Outreach Consultation Report
Stage 1

On behalf of Wirral Growth Company
Sep 2021

Your Neighbourhood, Your Say

WIRRAL GROWTH COMPANY

A joint venture between

WIRRAL muse

Barton Willmore LLP
Tower 12
18/22 Bridge St
Spinningfields
Manchester
M3 3BZ

Telephone
0161 817 4900

Email
greg.dickson@
bartonwillmore.co.uk

Reference
29343/A5/JC/NR

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Outreach Consultation Report Stage 1:
Your Neighbourhood, Your Say

Contents

1.0 Introduction 04

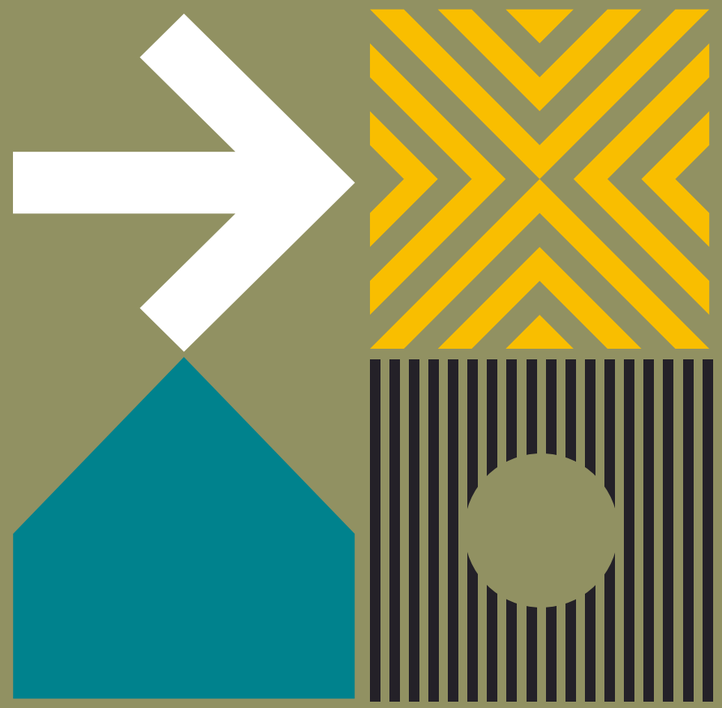
2.0 Approach to Communication & Engagement 08

3.0 Summary of Feedback 22

4.0 Summary of Findings & Action Plan 40

5.0 Appendices 44

1.0 Introduction



Purpose of this Report

1.1 During spring 2021, Wirral Growth Company (WGC) carried out its first stage of stakeholder and community consultation to invite comment and feedback on the emerging draft master-plan for the Priority Site that is located between Pasture Road and Knutsford Road, Moreton ('the Site').

1.2 Due to restrictions associated with the COVID-19 pandemic, the consultation was held virtually, via a dedicated consultation page on WGC's website and through online workshops. The consultation period ran from 15th March 2021 to 16th April 2021.

1.3 The purpose of the consultation was to gain initial thoughts and comments on the emerging draft master plan for the Site from local people, organisation and businesses. The outcomes from the consultation have been considered and the emerging draft master plan for the Site are currently being revisited.

1.4 This Report identifies the activities undertaken as part of the consultation process, provides a summary of the responses received and details the key considerations and priorities that need to be addressed in preparing the master plan that is proposed to be submitted to support a hybrid planning application later this year.

Delivering a high quality development

1.5 WGC is committed to bringing positive change to Moreton through the development of new homes, local amenities and facilities for the local community. The emerging draft master plan has taken on board comments captured from the local community, stakeholders and organisations during the consultation to present the most suitable proposal for the Site.

1.6 Continuing to engage with and involve the local community is critical to the progress of WGC's vision and ambitions for the land between Pasture Road and Knutsford Rd. By listening to the views of stakeholders and the community, WGC can create a master plan for the Site that benefits the local community.

The proposed development

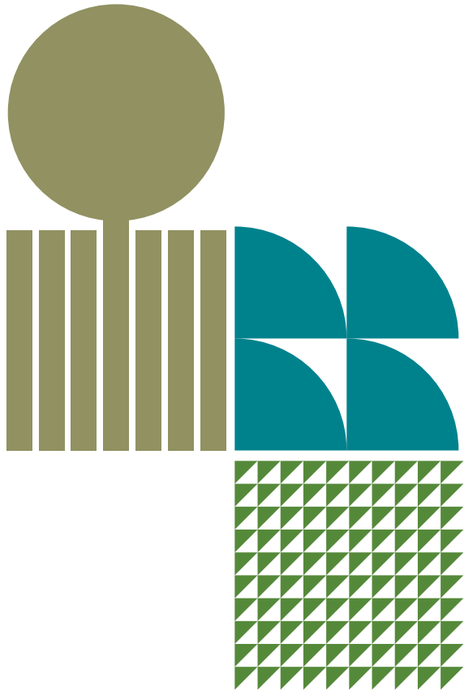
1.7 The emerging draft master plan that formed the basis of the Stage 1 consultation confirms that WGC proposes to progress a hybrid planning application for the phased redevelopment of the land between Pasture Road at Knutsford Road (Moreton). It is proposed that the detailed planning application would include for:

- The construction of a new food store (Use Class E) together with servicing, access, car parking, landscaping and all other associated works (to be delivered by Lidl UK GMBH); and
- An extension to the front of Moreton Library (Use Class F1).

1.8 It is proposed that the outline planning permission (with all matters save for access reserved for future consideration) would include for:

- Development of a care / extra care housing development (Use Class C2 or C3) providing up to 75 self-contained apartment units, staff accommodation and ancillary facilities with associated (private) amenity space, landscaping, access, car parking and infrastructure; and
- The development of up to 46 family homes (Use Class C3) with associated services, drainage, access arrangements, car parking and alterations and improvement works to the public highway."

1.9 At this stage in the design process, the detailed part of the application (as set out at paragraph 1.7 above) will comprise of the first phase the proposed development. The outline element (as set out at paragraph 1.98 above) will seek to establish the principles for the future development of the wider Site.



Statement structure

1.10 This statement is structured as follows:

Section 2 summarises the methods used to advertise the consultation as well as the methods used to engage with people from across the Wirral

Section 3 provides a breakdown the comments received during the consultation period, and

Section 4 summarises the key considerations and priorities that need to be addressed when refining the master plan.

2.0 Approach to Communication & Engagement

Introduction

2.1 The local community is at the heart of WGC's vision and ambitions for the development proposals at Moreton. The purpose of the consultation was to understand views of local residents and stakeholders to help identify and address potential issues and to enable WGC to create a master plan which will lead to new opportunities, new developments, sustainable growth and prosperity for all.

2.2 WGC acknowledge that a flexible approach to engagement and consultation is important so that any issues, concerns, suggestions and ideas identified throughout the engagement process can be considered as part of drafting the master plan moving forward.

2.3 To generate awareness, interest and support for the development proposals in Moreton, a meaningful programme of communication and engagement with stakeholders has been deployed. The methods of consultation undertaken by WGC included:

- Presentation to local Ward Councillors;
- On-going consultation with Ward Councillors;
- Presentation to Stakeholders;
- Advertising
- Dedicated email / phone 'hotline';
- Press activity;
- Virtual resident 'drop-in' sessions;
- On-site meetings with Moreton in Bloom; and
- Workshop with local primary school class.
- Press activity;

2.4 Further information on each of the approaches is set out on the next page ›

Presentation to local Ward councillors

2.5 Members of Moreton West and Saughall Massie and Moreton East and Hoylake were engaged with prior to the launch of the online consultation on 15th March. WGC held a virtual session via Microsoft (MS) Teams on 8th February 2021. As representatives of the local community, it was important that members were briefed on the proposed development and the consultation strategy for the Site at Pasture Road.

2.6 The format of the presentation was as follows:

- **An introduction to the WGC;**
- **Proposed Master plan;**
- **The Site and Site Analysis;**
- **Consultation Process;**
- **Planning application - including outline and detailed elements**
- **Key benefits; and**
- **Next steps.**

2.7 At the briefing Members were also offered the opportunity to ask the project team any questions they may have following the presentation. A summary of the questions and issues raised is detailed at Section 3 of this Statement.

On-going consultation with Ward Councillors

2.8 Following on from the virtual briefing session with Ward Councillors, a dialogue between WGC and the Councillors has been upheld.

2.9 During the progress of the application, local elections to elect new Ward Councillors took place. To ensure completeness and inclusiveness, representatives from WGC project team have since met with the newly elected Ward Councillors to brief them on the proposals.

2.10 Further meetings between WGC and the Ward Councillors are being organised and are expected to take place during the months leading up to the submission of the application.

Presentation to Stakeholders

2.11 WGC also held a virtual session for Stakeholders. This was again held via MS Teams and took place on the 12th March, following the same format as the Member's presentation. Representatives from the following organisations were invited to this session:

- **Moreton Library Friends**
- **Wirral Lifelong Learning**
- **Involve Northwest / Reachout**
- **Citizens Advice Wirral**
- **Age UK**
- **Moreton Library**
- **Wirral UKTA Taekwon-do School**
- **Moreton Community Centre**
- **Outreach Project**

2.12 Local Ward Councillors also requested to attend this session; in total, 22 stakeholders and 4 Councillors joined the session, and were again offered the opportunity to ask the project team any questions. A summary of the questions and issues raised at the Stakeholders presentation is detailed at Section 3 of this Statement.

Advertising

2.13 To ensure that the consultation reached as wide an audience as possible, details of the consultation were advertised on a variety of communication channels. This included:

Leaflets which were distributed to over 14,000 properties in Moreton, as per the consultation boundary set out at Figure 1 below.

Figure 1
Consultation Boundary

Bus Shelter Advertising from 23rd March for 4 weeks at 4 locations:

- Hoylake Road / Moreton Cross / Upton Road o / s 225 Moreton / Wirral
- Hoylake Road near Action Lane opp. 383 Moreton / Wirral
- Leasowe Road / Castleway Northin Layby o / n no. 475 Leasowe / Wallasey Wirral.

Posters within local post office, shops and pharmacies.

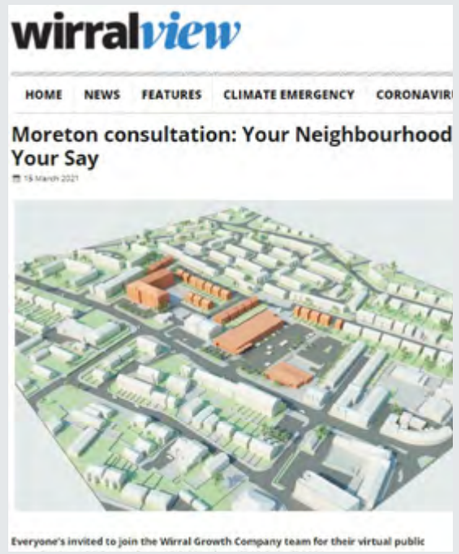
Social Media

- Twitter
- Instagram

Online

- WGC Website
- Wirral Globe Article

2.14 Evidence of the various advertising methods are shown in Figure 2 below.



Website

2.15 WGC has a dedicated website **(wirralgrowthcompany.co.uk)** which provides all interested parties the opportunity to view information on the WGC, as well the priority sites which are being brought forward.

2.16 Due to the COVID-19 pandemic, face-to-face consultation was not allowed. A dedicated web page for Moreton was created **(wirralgrowthcompany.co.uk/moreton)**, which provided specific details on the proposals for the Land between Pasture Road and Knutsford Road, and enabled interested parties to make comments via an interactive feedback form.

2.17 Due to the COVID-19 pandemic, face-to-face consultation was not allowed. A dedicated web page for Moreton was created **(wirralgrowthcompany.co.uk/moreton)**, which provided specific details on the proposals for the Land between Pasture Road and Knutsford Road, and enabled interested parties to make comments via an interactive feedback form on Knutsford Road, and enabled interested parties to make comments via an interactive feedback form.

2.18 **In total, 559 responses to the consultation were received** through the dedicated web page. This equates to 96.7% of questionnaire responses received.

2.19 The website will continue to operate throughout the lifetime of the project from this initial consultation through to the delivery of the development. It will be updated and used to maintain communication with key stakeholders and local people. Any future updates will be advertised and tweeted by WGC. A screen shot of the consultation homepage is included in Figure 3.

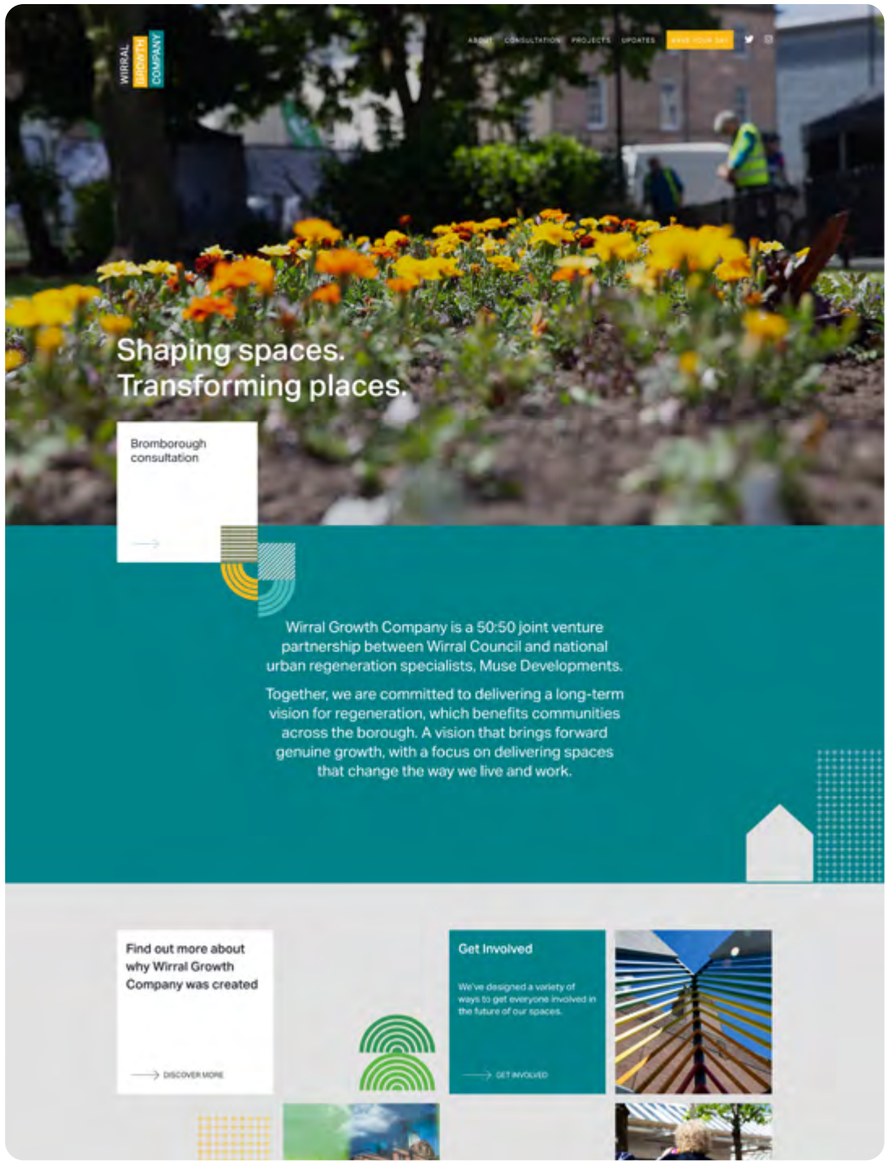


Figure 3
Website

Dedicated email Phone 'hotline'

2.20 WGC acknowledges that not all members of the public have access to the internet. As such, the leaflet, which was distributed to the properties within the consultation boundary, advertised a dedicated phone number where residents could request a hard copy of the detailed proposals and feedback form, as well ask questions or give feedback over the phone.

2.21 In total, WGC received 41 requests for a hard copy of the information to be sent via post. The hard copy which was send out to these residents is attached at **Appendix 1**. From these consultation packs, 19 hard copy questionnaire responses were returned from stakeholders, equating to 3.3% of all questionnaire responses received.

2.22 In addition to the above, 12 telephone responses to the consultation were received. These calls were noted and a summary of the questions and issues raised is detailed at Section 3 of this Statement.

2.23 The WGC email address (**hello@wirralgrowthcompany.co.uk**) provided an additional method of contact for interested parties and will continue to be monitored. A total of 24 email query responses were received in relation to the development at Pasture Road.

Press activity

2.24 During the consultation period, the emerging draft master plan was subject to press activity. An article was published in the Liverpool Echo on 29th April 2021. A copy of this Article is enclosed at **Appendix 2**.

Resident 'drop-in' sessions

2.25 To address a number of queries raised by residents, WGC held two virtual consultation 'drop-in' sessions on 31st March and 9th April 2021, held via Microsoft Teams. These sessions were attended by a representative of the Moreton-in-Bloom community group, alongside a representative of the Methodist Church. The representatives of the community collated resident queries and concerns through a dedicated Facebook page, which is open to all members of the public. At the time of writing this Statement, the Facebook residents forum had 647 members.

2.26 Both sessions were recorded and made available on the WGC website, as well as the Facebook page, for all members of the community to view the project team's responses to the queries raised.

Event for Birkenhead's market traders

2.27 A Representative from Wirral Council's Neighbourhoods and Engagement Team met on the Site with two representatives from Moreton in Bloom Community Group on 10th Sep 2021. The purpose of this meeting was to discuss the potential of this site being identified as a possible community asset transfer for a community garden should there be interest in this idea from the community.

Workshop with local Primary School class

2.28 Following the launch of the public consultation, an email was received from a Year 3 teacher from Christ Church C of E Primary School, a local primary school located approximately 500m south of the Site. The email set out that, as part of the curriculum 'Our Local Geography', the students had engaged with the Pasture Road consultation in their lessons and were planning to visit the Site. The school invited the planning team to hold a workshop for the Year 3 class to explain the proposals and provide opportunity for any questions to be asked.

2.29 WGC welcomed the opportunity to engage with the school, and used Twitter as a platform of communication with the school, as per Figure 4 below.

2.30 Following further email communication, a workshop was held with the Year 3 class via Zoom on 20th May 2021. During the workshop, the students were provided the opportunity to talk through the proposals with planners from Barton Willmore, and ask questions. Following the workshop, the school shared the images of the session on Twitter. Extracts of these are provided at Figure 5 below.

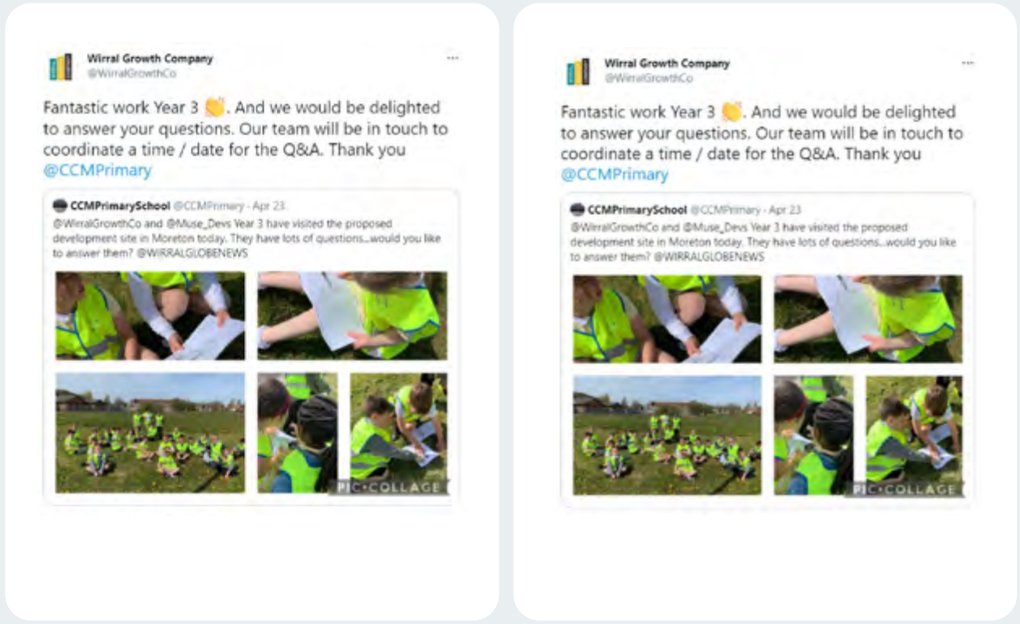


Figure 4
Social media engagement with Christ Church CofE Primary School

Figure 5
Tweets from Christ Church C of E Primary School

Summary

2.31 WGC has used a range of digital and traditional communication methods and activities to spark an informed discussion about the emerging draft master plan for the Land between Pasture Road and Knutsford Road, Moreton. The open and transparent approach to consultation has ensured that as many people as possible have been made aware of the emerging draft master plan. The engagement process was designed to encourage as much comment and feedback as possible on the proposals and to understand the proposals which were supported as well as areas that could be improved.

2.32 WGC is committed to testing and refining the emerging draft master plan. Once this has been prepared, WGC proposes to host a Stage 1 consultation with local people regarding the updated/amended master plan for the Site. It is envisaged that the next stage of consultation (Stage 1) will take place in the late summer / early autumn of 2021.

3.0 Summary of Feedback

Introduction

3.1 This section summarises the feedback and comments received in response to the consultation.

3.2 The feedback collated is intended to be used in the preparation of a revised master plan for the Site. Feedback to the consultation was provided through the following means:

4 Local Ward Councillors, of Leasowe and Moreton East and Moreton West and Saughall Massie attended the Briefing Presentation in February 2021;

22 Stakeholders attended a second Briefing Presentation in March 2021;

600 Visits to the WGC website during the consultation period;

559 Forms received online via the WGC website;

19 Comment forms received via the free post address;

24 Responses received via the WGC email;

12 Responses received via the dedicated consultation hotline;

2 Virtual ‘drop-in’ sessions for residents held in March and April 2021; and a workshop with a local primary school in May 2021.

3.3 A summary of the discussions and comments received from the various methods is set out on the next page.

Members briefing (February 2021)

3.4 WGC held a virtual meeting via MS Teams on 8th February 2021. During this meeting, members of the project team presented the proposed development for Moreton to local Ward Councillors.

3.5 As detailed in Section 2, the purpose of this presentation was to primarily brief the Ward Councillors on the WGC and the proposals for the Land between Pasture Road and Knutsford Road, Moreton. At the end of the presentation, there was an opportunity for Members to express their views and ask any questions they may have on the proposals.

3.6 **Table 1** opposite summarises the feedback received in response to the presentation.

Summary of Comments from the Members Briefing

Theme	Summary of Comments
Youth Offer	The Councillors raised some concern over the proposed youth provision in comparison to the existing provision. In particular, Members wanted to ensure that the existing clubs, such as the Taekwondo Club, would be accommodated for. One of the Councillors raised that the Youth Services in Birkenhead are supported by Council/funding arrangements, as a direct comparison, the youth offer for Moreton did not seem as sufficient.
Food Store Offer	With regards to the proposed Lidl food store, the Councillors raised some queries in relation to opening hours, delivery times and servicing, and the potential impact this may have on existing surrounding residents. With regards to car / cycling parking, it was stated that the Members will want to see secure cycle parking for customers.
Open Space	The Councillors questioned any current use of the vacant land and MUGA on the Site. It was confirmed by the Councillors that, although the MUGA is in a poor state of repair and not properly maintained, a group of local parents occasionally clear the area for informal use.
Design / Layout	Queries were raised in relation to the amenity of existing residents on Silverburn Avenue and the relationship with the proposed overspill car park area. The Councillors requested that planting or alternative / sufficient boundary treatment is provided. The Councillors also requested that some consideration is given to the impact on these residents from the floodlit car park. The Councillors also queried if the proposed emergency access from Pasture Road, at the northern boundary of the Site, could be used as a primary access point for the residential area of the Site.
Other Comments	Queries were raised in relation to the flexibility of the master plan and the timescales for the delivery of each phase.

Stakeholders Briefing (March 2021)

3.7 Following the Members briefing presentation, WGC held a second virtual meeting for Local Stakeholders. Following the same structure as the first briefing presentation, members of the project team presented the proposed development for Moreton and then offered an opportunity for individuals to express their views and ask any questions they may have on the proposals.

3.8 As detailed in Section 2, the invite was circulated to a number of organisations, including, but not limited to, the Wirral UKTA Taekwon-do School, Moreton Library staff and Moreton Library Friends, Moreton Community Centre, Citizens Advice Wirral and Age UK.

3.9 A total of 22 Stakeholders attended the briefing session, in addition to the 4 Ward Councillors from Moreton West and Saughall Massie and Leasowe and Moreton East. During the session, limited comments from the Stakeholders were received, however a summary of these comments/responses is set out below.

3.10 A representative from Citizens Advice queried if there would be meeting rooms within the reconfigured Library to accommodate the services that they currently provide within the Library. It was confirmed by the project team that there will be two meeting rooms within the Library that Citizens Advice will have access to.

3.11 A Library staff member queried if there would be a separate access to the youth provision, rather than through the Library. It was confirmed that there remains one entrance point to the Library, however the area located to the rear of the Library is available for the use of the youth, and can also be accessed from the proposed car park.

Feedback from analysis

3.12 As set out above, a feedback form was made available online via the WGC website, or alternatively individuals could ring the consultation hotline to request a hard copy of the consultation pack, including the feedback form, sent in the post. A copy of this feedback form is attached at **Appendix 1**.

3.13 The feedback form was available online until 16th April 2021. With regards to postal responses, some lenience was given past the consultation deadline to ensure all paper responses had been received.

3.14 A total of 578 completed feedback forms were received, comprising 559 online responses (equating to 96.7%) and 19 paper responses (equating to 3.3%).

3.15 Analysis of the responses received in relation to each of the questions set out on the comments form is set out below.

Questions

3.15 **Question 1: What do you think is the most important consideration for the layout of the proposed development?** [1]

- 37% ‘first time buyers / young families’
- 28.2% ‘homes for the elderly’
- 28.2% ‘new foodstore’
- 18.5% ‘high quality design’
- 39.1% ‘improved access to community facilities’
- 48.8% ‘new trees and improved landscaping’
- 39.4% selected ‘providing new car parking’

[1] It should be noted that some respondents provided more than one of the available options and others did not provide an answer. Totalled quantitative results will, therefore, not necessarily equate to 100%.

3.16 The feedback form also provided the opportunity for respondents to specify a different response. 21.3% of those who responded selected ‘other’ and a range of responses were given.

Responses included:

- No more food stores needed - 4.8%
- Other: youth facilities - 3.6%
- Green space / wildlife / park - 3.6%
- Parking - 2.1%
- Community outdoor space - 1.9%
- Healthcare / GP surgery / Clinic - 1.9%
- Library improvements - 1.6%
- School / educational setting - 1.4%
- Leisure centre / sports facilities - 1.0%
- Banks / Building Societies - 0.5%
- Create more jobs - 0.5%
- Green belt - 0.3%
- Improvements to pavements- 0.3%
- Install CCTV - 0.2%
- Leisure (cinema, bowling alley) - 0.2%
- Policing - 0.2%

3.17 These quantitative results clearly demonstrate that new trees and improved landscaping within the development is the most important factor for those who provided feedback using the feedback form. This is followed by ‘Library improvements’ and the provision of new car parking facilities.

3.18 **Question 2: What type of housing would you most like to see on the Site?**

45.5% Selected ‘Care/ Extra care homes for the elderly’

12.5% Selected ‘apartments’

31.1% Selected ‘2 bedroom homes’

44.1% Selected ‘3 bedroom homes’

3.19 Responses that were noted in the ‘Other’ section included:

- None / no more housing - 8.3%
- Affordable Housing - 2.1%
- Bungalow - 0.7%
- No more care homes needed - 0.5%
- Special needs assisted living facility / homes for disabled people - 0.5%
- No apartments - 0.3%
- Mix of housing to meet needs - 0.3%
- Homes for ex armed forces - 0.2%
- Sheltered housing for elderly - 0.2%
- 4 + bedroom housing - 0.2%
- Flooding is a concern - 0.2%
- Will housing sell due to Cadbury site - 0.2%
- Use high durability low cost housing materials - 0.2%

3.20 The quantitative results from Question 2 therefore demonstrate that, individuals who provided responses using the feedback form, would prefer to see a care/extra care facility on the Site, alongside 2 and 3 bedroom homes.

3.21 **Question 3: Are you supportive of the proposed re-purposing of Moreton Library?**

59.3%

Selected ‘Yes’

15.1%

Selected ‘No’

22.7%

Selected ‘Unsure’

3.22 **2.6% of responses** also left this question blank.

3.23 The quantitative results from Question 3 clearly demonstrate that the majority of people who responded using the feedback form are supportive of the proposed re purposing to Moreton Library.

Question 4: Are you supportive of the proposed family housing and care / extra care facility?

3.24 Of those who responded to Question 4:

- 56.9% selected ‘Yes’
- 20.4% selected ‘No’
- 20.1% selected ‘Unsure’

3.25 2.4% of responses also left this question blank.

3.26 The above results clearly demonstrate that the majority of people who responded using the feedback form are supportive of the proposed delivery of family housing and a care/extra care facility at the Site.

Question 5: Are you supportive of the proposed discount food store?

3.27 Of those who provided a response to Question 5:

42.9%

Selected ‘Yes’

41.5%

Selected ‘No’

14.4%

Selected ‘Unsure’

3.28 1.2% of responses also left this question blank.

3.29 In comparison to Questions 3 and 4, the quantitative results demonstrate that there is less support for the provision of a Lidl food store at the Site. It is clear that WGC will, therefore, need to address these concerns of local residents when progressing the master plan for the Site.

Email Query Responses

3.30 A total of 24 email responses were received via the WGC email **(hello@wirralgrowthcompany.co.uk)** in response to the consultation event.

3.31 Overall, 6 emails provided positive feedback in relation to the proposals. Positive feedback comments included (next page for further quotes):

- The proposals look great.
- Youth provision is needed.
- Investment in moreton is long overdue.

3.32 In addition to the above comments, 7 emailed responses detailed concerns with regards to the proposed development. These concerns included:

- Traffic and highway impact(s) that may be arising from the proposed development
- “Flooding – where will rainfall from all the new buildings go?”
- A Lidl store will impact small, independent shops in Moreton.
- “How will increased needs for healthcare and education and facilities for children and young people be met?”
- “How will increased needs for healthcare and education and facilities for children and young people be met?”
- The land could be used more productively.

3.33 In addition to the above feedback, one of the emailed responses included a petition, which was signed by 69 residents (Case ref. AE30600). This petition opposed the proposed extension of Knutsford Road to provide access to the new homes. The residents wished to see Knutsford Road remain as a cul-de-sac and did not want Knutsford Road to be used an access route for the Lidl store’s delivery vehicles. The petition also requested that speed ramps were installed on Knutsford Road to help enforce the speed limit.

3.34 The emailed responses to the public consultation clearly demonstrate a variety of positive comments, as well as concerns regarding the proposed development at the Site.

“I am interested in becoming a first time buyer on the new development. How do I register my interest?”

“I support the proposals and would like to see affordable homes for first time buyers and young families.”

“It is a good idea to improve the Library.”

“The delivery of a Lidl Supermarket is a good idea as I have to currently travel on 2 buses to get to a larger supermarket.”

“Totally agree with all the proposals for Moreton. As a resident all my life it saddens me to see the sorry state it’s in now.”

Telephone Query Responses

3.35 A total of 12 telephone calls were received on the dedicated consultation 'hotline' and discussions were held between 16th and 22nd March 2021. Set out at Table 2 below is a summary of points raised via the telephone calls.

Summary of telephone responses	Number of Responses
Supportive of the Lidl store.	**2**
Supportive of the plans for the library / community hub.	**1**
Concerns over increase in traffic.	**4**
Supportive of the development / emerging draft master plan (overall).	**2**
Did not want another food store / Lidl / would prefer Asda or other large supermarket.	**4**
Does not feel that the plans for Library / Community hub are sufficient.	**1**
Concerns over crime.	**1**
Concerns over the impact on public services (doctors / hospitals / schools) in cumulation with the Cadbury development	**1**
Opposes development / emerging draft master plan (overall).	**1**

Table 2

Drop-in sessions for residents

3.36 As detailed in Section 2 of this Statement, WGC held two virtual consultation 'drop-in' sessions on 31st March and 9th April 2021. These sessions were attended by a representative of the Moreton-in-Bloom community group, alongside a representative of the Methodist Church. The representatives of the community collated resident queries and concerns through a dedicated Facebook page. Prior to the meeting, the community group provided us with a summary of questions and concerns. These are set out at Table 3.

Theme	Summary of comments
Traffic / Highways	• The residents wished to see the preparation and submission of a Transport Statement to show the cumulative effect of proposal and mitigation measures to limit the impact of traffic movements. Traffic impacts should be fully analysed before planning is submitted. • Concern over poor bus links in Moreton. • It was stated that Maryland Lane is already busy and "hard to get out of". Residents suggested that the grass verge is removed, allowing for a left hand filter lane, which would be cheaper than traffic lights. • With regards to traffic turning right out of Knutsford Road, residents raise concerns over the width of the road and potential traffic queues. • In relation to Saughall Massie By-pass, residents highlighted that the Council had former plans to widen and straighten Heron Road, and construct a roundabout at the junction with Birkenhead Road as Part of Phase 2. Residents wished to see these plans progress, with additional cycling provision. • Concern over funeral traffic coming out of Bells.
Housing	• Residents queried why more houses were needed when residential development is being delivered at the nearby former Burton's Biscuits site. • Residents raised concern over the capacity of essential services, such as Doctors' surgeries, dentists and schools, particularly in cumulation with the Cadbury's site.

Table 3

Theme	Summary of comments
Youth provision	• Concern was raised over the relocating of the youth centre within the building. It was queried what the youth provision will provide.
Environment	• Residents wished to see the provision of suitable green space within the Site. • Residents queried how added pollution caused by additional traffic will be addressed. • It was highlighted that drainage problems have caused significant issues for residents of Silverburn Avenue over the last 12 months. As such, residents were keen to ensure that the new development did not put additional pressure on the existing utilities. • Concerns over wildlife and loss of habitat. • Concerns over noise impact on existing residents • Concerns over potential anti-social behaviour.
Consultation process	• With regards to the questionnaire, residents considered that additional questions should have been included (i.e. Address of respondent), as well as additional 'tick-box' response options. • It was requested that the 4-week consultation period was extended. • Residents also requested to see results from the youth consultation, which was undertaken by the Council.
Lidl food store	• Residents queried how the delivery of a new supermarket is justified, considering existing provision within the town centre and the potential impact on small/independent businesses. • Concern was raised over the operation hours of the foodstore, which could potentially cause disturbance to local residents.

Table 3 continued

3.37 In addition to the above comments the residents group proposed some ideas for the emerging plans. These included:

- Community garden / allotments;
- A children's park / soft play area;
- Opportunity for development to improve other play spaces and recreation areas in Moreton (Yew Tree Park and Lingham Park were identified);
- Provision for a mother and baby group; and
- A larger community hub within the library, including a community café.

Workshop with Christ Church C of E Primary School

3.38 As detailed in Section 2, WGC project team held a workshop with Year 3 students at Christ Church C of E Primary School on 20th May 2021

3.39 A summary of the intelligent questions raised by the Year 3 pupils is set out at Table 4 below.

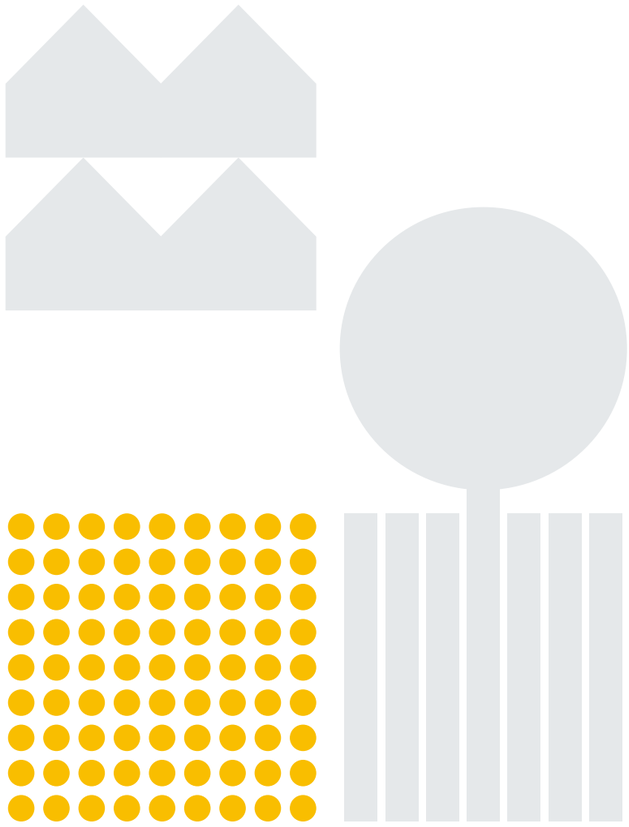


Table 4

Summary of questions / comments from Year 3 pupils

Theme	Summary of questions / comments
Biodiversity	What is going to happen to all the wildlife that live in the area, and do you actually know what lives there?
Trees	Will there be any trees or greenery for wildlife?
Landscaping	You are removing lots of plants, can you promise to replace them in an appropriate place?
Retail	Why co we need another shop?
Car park	Why does the car park need to be so big? Will people be charged? Why are there only 6 disabled car parking spaces? How many will be for family parking?
Foodstore	Could you reduce the size of the Lidl, so that the local community can use some of the space?
Community Garden	Could you team up with 'Moreton in Bloom' to consider a community garden?
New homes	Why do we need more houses when there have been a lot of new builds in and around Moreton recently?
Waste	Will you be putting extra little bins in place and making sure they are emptied?
Library	What changes are you making to the library? Do you have a panel of local children to advise you about what they want in the area?
Design	What are you going to do to make the view better for the people who already live there?
Traffic	How are you going to manage the traffic whilst it is being built and when there are extra cars in the area?
Construction Materials	What are you going to do with all the old building materials?
Noise / Pollution	How will you reduce noise pollution from buildings being built and then the extra traffic? What about timings of deliveries for the Lidl?
Local Interest	How can you make big decisions about Moreton when you do not live here?

4.0 Summary of Findings and Action Plan

During February to May 2021, WGC carried out a wide-ranging programme of stakeholder and community consultation to open up a conversation and dialogue on the emerging plans for the Priority Site that is situated between Pasture Road and Knutsford Road in Moreton.

4.2 The main objective of the consultation was to communicate WGC's ambition and emerging draft master plan for the Site and to receive comments in response to the drafted proposals.

4.3 To generate awareness, interest and support for the proposed development, WGC has undertaken a meaningful programme of communication and engagement with stakeholders. This included presentations to elected members and stakeholders, a virtual consultation event, drop-in sessions with residents and a workshop with a local primary school.

4.4 The consultation event was well advertised using social media, a leaflet drop to over 14,000 properties, posters and bus stop advertisements to ensure a wide range of people were aware of the public consultation. Overall, 578 feedback forms, 24 email responses and 12 telephone responses were received in response to the consultation.

4.5 Responses received from the engagement activity was varied. Support was demonstrated for the proposals, however there were several identified areas where it was felt there was need for improvement.

Summary of Findings

4.6 To summarise, as a result of the consultation, the following themes have been identified for further consideration as part of the iterative design process:

1. Local people consider this to be the 'last site' to be developed in Moreton centre (i.e. important that the scheme works for the local community);
2. Size of the foodstore and the car park;
3. Trading activity of the foodstore and its relationship with existing businesses;
4. Scope for improvement to community facilities to be delivered on site as well as the opportunity for new groups to be formed (i.e. Mother / Baby);
5. Local highways impacts including proposed extension of Knutsford Road to accommodate access to 46 new family homes; Summary of Findings and Action Plan 31380/A5/SoC/LS/ss Page 26 Sep 2021
6. Need / demand for proposed number of car parking spaces on site;
7. Investment to be made into the Library / Community Hub;
8. Make best use of land to the rear of the Library / Community Hub;
9. Future opening and activities that will be available for children / youths – potentially including a panel of local children to input to the ideas / options analysis; and
10. Opportunity for play space, community garden or allotments within the development and potential for enhancement to local facilities (i.e. Yew Tree Park and Lingham Park).

Moving forward, WGC plan to use the information gleaned from this consultation to shape a revised master plan for the Site. WGC is committed to testing and refining the emerging draft master plan. Once this has been prepared, WGC proposes to host a Stage 1 consultation with local people regarding the updated/amended master plan for the Site. It is envisaged that the next stage of consultation (Stage 1) will take place in the late summer/ early autumn of 2021.

5.0 Appendix

Appendix 1
Consultation Pack

Wirral Growth Company is committed to bringing positive change to Moreton through the development of new homes, local amenities and community facilities.

It is so important that local people have their say on what new development will look like between Pasture Road and Knutsford Road, so we have created this document to share the proposals so far and to provide a way for you to share your views, and for us to listen and take on board your comments.

This document includes a printed survey at the end, which you can complete in your own time and post back using the pre addressed envelope supplied.

The global pandemic has stopped face to face engagement but we remain accessible and are here to answer your questions. We will continue to hold individual conversations, allowing residents to give their views using the phone number and e mail address below.

hello@wirralgrowthcompany.co.uk
07849639589

Wirral Growth Company

As a 50:50 joint venture between Muse Developments and Wirral Borough Council, our sole focus is the communities of the Wirral

Wirral Growth Company (WGC) is a 50:50 joint venture partnership between Wirral Borough Council (WBC) and national urban regeneration specialists Muse Developments (Muse). Together, Muse and WBC are committed to delivering a long-term vision for regeneration, which benefits communities across the Borough.

WGC was formally established in early 2019 to deliver new developments and regeneration over the next 10-15 years, through a range of schemes providing commercial, retail, leisure and residential accommodation.

Working with the Council to realise the potential of its assets, WGC has identified the Pasture Road site as having potential to deliver meaningful change in the area. Sitting adjacent to Moreton town centre, the site at Pasture Road sits at the heart of the community in a location that can deliver new facilities and homes.

Moreton is your neighbourhood, so we want to hear your views on our proposed masterplan. We want you to share with us your thoughts, aims and ambitions for your neighbourhood.

Appendix 1
Consultation Pack

Emerging Masterplan

Geographically, Moreton is located centrally along the northern stretch of the Wirral Peninsula. It is its own distinct settlement to the west of the M53 and is also accessible via rail and bus routes.

Moreton town centre straddles two wards: Leasowe and Moreton East and Moreton West and Saughall Massie. It has a large residential catchment within easy walking distance of its facilities. Moreton has a strong service sector providing essential local facilities and acts as a hub for community life. The town centre has shops to meet day to day needs and it is the location of community facilities such as the Medical Centre and Library.

The masterplan area encompasses land directly to the north of Moreton town centre, stretching from the rear of Silverburn Avenue in the south, to the rear of West Way in the north. The masterplan area is to the west of Knutsford Road and homes on Whitley Avenue and Lyons Road and to the east of Pasture Road.

A small number of existing properties on Pasture Road are included in the masterplan area (the former Youth Centre, the former Family Centre and the Library) but others (the Ambulance Station and Health Centre) are excluded.

The southern part of the masterplan area directly adjoins the local centre and the site as a whole extends to approximately 2.8 hectares.

The Opportunity

Green Infrastructure

Part of the site is historically identified in the local plan as urban greenspace. However, it is not landscaped and under utilised.

There are other areas of green space in the local area which are more attractive and better equipped to meet recreational needs. For example Lingham Park and Yew Tree Road.

Connectivity

The site is easily accessible by public transport – with bus stops located directly adjacent to the site on Pasture Road. Moreton station is also a short walk to the north.

The emerging draft masterplan has been developed to maintain this connectivity, making provisions for pedestrian and cycle routes through the site creating an accessible and connected neighbourhood.

The Opportunity

The site covers a key area of Moreton town centre and presents an exciting opportunity to deliver sustainable, transformational development.

Our work to date has considered many factors including:

LAND USE

GREEN INFRA-STRUCTURE

CONNECTIVITY

Land Use

The site is home to a mix of uses, vacant buildings and under utilised open space. It is an integral part of the town centre that formerly provided important services. The proposals present a clear opportunity to improve Moreton town centre facilities and introduce much needed new homes into the area. The development will contribute to the sustainable future of the town and the local community.

Community

Housing

Retail/ Commercial

Influencing Factors

Our work to date has been informed by various workstreams including recent Council studies and previous consultations on the facilities needed. The factors influencing the proposal and our aims can be summarised as:

Evening economy / Leisure

The aspiration is to further enhance Moreton town centre's identity as a unique, busy and attractive environment which meets the needs of its community. The introduction of a care/ extra care facility alongside new family homes, improved facilities at Moreton Library and a foodstore will support this aspiration.

Vibrant mix of uses

One of the most important factors is to create more vibrancy in and close to the town centre. To achieve this, we are proposing a new foodstore to service the needs of local residents as well as new homes.

Commercial viability

A design-led approach that is commercially viable and responds to the character and needs of the local area. Development of the Lidl store will provide jobs and other economic benefits for the local community as well as helping to fund provision of other community assets like the library extension.

Design quality

Delivering buildings, streets and spaces that meet high-quality architectural and urban design standards.

Commercial response

A development that relates to the characteristics and needs of Moreton whilst removing redundant buildings and making efficient use of land.

Sustainability

Delivering energy efficient development in a sustainable location which supports Wirral's response to the declaration of the climate change emergency and it's drive to become an exemplary low-carbon area.

Liquidity

A masterplan that captures the overall objectives of the development, but in a way that allows for flexibility to respond to future changes in market conditions and council policy.

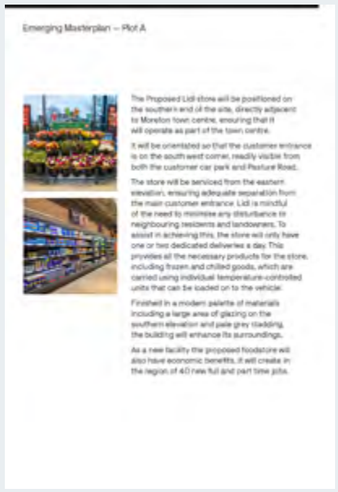
Accessibility

Creation of new facilities on the edge of the existing local centre that are fully accessible to all.

Transport/connectivity

Making use of excellent existing bus and rail services in the local area.

Appendix 1
Consultation Pack



Appendix 1
Consultation Pack

Appendix 1
Consultation Pack

Appendix 2
Liverpool Echo Article

People say Lidl and houses masterplan 'could destroy' Moreton town centre

Wirral Growth Company describe the plans for Moreton's town centre as a "development masterplan" but residents say they are not impressed

Moreton resident Alison White, who has been campaigning to ensure resident voices are heard over the Moreton development plans (Image: Amy Chapman)

People living in a Wirral town with plans for a supermarket and dozens of new homes as part of the area's "development masterplan" says the proposals are a "knee-jerk reaction" which will damage the area's high street.

Wirral Growth Company recently announced plans for a site at Pasture Road in **Moreton** which would see the construction of 46 houses, 75 retirement apartments and a **Lidl** supermarket as well as some upgrade work to existing community spaces on the plot.

While Wirral Growth Company say the plans will "contribute to the sustainable future of the town" it has left some residents unhappy, describing them as "short term" and a "knee jerk reaction."

Hundreds of residents have joined a Facebook group, set up by local resident Alison White, to discuss their fears and hopes for the future of the town, with many saying the development does not reflect the community's needs or wishes.

Wirral Growth Company say on their website: "The site is home to a mix of uses, vacant buildings and under utilised open space" and an "integral part of the town centre."

They say the proposals present a "clear opportunity to improve Moreton town centre facilities and introduce much needed new homes into the area. The development will contribute to the sustainable future of the town and the local community."

A series of community conversations have taken place with the developer in recent weeks via Zoom as well as a public consultation, which closed last week, and which Wirral Growth Company, a partnership between Muse Developments and Wirral Borough Council, say they are due to feedback findings about soon.

Alison White, a local resident who has lived in **Moreton** for the past 10 years and is an elected member of Moreton in Bloom, says the plans don't "feel like a strategic vision for the town."

Alison told the ECHO: "For a long time I've enjoyed living in this town. Moreton is a great location, but I've always felt like as a resident we were missing something. It's such a hive of activity but has never been exploited to its full potential.

"When I've been speaking to volunteers and others in the community about Moreton, I feel everybody else has been on the same page, everybody wants so much more from the town.

"When I heard about this redevelopment, I thought to myself it seems a bit short term.

"It's the last piece of land we've got in the town centre and it doesn't feel like a strategic vision for the town, it feels like a knee jerk reaction.

Appendix 2
Liverpool Echo Article

"Lidl will come and provide money and council opportunity to build houses and retirement apartments, but it feels like the community that's here isn't going to get anything out of it."

Alison says she is concerned that existing problems in the town are not being addressed as part of the plans.

She said: "We could still be left with a high street needing love and attention and what are the residents going to get other than a lot of increased traffic and pollution in the town?"

Another issue for Alison is the loss of green space. She said: "It would be nice to keep some natural habitat. Lots of residents are going to have a tarmac car park and supermarket looking out of their door whereas now they're look at nice trees.

"There needs to be a plan around protecting some of that green space, maybe for allotments - it's something that kids in the nearby youth centre could use."

Similar views are expressed by local resident Karen Brisk, who lives in a house which backs onto the site.

The site in on Pasture Road in Moreton as it is today (Image: Google Earth)

She told the ECHO: "One of our major concerns is we have a lot of wildlife, foxes with young cubs, hedgehogs, gorgeous array or birds and butterflies that now thrive on the green that's been left a number of years and is their habitat.

"It would be nice if some of that green space would be left, a buffer too between our houses and the Lidl. The store they plan is very large, with lots of car park spaces.

"I'm concerned about noise pollution, light pollution, traffic pollution and potential anti-social behaviour if lads start using the car park of a night.

"I've lived in Moreton for a few years now and I love it here, but I'm so worried about the development that it's got to the point I'm considering selling up, which is really sad."

Karen said she would like some of the open space preserved to give options for allotments or a pop-up market.

She said: "It feels like our needs have not been given much thought, it's such a big area but they seem to be cramming everything in, but not a lot of what we actually need."

Sophie said: "I run a sustainable delivery businesses from my home here in Moreton and ideally would like a shop on the high street - I've lived in Moreton for three years now and while the high street has always been a busy place, since lockdown happened there's more 'to let' signs than shops on this high street.

"My concern is that we have this high street, where there are independent businesses, and putting a Lidl right in the town centre is going to pull everyone away from it and I'm nervous of opening a shop for that reason.

Sophie Owen, who runs a sustainable packaging business from her home in Moreton (Image: Sophie Owen)

"The talk is about regeneration, but I don't like that term, to me it's putting back what Moreton was not what it could be.

"There are so many things that could be done with this place, we could create more community spaces, brand it as an eco village and people would know the village and come here for that reason.

"Just sticking a Lidl here, that's not the solution and it could completely destroy the high street."

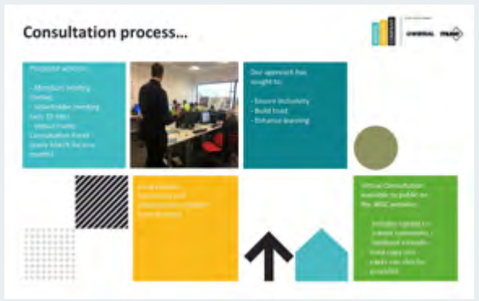
On their website, Wirral Growth Company say: "Wirral Growth Company is committed to bringing positive change to Moreton through the development of new homes, local amenities and community facilities.

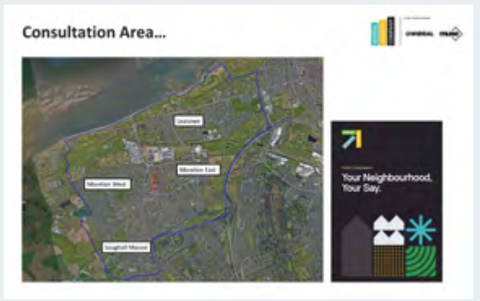
Following the consultation on the emerging masterplan for the Pasture Road, Moreton town centre site, we are collating and considering comments and the information received will be summarised in a Statement of Community Involvement. "We will then develop the emerging masterplan accordingly."

Wirral Council, Wirral Growth Company and Lidl have been contacted for comment.

Appendix 3
Member Briefing

Appendix 3
Member Briefing





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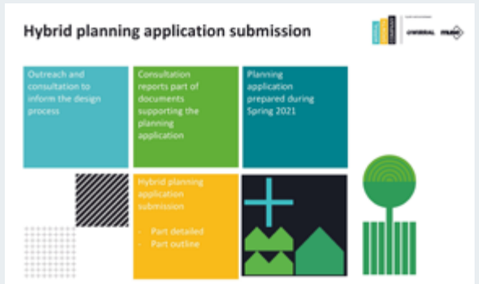

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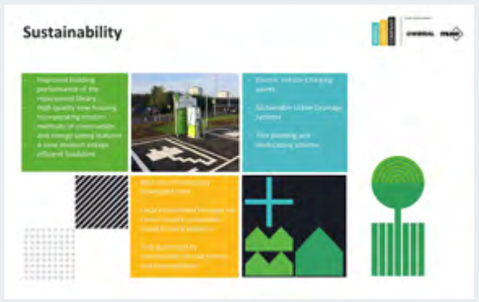

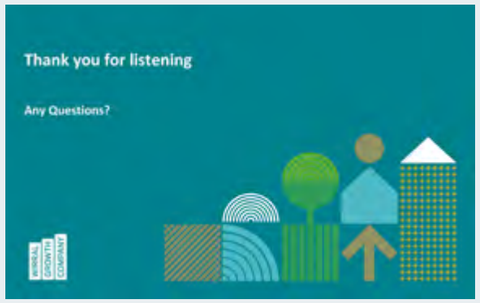

Website
wirralgrowthcompany.co.uk

Twitter
@WirralGrowthCo

WIRRAL GROWTH COMPANY

A joint venture between

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