

Policy CS11 – Priorities for the Rural Areas

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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 and restore the historic park and garden at Thornton Manor;
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 value of a linked network of biodiversity and geodiversity assets and wildlife corridors, 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 Arrowse 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 Arrowse 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.
14. [deleted]