



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?

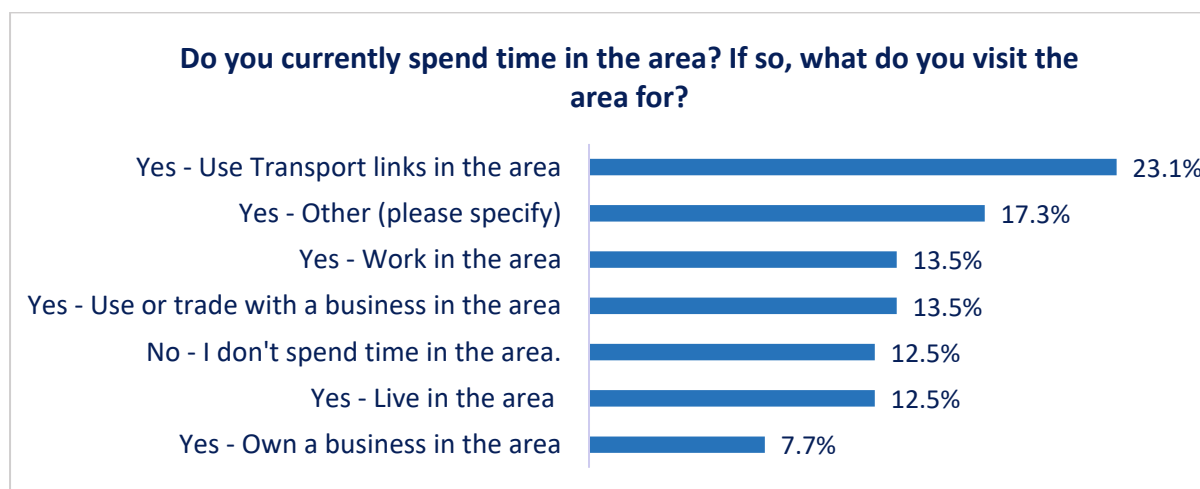


Figure 2: Reasons for spending time in the Cleveland Street area.

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.

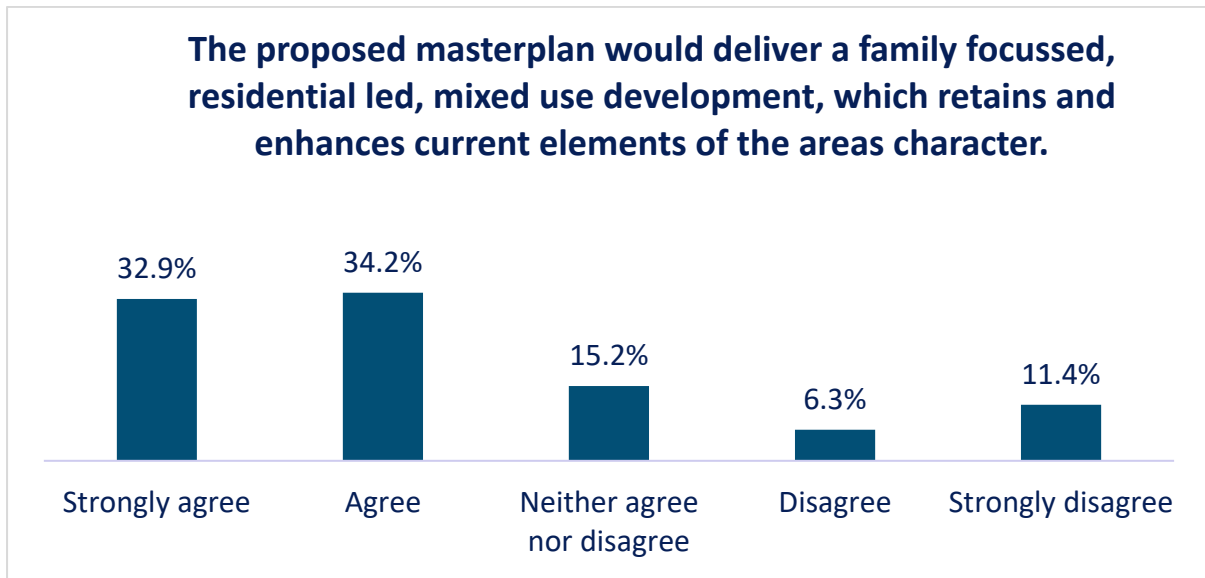


Figure 3: Likert response to "The proposed masterplan would deliver a family focussed, residential led, mixed use development, which retains and enhances current elements of the areas character."

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.

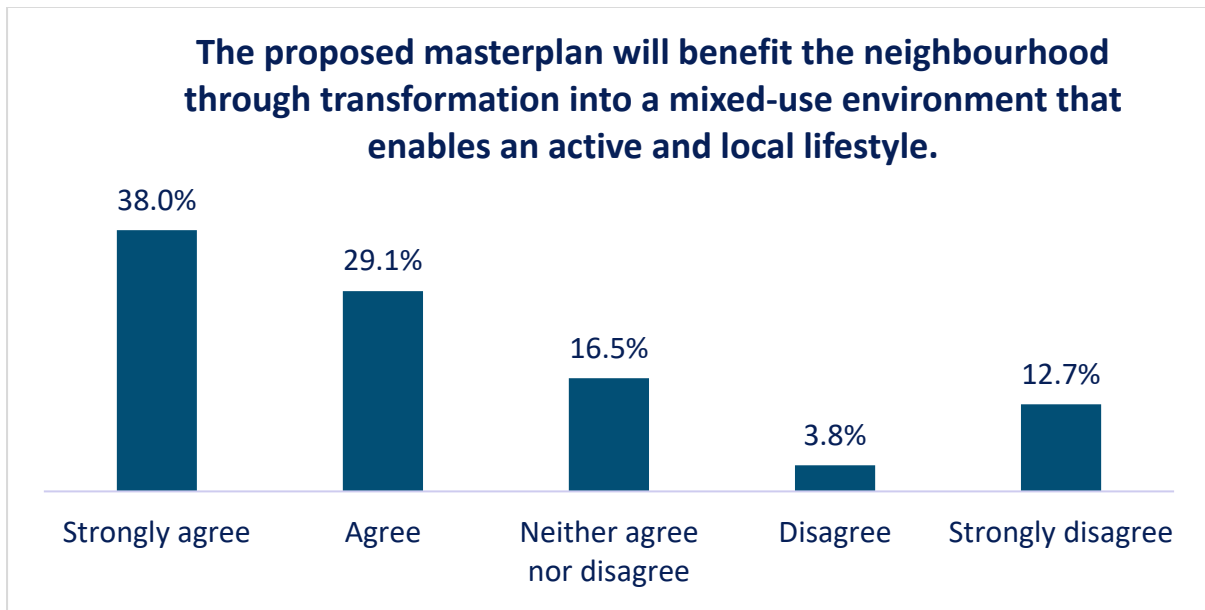


Figure 4: The proposed masterplan will benefit the neighbourhood through transformation into a mixed-use environment that enables an active and local lifestyle.

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.

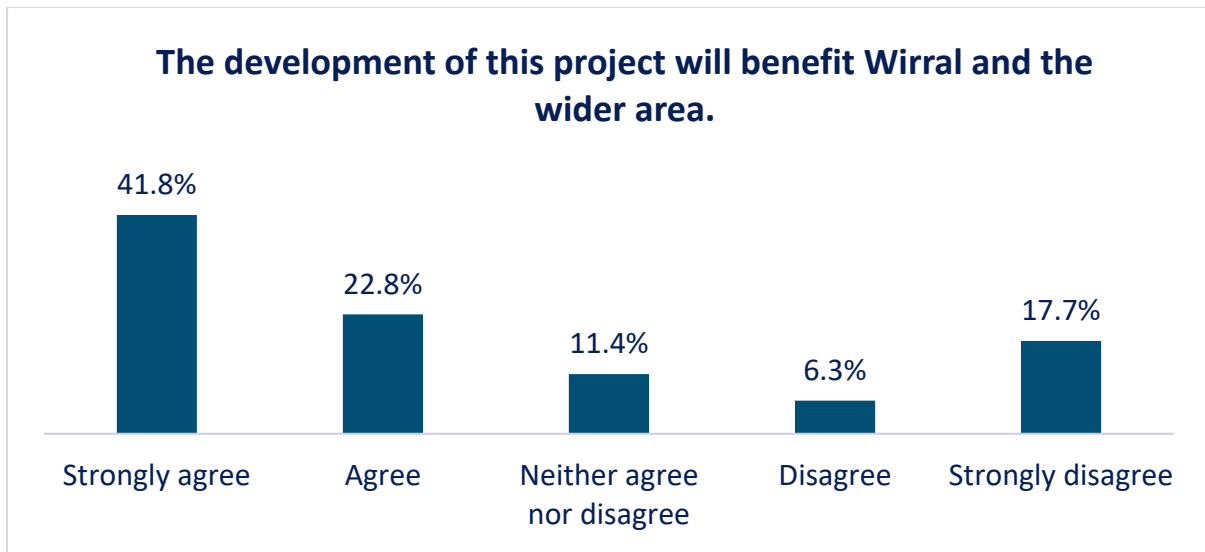


Figure 5: The development of this project will benefit Wirral and the wider area.

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?

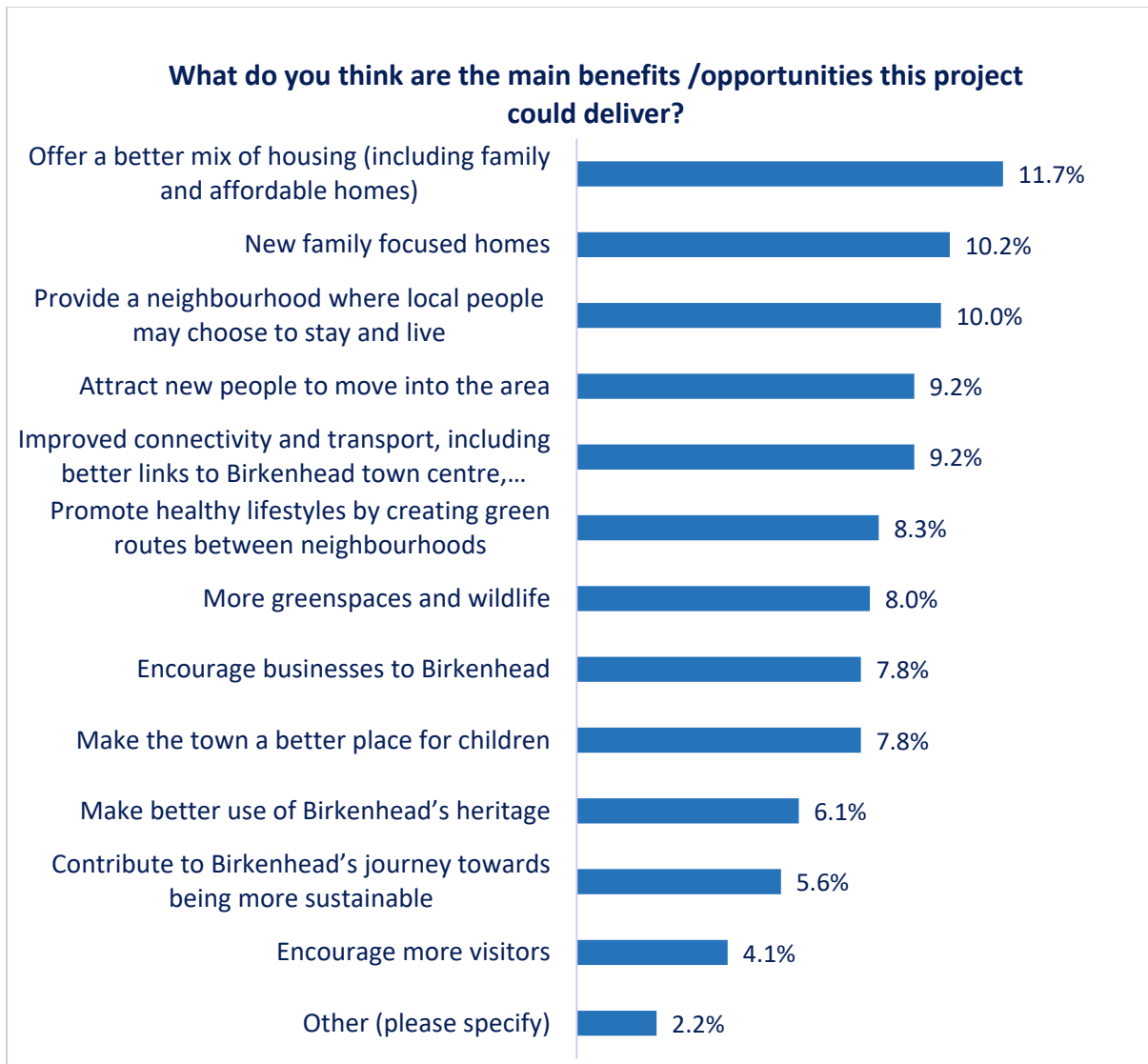


Figure 6: Benefits from Cleveland Street masterplan

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?

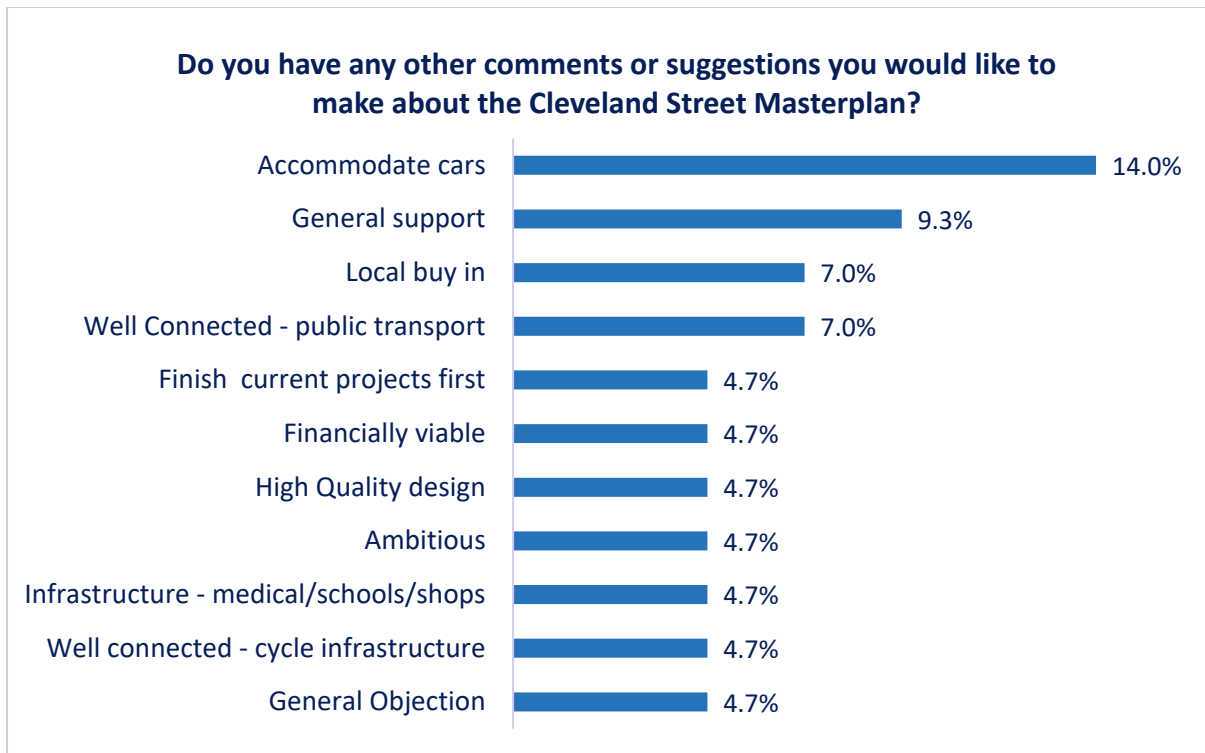


Figure 8: Additional Comments

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.

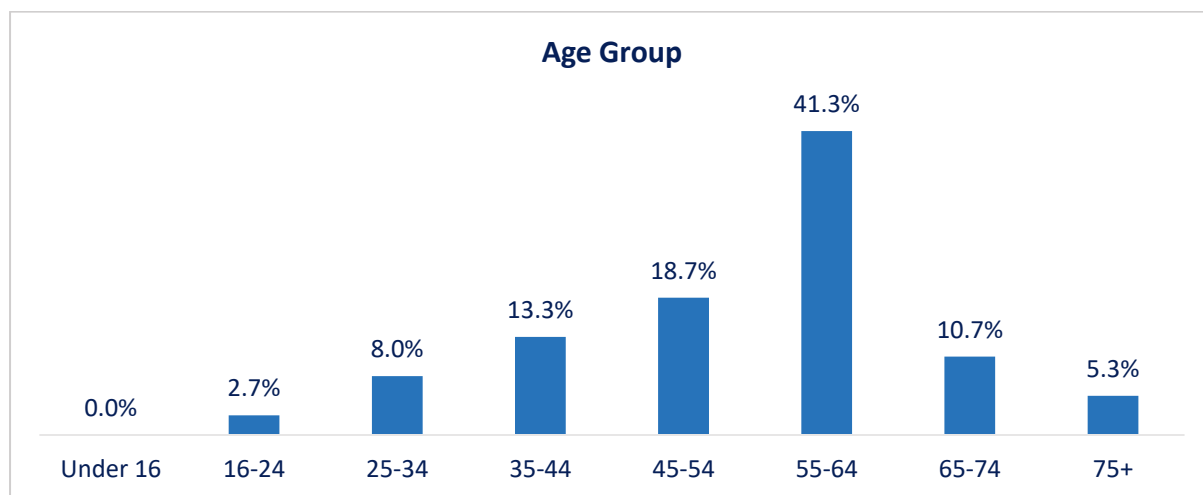


Figure 10: Chart displaying age groups

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.

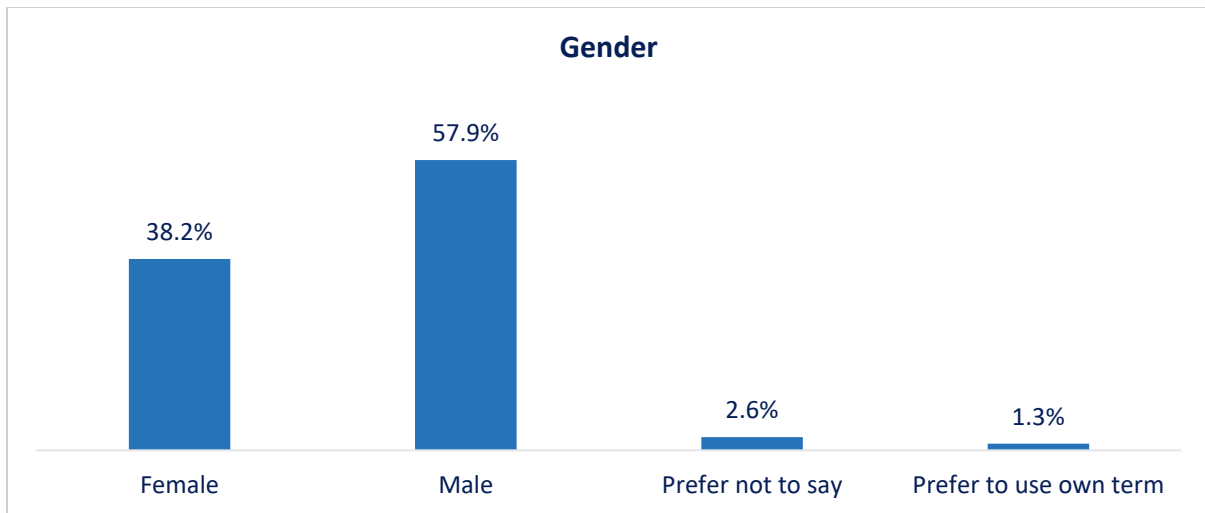


Figure 11: Chart displaying gender

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

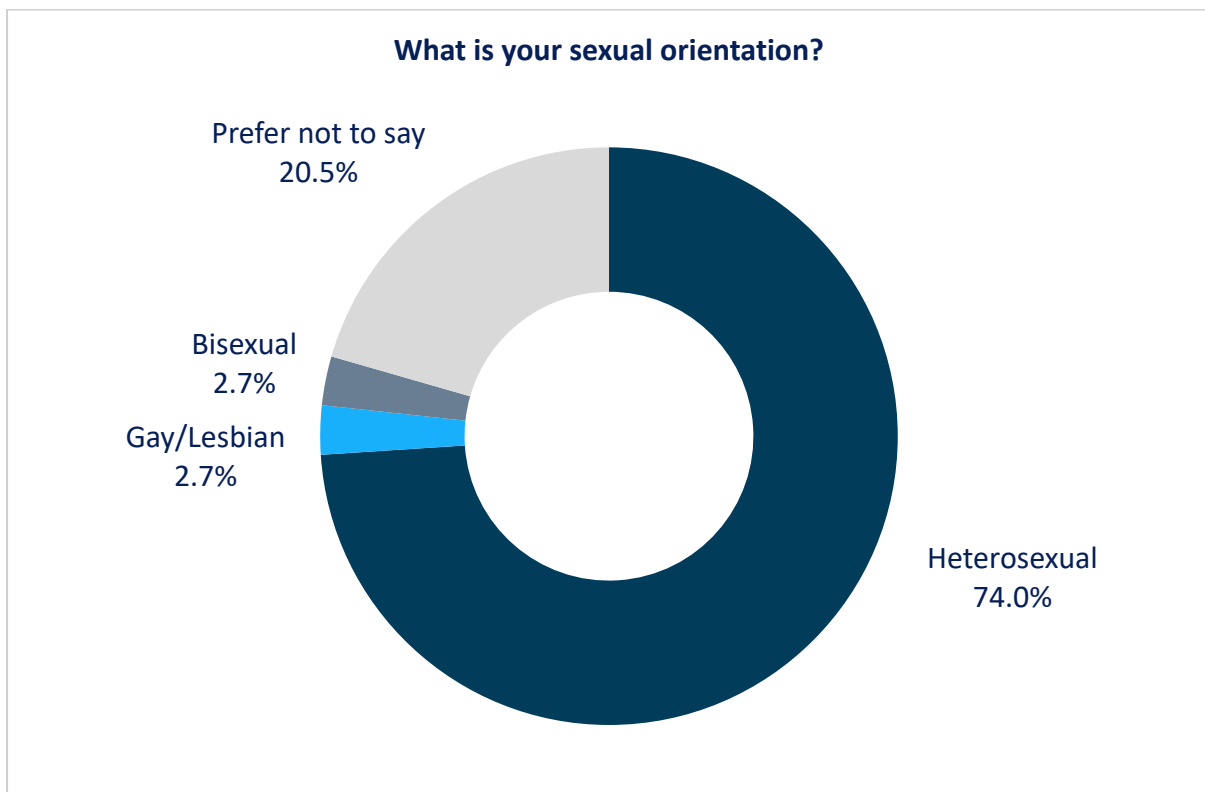


Figure 12: Chart displaying sexual orientation

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.

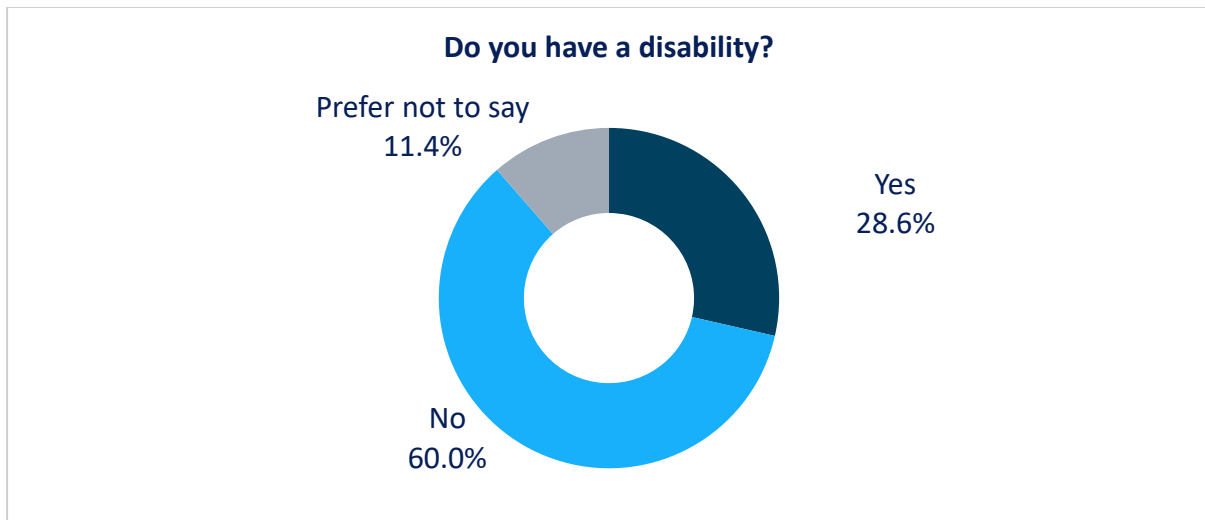


Figure 13: Chart displaying disability

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

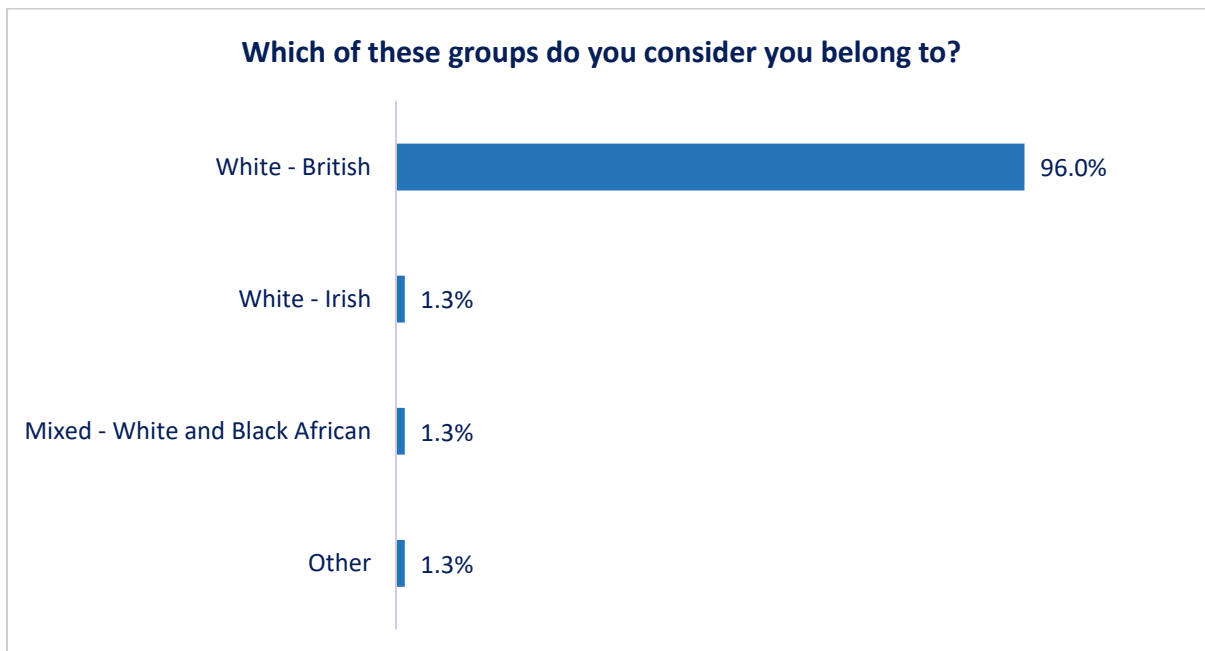


Figure 14: Chart displaying groups

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.

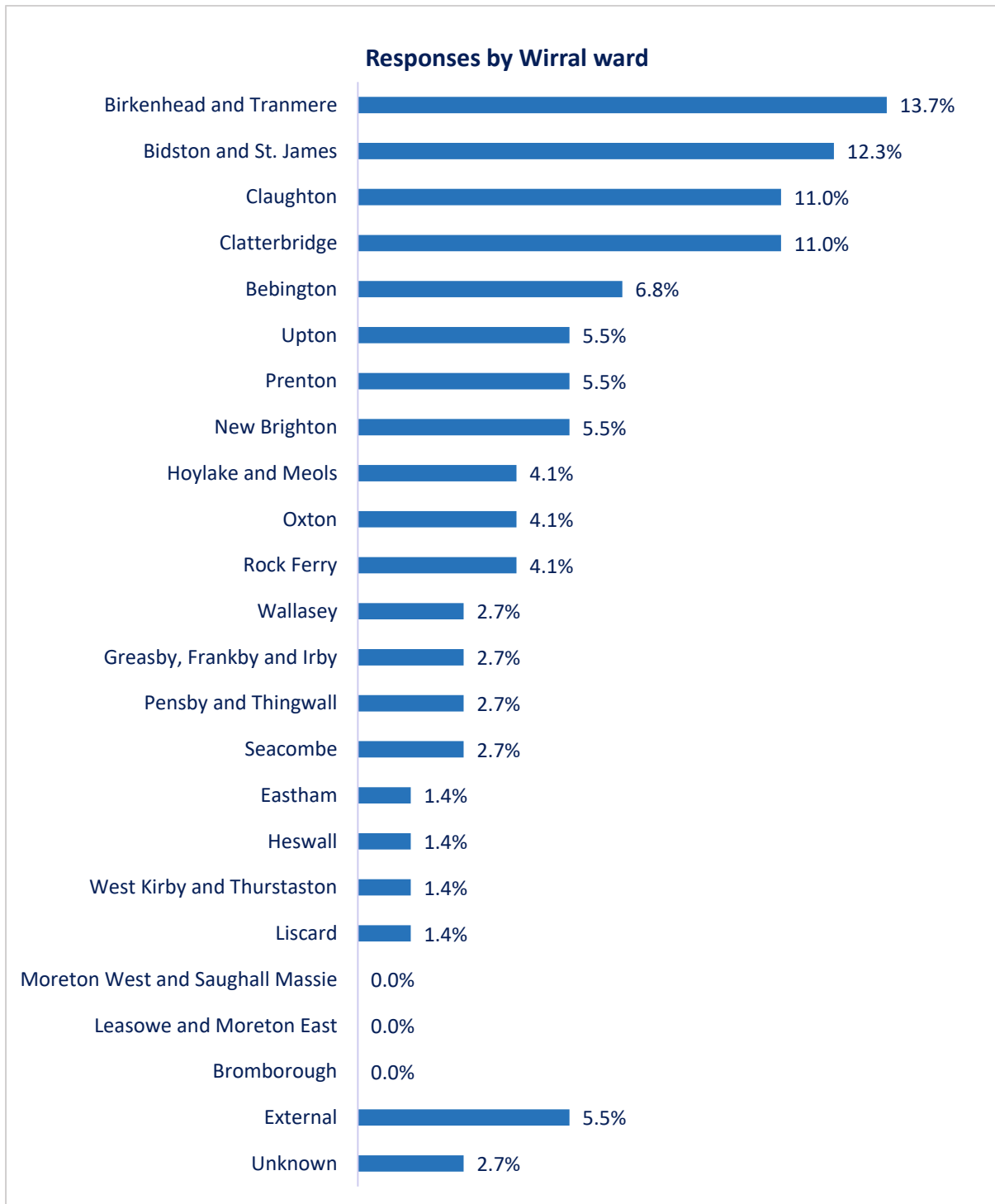


Figure 15: Chart displaying Wirral Ward representation

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

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

