

Strategic Objective 1 – Economic Revitalisation

Summary of Comments Received	Recommended Response
Strategic Objective 1 is supported but should encourage business and enterprise in its widest sense to improve the economic prospects of the Borough and not restrict uses within existing employment areas to those falling within Use Classes B1, B2 and B8, which will compromise business, enterprise and job creation to the detriment of the revitalisation of the economy.	No change is recommended as Strategic Objective 1 is not restricted to B1, B2 and B8 uses only and is consistent with national policies to support economic growth.
Strategic Objective 1 should be re-worded to: “support economic growth, <u>encourage enterprise and job creation that will contribute to economic activity</u> in east and central Wirral <u>in particular</u> and the Borough’s existing town, district and local centres”, to replace the reference to “a higher density of jobs and businesses within the existing employment areas”.	Strategic Objective 1 as currently drafted supports economic growth in the most accessible locations to help to tackle worklessness and low incomes. Strategic Objective 1 accurately reflects the primary objective of the Council's Investment Strategy to raise Wirral's business density to the North West average. References to job and business density should therefore be retained. It is, however, recommended that Strategic Objective 1 is amended to read: “To support economic growth and a higher density of jobs and businesses <u>particularly</u> within the existing employment areas in east and central Wirral and the Borough’s existing town, district and local centres” to better reflect the Council’s aspirations for economic growth.
Strategic Objective 1 does not acknowledge that the economic revitalisation of existing employment areas such as Moreton can only be delivered if viable. National policy requires policies to be flexible to allow for changes in economic circumstances. Strategic Objective 1 is inflexible and effectively seeks to maintain the 'status quo' and should be re-drafted to make specific reference to only achieving economic revitalisation at viable locations.	No change is recommended as supporting economic growth in existing employment areas is still an appropriate objective. The Wirral Employment Land and Premises Study included a general assessment of the continued attractiveness, suitability and viability of all the Borough’s existing employment areas and a selection of available sites within them to identify an Employment Area Hierarchy. Policy CS17 – Protection of Employment Land provides for site specific assessments where evidence relating to need, marketing and viability can be taken into account.
The reference to east and central Wirral should reflect the Settlement Areas to prevent the use of differing layers of geography.	No change is recommended as at this point in the document the Settlement Areas have not yet been defined and Policies CS4 to CS11 are intended to reflect the delivery of the Strategic Objectives and not visa versa.
Support Strategic Objective 1 provided the New Brighton Waterfront scheme is formally protected and designated as part of a newly defined New Brighton Town Centre.	No change is recommended to the Strategic Objective as this issue is dealt with through Policy CS25 – Hierarchy of Retail Centres.
Strategic Objective 1 should be replaced to read: “ <u>To deliver transformational economic growth and diversification within the Borough</u> ”	No change is recommended. The existing objective seeks ‘To support economic growth and a higher density of jobs and businesses within the

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<p><u>driven by high levels of development within east Wirral and particularly within the Wirral Waters Strategic Location' to reflect the scale of opportunity available and the Council's ambition for economic growth."</u></p> <p>The emphasis should be on economic 'transformation' rather than 'revitalisation' and on 'delivering' and 'driving' rather than just 'supporting' economic growth.</p>	<p>existing employment areas in east and central Wirral and the Borough's existing town, district and local centres', with a wider and more qualified geographical emphasis. The Council's Enterprise Strategy (part of the Wirral Investment Strategy) contains a specific target to raise Wirral's business density to the North West average which is easier to measure and monitor. Wirral Waters is part of an existing employment area in east Wirral and would therefore still be supported under the existing objective.</p>