

Policy CS8 – Priorities for Leasowe, Moreton, Upton, Greasby and Woodchurch

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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 biodiversity assets, the national and international nature conservation value of the intertidal foreshore to the north of the Area and its supporting habitats;
10. [deleted]
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; Greasby, West Kirby and Irby; and the distinctiveness of the remaining rural villages at Frankby, Saughall Massie and Landican.