

Policy CS25 - Hierarchy of Retail Centres

The policy sets out the Borough's shopping centre network and hierarchy of centres which comprises Sub-Regional, Town, District and Local centres to support community regeneration and a sustainable distribution of shops and services.

SA Objective	Assessment of effects - Nature of the predicted sustainability effect (positive/negative, short/ medium/ long-term, scale, temporary/ permanent)	Evidence and reference (where available)	Mitigation/ enhancement measures
1 Balanced Population	<div style="background-color: green; color: white; text-align: center; width: 20px; height: 20px; display: inline-block; margin-right: 5px;">+</div> Positive, medium to long-term, permanent effect. Protecting the Borough's network of centres will help to ensure that residents have continued access to a wide range of employment opportunities, shops and associated services, which will help to maintain the working age population.	Population change, structure and forecasts. Migration rates.	None required
2 Multiple Deprivation	<div style="background-color: white; color: black; text-align: center; width: 20px; height: 20px; display: inline-block; margin-right: 5px;">0</div> No significant effect		None required
3 Accessibility of Jobs and Services	<div style="background-color: green; color: white; text-align: center; width: 20px; height: 20px; display: inline-block; margin-right: 5px;">+</div> Positive, medium to long-term, permanent effect. Protecting the Borough's network of centres will help to ensure that residents have continued access to a wide range of shops and associated services.	Percentage of residential households within the most accessible areas.	None required

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4 Housing Need and Market Renewal	+ Positive medium- to long term permanent effect. Identifying a hierarchy of centres as a focus for main town centre uses should have a supportive impact in areas requiring market renewal.	Average house prices by area.	None required
5 Healthy Communities	+ Positive long-term, permanent effect. The policy will assist in locating health services and facilities within local centres in sustainable and easy to access locations. For residents in areas of need, this will help ensure that they have continued access to health services	Percentage of residential households with easy access to health facilities. Reported NHS health indicators	None required
6 Economic Performance	+ Positive, medium to long-term, permanent effect. Providing for easily accessible, modern shopping and community facilities can enhance economic performance	GVA per head. GVA as percentage of national performance. Economic activity rates. Town centre surveys. Town Centre Action Plans.	None required

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7 Employment Growth	<div style="background-color: #008000; color: white; text-align: center; padding: 5px;">+</div> Positive, medium to long-term, permanent effect. Protecting the Borough's network of centres will help to ensure that residents have continued access to a range of local employment opportunities.	Economic activity rates. Employment by sector.	None required
8 Worklessness and Income Deprivation	<div style="background-color: #008000; color: white; text-align: center; padding: 5px;">+</div> Positive, medium to long-term, permanent effect. Protecting the Borough's network of centres will help to ensure that residents have continued access to a range of local employment opportunities.	Economic inactivity rates. Jobseekers allowance claimants by age and duration.	None required
9 Vitality of Town Centres	<div style="background-color: #00FF00; color: white; text-align: center; padding: 5px;">++</div> Strongly positive, medium to long-term, permanent effect. Protecting the Borough's network of centres will help to ensure that residents have continued access to a wide range of shops and associated services. This will have a positive economic effect on maintaining the vitality and viability of existing centres.	Town Centres, Retail and Commercial Leisure Study. Wirral Retail Study Update. Wirral Town District and Local Centres Study and Delivery Framework. Vacancy rates. Retail rents. Town centre surveys. Town Centre Action Plans	None required

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10 High Quality Tourism	+	Positive, medium to long-term, permanent effect. Focusing development within existing centres may support further tourism investment at key locations.	Town centre surveys. Town Centre Action Plans	None required
11 Biodiversity and Natural Habitats	0	No significant effect		None required
12 Pollution	0	No significant effect		None required
13 Local Heritage	I	Uncertain effect depending on how policy is implemented. Potential negative effect, unless local heritage is considered when defining the boundaries of centres and when permitting new development.	Wirral Town District and Local Centres Study and Delivery Framework. Town centre surveys. Town Centre Action Plans	Consideration should be given to local heritage when defining the boundaries to centres in a site-specific local plan. Policy will need to be applied alongside Policy CS43 (Design, Heritage and Amenity).
14 Separation of Uses	+	Positive, medium to long-term, permanent effect. Policy seeks to focus commercial development and community facilities towards existing identified centres.		None required

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15 Traffic Intrusion	<p style="text-align: center;">I</p> <p>Uncertain effect depending on how policy is implemented. Policy could have a negative impact if local centres are not easily accessible and well served by public transport, increasing car usage with knock-on effects for traffic congestion. Some centres have also had problems from parking by shoppers and shop workers in adjoining residential areas. Policy impact is therefore only neutral if centres are adequately served by public transport.</p>	Town centre surveys. Town Centre Action Plans	Policy will need to be applied alongside Policies CS40 (Transport Requirements) and CS42 (Development Management).
16 Previously Developed Urban Land	<p style="text-align: center;">+</p> <p>Positive, long-term, permanent effect. The policy will encourage development in existing centres that generally only contain previously developed sites</p>	NLUD database of previously developed vacant land. Town centre surveys. Town Centre Action Plans	None required
17 Non-Renewable Energy	<p style="text-align: center;">0</p> <p>No significant effect</p>		None required

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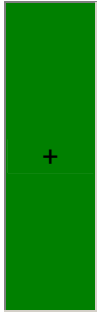
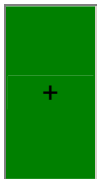
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18 Sustainable Drainage & Water Conservation	I	Uncertain effect depending on how the policy is implemented. Although existing surface water drainage is already largely in place within highly urbanised designated centres, with large areas of run-off from car parks, any new development could be required to include SuDS and could provide opportunities for further improvements		Policy will be applied alongside Policies CS35 (Drainage Management) and CS42 (Development Management).
19 Waste and Recycling	0	No significant effect		None required
20 Flooding and Hazards	I	Uncertain effect depending on how policy is implemented. The effect will depend on the location and form of new development assessed under other policies.		Policy will be applied alongside Policies CS34 (Flood Risk and Coast Protection) and CS42 (Development Management).

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21 Local Distinctiveness	I	Uncertain effect depending on how policy is implemented. Features that form distinctive local character should be considered when defining the boundaries of centres in a site-specific local plan.	Wirral Town District and Local Centres Study and Delivery Framework. Town centre surveys. Town Centre Action Plans	Locally distinctive features should be considered when defining centre boundaries in a site specific local plan. Policy will need to be applied alongside Policy CS43 (Design, Heritage and Amenity).
22 General Attractiveness	+	Positive, long-term, permanent effect. The provision of easily accessible shopping and community facilities will often add to the attractiveness of an area.	Wirral Town District and Local Centres Study and Delivery Framework. Town centre surveys. Town Centre Action Plans. Resident satisfaction surveys.	None required
23 Culture, Sport and Leisure	I	Uncertain effect depending on how policy is implemented. The provision of facilities for culture, sport and leisure should be considered when defining the boundaries of centres in a site-specific local plan.	Town Centres, Retail and Commercial Leisure Study. Number of households within 400m walking distance of sport, recreation and leisure facilities. Town centre surveys. Resident satisfaction surveys.	The provision of facilities for culture, sport and leisure should be considered when defining the boundaries in a site specific local plan. Policy will need to be applied alongside Policies CS30 (Requirements for Green Infrastructure), CS31 (Recreational Land and Buildings) and CS42 (Development Management).

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24 Sustainable Travel Choices	 Positive, medium to long-term, permanent effect. Protecting the Borough's network of centres will help to ensure that residents have continued access to a wide range of local shops and associated services, with the potential for reducing the need to travel.	Number and percentage of new housing, commercial, retail/office/leisure developments located within the most accessible areas.	None required
25 Crime Prevention	 Positive, medium to long-term, permanent effect. Design to prevent crime will be directly addressed through other policies in the plan.		Policy will be applied alongside Policy CS43 (Design, Heritage and Amenity).

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Summary

Social Inclusion - Overall positive, medium to long-term, permanent effect. Protecting the Borough's network of centres will help to ensure that residents will have continued access to a wide range of employment opportunities, shops and associated services.

Sustainable Consumption and Production - Overall positive, medium to long-term, permanent effect. Protecting the Borough's network of centres will help to promote access to a wide range of shops and associated services, which will have a positive economic effect.

Environmental Protection and Enhancement - Overall no significant effect but potential uncertain effect in relation to local heritage and traffic intrusion, depending on how policy is implemented. The impact on local heritage will need to be considered when defining the boundaries of the centres in a site-specific local plan and access to public transport to reduce the potential for traffic congestion.

Natural Resources - Mix of uncertain and positive, long-term, permanent effects. Uncertain effects depend on the location and form of new development, subject to other plan policies to support sustainable drainage management and control flood risk.

Quality of Life - Overall positive, medium to long term, permanent effect but with uncertain effects on local distinctiveness and culture, sport and leisure, depending on how policy is implemented. The provision of facilities for culture, sport and leisure and the impact on features that contribute to a distinctive local character will need to be considered when defining the boundaries of the centres in a site-specific local plan.

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Proposed mitigation/ enhancement

Social Inclusion - No mitigation/ enhancement measures identified.

Sustainable Consumption and Production - No mitigation/ enhancement measures identified.

Environmental Protection and Enhancement - Policy will need to be applied alongside Policies CS40 (Transport Requirements), CS42 (Development Management) and CS43 (Design, Heritage and Amenity) and when defining boundaries in a site-specific local plan.

Natural Resources - Policy will need to be applied alongside Policies CS34 (Flood Risk and Coast Protection), CS35 (Drainage Management) and CS42 (Development Management).

Quality of Life - Policy will need to be applied alongside Policies CS30 (Requirements for Green Infrastructure), CS31 (Recreational Land and Buildings), CS42 (Development Management) and CS43 (Design, Heritage and Amenity) and when defining boundaries in a site-specific local plan