

## Cleveland Street Masterplan –Consultation Analysis

Consultee	Section	Comment	Action Taken
Homes England	Cleveland Neighbourhood Masterplan	As a prescribed body, we would firstly like to thank you for the opportunity to comment on the above consultation. Homes England is the government’s housing and regeneration agency. We will drive regeneration and housing delivery to create high-quality homes and thriving places. This will support greater social justice, the levelling up of communities across England and the creation of places people are proud to call home. Homes England does not wish to make any representations on the above consultation. We will however continue to engage with you as appropriate.	No amendment to masterplan document
National Highways	Cleveland Neighbourhood Masterplan	Although the proposals within the Masterplan are unlikely to have a severe impact on the levels of traffic or safety on the M53 motorway and our response will therefore be limited, National Highways is overall supportive of the measures being promoted within the Masterplan document. The vision for the site, to include designing in a carbon-positive way and minimising environmental impacts elsewhere, as well as being pedestrian and cycle-centric, mirrors our own net-zero ambitions. Our own plans are assisted greatly by the promotion of sustainable, developer-led sites and the encouragement of non-vehicular methods of travel. Furthermore, developments within brownfield sites, where public transport and active travel connections are already available or can be improved to cater for an expanding population, should be promoted ahead of sites where additional highway mitigation might be required. Therefore, development such as that proposed within the Masterplan document is to be encouraged.	No amendment to masterplan document
Natural England	Cleveland Neighbourhood Masterplan	Natural England supports the Framework vision and objectives and is pleased to see a strong emphasis on green infrastructure, enhancing biodiversity, and	No amendment to masterplan document

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		<p>connecting people with nature. Evidence shows that a good connection with nature brings improvements in physical and mental health, improves our sense of well-being and in turn leads to more positive environmental behaviours. We welcome the goals of the draft framework, particularly those pertaining to increasing connection with nature, the protection and enhancement of existing natural assets, and Green Infrastructure (GI). The Framework should set out a clear vision for delivering GI, including identification of deficiencies in provision and opportunities for new and enhanced GI. GI policy should support and align with other natural environment policies, such as those on sustainable drainage systems, biodiversity, access, active travel and open space protection and enhancement.</p>	
United Utilities	Cleveland Neighbourhood Masterplan	<p>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 an understanding of the areas of the site that will be required for the sustainable and multi[1]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</p>	No amendment to masterplan document

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		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	
Individual respondent	Cleveland Neighbourhood Masterplan	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!	No amendment to masterplan document

## PLACED

PLACED Engagement	PLACED Additional Comments		Action Taken
	Positive	Negative	
A Mix of Housing Types - Most comments say that homes should be affordable, both in terms of ownership and social housing. Participants also thought the mix of housing types should support a socially inclusive community gathering a mixture of people in terms of age, income level, and support needs. The housing mix should accommodate disabled people and include ground floor residences that are accessible, and curtilage parking for those who need it. It should also include larger family homes. People pointed out that green spaces were needed in residential areas too, along with homes with gardens and supported living. The idea of a mixture of houses and maisonettes was well-received	Responses online and to in person discussion supported the idea of a neighbourhood which could provide a mixture of accommodation types and enabled access to affordable living for a wide range of individuals and lead to the creation of a neighbourhood which is an attractive place to live	Focused engagement with wider age groups may be required to ensure potential buy in to proposals	No amendment to masterplan document as potential for wider engagement as proposals are progressed

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	Positive	Negative	
<p>New mixed community, with focus on families - This was one of the most commented on vision statements, with eleven comments in total. The accent in the responses was put on safety and on the need for a community centre. The community centre would be a safe place for everyone to reach out for help and would also cater for children with specific needs. The area should also cater for different age groups. Participants stressed the importance of having access to safe community spaces, such as a community centre and shared public green spaces, in particular for children and vulnerable people. They wished to see an area that caters to all types of needs, including artists and creatives who, if they can work and live in the area, can bring culture and skills to the community</p>	<p>Positive focus on development of community and community spaces within new neighbourhood to attract individuals and families to area</p>	<p>Respondents identifying requirement for inclusion of specific community centre to provide services and location for interaction rather than availability of facilities which can act as informal hubs within neighbourhood for community events etc.</p>	<p>No amendment to masterplan document as reflects position that community spaces should be included within development proposals – <i>Masterplan Framework, Community benefits (page 30)</i></p>
<p>Sense of 'Birkenhead-ness' - A total of six comments were made on this theme, and 'Birkenhead-ness' meant two things to participants: Heritage: People thought heritage should be retained, protected, and celebrated. Comments also referred to less-known heritage and Art Deco style frontages. Community spirit: People would like to see it encouraged and fostered.</p>	<p>Agreement with proposals to retain character of neighbourhood and make most of benefits of location</p>	<p>No negatives</p>	<p>No amendment to masterplan document</p>
<p>Retain existing businesses and provide new employment space - Comments made on this theme were varied, with eight comments in total. The idea of having a mix of business and housing together was popular, with people thinking it would help reduce isolation. The idea of offering creative working and business spaces was also positively received. One comment questioned what would happen to existing businesses area that would be moved. Most of the comments related to the type of businesses and activities people wished to see in the area. One comment was in favour of more phone shops, while another declared there were enough phone</p>	<p>Feedback supports opportunity to create predominantly residential led neighbourhood whilst retaining and attracting other mixed uses to encourage 15-minute neighbourhoods</p>	<p>Certain current commercial uses in neighbourhood not of type which would be suitable for co-location with proposed residential developments therefore will be a requirement to look to relocate some existing businesses</p>	<p>No amendment to masterplan document but further engagement with current businesses in area ongoing and additional engagement sessions planned to be held in a neighbourhood venue as proposals are progressed</p>

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shops, takeaways and barber shops. Another comment was in favour of having cultural activities such as children's library, museums, and book shops. Nursery schools were also thought to be needed			
How the area connects to Birkenhead - Seven comments were received on this theme. Positive comments stated that the design choices were good ideas. One participant particularly liked the idea of bringing people back into the town centre. One person thought that better public transport would make the local community spirit stronger, and other declared that encouraging active travel and reducing car access and parking was a good idea. One person spoke against cycle lanes, saying that they get misused. Participants also questioned how disabled people and elderly people will get around if the focus is on active travel	Positive that feedback suggests type of redevelopment proposed will support regeneration activity taking place in town centre by attracting individuals back to neighbourhood and enabling connections via active travel	Necessary to consider that appropriate transport solutions available for all individuals to ensure no one is excluded due to own specific needs	No amendment to masterplan document as currently reflects need to facilitate opportunities for movement and links which enable sustainable approaches that offer connections to local facilities – <i>Site and Context, Opportunities and constraints (page 16)</i>
Sustainable and green measures, a net-zero-carbon ready neighbourhood - Five people commented on this theme. Participants stated that parking was still needed and suggested it could be limited to residents only. Elderly and disabled residents will still need cars. Someone suggested a farmer's market supplied by local grocers. Ideas of tree-lined and green streets, planting, and of the '15 minute concept', were received positively.	Majority of respondents considered proposals were positive and understood what would be trying to achieve in neighbourhood and how such measures can support creation of sustainable neighbourhoods of the future	A continued reliance on motor vehicles and provision of parking spaces reduces opportunity to ensure redevelopment creates highest impact in terms of zero carbon neighbourhood	No amendment to masterplan document as proposals will look to improve connectivity in neighbourhood through enhancing active travel options for residents and visitors alike to reduce reliance on vehicle ownership – <i>Public Realm, Movement and links (page 32)</i>
Proposed facilities and uses. Intention is for play opportunities, both formal and informal - This theme received little engagement, with only two comments: one asking about the history of the place, and one in support on any intervention that would help the community feel better. However, we can assume that the small quantity of comments does not necessarily mean that this topic was unimportant to participants. It could be	Positive that respondents agree that facilities and uses promote the use of sustainable designs and materials and be embedded within design proposals	Negative that responses more toward delivery of activities within neighbourhood rather than how design process can support creation of spaces which can facilitate range of community activities	No amendment to masterplan document as proposals for area include creation of conditions which encourage either individual or group interactions that will enhance and support creation of community environment within

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<p>instead that most of them agreed without having to add further comments: the most-selected responses to the quantitative question 'What benefits do you think the neighbourhood could and should bring to Birkenhead as a whole?' were almost all related to the image and attractiveness of the area. In other parts of this engagement project, people spoke in support of building homes on industrial land instead of on green belt areas</p>			<p>neighbourhood - <i>Masterplan Framework, Play &amp; social spaces (page 36)</i></p>