

## Policy CS14 – Priority Sectors

Summary of Comments Received	Recommended Response
No evidence is presented to support the assumption that traditional employment areas could deliver premises that modern companies need, through re-use of existing buildings or redevelopment and no regard has been given to the locational requirements of these businesses to justify this being identified as a priority sector.	No change is recommended, as Policy CS14 is an enabling policy that will proactively provide for new and emerging business sectors in support of Wirral's Investment Strategy and Local Enterprise Partnership objectives, in conformity with national policy, and for the renewal and regeneration of traditional employment areas. The Wirral Employment Land and Premises Study included a general assessment of the likely combined attractiveness; suitability and viability of all the Borough's existing employment areas to identify an Employment Area Hierarchy, which is reflected in Policy CS2 – Broad Spatial Strategy. Policy CS17 – Protection of Employment Land provides for site-specific assessments where evidence relating to need, marketing, land supply and the character of the surrounding area can be taken into account.
Advanced manufacturing should be added as a priority sector in Policy CS14.	No change is recommended, as advanced manufacturing is already identified under bullet point 4 of Policy CS14.
The evidence base does not include an analysis of the specific requirements of start-up, micro, or small and medium sized enterprises to justify this being identified as a priority sector.	No change is recommended, as evidence of need to provide smaller premises is identified in the Wirral Employment Land and Premises Study supported by commercial property market data which confirms the small business emphasis of Wirral's economy, as well as specific requirements, such as serviced office space. The latest Wirral Economic Profile (November 2012) shows that the percentage increase in new businesses in Wirral since 2011 is higher than both the North West and UK averages of 2.3% and 3.4% respectively. Micro-businesses make up the largest share of enterprises in Wirral at 73% and there has been a 3.4% increase in the number of enterprises employing 0-4 employees over the last 12 months, the highest percentage increase for this employment band in the Liverpool City Region.
A new bullet point should be included in Policy CS14 to read: " <u>Port and port related development within the Dock Estate areas at Eastham (Port Wirral and QEII Dock) and Birkenhead, including port-related employment and activities, manufacturing, logistics, maritime, renewable and low carbon energy and heavy engineering sectors</u> " to reflect the sectoral priorities established by the Local Enterprise Partnership as part of the SuperPort initiative for port-centric distribution and logistics.	Agreed but as the low carbon economy is already included in bullet point 3 and manufacturing is already identified in bullet point 4, it is recommended that Policy CS14 is only amended to include an additional bullet-point to read: " <u>port-centric, distribution, logistics, maritime and heavy-engineering sectors.</u> " It is, however, also recommended to amend paragraph 19.9 to read: "The Investment Strategy proposes an increased emphasis on key growth sectors to build on existing specialisms and opportunities presented by Wirral's geography, including <u>port uses,</u>

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	research and development, low carbon, offshore energy, biomedical and advanced technology and manufacturing”. The geographical references have not been accepted because there are other areas of the Borough which could provide locations for port and port-related development and the appropriate locations are already listed under Policy CS16 – Criteria for Port-Related Development.