

# Northside Neighbourhood Framework Survey

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## **SURVEY RESPONSE REPORT**

12 July 2023 - 02 October 2023

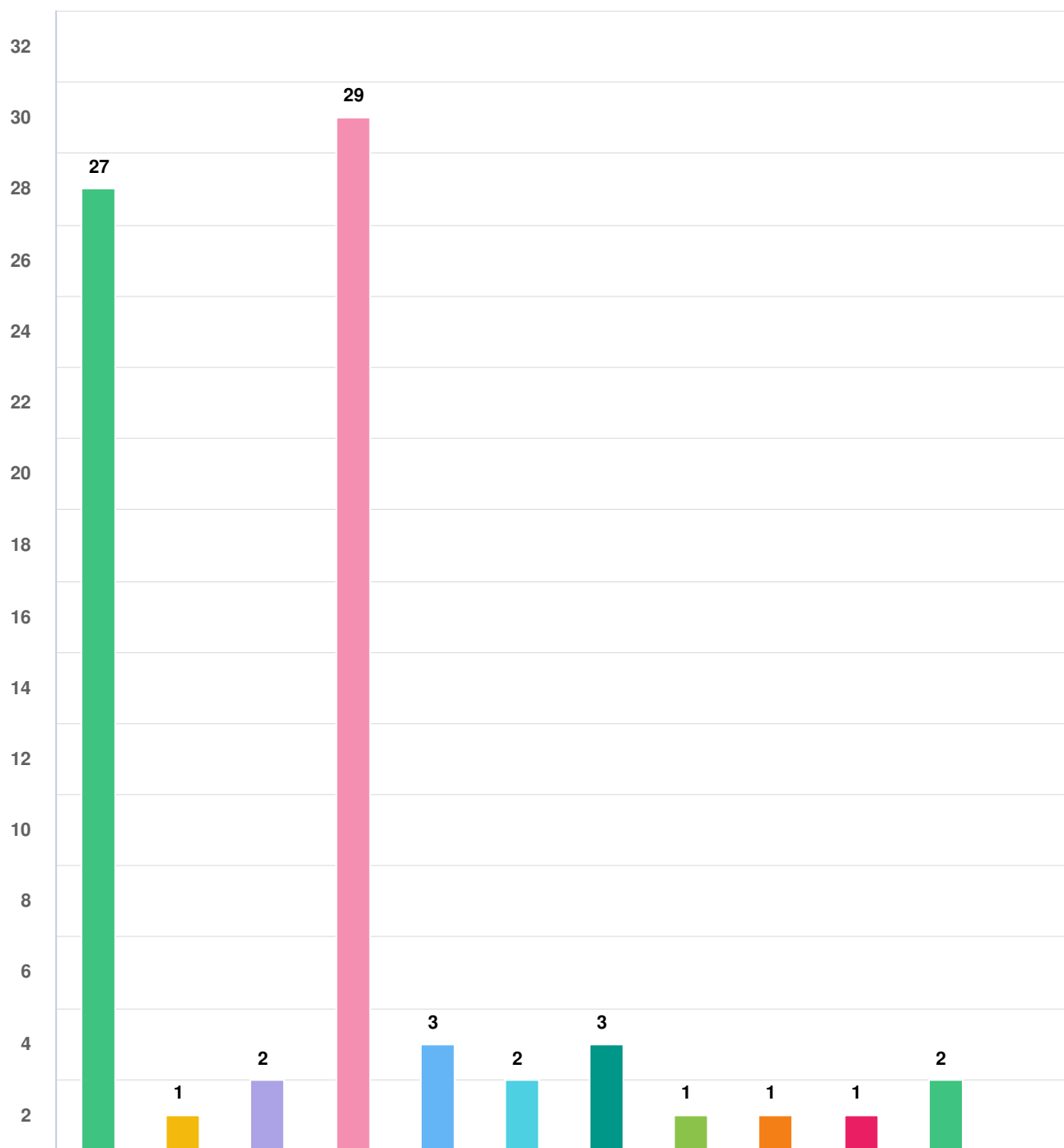
### **PROJECT NAME:**

Northside Neighbourhood Framework Consultation



SURVEY QUESTIONS

**Q1** Tell us about your connection to the Northside neighbourhood. I am a...(Please select all that apply).



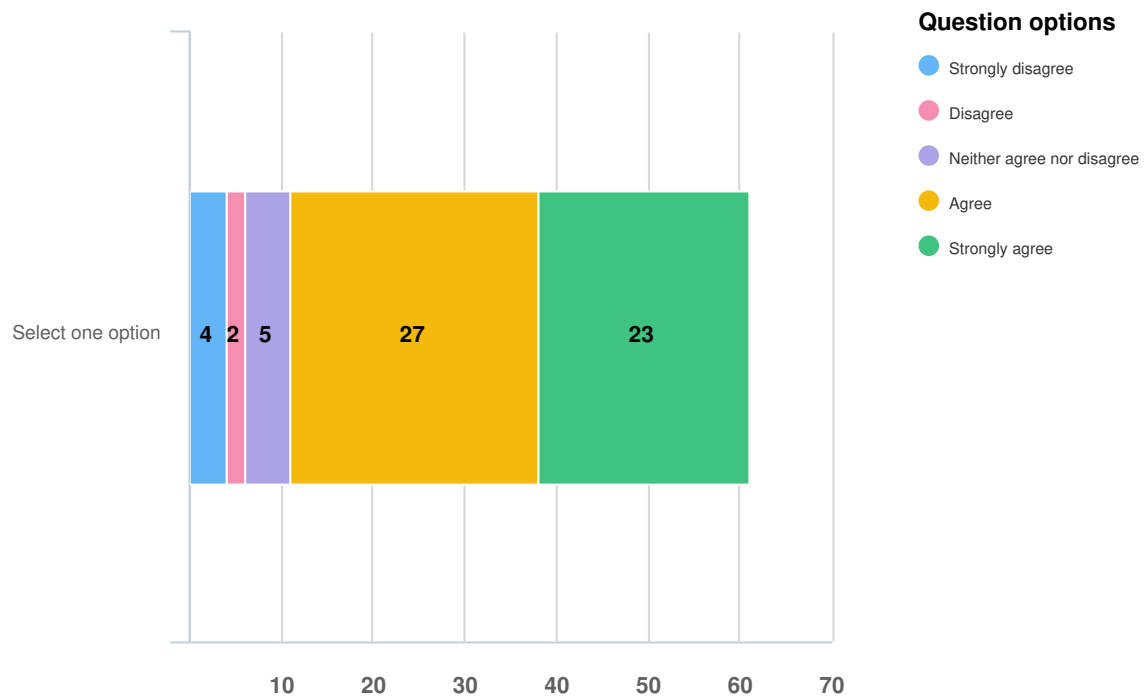
**Question options**

- Local resident    Local councillor    Local business    Wider Wirral resident    Wider Wirral councillor
- Wirral Council employee    Public sector organisation employee    Developer / investor    Other local organisation
- National organisation    Other (please specify)    Registered social landlord

Optional question (61 response(s), 0 skipped)

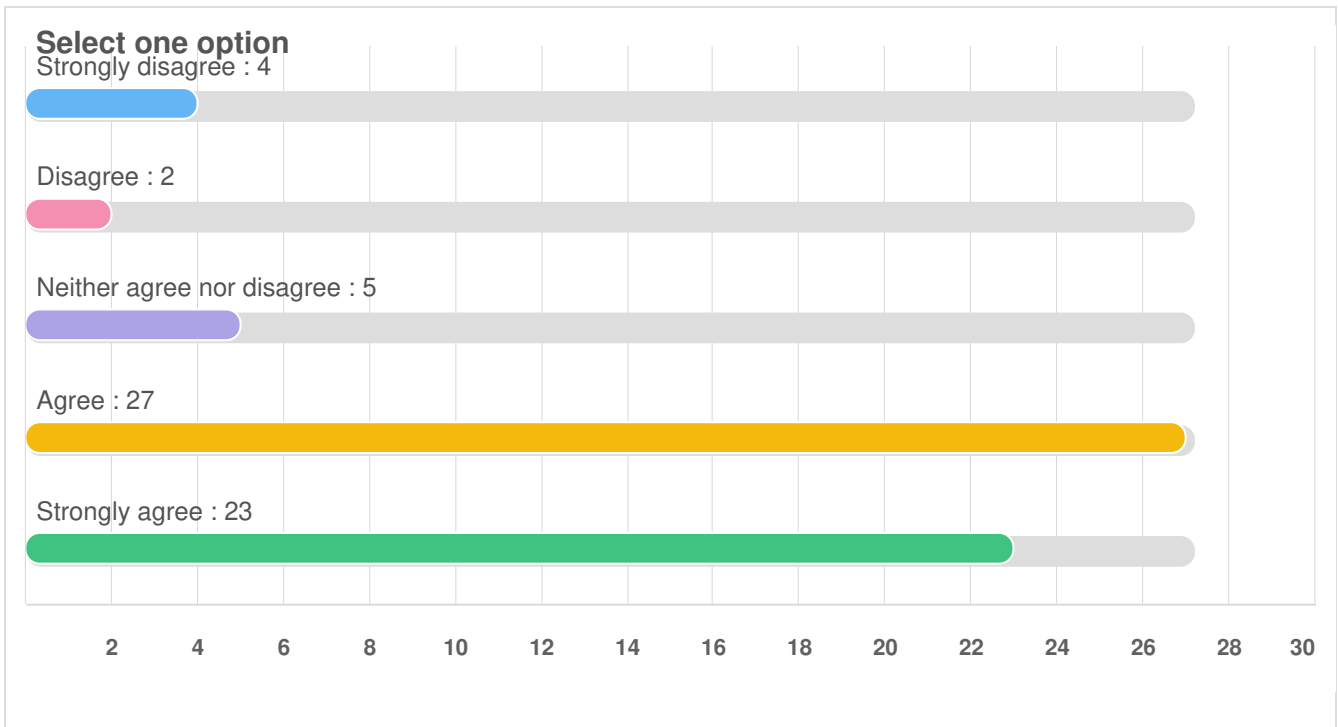
Question type: Checkbox Question

**Q2** Overall, do you support the proposal that the Northside neighbourhood has the potential for development of new modern emplo...

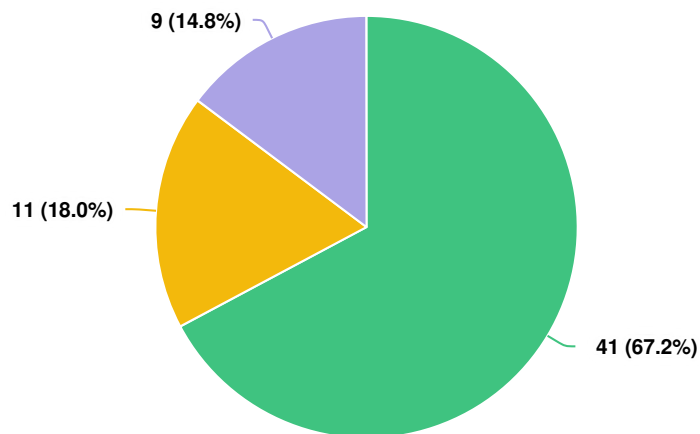


Optional question (61 response(s), 0 skipped)  
Question type: Likert Question

**Q2** Overall, do you support the proposal that the Northside neighbourhood has the potential for development of new modern emplo...



**Q3** Do you think the proposals for the area and focus of the Neighbourhood Framework will benefit Wirral and attract investment...



**Question options**

- Other (please specify)
- No
- Yes

Optional question (61 response(s), 0 skipped)

Question type: Radio Button Question

**Q4 | What do you think are the main benefits and opportunities this project could deliver in supporting the wider regeneration programme?**

Screen Name Redacted

7/12/2023 04:48 PM

SMEs in this area really define what birkenhead has become. Although run down there are lots of local small businesses providing services and facilities to the wider area of the wirral which need these kinds of low cost light industrial facilities.

Screen Name Redacted

7/12/2023 07:54 PM

Giving Birkenhead/Urban Wirral a focus for investment

Screen Name Redacted

7/12/2023 10:51 PM

It will look a little greener

Screen Name Redacted

7/13/2023 05:34 PM

More jobs for the community

Screen Name Redacted

7/14/2023 04:08 PM

Opportunity to increase permeability of northerly side of Dock Road - more pedestrian crossings (maybe a bridge?) to link Wirral Waters with Northside, providing public greenspace and services (doctors, dentists, vets, some shops, childrens nursery) that are accessible to Wirral Waters residents. A lot of land appears to be devoted to surface car parking. This is wasteful. Instead, one or two car storage towers should be built, thereby encouraging walking, wheeling and cycling around Northside. Mixed use rather than solely light industrial/commercial.

Screen Name Redacted

7/17/2023 04:39 PM

Relocating other existing and tired employment sites that are only accessible by car is a good idea. New builds tend to be more thermally efficient and cheaper to run - helping to support the financial and environmental sustainability of business and wellbeing of employees. Clustering of employment is a good precursor to the benefits of agglomeration and located close to areas with high levels of under employment and low labour force participation. Helping to reduce the cost and time jobseekers/workers needs to access work.

Screen Name Redacted

7/18/2023 01:24 AM

Providing services and local. employment

Screen Name Redacted

7/19/2023 08:27 AM

It will look better than the dump you have let it become

Screen Name Redacted

7/21/2023 10:33 AM

It is investment in an area that needs it.

Screen Name Redacted

7/21/2023 11:46 AM

To encourage different types of business to the area in a clean modern environment . well laid out with facilities for employees e.g green spaces coffee shops and shops close by no need to go far for there needs . Employment for local people and opportunities. new and old industries from I.T. to ship repair

Screen Name Redacted

7/24/2023 04:13 PM

i) Additional employment opportunities as long as they aren't all marketed to skilled people from outside of the borough, ii) improving the immediate view of Wirral after leaving the Kingsway tunnel and feel of the borough, iii) environmental benefits of cleaning up blighted land and new planting, iv) hopefully a reduction in criminal or anti-social behaviour though installation of new CCTV.

Screen Name Redacted

7/26/2023 11:09 AM

Bringing more employment into the area and hopefully more money to sustain any new developments.

Screen Name Redacted

7/26/2023 02:27 PM

it may bring in a few more jobs and will improve the overall look of the area

Screen Name Redacted

8/01/2023 10:40 AM

Encourage people to move to and invest in the area, better facilities including schools and for those on low incomes , more job opportunities as long as the opportunities benefits including amenities and infrastructure benefit local people.

Screen Name Redacted

8/05/2023 06:41 PM

Jobs

Screen Name Redacted

8/10/2023 06:41 PM

Good houses and great location with brilliant transport links

Screen Name Redacted

8/10/2023 06:55 PM

An attractive place to live and work

Screen Name Redacted

8/10/2023 07:32 PM

This is a skewed question - you have not given enough information about what is planned, and the question does not ask what the potential disadvantages/risks may be.

Screen Name Redacted  
8/10/2023 07:57 PM  
This area always looks a bit run down, so any TLC would be a good thing.

Screen Name Redacted  
8/11/2023 06:58 AM  
More jobs

Screen Name Redacted  
8/11/2023 09:15 AM  
Add a tramway loop and railway link so as that in future sustainable public transport and transport of goods can be done without lorries,

Screen Name Redacted  
8/11/2023 09:19 AM  
More accommodation needs more employment places

Screen Name Redacted  
8/11/2023 12:55 PM  
Using areas that aren't in use at moment. Re invigorating area. More jobs and opportunities.

Screen Name Redacted  
8/11/2023 02:05 PM  
If attracting new/additional business then this proposal will increase employment opportunities for Wirral residents.

Screen Name Redacted  
8/12/2023 10:17 PM  
To attract more businesses to the area.

Screen Name Redacted  
8/13/2023 09:49 AM  
Increase income? Visually attractive.

Screen Name Redacted  
8/15/2023 04:55 PM  
better use of land.

Screen Name Redacted  
8/16/2023 03:11 PM  
There are none its a waste of money, the area will not drive high quality employment we do not have the transport links and cycle routes wont do. The area needs improving but the plans are beyond improvement and a vanity project

Screen Name Redacted  
8/17/2023 11:39 PM  
I think you keep forcing your ideals on ordinary people that will not work out in the real world it's a complete fantasy

Screen Name Redacted  
8/18/2023 11:39 AM  
IMproving an area which is currently neglected must be a good thing for the area



Screen Name Redacted

8/18/2023 11:59 AM

Depends on what is went by "regeneration". I would like to think that it means improved employment prospects for the Wirral people who are of, and approaching, workplace age. This should not mean an influx of workers from outside the area, as the local population is already stretching the infrastructure in its various forms. Regeneration should not be all about building, More and better jobs must be the basis for better lives, both from the point of view of finance and quality of life. My concern is whether the Council can attract employers to invest in the businesses that will operate form these new facilities.

Screen Name Redacted

8/21/2023 04:19 PM

Provide high quality accommodation where the employment is. Encourage local business and provide important link within whole regeneration program.

Screen Name Redacted

8/21/2023 05:11 PM

Good jobs attract people and brings in more money and taxes, more people may be attracted to living near where they work keeping transport costs down. Depends what jobs will be created

Screen Name Redacted

8/21/2023 11:19 PM

Reconfigure active travel and transport routes in order that the area becomes fully accessible to other parts of Birkenhead and the Wirral in general to enable and residents and workers, reliable, affordable and clean, public transport, cycle ways and pedestrianised routes.

Screen Name Redacted

8/24/2023 03:05 PM

It will improve the whole area asthetically, create employment opportunities and give a much needed lift to the dock road area.

Screen Name Redacted

8/24/2023 05:43 PM

Good access from motorway and connects to other employers. Potential for expansion. Situated near to two areas Wallasey & Birkenhead that need more employment opportunities

Screen Name Redacted

9/01/2023 02:07 PM

It's currently an industrial & environmental waste land - anything is an improvement!

Screen Name Redacted

9/01/2023 02:25 PM

Improve the area provide employment.

Screen Name Redacted

9/08/2023 04:48 PM

Bringing to life a area of neglect

Screen Name Redacted

Don't waste any council tax on birkenhead

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9/08/2023 06:17 PM

Screen Name Redacted

9/08/2023 09:12 PM

Make the environment more attractive to investors and encourage people into the area. This will then give local resident's job opportunities. Hopefully developing this area will reduce the pressure on the green belt.

Screen Name Redacted

9/09/2023 07:48 PM

Spreading the location of employers for local employees. Revitalising the area visually.

Screen Name Redacted

9/10/2023 08:03 PM

local infrastructure in trains, buses and central motorway access

Screen Name Redacted

9/12/2023 10:01 PM

employment

Screen Name Redacted

9/15/2023 07:01 PM

The area is very well located, particularly for transport links.

Screen Name Redacted

9/17/2023 03:15 PM

Access to local jobs

Screen Name Redacted

10/02/2023 12:57 PM

Opportunities to promote use of existing sports facilities and promote active environments.

Screen Name Redacted

10/02/2023 11:32 PM

Give Birkenhead a much-needed face lift, creating a more pleasant built environment for people who currently work there and for future generations of workers.

**Optional question** (48 response(s), 13 skipped)

**Question type:** Essay Question

**Q5** Can you provide your views on the key objectives for designing the neighbourhood. For each objective, please select whether you agree or disagree.

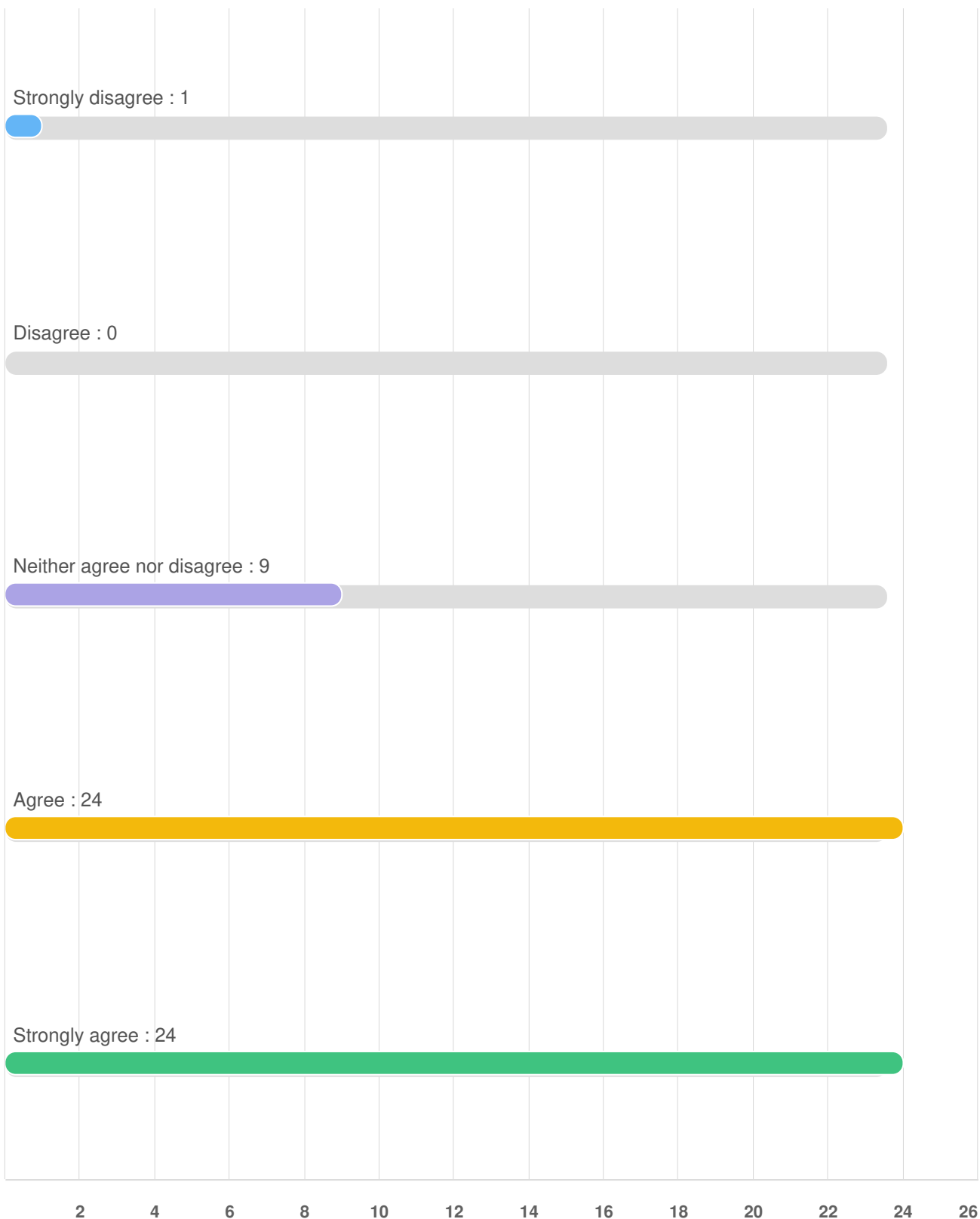


Optional question (60 response(s), 1 skipped)

Question type: Likert Question

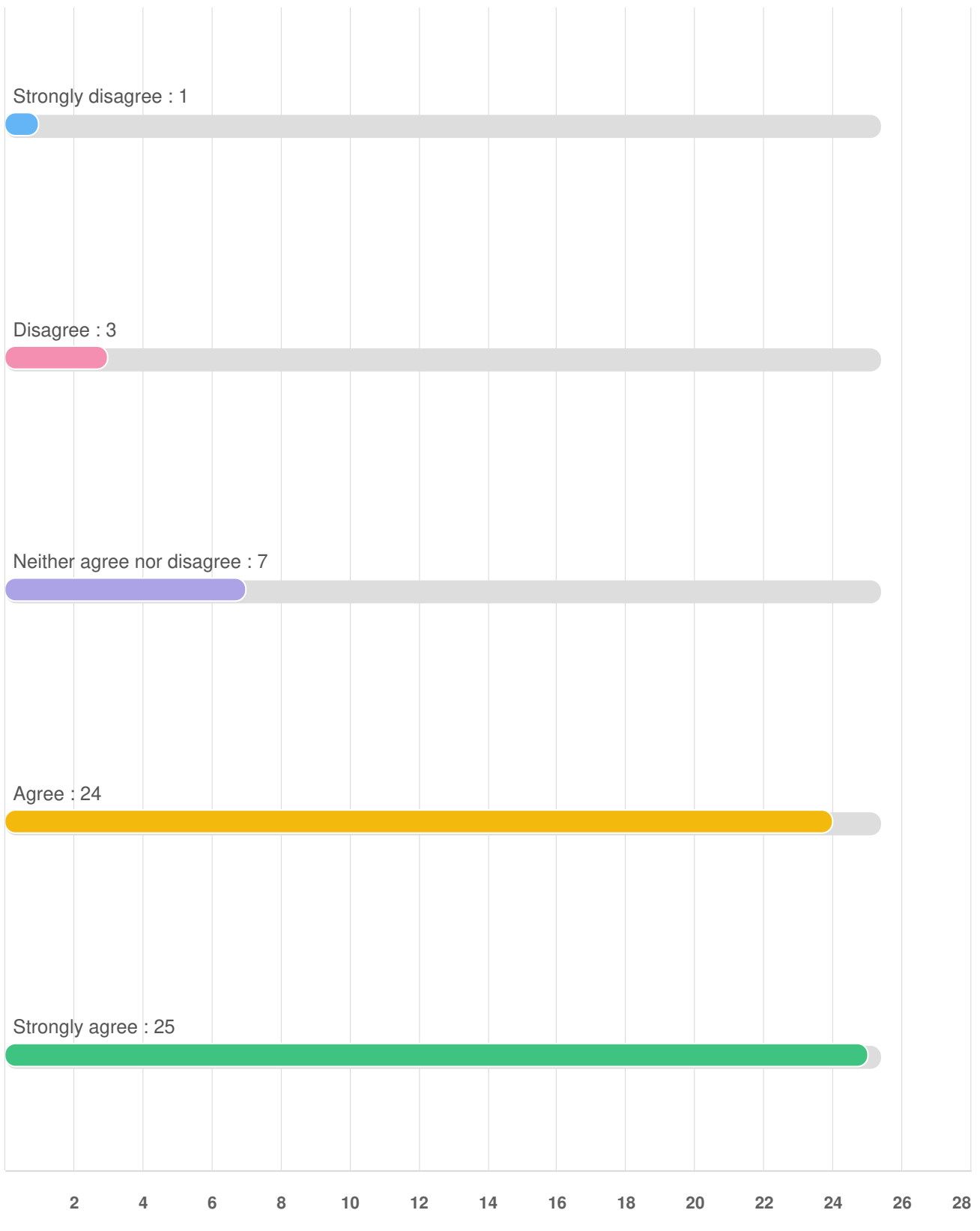
**Q5** | Can you provide your views on the key objectives for designing the neighbourhood. For each objective, please select whether you agree or disagree.

**To promote good design through the development process.**





### To open up investment opportunities for high-quality employment development.



**To meet the needs of business and create attractive and successful workplaces.**

Strongly disagree : 2



Disagree : 2



Neither agree nor disagree : 7



Agree : 23

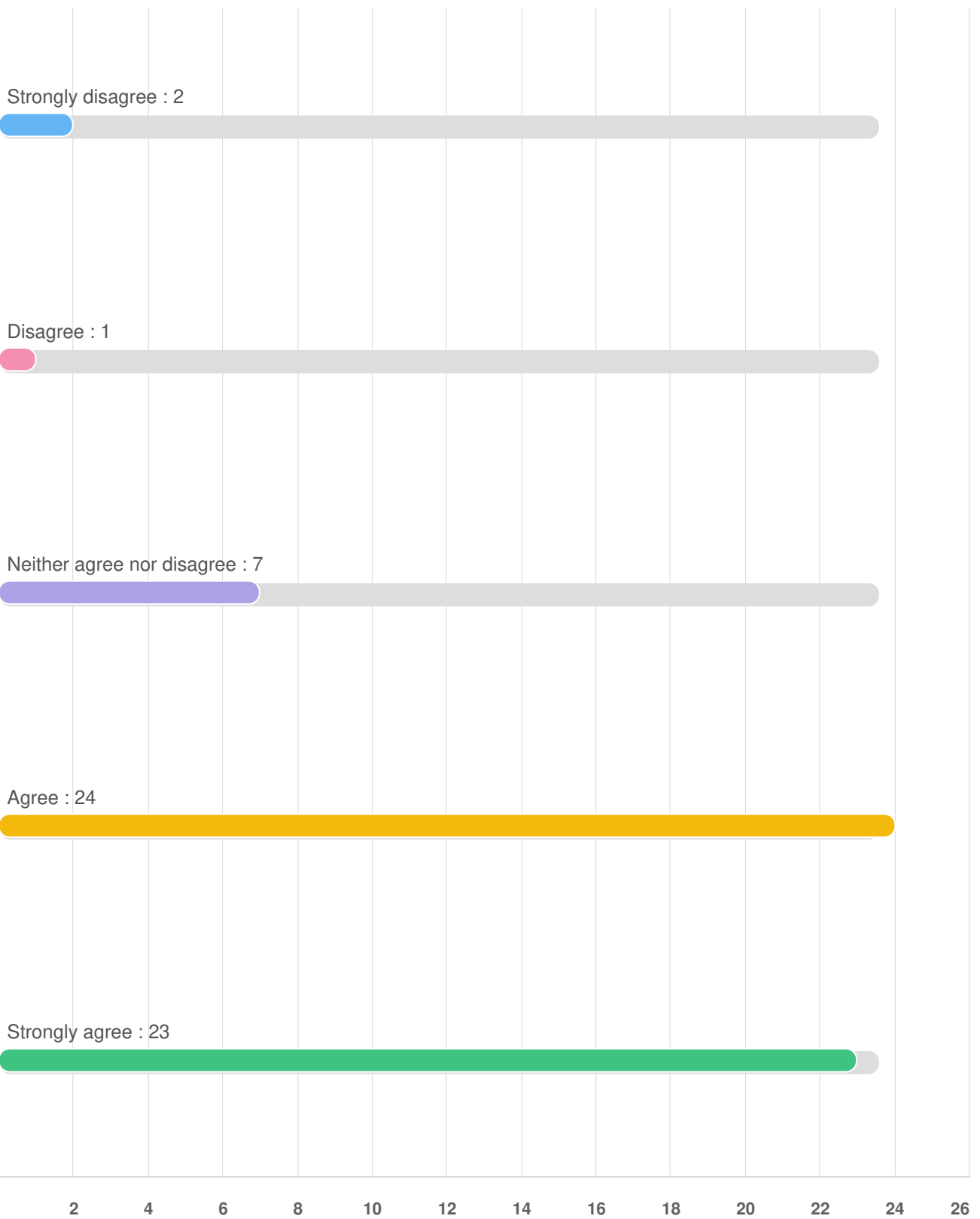


Strongly agree : 25



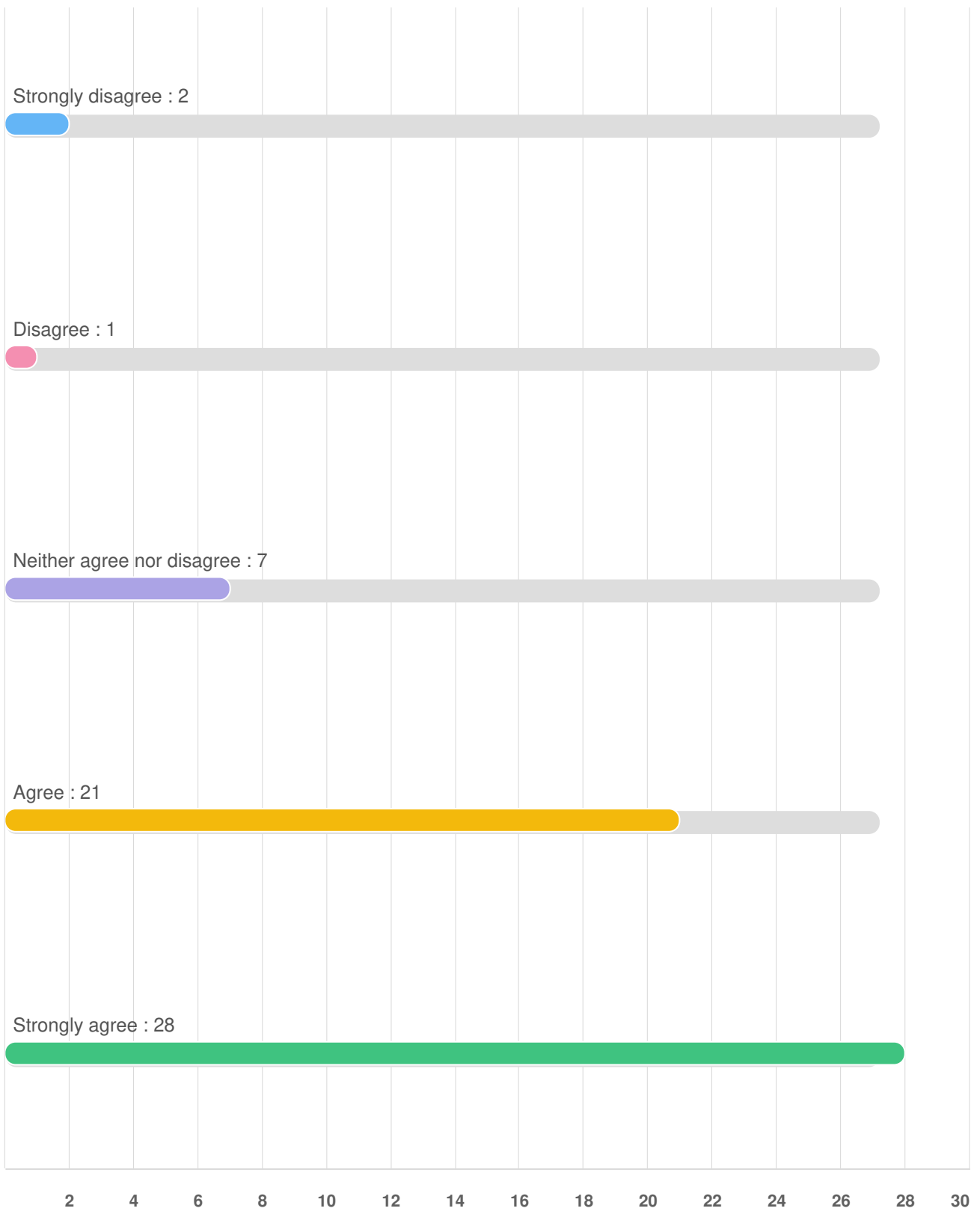
2 4 6 8 10 12 14 16 18 20 22 24 26 28

**To ensure that employment development is sensitive to its context and improves the character and quality of the local area.**

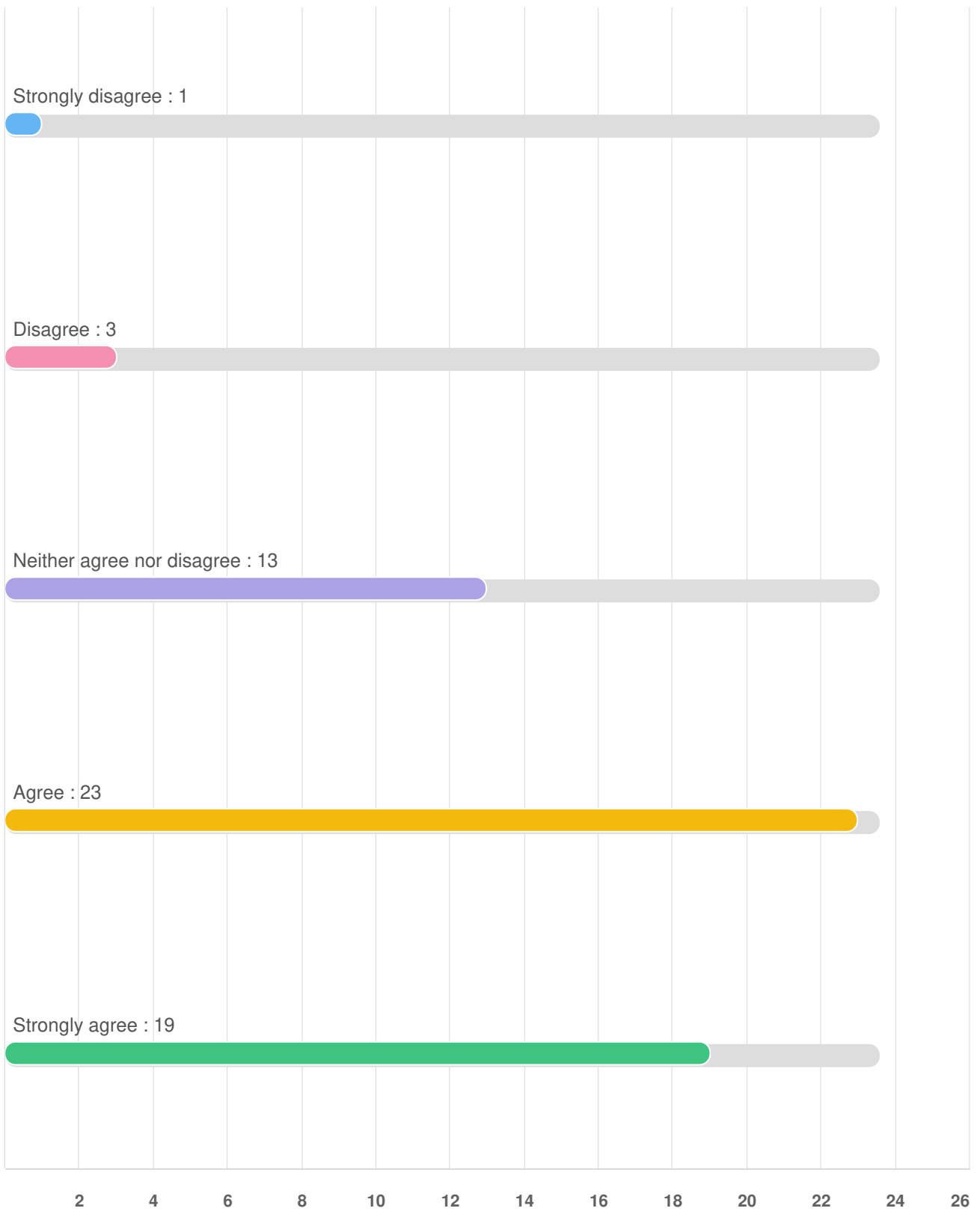




**To create employment development that is well-connected, inclusive and accessible.**



### To enhance place-marketing and inward investment potential.



**To enhance the sense of safety and security within and beyond developments.**

Strongly disagree : 1



Disagree : 2



Neither agree nor disagree : 7



Agree : 29

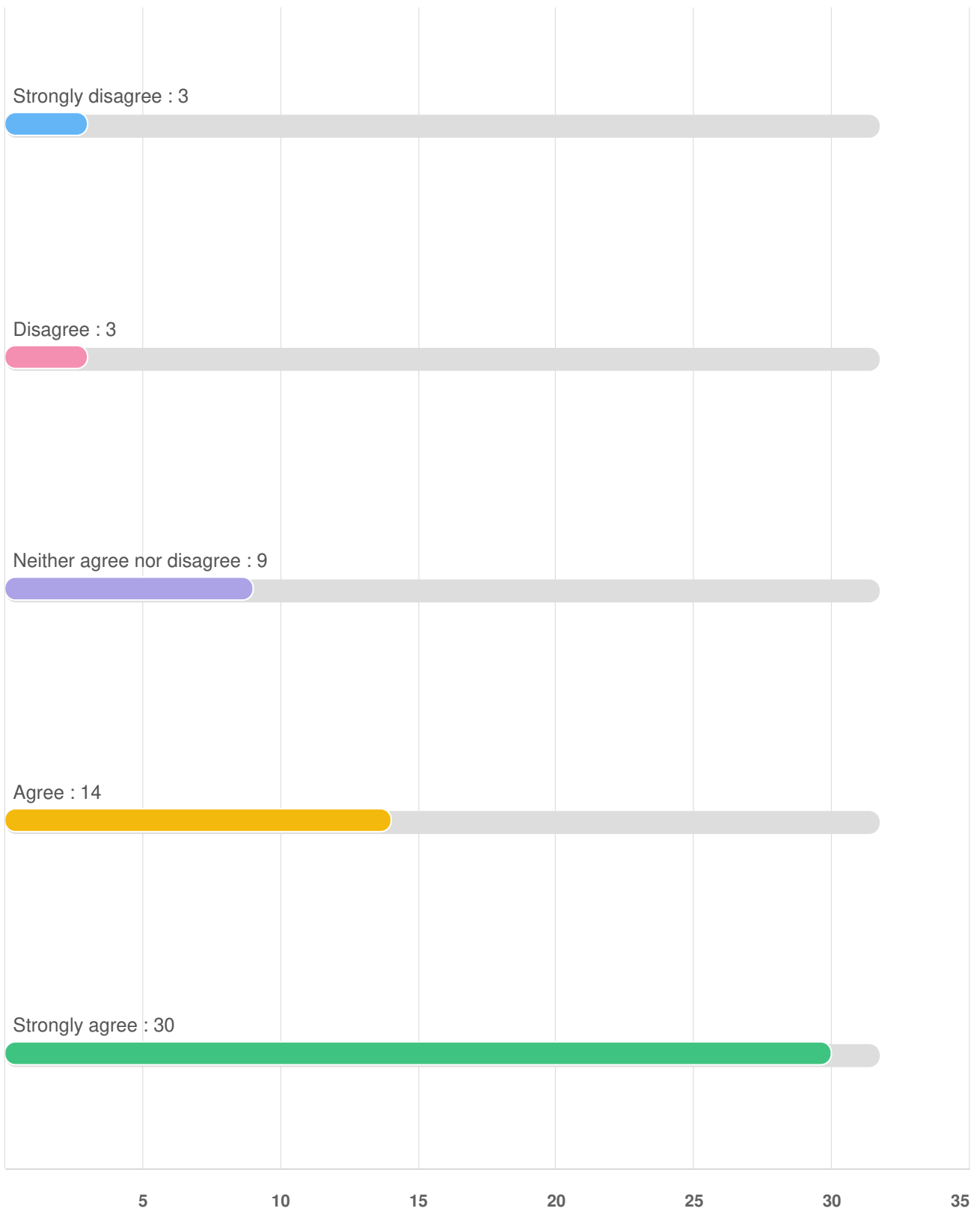


Strongly agree : 21



2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32

**To create a more energy efficient and less polluting development.**



**Q6 | Do you have any concerns about the proposals outlined within the Northside Neighbourhood Framework?**

Screen Name Redacted

7/12/2023 04:48 PM

The areas highlighted include marginal small businesses. i'd be concerned that these are not resilient enough to be moved/ inconvenienced for a long construction period, closed roads/ poor access/ people assuming places are closed and going elsewhere.

Screen Name Redacted

7/12/2023 07:54 PM

As with many public/private partnerships they are a compromise - public sector sensibilities compete with private sector economic realities.. generally, the private sector knows what works and the public sector erects broad guard rails to curb any excess - bear in mind - if your private sector partner wants to do that, you've got the wrong partner!

Screen Name Redacted

7/12/2023 07:57 PM

proposed at the wrong time

Screen Name Redacted

7/12/2023 10:51 PM

It wont bring investment we dont need more garage units as nobody xan afford to start a small business, we need affordable housing, energy and food. We need allotments and better or larger recycling facilities (the queues for the tip is a local repeated phrase!)not more concrete jungles.

Screen Name Redacted

7/13/2023 11:23 AM

Yes, as the owner of The Old House, Limekiln Lane, Wallasey. CH44 5SP the outlined area includes not only my house but also the land to the side of it that was sold to united molasses in 1968. This land was originally part of the The Old House, built in 1627. I have tried to find a contact from Molasses to discuss the land going forward in the hope it could be reclaim by the old house as part of Wirrals Heritage History.

Screen Name Redacted

7/13/2023 05:34 PM

Only if it doesn't interfere with the housing around

Screen Name Redacted

7/14/2023 04:08 PM

That it will simply be a collection of soulless metal boxes with no vibrancy at night. Land values with Wirral Waters motoring ahead should soon justify a more mixed-use approach (not residential) which supports the residential use of Wirral Waters. Should be open, with units sitting in greenspaces - no unwelcoming palisade fences and excessive security. Keep the area busy day and night and natural surveillance will make the area safe.

Screen Name Redacted

my house is included. limekiln lane

7/14/2023 05:57 PM

Screen Name Redacted

7/17/2023 04:39 PM

I'm not sure about the name "Northside" it's too similar to Birkenhead North/Northend and so confusing. Use something more distinctive and organic. Why not, "The Great Float, Birkenhead", or "Wallasey Pool" there's an incredible wealth of history and local identify, buy confuse and hide it.

Screen Name Redacted

7/18/2023 01:24 AM

Is this part of the restricting movement plan and LTN's by providing more local employment? In other words another ploy to keep is caged within zones?

Screen Name Redacted

7/19/2023 08:29 AM

Biggest concern is that cash strapped Wirral council will let it become rundown claiming they have no cash to do anything

Screen Name Redacted

7/20/2023 07:44 PM

Do not penalise cars they are a life line to elderly and people who cannot easily access public transport walk or bike

Screen Name Redacted

7/21/2023 10:33 AM

Unfortunately, the area is difficult to get to by anything other than a car. There isn't a nearby railway station, buses are limited and, because of the busy roads surrounding the area, is unpleasant to walk or cycle to. The proposed design does not consider walking or cycling (as I believe they are required to) and means the area will remain car centric for another 30 or 40 years. There is a cycle path along the East Float, but this is on the wrong side of the Dock Road for the business site and does not connect to the western end of the site. Cycle and footpaths could be added from Old Gorse Lane and Limekiln Lane allowing access to the businesses, while avoiding the Dock Road.

Screen Name Redacted

7/24/2023 04:13 PM

Impact on traffic congestion so close to the Kingsway tunnel entrance from additional business activity in the area.

Screen Name Redacted

7/26/2023 02:27 PM

local businesses are not being consulted or considered. I now have Customers asking if I am CLOSING. I have lost one Customer already due to the release of these plans

Screen Name Redacted

7/29/2023 07:41 AM

Mostly seems to be sound bites and looking pretty. Whether it can achieve the objectives is another matter as it is bitty.

Screen Name Redacted  
8/01/2023 10:40 AM

That these new developments would be faceless structures and of no benefit to the local inhabitants in terms of improving the neighbourhood. That it might only be for the investors and those travelling in to work every day.

Screen Name Redacted  
8/05/2023 06:41 PM

Affects on Limekiln lane residents

Screen Name Redacted  
8/10/2023 06:41 PM

None

Screen Name Redacted  
8/10/2023 06:55 PM

It is financially viable and will not increase Council Tax

Screen Name Redacted  
8/10/2023 07:32 PM

Yes. I am concerned that your survey is skewed towards the agreement of residents / stakeholders, without sufficient information about what is planned. Whilst neglect and underuse is not good, not all development is right for the locale. There is no detail about traffic management or what facilities will be provided, what kinds of business are planned - is it retail, food, office space. The wrong businesses could create anti social behaviour.

Screen Name Redacted  
8/11/2023 06:58 AM

Yes, this seems to be another sham consultation by the council. The nitride neighbourhood doesn't exist. You don't explain anywhere I can access what your plans are. No I am not popping into Birkenhead, it's more likely that I'll visit Kazakhstan!

Screen Name Redacted  
8/11/2023 09:15 AM

There are not enough cycleways, tramways and rail links.

Screen Name Redacted  
8/11/2023 09:19 AM

Lots and lots of extra car parking, but no extra public transport, and retaining the poorly designed and thought out active travel paths

Screen Name Redacted  
8/11/2023 10:38 AM

Priority care for public transport, pedestrians and cyclists above cars and good separation of cars/ commercial vehicles from people us vital

Screen Name Redacted  
8/11/2023 12:55 PM

Public transport links

Screen Name Redacted  
8/12/2023 02:24 PM

From reviewing the Framework document my over-riding thought is that there is (a) a serious lack of ambition within it, and (b) little

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thinking of what types of businesses it is looking to target or how that will be achieved. In relation to the latter point, I see only a plan to "enable businesses to relocate from other areas in Birkenhead" so there will be little or no net gain for the local or wider economy. A good example of the lack of ambition is for one of the sites to potentially be a depot for the Council. Another 2 sites being earmarked storage areas.

Screen Name Redacted

8/12/2023 10:17 PM

The key to the success of the project is business demand. The project will not succeed unless a) the demand exists, b) the space and surrounding facilities are attractive and c) there are suitably skilled employees available locally.

Screen Name Redacted

8/13/2023 09:49 AM

I agree all these look very positive. Let's hope no one opts for the lowest quotes, with potential bankruptcy; that quality is maintained throughout.

Screen Name Redacted

8/15/2023 04:55 PM

safe disposal of existing components of the area

Screen Name Redacted

8/16/2023 03:11 PM

The removal of Soccer Dome, this business and its affordability to working parents is an integral part of the area. I travel the UK extensively for work and I highly doubt this scheme will entice an high level employment to the area especially with the transport links by road to the area poor and becoming worse by the cycling lanes and 20mph schemes

Screen Name Redacted

8/17/2023 11:39 PM

Yes I don't like the way you think low traffic areas is a practical way forward tell me how I'm supposed to get three children of to school and nursery in the middle of winter all before 8:30am on a bike or the public transport that never comes I need to drive to get to work to get to school to get to the shops to live my life without stress what you are proposing is that we all Troy off and pay for the privilege of driving our cars just to survive to hold down a job Think again we can't all hop on a bike

Screen Name Redacted

8/18/2023 11:59 AM

See above.

Screen Name Redacted

8/21/2023 04:19 PM

Ability to secure sufficient funding. Phasing needs to be kept in sync with neighbouring developments.



Screen Name Redacted  
8/21/2023 05:11 PM

Depending on what industry is being created. Near to dense housing so levels of pollution and noise would have to be considered

Screen Name Redacted  
8/21/2023 11:19 PM

That the area remains connected only by motor vehicle and that the infrastructure for buses, trams, cycles, and walking is not invested in. A large percentage of people in Birkenhead and Tranmere do not own a vehicle. If the workforce is to be found locally, then this has to be taken into consideration.

Screen Name Redacted  
8/24/2023 03:05 PM

Concern would be around transport infrastructure, the development will increase the number of vehicles using the dock road so please take this into account as we already have queues of traffic on the dock road at rush hour times. Also include the use of bike lanes.

Screen Name Redacted  
8/24/2023 05:43 PM

No

Screen Name Redacted  
9/01/2023 02:07 PM

Yes, there's no \*money\* behind them - it's just a waffly airy-fairy concept of the Council's. It needs £billions spent on it - so start spending & start giving away free business building plots in return for investment!

Screen Name Redacted  
9/08/2023 04:48 PM

No

Screen Name Redacted  
9/08/2023 06:17 PM

Yes Too much money goes to those who pay the least council tax

Screen Name Redacted  
9/08/2023 09:12 PM

That the developer will take shortcuts and so the opportunity to improve the environment will be lost.

Screen Name Redacted  
9/09/2023 07:48 PM

N/A

Screen Name Redacted  
9/10/2023 08:03 PM

minimum disruption to residents and current business users to allow continuance of residing business and cashflow in area

Screen Name Redacted  
9/12/2023 10:01 PM

are there any traditional style buildings that enhance the character of the area and it's heritage

Screen Name Redacted

9/15/2023 07:01 PM

How it will compete against other developments across the region.

Screen Name Redacted

9/15/2023 07:19 PM

Existing employment providers must be protected to continue in business.

Screen Name Redacted

9/17/2023 03:15 PM

That it will be sub standard imvesent or sub standard provision of much needed, well paying employment.

Screen Name Redacted

9/19/2023 06:55 PM

Yes I sent the council etc, all the companies planning to develop or are developing in these areas already about the housing issues, but they never replied to me.

Screen Name Redacted

10/02/2023 12:57 PM

It is essential therefore that the masterplan reflects and complies with national planning policy for sport as set out in the NPPF with particular reference to Paragraphs 98 and 99. It is also important to be aware of Sport England's statutory consultee role in protecting playing fields and the presumption against the loss of playing field land. Sport England's playing fields policy is set out in our Playing Fields Policy and Guidance document - <http://www.sportengland.org/playingfieldspolicy> Sport England would welcome a formal pre application enquiry with regards to the proposed works to/adjacent to Poulton Victoria Sports Club so that Sport England can assess any development proposal against its Planning Policy Exceptions as well as against paragraph 99 and 187. Sport England have concerns about the proposed loss of changing facilities at Limekiln Lane as this would mean the loss of playing field. Sport England would like clarification in terms of whether they would be suitably replaced in accordance with our policy and paragraph 99 of the NPPF? Furthermore, it is unclear if the proposal has considered any potential noise, ball strike issues associated with the playing field in question in accordance with paragraph 187 of the NPPF?

Screen Name Redacted

10/02/2023 05:33 PM

Sense issues relocating existing businesses within the boundary. Important to have improved sustainable transport links in from day 1

Screen Name Redacted

10/02/2023 11:32 PM

Concerns that everything will fall behind schedule, costs will increase through delays and inflation and that ambitious plans will have to be pared down.

**Optional question** (52 response(s), 9 skipped)

**Question type:** Essay Question

**Q7 | Do you have any other comments or suggestions you would like to make about the Northside Neighbourhood Framework?**

Screen Name Redacted

7/12/2023 04:48 PM

I'm happy that the light industry of birkenhead is being celebrated and developed as a focus for this neighbourhood

Screen Name Redacted

7/12/2023 07:54 PM

Do not delay. The market is evolving you can adapt while moving forward x there is never a moment when all is stable, consistent or predictable

Screen Name Redacted

7/12/2023 10:51 PM

We need to invest in our children theres nothing for them to do a skate park or youth club would prove popular and benefits all who live in seacombe and limekiln lane areas

Screen Name Redacted

7/14/2023 04:08 PM

Should be more ambitious and better connected

Screen Name Redacted

7/17/2023 04:39 PM

The balance needs to be right that footfall isnt' taken from Birkenhead centre with its existing public transport infrastructure. I'd say office jobs in Birkenhead and blue collar or hands on jobs in The Great Float. It could resemble Trafford Park industrial park, but with better design principles, accommodation for pedestrians and better landscaping.

Screen Name Redacted

7/18/2023 01:24 AM

There's much talk about the insanity of net zero carbon goals. Building materials contradict this narrative don't they? You can't have a net zero carbon agenda whilst proposing prolonged redevelopment.

Screen Name Redacted

7/19/2023 08:27 AM

I can see this being a area like Birkenhead soon with regeneration after regeneration. Wirral council have ruined Birkenhead and haven't got it right with the 3 or 4 regeneration of the area in my lifetime how will this work? The council have no money for parks but want to open a new one. The area will become rundown due to Wirral council neglecting it

Screen Name Redacted

7/21/2023 10:33 AM

This area does need investment, but the proposed design does nothing to attract businesses to the area nor provide facilities to the

houses being built along the East Float.

Screen Name Redacted

7/24/2023 04:13 PM

No.

Screen Name Redacted

7/26/2023 11:09 AM

I hope that the development outlined in the Framework come off as it will improve the local area for industry and residential

Screen Name Redacted

7/26/2023 02:27 PM

Speak to the businesses that will be affected by these plans before publishing things that may effect their businesses.

Screen Name Redacted

8/01/2023 10:40 AM

Ensure that developments are going to be of actual benefit to local people and not only look aesthetically pleasing to investors and potential new employees/employers. Provide neighbourhood amenities for the local people and not only to benefit day trippers and tourists.

Screen Name Redacted

8/05/2023 06:41 PM

Don't forget residences on both sides of limekiln lane

Screen Name Redacted

8/10/2023 06:55 PM

High speed internet, high level of insulation for any homes or businesses.

Screen Name Redacted

8/10/2023 07:32 PM

Yes. Please provide more detail, so that the survey is more meaningful.

Screen Name Redacted

8/10/2023 07:57 PM

I cycled along the new cycle path on the Wallasey Dock Road the other day. The path was made of uneven bricks and went down and up every time it met a side road. Please promise you won't make these basic mistakes again. The cycle path/s on Fender Lane is an example of how cycle paths should be.

Screen Name Redacted

8/11/2023 06:58 AM

Tell us in basic terms what you are doing then I'll be able to comment . After a lifetime of failed planning projects, golf resorts, ocean domes etc I wouldn't trust you to plan a night in a pub. You seem to have no idea just how much you are out of touch.

Screen Name Redacted

8/11/2023 09:15 AM

Don't put a stupid non specific roundabout in like on the four bridges.

Screen Name Redacted

8/11/2023 09:19 AM

more public transport, join up the active travel paths, with lots more access points to the existing ones. Less car parking

Screen Name Redacted

8/11/2023 10:38 AM

Ensure the highest levels of sustainability and carbon neutrality of all developments - planners and architects are quite capable of this!

Screen Name Redacted

8/12/2023 02:24 PM

There is a vague reference to the area now having Freeport status, but not plan about how that could be utilised to attract sectors or businesses which would make a tangible contribution to supporting the economic development. Rather than industrial units and vehicle storage sites, the tax benefits of such a site should be utilised to bring about nationally significant development and employment uses in areas such as technology, advanced manufacturing, pharma etc. To use such land for anything else would be extremely short-term and a wasted opportunity. It would be better to develop nothing for 5-10 years rather than waste ket land and sites for low productivity activities and low modest employment opportunities (in both scale and value).

Screen Name Redacted

8/12/2023 10:17 PM

I am strongly in favour of improving the area and the availability of good quality premises to attract businesses to the area and support the proposals from the Council to try and achieve this.

Screen Name Redacted

8/13/2023 09:49 AM

Regarding a new market PLEASE ensure if it is built that traditional open sided stalls are installed. It is the essence of a market to browse without feeling committed. Cf St Johns Liverpool market . . .no market atmosphere!

Screen Name Redacted

8/15/2023 04:55 PM

access to all with good clear road improvements

Screen Name Redacted

8/17/2023 11:39 PM

See above

Screen Name Redacted

8/18/2023 11:59 AM

See above.

Screen Name Redacted

8/21/2023 05:11 PM

I hope it doesn't take over 20 years to get going like the Wirral Waters project, otherwise anyone over 40 won't benefit from it.

|   |   |
|---|---|
| Screen Name Redacted<br>8/24/2023 03:05 PM  | No  |
| Screen Name Redacted<br>8/24/2023 05:43 PM  | Much needed proposal that can deliver sustainable employment  |
| Screen Name Redacted<br>9/01/2023 02:07 PM  | Hurry up!!!   |
| Screen Name Redacted<br>9/08/2023 06:17 PM  | Yes Leave it to rot   |
| Screen Name Redacted<br>9/08/2023 09:12 PM  | That it should not be separate to the existing neighbourhood. It should be joined up so that the development is sustainable.  |
| Screen Name Redacted<br>9/09/2023 07:48 PM  | N/A   |
| Screen Name Redacted<br>9/10/2023 08:03 PM  | local employed workers in clearance and build before wider business and local businesses opening/expanding  |
| Screen Name Redacted<br>9/12/2023 10:01 PM  | trees and garden areas are only respected when they are cared for, wbc dont seem to have the money to keep these areas maintained   |
| Screen Name Redacted<br>9/15/2023 07:01 PM  | N/A   |
| Screen Name Redacted<br>9/17/2023 03:15 PM  | Public transport to not just wallasey and Birkenhead town centres is a must.  |
| Screen Name Redacted<br>9/19/2023 06:55 PM  | Yes I sent the council etc, all the companies planning to develop or are developing in these areas already about the housing issues, but they never replied to me.  |
| Screen Name Redacted<br>10/02/2023 12:57 PM | In line with the Government's NPPF (including Section 8) and its Planning Practice Guidance (Health and wellbeing section), links below, consideration should also be given to how any new development, especially for new housing, will provide opportunities for people to lead healthy lifestyles and create healthy communities. Sport England's Active Design guidance can be used to help with this |

when developing the masterplan. Active Design, provides ten principles to help ensure the design and layout of development encourages and promotes participation in sport and physical activity. The guidance, and its accompanying checklist, could also be used in the development of the masterplan to help undertake an assessment of how the design and layout of the area currently enables people to lead active lifestyles and what could be improved. NPPF Section 8: <https://www.gov.uk/guidance/national-planning-policy-framework/8-promoting-healthy-communities> PPG Health and wellbeing section: <https://www.gov.uk/guidance/health-and-wellbeing> Sport England's Active Design Guidance: <https://www.sportengland.org/activedesign>

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10/02/2023 11:32 PM

Give the project a more inspiring name. Anything with 'side' in it reminds me of Humberside and Merseyside which are damned awful depressing names for counties. Anything with 'side' in it implies it's not at the centre of things - out on a limb, as it were.

**Optional question** (40 response(s), 21 skipped)

**Question type:** Essay Question