Outreach Consultation Report
Stage 2

On behalf of Wirral Growth Company
Sep 2022

You Said, We Listened

WIRRAL GROWTH COMPANY

A joint venture between

WIRRAL muse

Outreach Consultation Report: Your Neighbourhood, Your Say

Land east of Pasture Road, Moreton

Project Ref:	31380/A5/LS	31380/A5/HW
Status:	Draft	Draft
Issue/Rev:	01	02
Date:	April 2022	September 2022
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Ref: 31380/A5/SoC2/LS/HW

Date: September 2022

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CONTENTS

		Page
1.0	INTRODUCTION	1
2.0	APPROACH TO COMMUNICATION AND ENGAGEMENT	4
3.0	SUMMARY OF FEEDBACK	11
4.0	RESPONSE TO FEEDBACK	20
5.0	CONCLUSIONS	25

APPENDICES

APPENDIX 1 – CONSULTATION PACK

APPENDIX 2 – LIVERPOOL ECHO ARTICLE

1.0 INTRODUCTION

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 initial draft masterplan for land east of Pasture 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. The purpose of the consultation was to obtain initial thoughts and comments on the emerging draft masterplan for the Site from local people, organisations, and businesses.

1.3 During the stage one consultation, over 600 feedback forms were received, and verbal feedback was generated through two virtual drop-in sessions and online workshops with Ward Councillors, Moreton in Bloom and Christ Church C of E Primary School.

1.4 As detailed in the stage one outreach consultation report, there were several areas where respondents felt the proposals could be improved. The key themes can be summarised as follows:

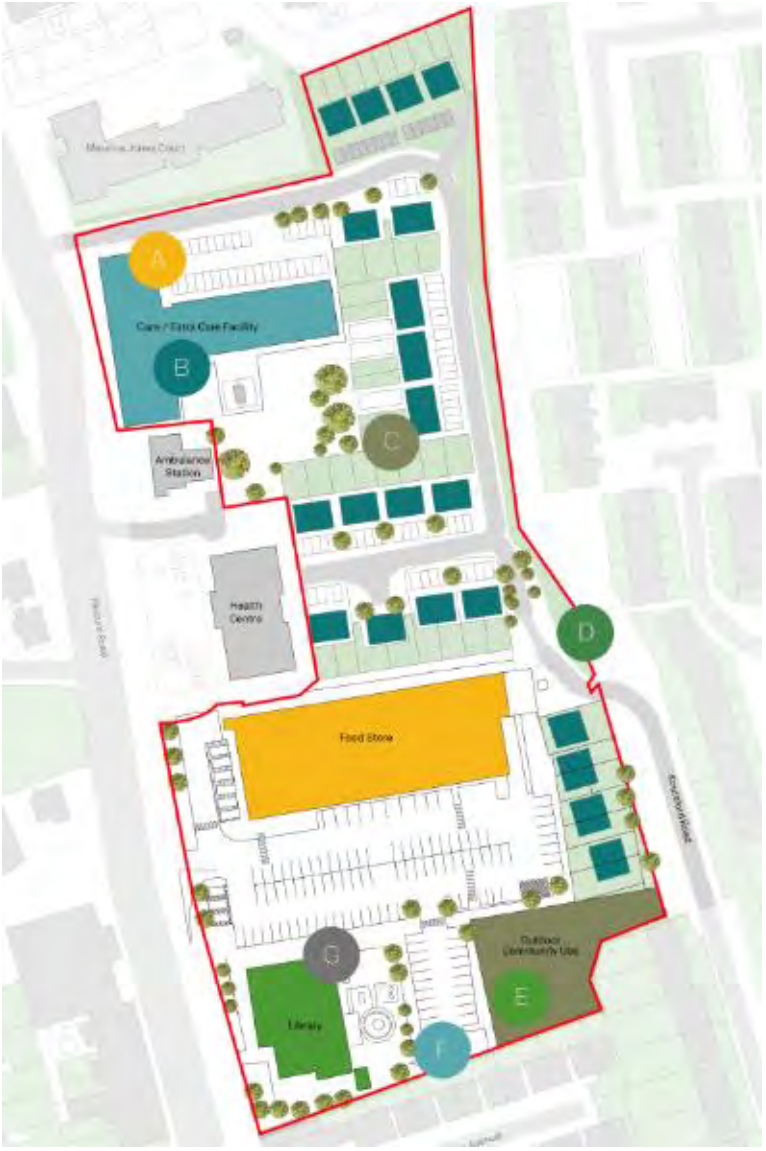
- Is there need for a foodstore of this size?
- The impact of the foodstore on local businesses.
- Highways and traffic concerns.
- Access from Knutsford Road.
- Is there scope for further improvements to the library?
- Can better use be made of the land to the rear of the library?
- Why are so many car parking spaces needed?
- Is there opportunities to provide play space, community garden or allotments?

1.5 In response to this feedback and following further technical work several amendments were made to the emerging draft masterplan. As shown in Figure 1 below these included:

- A, B, C Layout Changes – To ensure traffic along Knutsford Road is kept to a minimum two accesses are proposed from Pasture Road. Although the layout of the housing is a matter reserved for future approval, the masterplan layout was amended to ensure the housing is technically deliverable, protects the amenity of existing and future occupiers and provides an active frontage onto Pasture Road.

- D Knutsford Road Access – Only 8 homes will be accessed from Knutsford Road with the remaining houses served by a new access from Pasture Road. However, due to the length of the internal road, access is still required for emergency vehicles.
- E and F Outdoor Community Space (amenity area) – The car park to the rear of the library has been reduced in size and the land is now proposed to be designated for an outdoor community use. Although an overflow car park will still be available for longer stays.
- G Library Improvements – In response to feedback, alongside the internal alterations, a new outdoor area is proposed where people of all different ages can engage in activity and socialise in an attractive landscaped environment.

Figure 1: Revisions to emerging masterplan following Stage 1 consultation



1.6 Continuing to engage with and involve the local community in the design process is critical to WGC achieving their vision and ambitions for the Site. During spring 2022, WGC carried out its second stage of stakeholder and community consultation, inviting feedback on the revised proposals. The stage two consultation period ran from 9th February to 23rd March 2022.

1.7 The purpose of this Report is to set out the activities undertaken as part of the stage two consultation process, provide a summary of the responses received and our response to the key issues identified by respondents.

1.8 The remaining sections of this Report are structured as follows:

- Section 2 summarises the methods used to advertise the consultation as well as methods used to engage with people from across the Wirral.
- Section 3 provides a breakdown of the comments received during the stage two consultation period.
- Section 4 provides our response to the key issues raised.

2.0 APPROACH TO COMMUNICATION AND 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 continue the conversation on the emerging proposals for the Site and to understand the views of stakeholders and local people on the revisions to the emerging draft masterplan ahead of submitting the planning application.

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 prior to the submission of the application.

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:

- Consultation with local Ward Councillors;
- Advertising;
- Website;
- Dedicated email/phone 'hotline';
- Press activity;
- Virtual resident 'drop-in sessions'; and
- Workshops with neighbours of the Site;

2.4 Further information on each of the approaches is set out below.

Consultation with Ward Councillors

2.5 Members of Moreton West and Saughall Massie and Moreton East and Hoylake were invited to attend a virtual update briefing session via Microsoft Teams on 27th October 2021. The format of the presentation included a summary of the feedback from the stage one consultation, proposed updates to the masterplan and details of next steps towards the submission of the planning application. At the briefing Members were also offered the opportunity to ask any questions they may have following the presentation.

2.6 Following this update briefing and prior to the launch of the stage two consultation, emails were issued to each of the local Ward Councillors on 3rd February 2022 including a copy of the revised masterplan, a summary of the updates, and information regarding the stage two consultation process. No direct responses were received from the Councillors.

Advertising

2.7 To ensure the consultation reached as wide an audience as possible, and for consistency with the stage one consultation, 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 2 below.

Figure 2: Consultation boundary

- Bus Shelter Advertising from 28th February for 2 weeks at 2 locations.
- Posters within local post office, public houses and shops.
- Social Media:
  - Twitter (@WirralGrowthCo)
  - Instagram (wirralgrowthcompany)
  - LinkedIn (Wirral Growth Company)
- Online:

- WGC Website
- Wirral View Article

2.8 Evidence of the various advertising methods are shown in Figure 3 below.

Figure 3: Advertising methods

wirralview

HOME NEWS FEATURES CLIMATE EMERGENCY CORONAVIRUS

Wirral Growth Company welcomes second stage consultation in Moreton

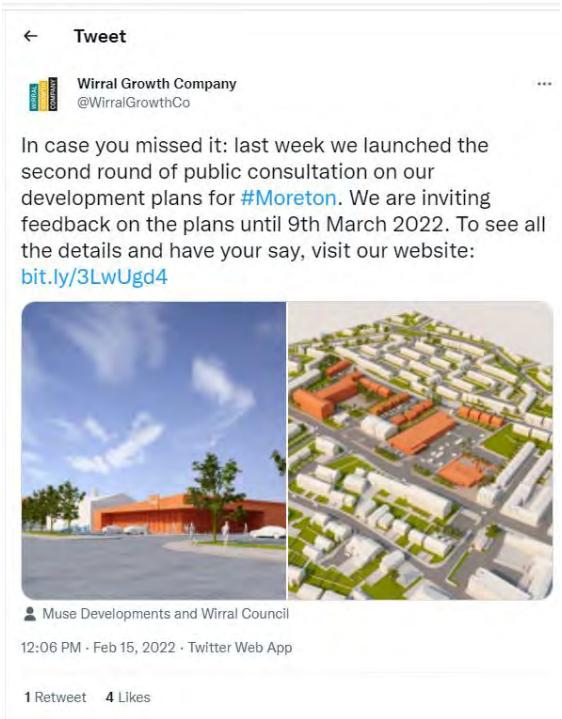
10 February 2022

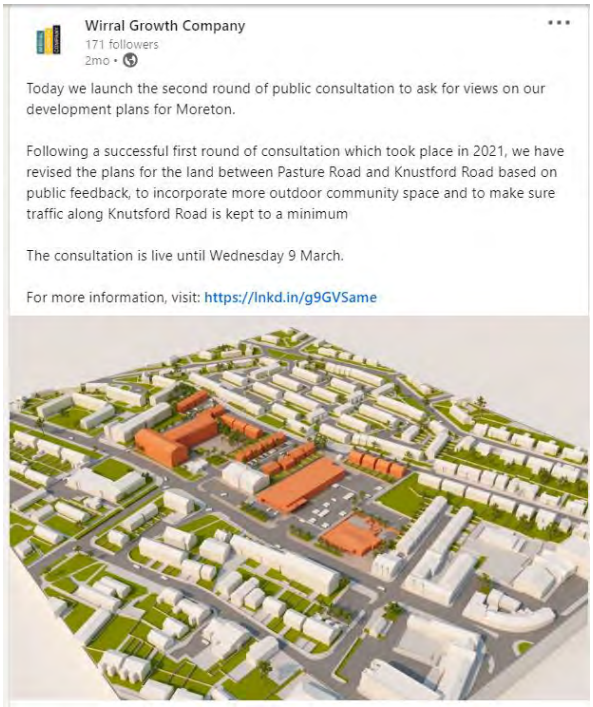
A second round of public consultation to ask for views on major development plans for Moreton will be taking place until Wednesday 9 March.

Following a successful first round of consultation, which took place in 2021, revised plans for the land between Pasture Road and Knutsford Road have now been drawn up, based on public feedback, by development partnership, Wirral Growth Company (WGC).

Wirral Growth Company is a 50:50 joint venture partnership between Wirral Council and national urban regenerator, Muse Developments.

As before, the plans include a new Lidl food store, up to 46 family homes, with a number ringfenced for affordable housing, an extra care scheme with up to 75 bedrooms, as well as improved library facilities.





Website

2.9 WGC has a dedicated website (https://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.

2.10 The dedicated webpage (https://wirralgrowthcompany.co.uk/moreton) provided specific details on the revised proposals for the Site and enabled interested parties to make comments via an interactive feedback form.

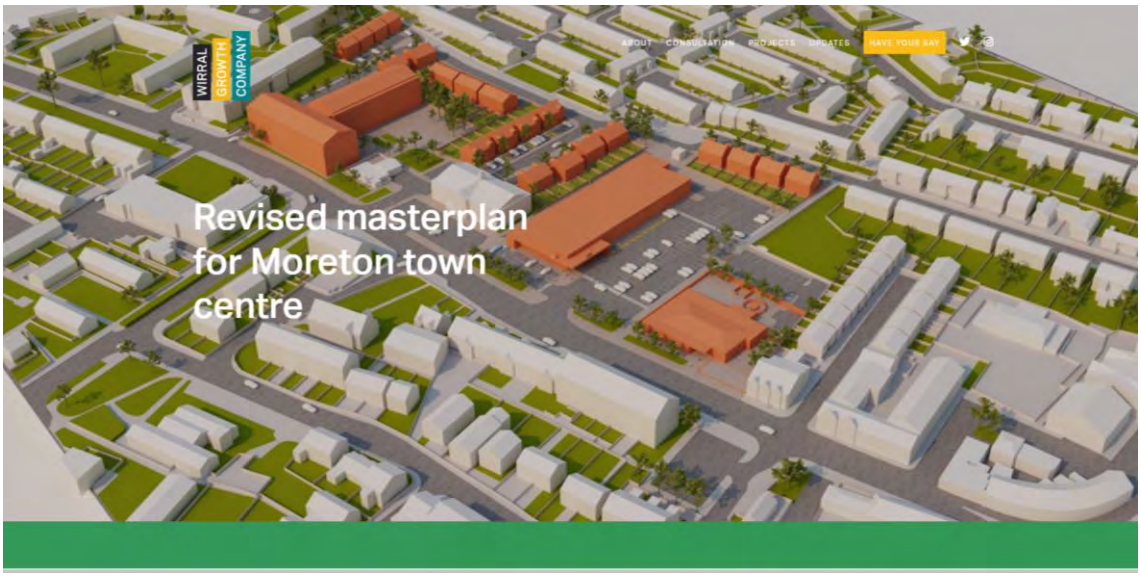
2.11 The webpage also advertised the resident workshop sessions that were held on Thursday 3rd March and Monday 7th March via 'pop-up' notifications. These notifications confirmed the dates / times of the sessions, and how interested parties could get involved.

2.12 In total, 101 responses were received to the stage two consultation through the dedicated webpage.

2.13 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 screenshot of the consultation homepage is included in Figure 4 below.

Figure 4: Screenshot of Moreton webpage



Dedicated email/phone 'hotline'

2.14 WGC acknowledges that not all members of the public have access to the internet. As such, the leaflet, which was distributed to properties in 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.

2.15 In total, WGC received 10 requests for hardcopy of the information to be sent via post. The hardcopy which reflects the information set out on the website is included at Appendix 1. From these consultation packs, 3 hardcopy questionnaire responses were returned from stakeholders, equating to 2.8% of all questionnaire response received.

2.16 In addition to the above, 3 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 Report.

2.17 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 10 email query responses were received in response to the consultation.

Press activity

2.18 During the consultation period, the revised draft masterplan was subject to press activity. An article was published in the Liverpool Echo on 8th February 2022. A copy of this article is enclosed at Appendix 2.

Resident 'drop-in' sessions

2.19 To address several queries raised by residents, WGC held two virtual consultation 'drop-in' sessions on Thursday 3rd March and Monday 7th March 2022 via Microsoft Teams. These sessions were attended by a representative of the Moreton-in-Bloom community group and a representative of the Methodist Church, as well as residents from Maurice Jones Court and Silverburn Avenue, which comprise the residential development located directly adjacent to the north and south of the Site. 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 691 members.

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

Workshops with neighbours of the Site

2.21 Following the resident 'drop-in' sessions, WGC felt that it was important to address and discuss the issues raised by the residents of Maurice Jones Court and Silverburn Avenue, given their proximity to the Site on the northern and southern boundaries. As such, two meetings were held to allow the residents additional time to discuss the proposals, and any concerns, with the project team.

2.22 The first meeting was held via Microsoft Teams on 18th March 2022 and included 3 representatives of Silverburn Avenue. The second meeting was also held via Microsoft Teams on 21st March 2022 and included 3 representatives from Maurice Jones Court. Given that residents of Maurice Jones Court had previously raised some concern over traffic impacts, WGC's transport consultant also attended that meeting to address any technical questions.

Summary

2.23 WGC has used a range of digital and traditional communication methods and activities to spark an informed discussion about the revised draft masterplan for the Site. The open and transparent approach to consultation builds upon the stage one consultation and ensured that as many people as possible have been able to engage with the revised development proposals for the Site.

3.0 SUMMARY OF FEEDBACK

Introduction

3.1 This Section summarises the feedback and comments received in response to the stage two consultation.

3.2 The feedback collated is intended to aid the ongoing evolution of the proposals for the Site prior to the submission of the planning application. Feedback to the consultation was provided through the following means:

- 101 comment forms received online via the WGC website;
- 3 comment forms received via the freepost address;
- 10 responses received via the WGC email;
- 3 responses received via the dedicated consultation hotline;
- 2 virtual 'drop-in' sessions for residents held in March 2022;
- 2 dedicated workshops with residents of Maurice Jones Court and Silverburn Avenue, held in March 2022.

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

Feedback Form Analysis

3.4 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 is included at Appendix 1.

3.5 The feedback form was available online until 23rd March 2022. With regards to postal responses, some lenience was given past the consultation deadline to ensure all paper responses had been received.

3.6 A total of 104 feedback forms were received. This included 101 online responses and 3 paper responses.

3.7 Question 1 on the feedback form asked if the individual had responded to the stage one consultation. 67 people (64.4%) confirmed that they had; whilst 35 people (33.7%) stated that they had not. Some responses also left this question blank (1.9%).

3.8 Analysis of the responses received in relation to the rest of the questions set out on the feedback form is set out below.

Question 2: What is your general view on the proposals?

3.9 The feedback form offered a multiple-choice answer. Of those who responded:

- 15.4% selected 'Really dislike'
- 24% selected 'Dislike'
- 9.6% selected 'Neutral'
- 17% selected 'Like'
- 30% selected 'Really like'
- 2.9% did not select an answer
- 1% selected both 'Neutral' and 'Really dislike'
- 1% selected both 'Like' and 'Really dislike'
- 1% selected both 'Really like' and 'Like'

3.10 The respondents were also asked to confirm their reasoning for their answer to Question 2. A range of responses were given, including[1]:

- Another supermarket is deemed unnecessary – 30 (28.8%)
- Traffic concerns – 21 (20.2%)
- Good plans and prospects – 16 (15.4%)
- More affordable housing is needed – 8 (7.7%)
- More health centres, general parking and schools – 5 (4.8%)
- Inclusion of community space is welcomed – 3 (2.9%)
- More green spaces – 3 (2.9%)
- Construction is too close to homes (noise pollution) – 3 (2.9%)
- Another supermarket is welcomed - 2 (1.9%)

[1] It should be noted that some respondents provided more than one reason or did not answer this question. Totalled quantitative results will, therefore, not necessarily equate to 100%.

- Creation of more jobs - 2 (1.9%)
- Library and youth hub interfere with one another - 2 (1.9%)
- Chain coffee shop could have been considered – 1 (1%)
- Against the outdoor community area – 1 (1%)
- Plans are too big – 1 (1%)
- Libraries won't be properly maintained – 1 (1%)
- More council houses – 1 (1%)

3.11 The responses clearly demonstrate a positive response to the revised proposals with 47% respondents in favour of the proposals through selecting 'Like' or 'Really like'.

3.12 The quantitative results also demonstrate that, individuals who provided responses using the feedback form has some reservations over the provision of a supermarket at the Site, as well as concerns over traffic impacts. 15.4% of responses, however, stated that the development proposals represented good plans and prospects.

Question 3: Please tell us what you think of the changes made to the latest masterplan

3.13 Drawing the respondent's attention to the detailed revisions made to the masterplan, Question 3 asked what was thought of the changes:

- Restricted access from Knutsford Road
  - Like – 44 (42.3%)
  - Dislike – 20 (19.2%)
  - No opinion – 3 (2.9%)
  - Neutral – 37 (35.6%)

- Land dedicated for outdoor community use
  - Like – 73 (70.2%)
  - Dislike – 13 (12.5%)
  - No opinion – 4 (3.8%)
  - Neutral – 14 (13.5%)

- New outdoor activity space at the library
  - Like – 73 (70.2%)
  - Dislike – 12 (11.5%)

  - No opinion – 4 (3.8%)
  - Neutral – 15 (14.5%)

- Reduction in car parking spaces to the rear of the library
  - Like – 31 (29.8%)
  - Dislike – 34 (32.7%)
  - No opinion – 3 (2.9%)
  - Neutral – 36 (34.6%)

- Layout of the houses and extra care facility
  - Like – 44 (42.3%)
  - Dislike – 30 (28.8%)
  - No opinion – 3 (2.9%)
  - Neutral – 27 (26%)

3.14 The quantitative results demonstrate that most people who responded using the feedback form are supportive of all revisions to the masterplan, except for the reduction in car parking spaces to the rear of the library which was predominantly viewed 'neutrally' (36%).

Question 4: What would you like to see the proposed outdoor community area used for?

3.15 Of the 70 people who responded to this question, the responses can be summarised into the following key themes:

- Children's play area.
- Town square or place for community events.
- Community or sensory garden.
- Meeting place with benches.
- Allotments and growing food.
- Sports facilities.
- Housing.
- Car park.

3.16 What the responses showed is that there was clear support for an outdoor community use on the Site.

Question 5: Are there any areas where we could further improve the latest masterplan?

3.17 Of the 55 people who responded to this question, the responses can be summarised into the following key themes:

- Prioritise pedestrians and cyclists and active travel.
- Engagement with local groups on community space (amenity area).
- No need for a foodstore.
- Traffic impacts and control measures.
- Relocate northern access from Pasture Road.
- Support for Lidl foodstore.
- Better parking for Moreton.
- Extra care facilities not required.
- More family housing and green space.
- More tree planting.
- Mixed responses on the need for housing.
- Support updates to the library.

3.18 Although only half of respondents answered this question, the need for a foodstore, the location of the northern access from Pasture Road and traffic impacts were the key themes raised in response to this question.

Question 6: Do you have any other comments on the latest masterplan?

3.19 Of the 61 people who responded to this question, the responses can be summarised into the following key themes:

- Continue discussion with local community groups.
- Infrastructure is insufficient.
- Join the outdoor area at the library and proposed community space (amenity area).
- Housing and foodstore not needed.
- Leave as greenfield land.
- Traffic impacts and improvements.
- Support for the proposals to be built as soon as possible.
- More community uses.

3.20 From the responses received, there was support for the proposals and for it to be built quickly. However, there were again concerns regarding the need for the foodstore as well as the potential impacts on the highway network.

Email Query Reponses

3.21 A total of 10 responses were received via the WGC email in response to the stage two consultation. The responses can be summarised into the following themes:

- Concerns over the impact on residential amenity.
- Loss of greenspace on the site.
- Traffic impacts and road safety.
- Proposals would be beneficial to the area.
- Impact on biodiversity.
- Need for a foodstore.
- Support for extra care housing and improvements to the library.
- Important to provide services for young people.
- Whether the homes will be accessible to all.
- Request for meeting with local residents.
- Anti-social behaviour.

3.22 Many of these comments reflect the feedback to the questionnaire in relation to concerns regarding residential amenity, traffic and the need for a foodstore.

Telephone Query Responses

3.23 A total of three telephone calls were received on the dedicated consultation 'hotline'. Key matters discussed during the telephone calls are as follows:

- Queries over what an extra care facility is.
- Support for extra care facility at the Site.
- Support for supermarket at the Site – but not a Lidl, as it doesn't offer clothing.
- Need to carefully consider the proposed boundary treatments to the south of the Site, adjacent to Silverburn Avenue.
- Concerns over anti-social behaviour.

Resident 'drop-in' sessions

3.24 As set out in Section 2, WGC held two virtual consultation 'drop-in' sessions on Thursday 3rd March and Monday 7th March 2022, via Microsoft Teams. These sessions were attended by a representative of the Moreton-in-Bloom community group and a representative of the Methodist Church, as well as residents from Maurice Jones Court and Silverburn Avenue.

3.25 The representatives of the community collated resident queries and concerns through a dedicated Facebook page, which is open to all members of the public. Prior to the meeting, the community group provided us with a summary of questions and concerns. These are set out below:

1. Traffic
    - Has any further work been undertaken to come up with a proposal as to how the traffic will be managed?
    - How can the community sign off a plan, which they know will cause traffic issues without understanding what measures will be introduced to manage it?

2. Community space (amenity area)
    - Feedback for the external community space has been fed into the library plans, there is also now another area of outdoor community space. Could the spaces be connected and used as one community asset?
    - What is the need to have a car park in between the two spaces?
    - For the library area will this have restricted opening times and restricted access during this time?
    - How will it be maintained?
    - Are Wirral growth willing to work with the community to develop a plan for the other large community space which has not fixed plan?
    - Is any funding proposed for the other community space?

3. Pedestrian connections
    - At the moment there is a well used footpath from residents of the Witley estate into Moreton Cross, where will the pedestrian sites be going through the Cross?

4. Youth Offer
    - What will the youth offering be in the library?
    - What hours will this be available?

5. Affordable Housing
    - Has the proportion of affordable housing been agreed?

6. Lidl
    - What will the opening hours or the Lidl be?
    - Will deliveries have restricted times due to the noise and proximity to houses?

Workshops with neighbours of the Site

3.26 WGC also held two further workshops with a group of residents of Maurice Jones Court and Silverburn Avenue. These meetings were held via Microsoft Teams in March 2022.

3.27 The following matters were discussed with the residents of Maurice Jones Court:

- Proximity of the proposed access from Pasture Road to Maurice Jones Court and its associated garden, and potential noise and air pollution resulting from the development.
- Impacts during the construction phase, i.e. dust.
- Proposed traffic management measures.
- Residents walking towards Moreton Town Centre will have to cross the access road from Pasture Road – is there a proposal to increase pedestrian safety along Pasture Road?
- Concern over cars parking along Site's access road to access town centre.
- Concern over illegal access for motorbikes from the residential development to the west.

3.28 The following matters were discussed with the residents of Silverburn Avenue:

- Existing anti-social behaviour at the Site and how the proposed development can prevent this.

- Boundary treatments at the southern boundary of the Site where it meets the rear gardens of properties on Silverburn Avenue.
- Proposed lighting strategy for the Site.
- Options for community space and Library car park on southern extent of the Site.
- Lidl opening and delivery timings.
- Required access for sub-station to side of the library.

Summary

3.29 Based on the responses received from the local community and stakeholders, whilst 47% of respondents stated that they were in favour of the proposals and supportive of the proposed revisions to the emerging draft masterplan, the following key issues have been identified for further consideration:

1. Need for a foodstore.
2. Access and traffic impacts.
3. Mitigating any potential adverse impacts on the amenity of neighbouring residents.
4. Impacts on infrastructure.
5. Loss of open space.
6. Use of the proposed outdoor community space (amenity area).
7. Pedestrian and cycle connectivity across the Site.

3.30 Our response to each of these key issues is set out within the following Section of this Report.

4.0 RESPONSE TO FEEDBACK

4.1 This Section sets out how the key points identified for further consideration during the stage two public consultation process have been addressed by the project team.

4.2 We have not sought to address every point raised but responded to the key issues highlighted by more than one respondent. Specific details relating to how the masterplan has evolved are set out within the Design and Access Statement that accompanies the application. We provide our response to the key matters highlighted in Section 3 below.

1. Need for a foodstore

4.3 As detailed in the supporting Planning Statement, the 2019 Retail and Town Centre Study found Moreton town centre to have reasonable levels of vitality and viability. However, it states a lack of a medium sized foodstore capable of accommodating a main food shop as a weakness to the health of the centre. The foodstore site (referred to as the partially cleared site to the rear of the library on Pasture Road) is specifically identified in the Study as providing a potential opportunity to address this issue and improve the centres vitality and viability and it recommends that the town centre boundary be extended to include Plot A. This recommendation has been followed and the northern edge of the town centre reconfigured on the Submission Draft Local Plan Proposals Map to include Plot A. As such, the emerging Local Plan, and its associated evidence base offers direct support for the proposed foodstore.

4.4 Some respondents also raised concerns that the foodstore would have an adverse impact on other retailers in the town centre. It is expected that the existing convenience retailers in the town centre will continue their role as local stores for top-up shopping as opposed to the main shopping offer of the proposed Lidl foodstore. Similarly, we do not expect the Lidl foodstore to compete with comparison retailers because they either sell good not sold by Lidl or goods sold on a very occasional basis. These retailers includes the newsagent, clothing stores, florists, card shops, pharmacies, electrical and appliance stores, flooring store, pet stores, furnishing/interior stores, DIY store, charity shops and antique shops.

4.5 In addition, the health check appraisal undertaken as part of the 2019 Retail and Town Centres Study shows that Moreton town centre has a healthy mix of other retail, leisure and financial and business services. The foodstore would, therefore, not undermine the viability and vitality of the centre overall, rather, it will enhance its vitality and viability

through the provision of a main food shop which does not currently exist and would increase the footfall generated by customers to the store and consequential linked trips to other shops and services in Moreton town centre.

2. Access and traffic impacts

4.6 The location of the northern access from Pasture Road to the proposed housing was raised as a concern by respondents, predominantly by residents living at Maurice Jones Court to the north of the Site. This access will be a priority T-junction and will provide visibility splays of 2.4m x 43m in both direction, which are appropriate for a 30mph speed limit. A 2m footway will be provided on the southern side of the access road with dropped kerbs and tactile paving at the junction bell mouth to assist pedestrians in crossing the carriageway safely. The design of the junction has been agreed at the pre-application stage with the Local Highway Authority and will be provide safe access for all users.

4.7 With regards to potential impacts on the local highway network, the submitted Transport Assessment demonstrates that the proposals will not materially alter the operation of any existing junctions on the surrounding highway network. The two access points from Pasture Road will also operate within capacity. As such there is no severe impact on the operational performance at any location, which is the key planning test, and there is no evidence to suggest the proposals would have a material impact on highway safety.

3. Mitigating any potential adverse impacts on the amenity of neighbouring residents

4.8 The Noise Assessment submitted with the application considers the impact of the noise generated by the car park, deliveries, and external plant for the proposed foodstore and the use of outdoor activity area at the library and the amenity area on existing and future residential properties close to the Site. This includes the impact on dwellings on both Silverburn Avenue and Knutsford Road. The Assessment concludes:

- The noise from people talking, typically during the daytime in the amenity area on Plot E, would be mitigated by existing and proposed boundary fences and walls. This would ensure there are no significant adverse noise impacts on nearby homes.
- With the installation of the proposed 2.1m high acoustic barrier along the eastern boundary of Plot A, the noise levels from a single HGV delivery to the proposed

foodstore would be below existing background noise levels meeting the required criteria resulting in a low impact on future residents on Plot C.

- Provided the external roof mounted plant associated with the proposed foodstore meets the limits set out in the Noise Assessment, it would generate a low noise level that would not have an adverse impact one existing and future residents. The noise limits can be secured by way of condition.
- The noise generated from the use of the foodstore car park has been demonstrated to be below the existing ambient daytime noise levels resulting in a negligible or minor change in ambient noise levels to nearby receptors.
- With the installation of the 2.2m high fence along the southern boundary of Plot B the noise levels generated from the use of the outdoor activity area to the rear of the library on residents using their gardens of the properties on Silverburn Avenue will be below the required criteria and no activities would take place after 22:00 to avoid any impacts on bedroom windows of properties overlooking this area.

4.9 Based on the above, subject to appropriate mitigation, the proposals would not have an adverse impact on the health and quality of life of existing and future residents as a result of the noise generated by the proposed uses on the Site.

4.10 In terms of other potential amenity issues relating to the proposed foodstore, sufficient parking will be provided on site to ensure cars are not displaced onto the surrounding highway network. The store is not proposed to be illuminated overnight and will only be lit during the day if natural light levels fall below the pre-set sensor limit. Nonetheless, the Proposed Lighting Layout Plan prepared by Signify demonstrates that the luminance of this lighting would not result in spill that would have a harmful impact on the amenity of neighbouring dwellings. Waste will be stored within the foodstore close to the servicing bay to enable easy collection by empty delivery vehicles that will return this waste to the depot each day. No hot food would be prepared on site so the store would not generate any odour that would be a nuisance to neighbours.

4.11 We note several respondents also raised concerns with regards to anti-social behaviour. The proposed foodstore maximises opportunities for natural surveillance with the principal elevations overlooking Pasture Road, car park and footpath to the south. External lighting will be used, where required, so people feel safe using the car park and footpath when it is dark and to deter criminal activity. Hard and soft boundary treatments around the

perimeter will also help to define public and private spaces and protect the security of neighbouring properties and buildings.

4.12 Similarly, boundary treatments will be used to secure the perimeter of the outdoor activity areas at the library. This area will be lit by low level light and overlooked by library staff to ensure it provides safe spaces for community use. The proposed boundary treatment along the southern edge of the library will also improve the security for properties on Silverburn Avenue.

4.13 The layout of the housing and extra care apartment development is a matter reserved for future approval. However, the Illustrative Masterplan demonstrates that dwellings could be orientated to provide natural surveillance over public and private areas, and alongside the provision of appropriate boundary treatments and external lighting, details of which can be secured by condition, the proposals can be designed to reduce the likelihood of crime.

4. Impacts on infrastructure

4.14 Several respondents raised concerns with regards to the impact of the proposals on local services and facilities. WGC acknowledge that financial contributions will need to be made towards improving infrastructure in the local area where necessary and justified to ensure the needs of existing and future residents are met. This will be discussed and agreed with the Council during the determination of the application.

4.15 Notwithstanding this, the proposed improvements to Moreton Library will enhance its offer as a community hub at the heart of the town centre with a dedicated youth provision and more flexible spaces where local people and groups can sit, read, meet and work.

5. Loss of open space

4.16 Based on the evidence contained within the Open Space Assessment Report and Open Space Standards Paper prepared by Knight Kavanagh & Page in September 2021 to inform the preparation of the new Local Plan, our Open Space Assessment demonstrates that the amenity greenspace on the Site is surplus to requirements from a quantitative, quality, value, and accessibility perspective. As such, when assessed against the relevant planning policies the principle of development on this part of the Site can be supported.

4.17 With regards to the basketball area, our Assessment demonstrates that this is also surplus to requirements from a quality, value, and accessibility perspective. However, there is a deficit in this type of open space when assessed against quantity standards. To mitigate this quantitative loss and to help address the deficit, a multi-use games area is proposed to the rear of the library and WGC have agreed, in principle, with the Council to pay a financial contribution to improve children and young people's provision at Lingham Park and Yew Tree Park.

6. Use of the proposed outdoor community space (amenity area)

4.18 The proposed outdoor community space or 'amenity area' falls within the outline element of the application. As such, its design and use of this area reserved for future approval. However, we understand that the Council are keen to work with local community groups to ensure it benefits the local people of Moreton. This consultation will take place in due course.

4.19 We note that it was requested whether the space could connect with the outdoor area to the rear of the library. However, this isn't feasible due to the need to maintain servicing access to the existing substation.

7. Pedestrian and cycle connectivity across the Site

4.20 WGC acknowledge that there is an existing east to west pedestrian route across the Site. The proposals for the foodstore seek to maintain this important route and the proposed footpath will provide more attractive and safer route for users than the existing.

5.0 CONCLUSIONS

5.1 Continuing to engage with and involve the local community in the design process is critical to WGC achieving their vision and ambitions for the Site. During spring 2022, WGC carried out its second stage of stakeholder and community consultation, inviting feedback on the revised proposals. The stage two consultation period ran from 9th February to 23rd March 2022.

5.2 WGC has used a range of digital and traditional communication methods and activities to spark an informed discussion about the revised draft masterplan for the Site. The open and transparent approach to consultation builds upon the stage one consultation and ensured that as many people as possible have been able to engage with the revised development proposals for the Site.

5.3 Based on the responses received from the local community and stakeholders, whilst 47% of respondents stated that they were in favour of the proposals and supportive of the proposed revisions to the emerging draft masterplan, the following key issues have been identified for further consideration:

1. Need for a foodstore.
2. Access and traffic impacts.
3. Mitigating any potential adverse impacts on the amenity of neighbouring residents.
4. Impacts on infrastructure.
5. Loss of open space.
6. Use of the proposed outdoor community space (amenity area).
7. Pedestrian and cycle connectivity across the Site.

5.4 Section 4 details our response to each of these key issues based on the technical evidence and documents submitted as part of this application.

5.5 Based on the information contained within the stage one and two consultation reports, it can be considered that WGC has fully embraced consultation with the local community which has resulted in positive changes to the proposed development. This should be looked upon favourably when determining this application.

Public Consultation

Revised plans for land between Pasture Road and Knutsford Road, Moreton.

Your Neighbourhood, Your Say.

WIRRAL GROWTH COMPANY

Lets continue the conversation...

Thank you for contacting us to receive this physical consultation pack.

Wirral Growth Company is committed to bringing forward plans for the redevelopment of the land between Pasture Road and Knutsford Road in Moreton.

It is important that local people have their say on what the new development will look like. Following the initial consultation last year we have created this document for you to view and comment on the revised proposals.

At the end of this document is a feedback form which you can complete and post back to us using the pre addressed envelope provided.

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 email address below.

hello@wirralgrowthcompany.co.uk
07849539589

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

Wirral Growth Company (WGC) is a 50:50 joint venture partnership between Wirral Council and national urban regeneration specialists Muse Developments (Muse). Together, Muse and Wirral Council 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 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 latest masterplan. We want you to share with us your thoughts, aims and ambitions for your neighbourhood.

The Site

The application site area is identified on the plan opposite.

Moreton provides essential local facilities and acts as a hub for the surrounding residential area.

The site includes the land bound by Maurice Jones Court in the north, Witley Avenue, Lyons Road and Knutsford Road to the east, Silverburn Avenue to the south and Pasture Road to the west.

It includes the former Youth Centre, former Family Centre, the library, its associated car park and underutilised areas of hard standing and open space. The Ambulance Station and Health Centre on Pasture Road are excluded from the site.

Pasture Road Site

This consultation follows on from the stage one consultation undertaken in March 2021.

More than 14,000 leaflets were issued to properties in Moreton, Leasowe and Saughall Massie inviting residents to comment on our initial proposals for the site.

The purpose of this exercise was to listen and learn from the community.

Initial Masterplan

Key components of the initial masterplan included:

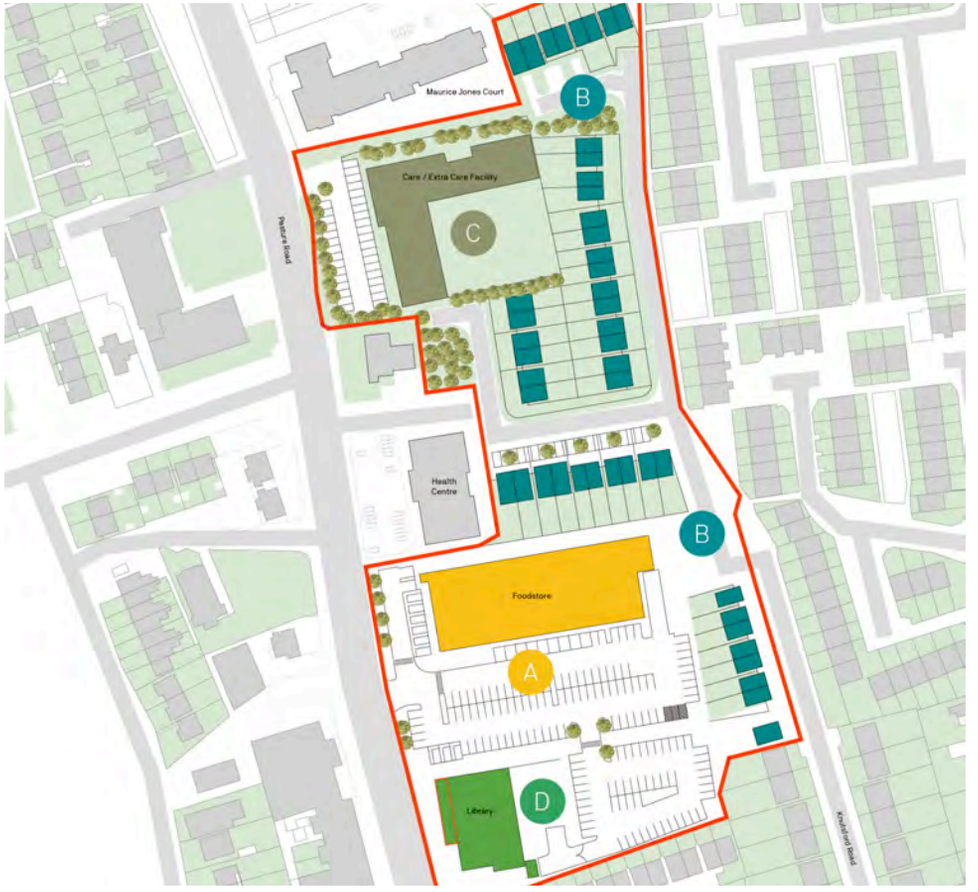
Plot A – A new 1,900sqm Lidl food store and 170 space car park.

Plot B – Up to 46 family homes including affordable housing.

Plot C – Up to 75 bed care/extra care facility.

Plot D – Improved library facilities.

Access from Pasture Road and Knutsford Road.



You said, we listened:

WGC have been really pleased with the level and quality of responses received and we would like to thank all those who gave their time and contributed to the consultation.

Over 600 feedback forms were received and verbal feedback was generated through our two virtual residents drop in sessions and online workshops with Ward Councillors, Moreton in Bloom and Christ Church C of E Primary School.

The local community has put forward some fantastic ideas, not just about the type of development proposed but what comes with the development to deliver the best place possible for Moreton.

The feedback received has been reviewed and considered by the project team. Many recognise that investment in Moreton is long overdue. However, there are several areas where it was felt the initial proposals could be improved.

The key themes we identified are as follows:

Further information on the stage one consultation can be found in the consultation report available on our website:

wirralgrowthcompany.co.uk/moreton

The impact of the food store on local businesses.

Highways and traffic concerns.

Why are so many car parking spaces needed?

Is there scope for further improvements to the library?

Can better use be made of the land to the rear of the library?

Are there opportunities to provide a play space, community garden or allotment?

Is there need for a food store of this size?

Revised Masterplan

In response to your feedback and following further technical work we are proposing several changes to the emerging masterplan. Key changes include:

Plot A
Secondary access from Pasture Road

Plot B
Reorientation of care/extra care facility

Plot C
Amended housing layout

Plot D
Emergency access from Knutsford Road

Plot E
Land designated for an outdoor community use

Plot F
Number of car parking spaces reduced

Plot G
New outdoor activity space to the rear of the library

Knutsford Road Access

You said:

"We wish to see Knutsford Road remain as a cul-de-sac and we do not want it to be used as an access route for Lidl's delivery vehicles."

"The proposed access route off Knutsford Road is not adequate enough to handle the amount of traffic to provide access for any additional houses."

"It is too narrow to support major traffic flows and access must be from Pasture Road to all new builds."

We Listened

Only 8 homes will now be accessed from Knutsford Road. The remaining 37 houses will be served by a new access from Pasture Road. However, access will still be provided for emergency vehicles.

Wirral Council have confirmed this is their preferred arrangement from a highway safety and traffic capacity perspective.

Outdoor Community Space

You said:

"I was wondering if a community allotment area could be incorporated into this spaces"

"Support the provision of an allotment area by offering plants and garden items to encourage school children to building a community area, plant, trees and wildlife etc."

"Create a nice outdoor area near the centre of Moreton with trees"

We Listened

The car park to the rear of the library has been reduced in size and the land is now proposed to be designated for an outdoor community use. Although an area of overflow parking will still be available for longer stays and this will be free for public use.

Previous ideas for this space include an allotment, garden or orchard. However, there are currently no fixed plans so please let us know if you have any other ideas for this part of the site.

Library Improvements

You said:

"The building is tired and needs refreshing. Traditional library functions no longer apply to the same extent but must not be lost."

"Libraries are a important focal point for the community but need to adapt for the needs of the people today."

"Providing a community hub and new library is essential to the area particularly in view of the increased provision of new homes in the area

We Listened

As per the previous masterplan improvements are proposed to the library to provide a community hub with a dedicated youth offer and more flexible spaces where local people and groups can sit, read, meet or work.

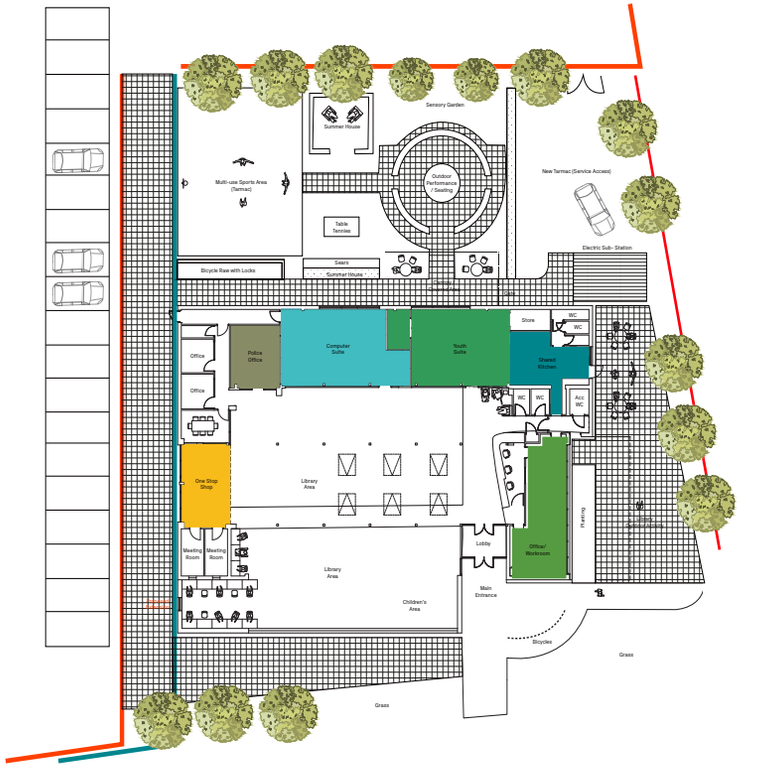
However, in response to feedback from the stage one consultation a new outdoor area is proposed where people of all different ages can engage in activity and socialise in an attractive landscaped environment.

The current proposals include outdoor seating, table tennis, performance area, sensory garden, summer house and multi-use sports area. However, if you have any other ideas please let us know.

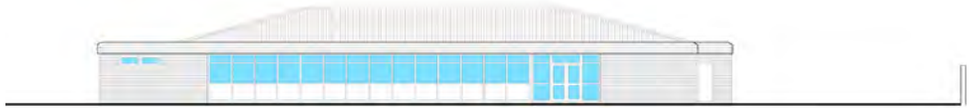
Revised Masterplan

Existing library floor plan

Proposed floor plan



Existing Elevation to Pasture Road



Proposed Elevation to Pasture Road

Other changes following technical work

To ensure traffic along Knutsford Road is kept to a minimum two accesses are now proposed from Pasture Road.

Outline planning permission will be sought for the housing elements of the proposals with details reserved for future approval. However, the masterplan layout has been amended to ensure the housing is technically deliverable, can protect the amenity of existing and future occupiers and provides an active frontage onto Pasture Road.

Lidl food store

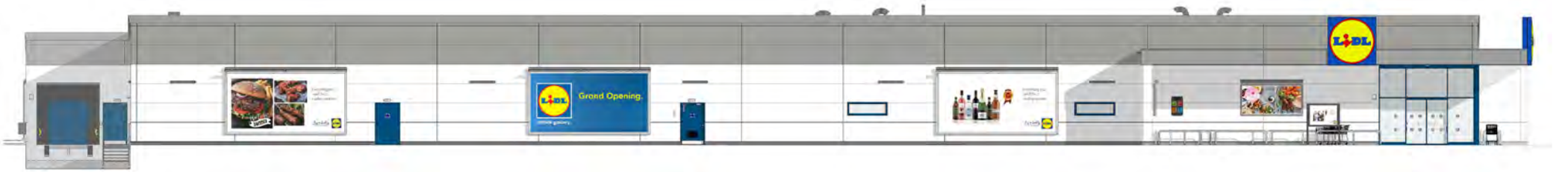
No changes are proposed to the Lidl. However, the number of parking spaces has been reduced to enable WGC to gift land to the community whilst maintaining enough parking to serve the food store and trips to the town centre. All parking will be free for up to two hours.

The Lidl is intended to complement rather than compete with the smaller independent retailers in Moreton. They will sell a range of largely own brand products and will not include a butchers, fish counter, pharmacy, tobacco kiosk, or sell newspapers, stationary and clothes.

Proposed store CGI

Glazed Gable Elevation

Front Elevation



Timeline of next steps

February/March 2022

The consultation period for returning comments on the revised masterplan is Wednesday 9th March. The feedback will then be collated and reviewed by the project team and any refinements to the masterplan will be made.

Spring 2022

A hybrid planning application will be submitted to Wirral Council.

The application will be subject to consultation with the local community and statutory consultees in relation to technical matters such as highways, drainage, noise, ecology, land contamination and trees.

Summer 2022

Planning application expected to be determined by Wirral Council.

Winter 2022/ Early 2023

Construction of Phase 1 including the development of the Lidl food store, improvements to the library and its associated landscaping and infrastructure will commence on site.

Now that you have seen the revised plans, have your say.

We are keen to gather your views on the revised proposals and would be grateful if you could spare a few minutes to complete and return the feedback form in the stamped addressed envelope provided.

Please, return your questionnaire by Wednesday 9th March 2022.

GDPR disclaimer:

The Wirral Growth Company is committed to respecting your privacy and to complying with all applicable data protection and privacy laws. The Wirral Growth Company, Wirral Metropolitan Borough Council, Muse Developments and Barton Willmore will act in accordance with the Data Protection Regulation (GDPR) (Regulation (EU) 2016/679). Comments and information shared as part of this consultation will not be passed to any third parties, with the exception of the above-mentioned parties.

These details will only be retained for as long as necessary for the purposes of defining development projects to be brought forward by the Wirral Growth Company. By leaving any personal details you are giving consent to this use. If you wish to withdraw your consent, please email: hello@wirralgrowthcompany.co.uk

Did you respond to the initial consultation?

☐ Yes ☐ No

What is your general view on the revised proposals?

☐ Really Like ☐ Like ☐ Neutral

☐ Dislike ☐ Really Dislike

What is your reason for your answer to Q2 above?

(Write)

Have your say 2 of 2

Please tell us what you think of the changes made to the latest masterplan?

	Like	Dislike	Neutral
Restricted access from Knutsford Road	☐	☐	☐
Land dedicated for outdoor community use	☐	☐	☐
New outdoor activity space at the library	☐	☐	☐
Reduction in car parking spaces to the rear of the library	☐	☐	☐
Layout of the houses and extra care facility	☐	☐	☐

Are there any areas where we could further improve the latest masterplan?

(please write)

What would you like to see the proposed outdoor community area be used for?

(please write)

Do you have any other comments on the latest masterplan? (Please write)

(please write)

Thank you for reviewing the revised masterplan for the land between Pasture Road and Knutsford Road, Moreton town centre.

If you have any additional comments or questions please contact us directly at:

hello@wirralgrowthcompany.co.uk.
07849539589

wirralgrowthcompany.co.uk/moreton

WIRRAL GROWTH COMPANY

A joint venture between

WIRRAL

muse

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APPENDIX 2 – LIVERPOOL ECHO ARTICLE

138380191914

Key changes to plan for 46 homes, Lidl store and more in Wirral town

The plan could include sports facilities and space for an allotment

By George Morgan Local Democracy Reporter

16:45, 8 FEB 2022

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The area highlighted in orange is where the development will be located (Image: Wirral Growth Company)

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Major plans for more than 40 family homes, a new supermarket and an assisted living sche in Wirral have been changed in three important ways.

Last year, **a proposal** to build a new Lidl food store, up to 46 family homes and an assisted living scheme with up to 75 bedrooms, was revealed by Wirral Growth Company (WGC).

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From OK! beauty Box

Self-care and taking a moment for yourself is now more important than ever. The **Go Love Yourself edit** is filled with five pampering skin and bodycare treats from big-name beauty brands like Korres, Ameliorate and Alicia Keys' own line, Keys Soulcare. There's everything you need to create a moment of me-time this winter.

But WGC, a 50:50 partnership between **Wirral Council** and Muse Developments, has made key changes to the plan after a public consultation.

The company has confirmed the Lidl car park behind the library will be made smaller with the land earmarked for "outdoor community use".

The land could be used as an allotment, garden or orchard, and WGC is asking residents to make their own suggestions as part of another round of public consultations which **starts tomorrow** and goes on until March 9.

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Another change to the original plan is an increase in the amount of outdoor space being provided as part of the library improvement works.

Complete Vision

Doctor Reveals: One Simple Trick For Perfect 20/20 Vision

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This space will allow people of all different ages to take part in activities and socialise in what WGC calls an “attractive landscaped environment”.

Among the current ideas for what the space could include are outdoor seating, table tennis, a ‘performance area’, a sensory garden, a summer house and a multi-use sports area.

To address traffic concerns, of the 45 family homes just eight will be accessed via Knutsford Road, while the other 37 will be served by a new access from Pasture Road.

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1 COMMENTS

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Mike Horner, director of Wirral Growth Company, said: “We received over 600 feedback forr from the first round of consultation in Moreton, in addition to the verbal feedback from the virtual workshops that we held, and we were really pleased with the level of public engagement.

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“We’ve taken the key considerations on board and hope that the revised plans, which include more outdoor and community space, will better suit the needs and expectations of the local community.

“We’d like to thank everyone that took the time to engage with us last year and look forward to hearing their thoughts on these new plans. Having local people help to shape the plans is really important to us and we’d encourage everyone to have their say.”

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