

Policy CS7 – Priorities for Bebington, Bromborough and Eastham

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 Eastham Dock Estate 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 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 a network of linked biodiversity assets, 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. [deleted]
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.