Land Availability Assessment	SHLAA	A document which examines potential sites for housing across the Borough and assesses them in terms of their suitability, availability and achievability
Strategic Housing Market Assessment	SHMA	A document which examines the key features of Wirral's housing market, including housing need, supply and demand
Strategic Objective		A high-level objective that will be used to guide the future direction of policies contained within the Core Strategy
Strategic Regional Site	SRS	A geographical area designated by the former North West Development Agency, as a priority location of regional importance for economic development

Terminology	Abbrev.	Explanation
SuperPort		Super Port is a Liverpool City Region programme to improve existing facilities to enable movement of goods by sea, road, rail and air, efficiently and sustainably
Supplementary Planning Document	SPD	A Local Development Document which provides additional information to assist in the delivery of an adopted Local Plan policy (or an adopted policy in the Unitary Development Plan until that policy has been replaced)
Surface Water Management Plan	SWMP	A plan prepared by the Council to identify the most cost effective long-term strategy for dealing with flooding from sewers, drains, groundwater, and runoff from land, small water courses and ditches that occurs as a result of heavy rainfall
Sustainability Appraisal	SA	A written appraisal of the likely social, economic and environmental impact of the proposals contained within a Development Plan Document or Supplementary Planning Document
Sustainable Community Strategy	SCS	A strategy setting out the overall vision for the improvement of the area prepared under the Local Government Act 2000 by the Local Strategic Partnership
Sustainable Urban Drainage System	SuDS	A drainage facility designed to reduce the potential impact of surface water discharged by new and existing development
TAITH		The regional transport consortium for North Wales, equivalent to Merseytravel in Merseyside
The Mersey Partnership	TMP	A sub-regional public/private sector partnership to promote economic development, investment and tourism across the Liverpool City Region, now designated as the Liverpool City Region Local Enterprise Partnership
Travelling Showpeople		Members of a group organised for the purpose of holding fairs, circuses and shows
Twelve Quays		The area along the Mersey waterfront between the ferry terminals at Seacombe and Woodside, to the east of Birkenhead Road, Tower Road and Canning Street, which was previously identified as a Strategic Regional Site
Use Class		A category of development defined in the national Town and Country Planning (Use Classes) Order 1987 (as amended) issued by the Government which in brief summary includes: A1 Shops; A2 Financial and Professional Services; A3 Restaurants and Cafés; A4 Drinking Establishments; A5 Hot Food Takeaways; B1 Business; B2 General Industrial; B8 Storage or Distribution; C1 Hotels; C2 Residential Institutions; C2A Secure Residential Institutions; C3 Dwellinghouses; C4 Houses in

# Core Strategy for Wirral - Proposed Submission Draft (Cabinet September 2012)

Terminology	Abbrev.	Explanation
		Multiple Occupation; D1 Non-Residential Institutions; and D2 Assembly and Leisure. Uses that do not fall within any Use Class are considered 'sui generis'
Unitary Development Plan	UDP	An old-style Development Plan, which will be progressively replaced by new-style Local Plans
Validation Checklist		A checklist setting out the types of information that must be submitted as part of a planning application
Water Framework Directive		A European Union Directive which requires that all coastal and inland waters within defined river basin districts must reach at least good status/ potential by 2015
West Float		The area of dockland between Duke Street and Wallasey Bridge Road
Windfall Site		Sites which have not been specifically identified as available in the Local Plan process. They normally comprise previously-developed sites that have unexpectedly become available.
Wirral International Business Park		A designated Strategic Regional Site in Bromborough, to the east of the A41, extending between the watercourse at Bromborough Pool and Eastham Country Park
Wirral Waters		The area of dockland between the Mersey waterfront at Twelve Quays and Bidston Moss, formerly designated as part of a Strategic Regional Site and the Mersey Heartlands Growth Point and now designated as part of the Mersey Waters Enterprise Zone
Woodside		The waterfront area between Priory Wharf and Woodside Business Park, including the Ferry Terminal, Woodside Bus Station, the office developments at Woodside Approach and the area up to Hamilton Square Railway Station including the former Woodside Hotel
World Heritage Site		A geographical area designated by the United Nations Education Scientific and Cultural Organisation for its international importance for cultural or natural heritage
Zero Carbon		A Government initiative to progressively reduce the carbon impact of new development to achieve carbon neutral housing development by 2016 and carbon neutral commercial development by 2019