



Have your say

Cleveland Street (Britannia) Masterplan Phase 2 Consultation Report



Consultation: 31 August 2023 – 24 October 2023

Report: 26 October 2023

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1.0 Executive Summary

Wirral Council has developed a masterplan to turn the Cleveland Street area, formerly known as Britannia, into a family-friendly neighbourhood.

Phase 1 of public consultation was run from 22 February to the 8 March 2023 and asked for opinions on a design for the area in order help to develop a vision for the neighbourhood. The emerging Local Plan and the Birkenhead 2040 Framework have also informed plans for Cleveland Street area.

The key driver behind the development is the ambition to create a new, high quality family neighbourhood located near all the services and facilities that residents need. The Local Plan sets out the aspirations to build approximately 1,025 homes and create “a new high-quality residential led mixed-use neighbourhood with new public open space, a primary school and various public realm and building improvements.” The plans for the Hamilton Park Regeneration Area, which includes Cleveland Street neighbourhood, are shaped by these commitments.



The neighbourhood is located south of the Wirral Waters development and north of Birkenhead Park. This location will see the new neighbourhood added to the existing residential community at Hamilton Park and connected to the new proposed Vittoria Studios apartment development.

The proposals include:

Homes

- A new neighbourhood for people to live, with 1025 new homes proposed.
- Approximately half of new homes to be houses or maisonettes.
- Up to 60% of all homes will be family size, with three or more bedrooms.

Access

- Reducing the need to drive, by improving options for walking, cycling and public transport.
- Fostering a sustainable neighbourhood with local services on the doorstep.
- Improving the links between the neighbourhood, the Docks, Birkenhead Park, and Birkenhead Town Centre.

Business and workplaces

- Retaining employment uses that can coexist with homes.
- Creating new employment spaces on the ground floors of residential buildings.

Community

- Building a new primary school.
- Transforming Duke Street into West Birkenhead's high street.
- Providing new neighbourhood park.

Environment and sustainability

- Designing a highly sustainable neighbourhood, designed to for climate change.
- Embedding green, biodiverse, edible, playable and flood-resistant open space.
- Designed to make it easier for people to reduce their energy use.
- Putting systems in place to retain and reuse resources where possible, such as materials, energy, and water.

An online public consultation was conducted through the 'Have your say' consultation portal at www.haveyoursay.wirral.gov.uk between 31 August – 24 October 2023, alongside in-person engagement in BirkenEd's Place. This report shares the findings of the online survey.

The findings of the consultation will be used to formalise the draft Masterplan.

1.1 Key Findings

- The questionnaire was responded to by 79 people.
- 38.9% of the respondents said they were wider Wirral residents, 31.8% said they were Birkenhead residents and 8.4% of responses came from Birkenhead businesses. (Question 1)
- The most common reason respondents spend time in the Cleveland Street area was access to Transport Links in the area (23.1%). 12.5% of respondents do not spend time in the area. (Question 2)
- In response to 'The proposed masterplan would deliver a family focussed, residential led, mixed use development, which retains and enhances current elements of the areas character,' the most common answer was 'Agree', supported by 34.2% of the 79 responses. (Question 3)
- In response to 'The proposed masterplan will benefit the neighbourhood through transformation into a mixed-use environment that enables an active and local lifestyle,' the most common answer was 'Strongly agree', supported by 38.0% of the 79 responses. (Question 4)
- In response to 'The development of this project will benefit Wirral and the wider area,' the most common answer was 'Strongly agree', supported by 41.8% of the 79 responses. (Question 5)
- The main perceived benefit that the Cleveland Street Masterplan can deliver is “Offer a better mix of housing (including family and affordable homes)”, making up 11.7% of responses. (Question 6)
- The most common concern was “Other” representing 26.3% of respondents, followed by “There is a lack of capacity / resources to deliver it” representing 18.8% of responses. (Question 7)
- 43 provided additional thoughts regarding the Cleveland Street masterplan. (Question 8). The top 4 categories of response were:
 - Accommodate Cars (14.0%) - 6 responses mentioned that the masterplan should incorporate cars and other personal vehicles.
 - General Support (9.3%) - 4 responses relayed further support for the masterplan and would like to see the masterplan implemented.
 - Local Buy In (7.0%) - 3 respondents highlighted that they would like to see the masterplan further incorporate the needs of locals.
 - Well Connected – Public Transport (7.0%) - 3 respondents believe that it is crucial that the masterplan ensures that it is easy to travel with regular and well-connected public transport from Cleveland Street to other areas of the Wirral and to Liverpool.

2.0 Methodology

Wirral Council has developed a masterplan for the redevelopment of the Cleveland Street area. The key driver behind the development is the ambition to create a new, high quality family neighbourhood located near all the services and facilities that residents need.

An online public consultation was conducted through the 'Have your say' consultation portal at www.haveyoursay.wirral.gov.uk between 31 August 2023 – 24 October, with a page dedicated to the Cleveland Street (Britannia) Masterplan Phase 2 Consultation. Paper copies of the survey along with assistance available for completion were also available

The Have Your Say Webpage allowed people to view the Cleveland Street Masterplan in full or view an Executive Summary. Additionally, people could download the report from the first phase on engagement.

Alongside the online engagement work, in person consultation aligned with the online survey was carried out in BirkenEd's Place during the consultation period, although BirkenEd's Place was closed from 4 Sept - 24 Sept. between 12 – 22 July 2023. This in person engagement is reported separately.

2.1 Questionnaire

The consultation questionnaire was developed around understanding stakeholder views on the frameworks ability to address the following key areas:

- Housing
- Access
- Business and workplaces
- Community
- Environment and sustainability

To enable further understanding, and in-depth analysis, respondents were invited to provide free-text comments to expand on their ideas or concerns. Following closure of the consultation, the responses to each of the direct questions were collated and the responses included in this report. For the free-text comment questions, a text coding approach was used based on the reoccurring themes. This data was then collated and summarised in the report.

2.2 Analysis of Respondents

Respondents to the online tools were provided with the option to provide demographic information about themselves. It must be noted that this is an option and that not all respondents included this information. This data allows the demographic results to be

included in this report to enable analysis of the scope of responses and representation from different demographic groups.

2.3 Interpretation of Results

In terms of the results, it is important to note that:

- The public consultation is not representative of the overall population but provides information the opinion of those residents who engaged.
- Free-text questions that offered respondents the option to provide written feedback could have covered multiple themes. Therefore, with free-text responses were categorised using a coding system. The percentages given, reflect the percentage of respondents who made the comment. As they may have made more than one comment, the total percentage may exceed 100%.
- For some questions, respondents were asked to select one or more options. The percentages given, reflect the percentage of responses each option received in total.

2.4 Direct Representations

Contact details were provided to enable organisations, groups, or special interest groups to directly submit their responses to the draft options.

2.5 Communication

The consultation was promoted through the council's corporate digital communication channels. This included:

- Consultation on Have Your Say website.
- Organic social media on council's corporate accounts: **Twitter** 1st September - Video and link to HYS - 2.9k views, 7 replies, 3 retweets, 5 likes. **Facebook** 1st September - Video and link to HYS - 658 views, 14 comments, 1 share, 6 reactions.
- Media releases issued to local print and digital media, covered in Wirral Globe both paper and online editions (395k monthly visitors). Three editions:
 - 3rd September - <https://www.wirralglobe.co.uk/news/23761428.cleveland-street-neighbourhood-plans-enters-next-phase/>
 - 11th September - <https://www.wirralglobe.co.uk/news/23781714.changes-wirral-council-planning-birkenhead/>
 - 15th September - <https://www.wirralglobe.co.uk/news/23792905.birkenheads-regeneration-update-september/>
- Four Wirral View articles:
 - 15th August - <https://wirralview.com/inclusive-economy/wirral-summer-consultations-continues>

- 31st August - <https://wirralview.com/inclusive-economy/have-your-say-plans-cleveland-street>
- 15th September - <https://wirralview.com/inclusive-economy/birkenhead-regeneration-update-september-2023>
- 10th October - <https://wirralview.com/inclusive-economy/wirral-regeneration-update-october-2023>
- Five residents' emails to over 21,000 email addresses with an average open rate of 49%: Friday 6th October, Monday 2nd October, Friday 22nd September, Friday 15th September, Friday 1st September.
- Internal news shared with council staff through Exec View (internal staff e-newsletter).
- In person engagement events at BirkenEd's Place.

3.0 Results

3.1 The Questionnaire

The questionnaire was responded to by 79 people. All responses came through the online portal, no paper copies were completed. No questions were mandatory so respondents could choose which questions to respond to.

3.1.1 Question 1: Tell us about your connection to the Cleveland Street Masterplan area.



Figure 1: Connections to Cleveland Street

This was a multiselect question, respondents could select more than one option. 79 responded to this question. 38.9% of the respondents said they were wider Wirral residents, 31.8% said they were Birkenhead residents and 8.4% of responses came from Birkenhead businesses.

Other response:

- Locally based charity
- I work and have family on The Wirral.
- Merseyside & West Lancashire Bat Group
- I am a Volunteer.

Tell us about your connection to the Cleveland Street Masterplan Area		
Answer	Total	%
Wider Wirral Resident	37	38.9%
Birkenhead Resident	30	31.6%
Birkenhead Business	8	8.4%
Public Sector Organisation Employee	4	4.2%
Other (please specify)	4	4.2%
Wirral Council Employee	3	3.2%
Developer / Investor	3	3.2%
Wider Wirral Business	2	2.1%
Other Local Organisation	2	2.1%
National Organisation	2	2.1%
Total	95	100.0%

Table 1: Connection to Cleveland Street

3.1.2 Question 2: Do you currently spend time in the area? If so, what do you visit the area for?

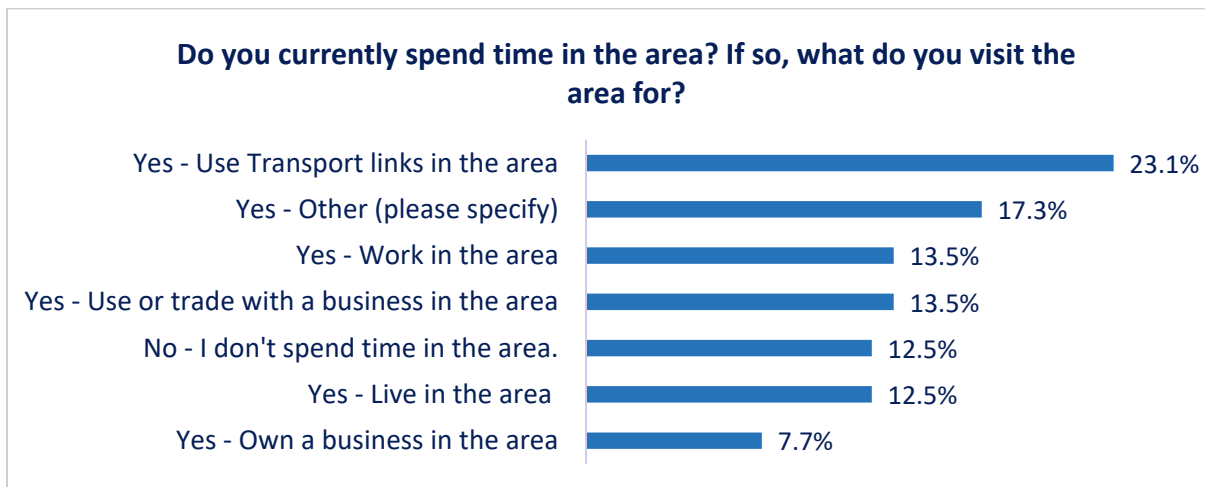


Figure 2: Reasons for spending time in the Cleveland Street area.

79 responded to this question. The most common reason respondents spend time in the Cleveland Street area was access to Transport Links in the area (23.1%).

12.5% of respondents do not spend time in the area.

Other response:

- Daughter lives there & visit often.
- Invest in the area by developing residential and commercial spaces
- Friend lives in area
- Visit Birkenhead Park

- Walk and use leisure space in this area
- cycle through
- Park run on Saturday
- Family live in area
- I travel up Cleveland Street probably twice most days to drop my husband off at his business in Hamilton Square.
- Occasionally visit for trips out nearby (eg to tram museum)
- community ministry
- Family in the area
- Birkenhead resident - spend time / pass through / socialise in this area
- Go running from time to time
- Deliver in this area
- Run in the area
- Responding to bat related calls from local residents and business, engaging with local wildlife groups
- I do from time to time have a visit back in Birkenhead a few times a year.

Do you currently spend time in the area? If so, what do you visit the area for?		
Answer	Total	%
Yes - Use Transport links in the area	24	23.1%
Yes - Other (please specify)	18	17.3%
Yes - Work in the area	14	13.5%
Yes - Use or trade with a business in the area	14	13.5%
No - I don't spend time in the area.	13	12.5%
Yes - Live in the area	13	12.5%
Yes - Own a business in the area	8	7.7%
Total	104	100.0%

Table 2: Reasons for spending time in the Cleveland Street area.

3.1.3 Question 3: The proposed masterplan would deliver a family focussed, residential led, mixed use development, which retains and enhances current elements of the areas character.

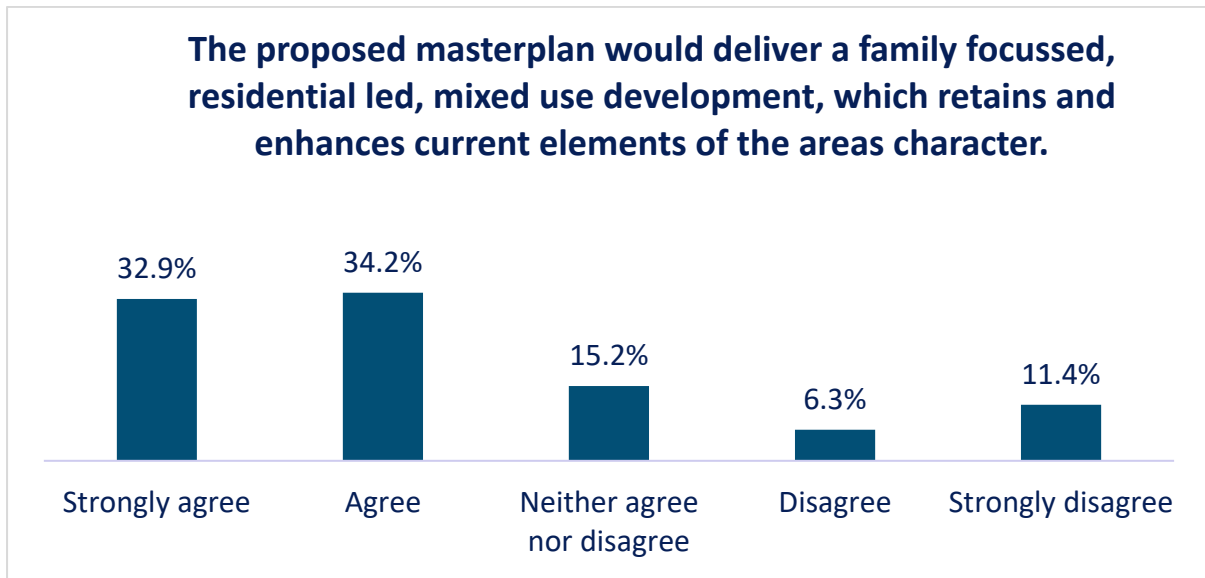


Figure 3: Likert response to "The proposed masterplan would deliver a family focussed, residential led, mixed use development, which retains and enhances current elements of the areas character."

In response to 'The proposed masterplan would deliver a family focussed, residential led, mixed use development, which retains and enhances current elements of the areas character.', the most common answer was 'Agree', supported by 34.2% of the 79 responses. In total, 67.1% of respondents were in agreement with the statement, and 17.7% were in disagreement.

The proposed masterplan would deliver a family focussed, residential led, mixed use development, which retains and enhances current elements of the areas character.		
Answer	Total	%
Strongly agree	26	32.9%
Agree	27	34.2%
Neither agree nor disagree	12	15.2%
Disagree	5	6.3%
Strongly disagree	9	11.4%
Total	79	100.0%

Table 3: Likert response to "The proposed masterplan would deliver a family focussed, residential led, mixed use development, which retains and enhances current elements of the areas character."

3.1.4 Question 4: The proposed masterplan will benefit the neighbourhood through transformation into a mixed-use environment that enables an active and local lifestyle.

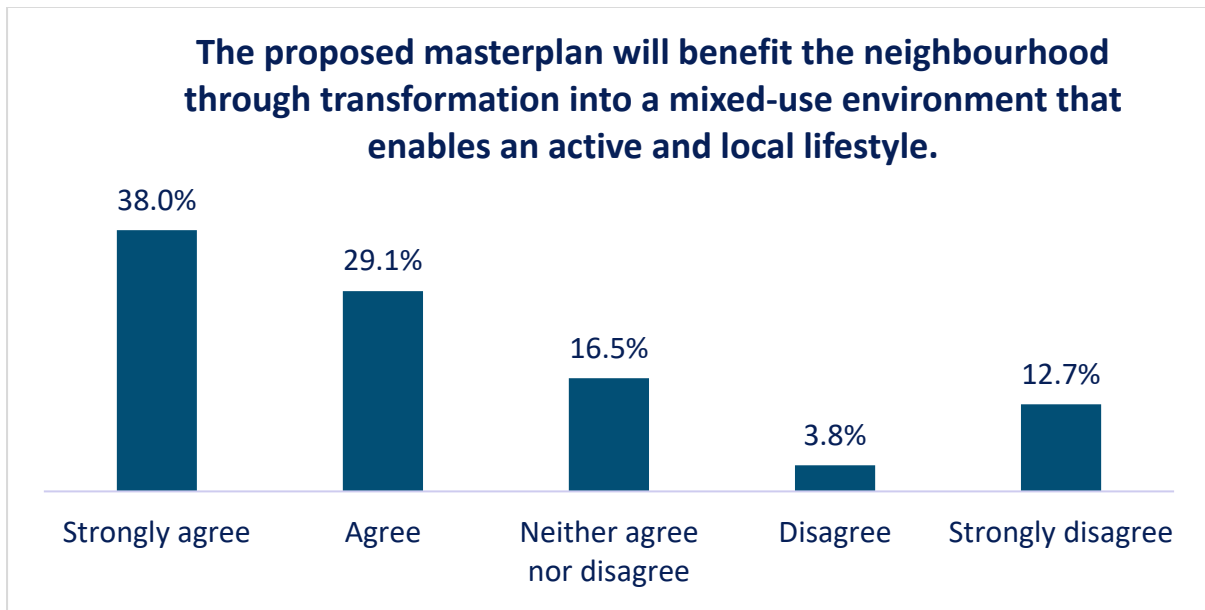


Figure 4: The proposed masterplan will benefit the neighbourhood through transformation into a mixed-use environment that enables an active and local lifestyle.

In response to 'The proposed masterplan will benefit the neighbourhood through transformation into a mixed-use environment that enables an active and local lifestyle.,' the most common answer was 'Strongly agree', supported by 38% of the 79 responses. In total, 67.1%, of respondents were in agreement with the statement, and 16.5% were in disagreement.

The proposed masterplan will benefit the neighbourhood through transformation into a mixed-use environment that enables an active and local lifestyle.		
Answer	Total	%
Strongly agree	30	38.0%
Agree	23	29.1%
Neither agree nor disagree	13	16.5%
Disagree	3	3.8%
Strongly disagree	10	12.7%
Total	79	100.0%

Table 4: The proposed masterplan will benefit the neighbourhood through transformation into a mixed-use environment that enables an active and local lifestyle.

3.1.5 Question 5: The development of this project will benefit Wirral and the wider area.

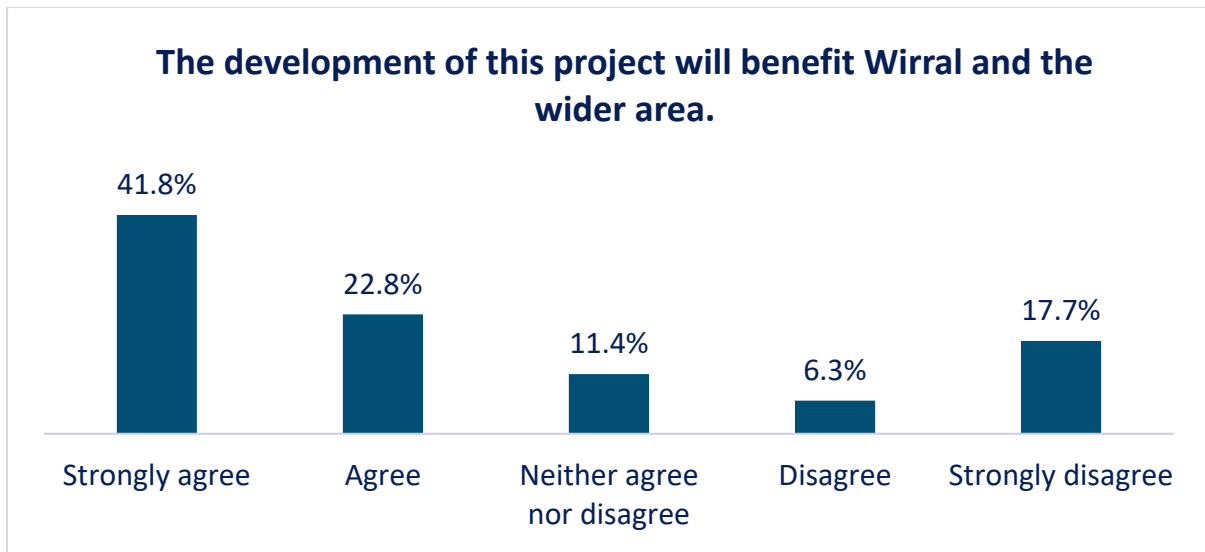


Figure 5: The development of this project will benefit Wirral and the wider area.

In response to 'The development of this project will benefit Wirral and the wider area.,' the most common answer was 'Strongly agree', supported by 41.8% of the 79 responses. In total, 64.6%, of respondents were in agreement with the statement, and 24.1% were in disagreement.

The development of this project will benefit Wirral and the wider area.		
Answer	Total	%
Strongly agree	33	41.8%
Agree	18	22.8%
Neither agree nor disagree	9	11.4%
Disagree	5	6.3%
Strongly disagree	14	17.7%
Total	79	100.0%

Table 5: The development of this project will benefit Wirral and the wider area.

3.1.6 Question 6: What do you think are the main benefits /opportunities this project could deliver?

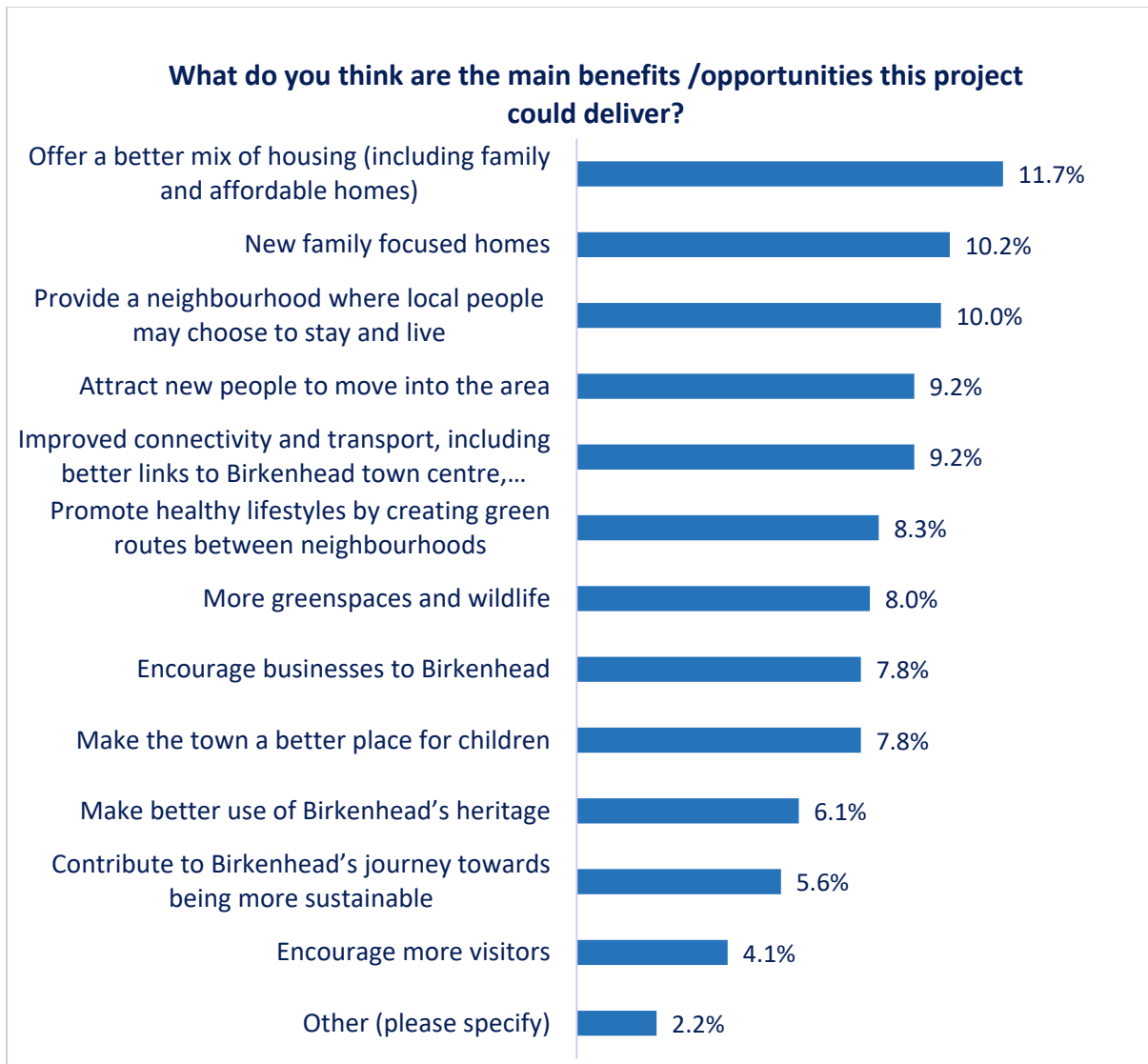


Figure 6: Benefits from Cleveland Street masterplan

75 Responded to this question. The main perceived benefit that the Cleveland Street Masterplan can deliver is “Offer a better mix of housing (including family and affordable homes)”, making up 11.7% of responses. “New family focused homes” (10.2%) and “Provide a neighbourhood where local people may choose to stay and live” (10.0%) were the next most commonly perceived benefits of the masterplan.

Other responses:

- To take away freedom.
- New homes are always good but this type of project won't work in the area.
- Need to add bungalows and think about older people and disabled. They don't all want to live in flats when downsizing. Maximise space not housing density.
- None as far as I can see.

- You are eroding peoples right of movement and moving towards controlling people for a fake reason which is “climate change”! Englands CO2 emissions are negligible and you are lapping up the rubbish being peddled by the World Economic Forum and once you’ve done it there will be no going back. You think they won’t control you as well then you’re being dumb!
- None of the above.
- And it's recycling under-used space, close to public transport and building high-density neighbourhoods - which are better at fostering social and business activity.
- Opportunities to provide formal sports facilities for the existing and new local community. Promote true active environments.
- Have a abassador security area or area with security cameras coming only on the way in and on the way out so people feel more safe in their neighbourhood from thieves and danger.

What do you think are the main benefits /opportunities this project could deliver?		
Answer	Total	%
Offer a better mix of housing (including family and affordable homes)	48	11.7%
New family focused homes	42	10.2%
Provide a neighbourhood where local people may choose to stay and live	41	10.0%
Attract new people to move into the area	38	9.2%
Improved connectivity and transport, including better links to Birkenhead town centre, Birkenhead Park and the Waterfront	38	9.2%
Promote healthy lifestyles by creating green routes between neighbourhoods	34	8.3%
More greenspaces and wildlife	33	8.0%
Encourage businesses to Birkenhead	32	7.8%
Make the town a better place for children	32	7.8%
Make better use of Birkenhead’s heritage	25	6.1%
Contribute to Birkenhead’s journey towards being more sustainable	23	5.6%
Encourage more visitors	17	4.1%
Other (please specify)	9	2.2%
Total	412	100.0%

3.1.7 Question 7: Do you have any concerns about this project?



Figure 7: Concerns

59 people answered this question regarding their concerns for the project. The most common answer was “Other” representing 26.3% of respondents, followed by “There is a lack of capacity / resources to deliver it” representing 18.8% of responses.

Other response:

- We need civic pride, a few current residents dont take pride in the area and just use as a dumping ground. Even kids dont respect others property and vandalise regularly.
- You are trying to control human behavior by design, too much and too quickly. This is a continental approach and not suitable really for down town Birkenhead.
- I support the proposal but fear that there is too much happening elsewhere in the area and that this will get lost in the wider Wirral Waters and town centre developments. If nothing concrete happens in the near future people will consider the whole thing to be a waste of time and council money, something that is difficult to justify in the current economic climate. I am unconvinced there is the appetite from private developers to invest on top of what is already going on and that there is no more central government money available to pursue this plan.
- Where will the traffic go that currently uses the flyovers and the traffic that goes into the tunnel? It's shortsighted and will gridlock the roads in the area. Not everyone wants 15min cities.
- Not enough employment in the area.
- The proposed buildings look unattractive (lego buildings). Seems to be a lack of cycle lanes. If there are cycle lanes, they must be tarmacked and not made of bricks etc.

- The possibility that, if not managed and policed, it could end up becoming like neighbouring areas with high levels of anti-social behaviour.
- How long will it realistically take as Birkenhead has been promised Wirral Waters for years and in the meantime it has declined more and more until it looks like a ghost town and no one wants to live, work or visit.
- I don't know if it is too ambitious, it may not be but the council are always saying they need to save money, we are always fearful for our jobs because of this. I'd personally love to see this happen and I love the way new management is always looking at the bigger picture and not doing half hearted attempts at box ticking whilst wasting money and resources. I think with this leadership team this could really happen but what I'd hate to see is a half developed area because we ran out of money. Please make sure the right people are on this project and you know what you are doing. Very best of luck with this, I'm excited to see it finished.
- Can the project be profitable for investors. Should other areas of the 2040 framework be developed first before this project, increasing the profitability potential of the project.
- How exactly does it fit in with the current planning for the wider regeneration of central Birkenhead?
- My only concern is that it hasn't started. Let's get the various ambitious plans for Birkenhead started.
- Not happening fast enough!
- People who owned houses in Braid Street, Massey Street and Vardon Street that were compulsorily purchased as part of the failed Housing Market Renewal Initiative should be the first to be offered the choice of a new home in this neighbourhood at a significant discount (up to 50%) in order to properly compensate them for the way they were treated.
- It looks and sounds like the Start of the 15min City's where movement will be restricted.
- Like with the other surveys I have done, related to the housing developments. I have contacted the council etc, explaining issues with the housing that has been development, like for example in Wirral Waters and will be developed But they have not replied to me.
- No. None. There should be a box to this answer.
- Lighting issues in relation to bats, whilst it is commendable to provide habitat and roost opportunities for bats inappropriate lighting would offset these benefits.
- Concerned that far from increasing wildlife, housing might be built on sites that presently provide areas for animals especially birdlife. + That transport connectivity for the project doesn't include links to cultural facilities such as Williamson museum & art gallery, but is only concerned with opening up routes to central Birkenhead & waterfront.
- Show an original plan of what it was before as people really like HISTORY watching out for bad violence, the need for a small security force in the area such as a security office

space in case of intruders or even a late night security patrol system for this new neighbourhood 👍

- It's a good plan.

Do you have any concerns about this project?		
Answer	Total	%
Other (please specify)	21	26.3%
There is a lack of capacity / resources to deliver it	15	18.8%
Disagree with the whole approach	12	15.0%
Too ambitious / unrealistic	10	12.5%
The money could be better spent elsewhere	10	12.5%
There is something important missing	7	8.8%
It is too costly	5	6.3%
Total	80	100.0%

Table 6: Concerns

3.1.8 Question 8: Do you have any other comments or suggestions you would like to make about the Cleveland Street Masterplan?

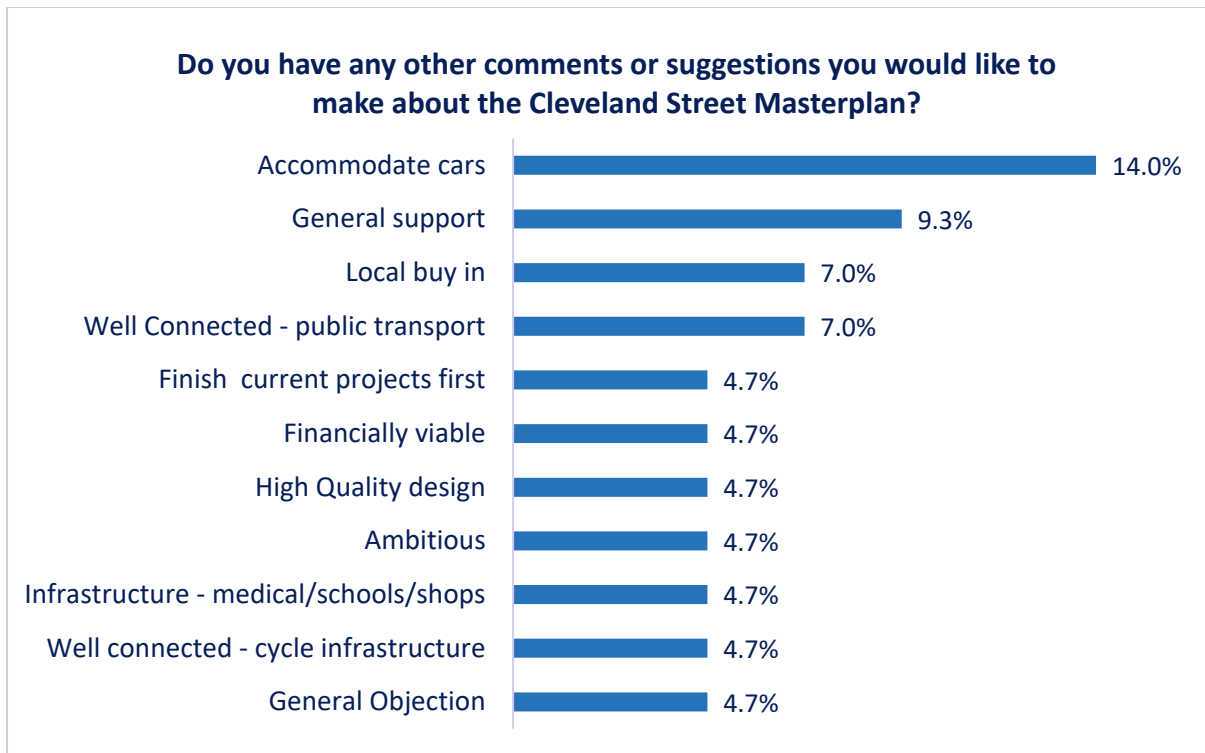


Figure 8: Additional Comments

43 responded to this question with additional thoughts regarding the Cleveland Street masterplan. Comments were categorised and categories with 2 or more responses have been displayed. The percentages quoted represent the proportion of respondents who contributed to that category. Comments could be tagged with multiple category themes.

Do you have any other comments or suggestions you would like to make about the Cleveland Street Masterplan?		
Answer	Total	%
Accommodate cars	6	14.0%
General support	4	9.3%
Local buy in	3	7.0%
Well Connected - public transport	3	7.0%
Finish current projects first	2	4.7%
Financially viable	2	4.7%
High Quality design	2	4.7%
Ambitious	2	4.7%
Infrastructure - medical/schools/shops	2	4.7%
Well connected - cycle infrastructure	2	4.7%
General Objection	2	4.7%

Table 7: Additional Comments

Accommodate Cars (14.0%)

6 responses mentioned that the masterplan should incorporate cars and other personal vehicles. The respondents believe cars are essential for resident mobility and public transport cannot provide a suitable alternative without significant improvement. Respondents also mentioned that vehicles can be essential for resident's work, and vehicles bring visitors to the area which can benefit local businesses.

General Support (9.3%)

4 responses relayed further support for the masterplan and would like to see the masterplan implemented.

Local Buy In (7.0%)

3 respondents highlighted that they would like to see the masterplan further incorporate the needs of locals so that the masterplan benefits those already living in the area. These respondents believe that local buy in is crucial for the masterplan to be a success.

Well Connected – Public Transport (7.0%)

3 respondents believe that it is crucial that the masterplan ensures that it is easy to travel with regular and well-connected public transport from Cleveland Street to other areas of the Wirral and to Liverpool.

3.2 Direct Representations

Three direct representations were received for this consultation. Two were received from individuals emailing the address provided on the Have Your Say webpage, one direct response was received from United Utilities. These can be found in Appendix 1.

4.0 Demographics and Site Traffic

4.1 Demographics

Registration was required to engage in the online Cleveland Street masterplan consultation. The registration form included questions regarding demographics including gender, age group, ethnicity, and sexual orientation, however not all questions in the registration form were compulsory and respondents could choose to select 'prefer not to say' or skip the question. The demographics results are summarised below. The same questions were included on the paper-copy questionnaires.

Most respondents (84.6%) classed themselves as a Local Resident.



Figure 9: Chart displaying registration

The age group profile is illustrated below with the most common age groups being 55-64 years (41.3%), followed by both 45-54 (18.7%) and 35-44 (13.3%) age groups. People aged under 25 represented 2.7% of responses.

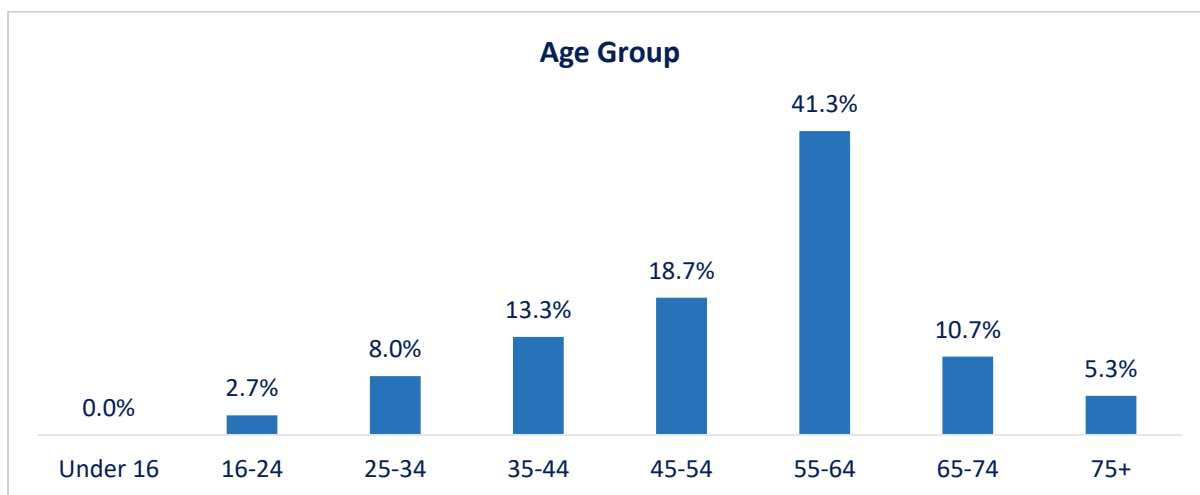


Figure 10: Chart displaying age groups

57.9% of respondents identified as Male and 38.2% Female. 2.6% preferred not to say and 1.3% preferred to use their own term.

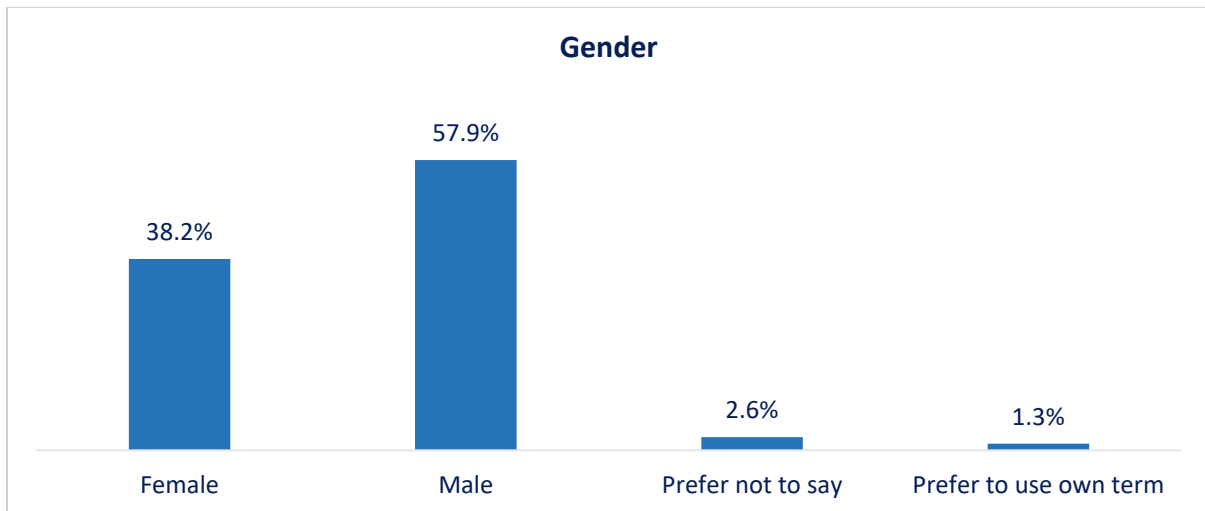


Figure 11: Chart displaying gender

74.0% of respondents were heterosexual, 2.7% were gay/ lesbian, 2.7% were bisexual and 20.5% preferred not to say.

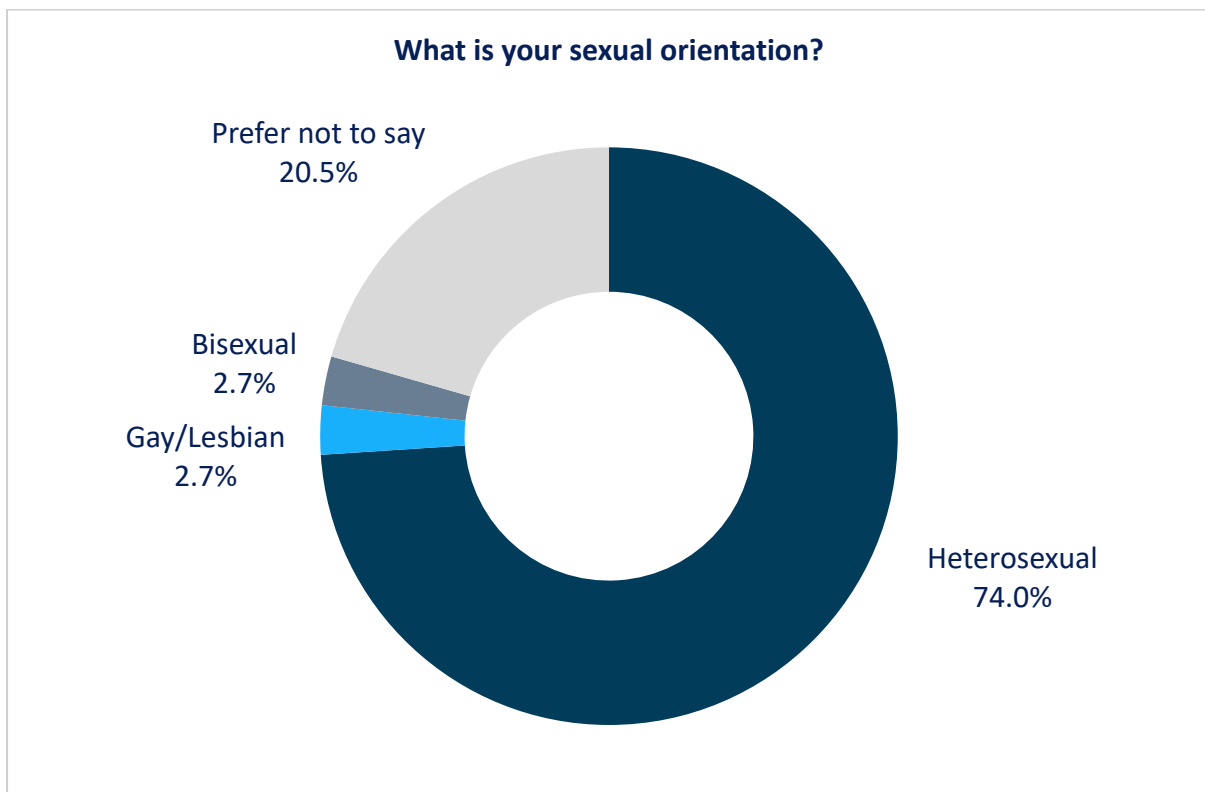


Figure 12: Chart displaying sexual orientation

60.0% said they did not have a disability whilst 28.6% of respondents said that they had a disability. 11.4% preferred not to say.

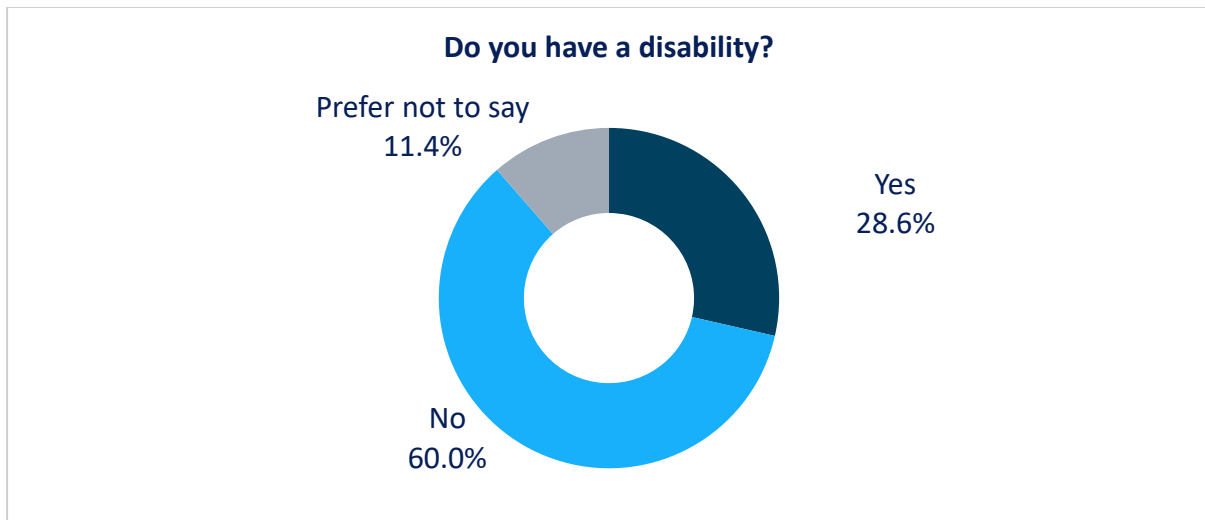


Figure 13: Chart displaying disability

The majority (96.0%) of respondents identified as White – British.

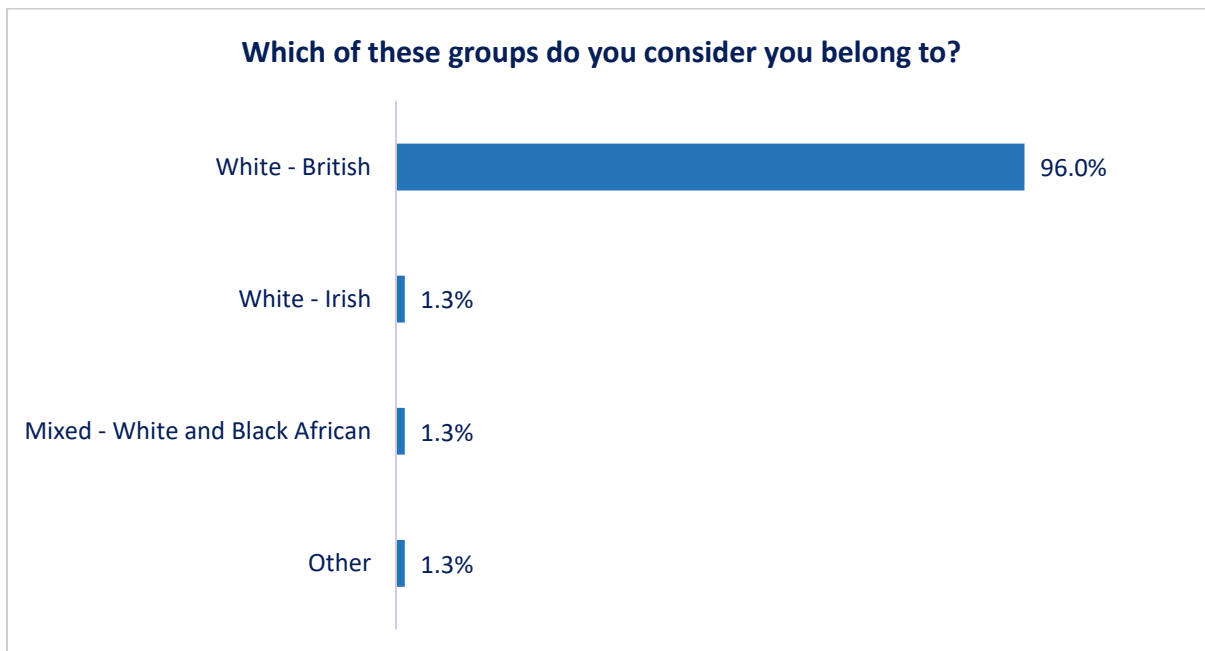


Figure 14: Chart displaying groups

The most represented ward was Birkenhead and Tranmere (13.7%) followed by Bidston and St.James (12.3%). Moreton West and Saughall Massie, Leasowe and Moreton West and Bromborough did not to receive representation.

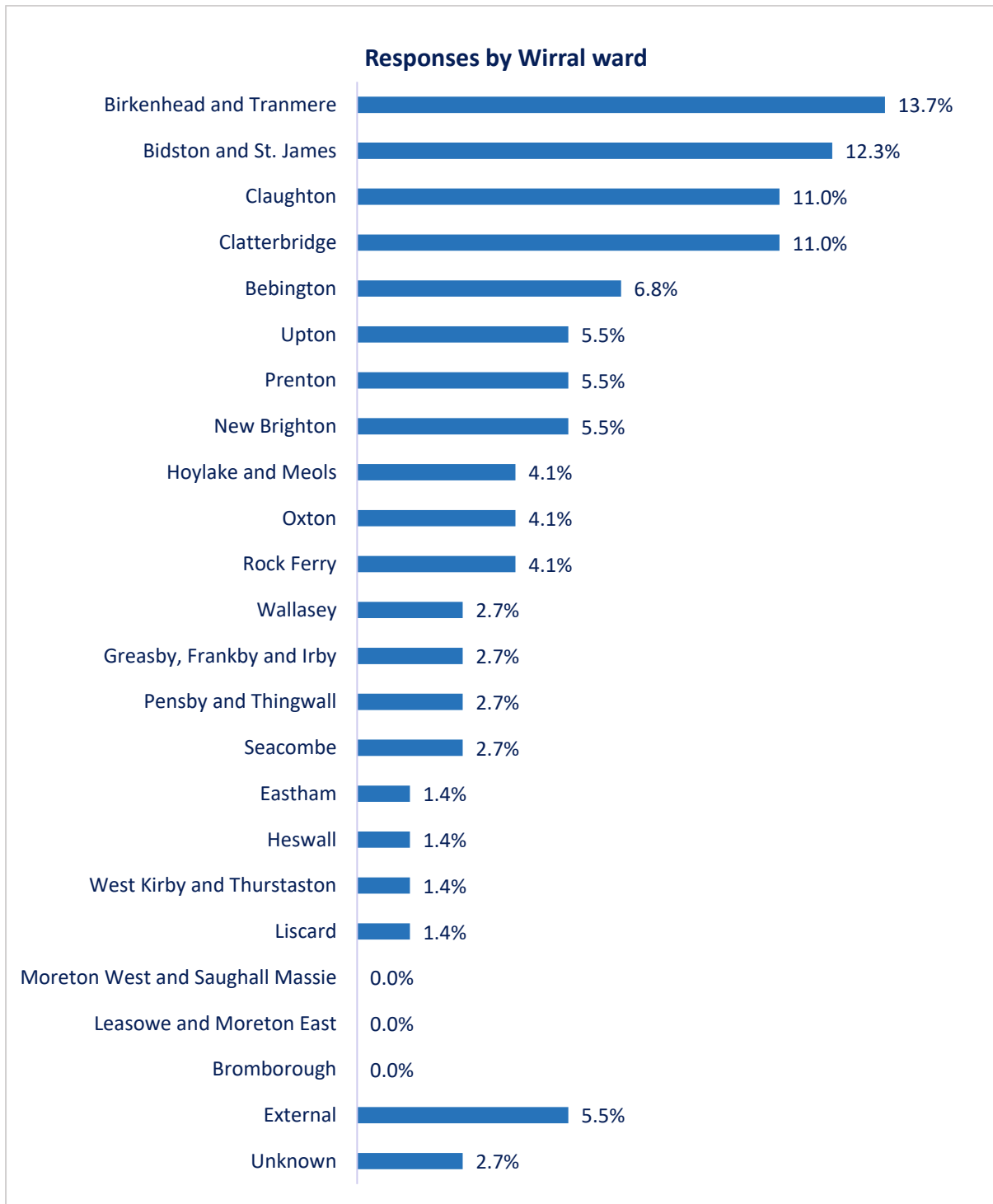


Figure 15: Chart displaying Wirral Ward representation

4.2 Have Your Say - Site Traffic

Reviewing the site activity, visits, and how people visit the site can be useful to evaluate if people are aware of the site, as well as to ensure engagement activities are deployed effectively, and to a wide range of different people – enhancing public engagement in the future. 2029 unique visitors viewed the Cleveland Street Phase 2 Masterplan consultation of the Have Your Say site. Of these, 454 visited multiple project pages and 341 documents were downloaded. 79 people in total completed the questionnaire.

These figures cannot be viewed as definitive as they are based on site tracking through ‘cookies’ and there are a number of factors that can impact on this. These include that cookies may be disabled or deleted, individuals may access the site multiple times through different devices or different browsers. However, the figures can be used to gauge how much interest has been generated in individual projects through the rate of engaged participants.

The route that people access the site is known as the traffic source. The ‘Have your say’ portal allows analysis to be carried out on traffic source, and if they lead to engagement in the site tools such as the questionnaire. This analysis allows a greater understanding of which communication and promotional tools to use to optimise engagement.

For this project a range of traffic sources have been reviewed and summarised in the table below. Most visits to the site were either links clicked from direct visits where people typed the internet address into their web browser (990) and links sent via Email (345).

Traffic Source	Aware Visits	Informed Visits (%)	Engaged Visits (%)
DIRECT	990	326 (32.9%)	40 (4%)
EMAIL	345	70 (20.3%)	13 (3.8%)
.GOV SITES	9	3 (33.3%)	1 (11.1%)
SEARCH ENGINE	136	75 (55.1%)	4 (2.9%)
SOCIAL	166	44 (26.5%)	7 (4.2%)
REFERRALS	383	149 (38.9%)	14 (3.7%)

Table 8: Site traffic sources

Appendix 1: Direct Representations

Individual Representation 1

Hi after living in Birkenhead for almost 70 years I've never seen so much dream world garbage in all my life you know & i know very little of these plans will see any fruition for decades to come if at all !! however that wont stop the land owners making fortunes of land they were given for peanuts over the years by Wirral council inc the Mersey docks & harbour company as was many years ago its all about back handers & helping each to make fortunes of the back of the people of Birkenhead & Merseyside tens of millions of pounds in grants from government will only ever go straight into the bank accounts of all involved in these pie in the sky projects ,i am furious you people think everyone on Merseyside inc Birkenhead are stupid & unworthy of any real consultation we are always ignored & even as the count down is on for consultations the so called Birkenhead shop is now closed for almost a month during sep, having said that it is about as much use as a ash tray on a motorbike in order to keep the public & their concerns at arms length on top of that the run down of the town for decades infrastructure abandoned land i.e. price st council car park etc have made the prices of our homes fall to the lowest level in the country & continue to fall in value day in & day out now up for sale to the lowest bidder , I'm sorry i did not get out of Birkenhead years ago ,with reference to the Europa boulevard the plan to take away 2 lanes of one way traffic in order to build a cycle lane is at best badly thought through & at worst is criminally neglect for the safety of all who live work inc the college students whom use that area it shows the utter complete neglect & care for public safety the people of Birkenhead & any one passing through ,again its all about what the contractors can stuff in their bank accounts & the people that give them the contracts !! after over 20 years driving HGV trucks all over the UK & EUROPE ,i find it hard to remember seeing such a cavalier attitude by a council to peoples safety when it comes to such radical works, i am also a HGV driving instructor now retired,

A copy of this letter will be sent to Merseyside police for their ROAD safety dept. to look into ,FOR WHAT ITS WORTH MY VIEW from Conway st 4 lanes of traffic lanes are needed & roundabout must be kept as is 2 lanes of traffic on both sides of E/B ARE FOR CARS TO PARK CHARGED BY THE COUNCIL ,access is needed for taxis buses etc to Conway park train station, & many delivery,s to all the businesses on E/B including college so at any one time except for after 1800hrs + their is only 2 lanes in constant use ,so losing 2 lanes were would people park visiting the college & other businesses ? after all price st car park we are told is being sold to a developer to build houses on !! instead of ripping up perfectly good infrastructure why not build a cycle lane on the same side as CW/train station use a small portion of empty land either side inc price st car park before everything is sold off again for peanuts.

Individual Representation 2

Once again money being ploughed into Birkenhead. Understand arguments for this policy but be fair why is Heswall always left behind regarding anything being done!

Representation from United Utilities can be found on the following page.



Wirral Council
PO Box 290
Brighton Street
Wallasey
CH27 9FQ

Our ref:
Date: 24-OCT-23

Dear Sir / Madam

CLEVELAND NEIGHBOURHOOD STRATEGIC FRAMEWORK (AUGUST 2023)

Thank you for your consultation seeking the views of United Utilities as part of this consultation. United Utilities wishes to build a strong partnership with all local authorities and developers to aid sustainable development and growth within its area of operation. We aim to proactively identify future development needs and share our information. This helps:

- ensure a strong connection between development and infrastructure planning;
- deliver sound planning strategies; and
- inform our future infrastructure investment submissions for determination by our regulator.

We understand that your proposals for Cleveland Street have the potential to deliver around 1,200 new homes, mixed use development, new open space and a potential primary school.

At this stage, one of our key concerns is that it is not clear how the framework has been informed by other technical assessments including:

- a) how existing infrastructure and services represent a constraint;
- b) whether there is a detailed understanding of flood risk concerns and existing drainage patterns especially having regard to any tidal influence on existing drainage systems; and

- c) an understanding of the areas of the site that will be required for the sustainable and multi-functional management of surface water. Importantly, this should establish the discharge point for surface water.

United Utilities considers the above points to be critical inputs for your masterplan and key determinants of the deliverability of your proposals. As such, we have concerns that this masterplan is not appropriate for the purposes of the draft development plan policy test. That is to say, we are concerned that the masterplan is not sufficiently developed to be a basis for guiding future development in the area.

We would welcome the opportunity to discuss the proposals for Cleveland Street with you to understand your plans better and discuss the issues which we have raised in this submission. We would specifically like to highlight the following:

1. How water and wastewater assets represent a constraint to any masterplan which must be carefully considered;
2. The risk of flooding from all sources including the public sewer;
3. How sustainable foul and surface water drainage can be integrated into your proposals;
4. How water efficiency measures can be incorporated into the proposals; and
5. The need for a co-ordinated and holistic approach to infrastructure delivery across the masterplan.

Each is addressed in turn.

1. Water and Wastewater Assets

It is important to outline the need for our assets to be fully considered in any proposals you bring forward. There are a range of water and wastewater assets, which are located within, and in the vicinity of, your proposals and therefore it will be critical that you engage with United Utilities on the detail of your design and the proposed construction works.

United Utilities will not allow building over or in close proximity to a water main.

United Utilities will not allow a new building to be erected over or in close proximity to a public sewer or any other wastewater pipeline. This will only be reviewed in exceptional circumstances.

You should not assume that our assets can be diverted.

We strongly recommend that you fully understand any site constraints as soon as possible so that the implications of our assets on development and the construction process can be fully understood and agreed. You must engage with us to discuss our assets and the implications for your proposal.

We also wish to draw to your attention the need to carefully consider landscaping proposals in the vicinity of our assets. This must include any changes in levels and proposed crossing points (access points and services crossing our assets). You should not assume that changes in levels will be acceptable and the details of any crossing points will need to be agreed. This is because changes in levels can affect the

structural integrity of our assets and the hydraulic performance of our assets which can result in the increase or displacement of flood risk from the public sewer.

We request that you contact our Developer Services teams to discuss the asset protection issues which we have raised above using our **free pre-application service** by contacting:

We have also appended a note which provides *'Important Information Regarding Water and Wastewater Pipelines and Apparatus.'*

Planting of Trees and Landscaping

We welcome the ambition to deliver significant new tree planting in the area based on the 3-30-300 principle. That said, it is important that any approach to planting new trees and landscaping gives due consideration to the impact on utility services noting the implications that can arise as a result of planting too close to our assets. This can result in root ingress, which in turn increases the risk of drainage system failure and increases flood risk. Further details on suitable trees for planting near our assets can be found in our *'Standard Conditions for Works Adjacent to Pipelines'* (Document Ref: 90048 Issue 3.1 July 2015). A copy of this document can be found on our website. We also request that any planting / landscaping is integrated with the strategy for surface water management. This is addressed further below.

2. Risk of Flooding

We note that the section of the regeneration framework titled *'Flooding and drainage'* explains that parts of Cleveland are shown to fall in Flood Zones 2 and 3 on the Environment Agency flood map and the 2021 Wirral Strategic Flood Risk Assessment. It notes:

'These 'flood pockets' are disconnected from the main floodplain and are very unusual. A review of the flood modelling work carried out by the EA on the Birket catchment in 2011 and Mersey Estuary in 2018, LIDAR data and available information about the Great Culvert running along Corporation Rrd suggest that the flood map is inaccurate and that there is no significant risk of fluvial or tidal flooding to Cleveland. This has been discussed with the Lead Local Flood Authority and will need to be confirmed with the EA. Climate change is predicted to increase rainfall intensities, necessary to establish how flood risk would be affected by increased discharge through the Great Culvert, and more severe tidal events in the Mersey Estuary. It will be also necessary to develop mitigation measures to deal with the residual risk of flooding associated with a breach of flood defences, such as that all sleeping accommodation are located above the breach flood level.'

It is critical that you confirm the flood risk circumstances at the site. It is important that you understand the current drainage patterns and existing flood risks within and across the site and that you ensure that any existing flood risks / flows are not constricted, displaced or increased. You should ensure that the baseline evidence that is used to inform the masterplan establishes whether there is a tidal influence on existing and proposed drainage systems when combined with a storm event. It is important that both existing and proposed drainage systems are resilient to future tidal ranges and storm events. This is

because the tide can result in the hydraulic locking of existing and proposed outfalls, which in turn can result in an increase in on-site flood risk, especially during a storm event. This flood risk could be material to the design of the masterplan and the location of development. For example, it may be necessary to identify specific areas of the masterplan to accommodate exceedance flows from overwhelmed drainage systems. In our conversations with Wirral Council and the Environment Agency regarding the Hind Street Garden Village, we have highlighted to the Council that we have concerns with the hydraulic locking of outfalls during high tides which can result in a flood risk from existing drainage systems. In this context, United Utilities has recommended that consideration be given to an integrated model that looks at the combination of flood risks to this site and the wider Wirral, including the various proposed regeneration areas for which masterplans are being prepared.

We wish to highlight that there is a range of water supply and wastewater network assets that pass through this area. Some of the sewers that pass through and near to this site are modelled to flood. This flood risk will need careful assessment and consideration in the detailed design, masterplanning and drainage details for the area. The risk of sewer flooding could affect the developable areas and the detail of the design of any proposed development. We request that you engage with United Utilities prior to any further masterplanning to assess the flood risk and ensure development is not located in an area at risk of flooding from the public sewer.

In the context of this flood risk, the masterplan will need to consider site topography, any exceedance flow paths. Resultant layouts and levels must take account of existing sewer flood risk. The masterplan and future applications must demonstrate that the proposed development would be safe and not lead to increased flood risk. The masterplan / future applicants should not assume that changes in levels or changes to the public sewer, including diversion, will be acceptable as such proposals could increase / displace flood risk. It may be necessary to incorporate mitigating measures subject to the detail of the development proposal. As noted above, careful consideration will need to be given to the approach to drainage including the management of surface water; the point of connection; whether the proposal will be gravity or pumped; the proposed finished floor and ground levels; the management of exceedance paths from existing and proposed drainage systems and any appropriate mitigating measures to manage any risk of sewer surcharge. Also, any assessment of flood risk from the public sewer may need to take account of other flood risk sources, and how these may result in a combined flood risk. As noted above, it is critical that you understand whether there is a tidal influence on any existing and proposed drainage systems.

You will need to give careful consideration to any changes in levels when bringing forward the development proposals for this site. Any changes in levels could have implications for the protection of our assets. In addition, changes in levels could also alter overland flow and exceedance paths. It is important that you ensure that any changes to levels do not increase flood risk to existing properties by negatively changing the overland flow paths that arise in heavy rainfall or the exceedance paths from existing drainage systems. You must not assume that any changes to levels of land above our manholes will be acceptable as this could increase / move the risk of flooding from the public sewer. Any such approaches should be first discussed and agreed with United Utilities. We also wish to highlight that careful consideration must be given to any underground parking that you may propose, which can intercept flood waters if they are not carefully planned.

In addition you should not assume that a sewer can be diverted or altered. This can affect the hydraulic performance of the sewer and result in the increase and / or displacement of flood risk. Any diversion should not reduce the volumetric capacity of the network and should not significantly increase our future sewer operational maintenance liabilities.

3. Sustainable Foul and Surface Water Management

We note that the section 'Flooding and drainage' references sustainable urban drainage systems. It refers to '*Attenuating water in efficient multi-function open water bodies integrated with green infrastructure, such as ponds, rain gardens and swales*'. Whilst we welcome this reference, it is not clear whether flood risk and utility constraints or surface water management opportunities have informed the preparation of the masterplan. It is critical that the masterplanning of the site is intrinsically linked to the strategy for surface water management through appropriate technical input. It is preferable that the evaluation of surface water and flood risk management opportunities are undertaken at the outset of the design process.

We recommend that your masterplan clearly outlines the aspirations and requirements for water management, in terms of sustainable foul and surface water drainage and water efficiency. The masterplan should be clear how these will be incorporated into the redevelopment proposals on an area wide basis. The masterplan should be underpinned by an overall drainage strategy (including a strategy for delivery of the drainage) which will guide how plots can be developed.

In accordance with national planning policy, the surface water hierarchy should be followed. This states:

'Where possible, preference should be given to multi-functional sustainable drainage systems, and to solutions that allow surface water to be discharged according to the following hierarchy of drainage options:

- 1. into the ground (infiltration);*
- 2. to a surface water body;*
- 3. to a surface water sewer, highway drain, or another drainage system;*
- 4. to a combined sewer.'*

At the current time, the area is largely dominated by combined sewers which, as a result of historic circumstances, drain into the Great Culvert and then into Birkenhead Wastewater Treatment Works. We request that your masterplan gives early consideration to a drainage strategy for the area which reflects the hierarchy for managing surface water. Given the availability of water bodies immediately adjacent to the regeneration area, surface water should not discharge to the public combined sewer either directly or indirectly. Early consideration of the point of discharge for surface water is essential to inform the wider masterplan preparation.

As noted above, it is critical that the baseline evidence that is used to inform the masterplan determines whether there is a tidal influence on existing and proposed drainage systems. In such circumstances, it is important that both existing and proposed drainage systems are resilient to future tidal ranges.

We wish to highlight that application of the hierarchy for managing surface water and a sustainable approach to surface water management is critical to reducing the impact on our wastewater assets (both our sewers and wastewater treatment works) which helps reduce the risk of flooding and the impact on our watercourses and the environment. Consistent with the surface water hierarchy and the obligations of the Environment Act 2021, every effort should be made to reduce the discharge of surface water to the public sewer. Surface water should instead discharge to more sustainable alternatives wherever possible. This will ensure the impact of any proposals on public wastewater infrastructure, both in terms of the wastewater network and wastewater treatment works, is minimised. This reflects the fact that surface water flows are very large when compared with foul flows.

There are clear aspirations in the masterplan to deliver SuDS and integrate the strategy for surface water management with the landscaped environment. Such an approach has added benefits associated with the quality of the public realm, the enhancement of biodiversity and urban cooling. Whilst this is welcomed, it is not clear whether this aspiration is underpinned by a technical drainage strategy. At the current time you have indicatively shown potential locations for SuDS. For example, the flood and drainage strategy framework diagram identifies how SuDS can be integrated with future open space. However, this needs considering in more detail to determine deliverability. The diagram indicates the inclusion of SuDS in the green space in Corporation Road. This may not be possible due to the services and infrastructure in Corporation Road. Notably Corporation Road is the location for the Great Culvert which is 3.2m in diameter.

We strongly recommend that prior to progressing the masterplan further, you prepare an area wide foul and surface water drainage strategy. This should have regard to existing flood risks, existing constraints and identify key locations where multi-functional surface water attenuation can be located and integrated with the design of the landscape. The surface water management strategy will be a critical determinant of the overall design of the site. It should also have regard to your proposed discharge rates which may be determined by the final receiving body.

As outlined in *'Building for a Healthy Life'*, we request that the landscaping of the site is linked to the proposals for surface water management in accordance with the *'four pillars'* of sustainable drainage systems, i.e., water quantity, water quality, amenity, and biodiversity. National policy is clear that priority should be given to multi-functional SuDS over traditional underground, tanked and piped storage systems. Sustainable water management, especially in the form of multi-functional SuDS, helps us adapt and respond to the challenges posed by climate change and the impact of urbanising our environment. SuDS also have wider benefits and represent an opportunity to improve the quality of urban environments by changing *'grey'* to *'green and blue'*. They can help to create more attractive and usable spaces which help with social cohesion by connecting people, improving amenity and wellbeing, and offering opportunities for nature. In our urban environments there are often areas that can be better used to manage rainfall runoff through surface levels SuDS which can transform grey and impermeable spaces to greener, more attractive and resilient spaces appreciated by the community. The design of the site should be intrinsically linked to opportunities for surface water management improvements and that opportunities for source control, slowing the flow and filtration of surface water are considered early. This could be achieved through a variety of features including:

- permeable surfacing;
- bioretention tree pits and bioretention landscaping;
- rain gardens;
- soakaways and filter drainage;
- retrofitted swales; and
- blue/green roofs.

We recommend that you refer to the Susdrain website which includes a range of [case studies](#) that show examples of how SuDS have been implemented in the urban environment. We also request that you also consider the resilience of any planting to drought.

4. Water Efficiency

We request that the masterplan sets out clear expectations for how water efficiency measures will be incorporated into the future detailed design of the site. There are opportunities such as rainwater recycling and water butts and we would encourage Wirral Council to embrace all water efficiency

measures. Modern design techniques can promote measures for water recycling to reduce the impact on infrastructure requirements.

Water efficiency should be a fundamental component of any approach to carbon neutrality and we request that you clearly set out your water efficiency and sustainable drainage expectations in the delivery of new development at this site. A tighter water efficiency standard in new development has multiple benefits including a reduction in water and energy use, as well as helping to reduce customer bills. Water efficiency is therefore a key component of your journey to carbon neutrality.

At the current time, Building Regulations includes a requirement for all new dwellings to achieve a water efficiency standard of 125 litres of water per person per day (l/p/d). In 2015 an '*optional*' requirement was introduced which is currently set at 110 l/p/d for new residential development. This can be implemented through local planning policy where there is a clear need based on evidence. We have presented evidence to justify this approach in the local plan review for Wirral. We believe that the optional standard can be achieved at minimal cost.

To promote sustainable development, we wish to highlight that United Utilities also offers a reduction in infrastructure charges for applicant's delivering water efficient homes and draining surface water sustainably. More information on this can be found [here](#).

We therefore request that (as a minimum):

- All new residential developments must achieve the optional requirement set through Building Regulations Requirement G2: Water Efficiency or any future updates.
- All major non-residential development must incorporate water efficiency measures so that predicted per capita consumption does not exceed the levels set out in the applicable BREEAM 'Excellent' standard.

These requirements should be clearly outlined in the masterplan.

5. A Co-ordinated and Holistic Approach to Infrastructure Delivery across the Masterplan

We note that you have not yet identified an approach to phasing and timescales. It is critical that the delivery of new development and phasing is undertaken in accordance with a site-wide strategy for new infrastructure (including foul drainage, surface water drainage and water supply). This should consider how the infrastructure for each phase interacts with the infrastructure required for other phases. As note above, you will need a strategy for foul and surface water, as well as the supply of clean water.

It is not clear to us how you propose to develop / deliver the site and whether this will be done by one developer or by multiple developers. It is critical that your approach to delivery / development is reflective of a holistic infrastructure delivery. We request that any disposal of land is linked to the delivery of your holistic infrastructure strategy.

We request the opportunity to liaise with you on the strategy for new infrastructure so that a holistic approach can be achieved which avoids a piecemeal approach to infrastructure delivery and to ensure that the most sustainable and cost effective approach to infrastructure is achieved. The infrastructure delivery strategy should be an integral component of your masterplan and should be prepared before the masterplan is finalised for development management purposes.

We would be grateful for the opportunity to meet with you to discuss the above matters further.

Yours faithfully

Enc. *'Important Information Regarding Water and Wastewater Pipelines and Apparatus'*

Important Information Regarding Water and Wastewater Pipelines and Apparatus

It is the applicant's responsibility to investigate and demonstrate the exact relationship between United Utilities' assets and the proposed development.

A number of providers offer a paid for mapping service, including United Utilities (see 'Contacts' section below). The position of the underground apparatus shown on water and wastewater asset maps is approximate only and is given in accordance with the best information currently available. Therefore, we strongly recommend that the applicant, or any future developer, does not rely solely on the asset maps to inform decisions relating to the detail of their site and instead investigates the precise location of any underground pipelines and apparatus. Where additional information is requested to enable an assessment of the proximity of proposed development features to United Utilities assets, the proven location of pipelines should be confirmed by site survey; an extract of asset maps will not suffice. The applicant should seek advice from our Developer Services team on this matter. See 'Contacts' Section below. United Utilities Water Limited will not accept liability for any loss or damage caused by the actual position of our assets and infrastructure being different from those shown on asset maps.

Developers should investigate the existence and the precise location of water and wastewater pipelines as soon as possible as this could significantly impact the preferred site layout and/or diversion of the asset(s) may be required. Unless there is specific provision within the title of the property or an associated easement, any necessary disconnection or diversion of assets to accommodate development, will be at the applicant's /developer's expense. In some circumstances, usually related to the size and nature of the assets impacted by proposals, developers may discover the cost of a diversion is prohibitive in the context of their development scheme.

Any agreement to divert our underground assets will be subject to a diversion application, made directly to United Utilities. This is a separate matter to the determination of a planning application. We will not guarantee, or infer acceptance of, a proposed diversion through the planning process (where diversion is indicated on submitted plans). In the event that an application to divert or abandon underground assets is submitted to United Utilities and subsequently rejected (either before or after the determination of a planning application), applicants should be aware that they may need to amend their proposed layout to accommodate United Utilities' assets.

Where United Utilities' assets exist, the level of cover to United Utilities pipelines and apparatus must not be compromised either during or after construction and there should be no additional load bearing capacity on pipelines without prior agreement from United Utilities. This would include sustainable drainage features, earth movement and the transport and position of construction equipment and vehicles.

Any construction activities in the vicinity of United Utilities' assets, including any assets or infrastructure that may be located outside the applicant's red line boundary, must comply with national building and construction standards and where applicable, our '*Standard Conditions for Works Adjacent to Pipelines*', a copy of which is available on our website. The applicant, and/or any subsequent developer should note that our '*Standard Conditions*' guidance applies to any design and construction activities in close proximity to water pipelines and apparatus that are no longer in service, as well as pipelines and apparatus that are currently operational.

It is the applicant's responsibility to ensure that United Utilities' required access is provided within any proposed layout and that our infrastructure is appropriately protected. The developer would be liable for the cost of any damage to United Utilities' assets resulting from their activity.

WATER AND WASTEWATER SERVICES

If the applicant intends to receive water and/or wastewater services from United Utilities they should visit our website or contact the Developer Services team for advice at the earliest opportunity. This includes seeking confirmation of the required metering arrangements for the proposed development. See 'Contacts' Section below.

If the proposed development site benefits from existing water and wastewater connections, the applicant should not assume that the connection(s) will be suitable for the new proposal or that any existing metering arrangements will suffice. In addition, if reinforcement of the water network is required to meet potential demand, this could be a significant project and the design and construction period should be accounted for.

In some circumstances we may require a compulsory meter is fitted. For detailed guidance on whether the development will require a compulsory meter please visit <https://www.unitedutilities.com/my-account/your-bill/our-household-charges-20212022/> and go to section 7.7 for compulsory metering.

To promote sustainable development United Utilities offers a reduction in infrastructure charges for applicants delivering water efficient homes and draining surface water sustainably (criteria applies). For further information, we strongly recommend the applicant visits our website when considering any water or wastewater design <https://www.unitedutilities.com/builders-developers/your-development/planning/building-sustainable-homes/>

Business customers can find additional information on our sustainable drainage incentive scheme at <https://www.unitedutilities.com/Business-services/retailers/incentive-schemes/>

To avoid any unnecessary costs and delays being incurred by the applicant or any subsequent developer, we strongly recommend that the applicant seeks advice regarding water and wastewater services, and metering arrangements, at the earliest opportunity. Please see 'Contacts' Section below.

Property Searches (for asset maps):

A number of providers offer a paid for mapping service including United Utilities. For more information, or to purchase a sewer and water plan from United Utilities, please visit <https://www.unitedutilities.com/property-searches/>

Water and sewer records can be viewed for free at our Warrington Head Office by calling 0370 751 0101. Appointments must be made in advance. Public sewer records can be viewed at local authority offices. Arrangements should be made directly with the local authority.