



Hoylake Together



STAGE 2
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Hoylake Together

3 Foreword

Hoylake Together is a Community based plan for the future. It brings together desk based research, community consultation, design and master planning work. The stage 1 component of the plan identified a baseline for the settlement of Hoylake. Environmental, social, economic and historical baselines were all compiled. Stage 1 also involved a community consultation exercise which allowed us to identify resident's views and opinions in regard to their hometown. This exercise was crucial to the plan as the community remain at the centre. Stage 2 of which this report is compiled of, looks to identify a vision for Hoylake along with key objectives for the future. The plan also identifies four action areas where the community most want to see change. These objectives have formed the basis for the design work that followed, as it is paramount that the development proposed is what the community wants and needs. A major component to the plan is the availability of funding to carry out such works; this has been carefully considered along with an estimated delivery and implementation plan.

It is important that we consider that the community is at the heart of our plan; the plan must be informed by the public at all times.



Figure 1 Community Role

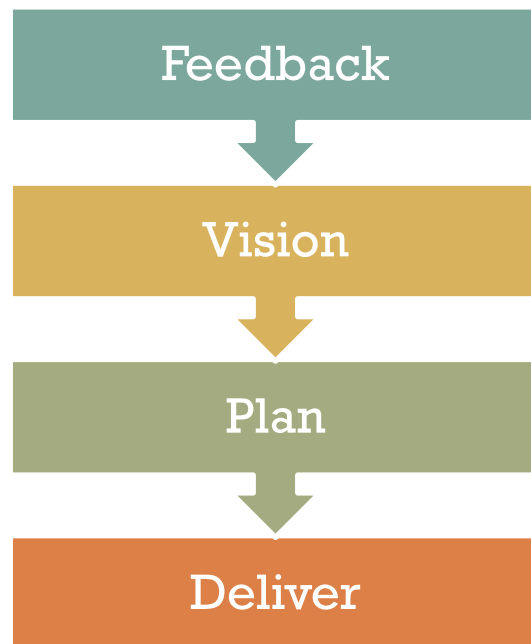


Figure 2 Summary of Community Consultation

executive summary

4 Summary of Stage 1

The initial 'Stage 1' report was intended to provide a comprehensive analysis of the area of Hoylake. The principle part of the report used desk based research and field analysis to draw out the main issues and observations. These were broken down in the report according to the themes of Socio Economic, Environmental and Heritage.

To give the reader a spatial snapshot of the current physical conditions within Hoylake a townscape, greenspace and character analysis were included within the report, along with a description of the findings within. To supplement this data, a separate physical analysis of Market Street and the retail economy is provided in the following section.

In order for the reader understand future proposals for part 2 of the report, it was considered prudent to include a section on planned proposals within Hoylake, and supplement this with the significant 30 year development proposals by Peel Holdings, at the Liverpool and Wirral waters sites. The significance of these in the context of Hoylake is provided as a concluding part to this section.

As mentioned in the foreword and forming part of the introduction of this report, the guiding principle behind its formation puts community aspirations and visions for Hoylake at the centre of any proposals. Because of this, it was considered crucial that continual community consultation be at the centre of process for constructing the plan. Because of this, a community consultation and collated findings forms the next part of the report, with matching national and international exemplars provided to give a 'feel' of what might be deliverable in stage 2 of the plan.

With any forward thinking plan the issue of sustainability is one that should be given the highest priority when considering the feasibility and deliverability of any proposal. Because of this, an excerpt from (*Future North West: Our Shared Priorities*, 2010) is used to give the reader a realistic view of the major challenges facing the UK and their implications for Hoylake. These factors are also highlighted throughout the report and will be considered alongside all options highlighted in part 2.

5 Summary of Stage 2

This report 'Stage 2' is intended to outline, explain and justify the proposed spatial planning action for Hoylake over a 20 year plan period. Following on from the 'Stage 1' community consultation and desk based field research the key issues affecting the community were highlighted and considered. Adopting a holistic approach with the community placed at the heart of the project a comprehensive, feasible and realistic plan for the future of Hoylake was formulated which reflects the community's needs and aspirations fully.

5.1 The Promenade

This project plans to rejuvenate the existing promenade into an accessible, attractive and user-friendly space. The community raised their concern that at present the promenade is unattractive and lacked any leisure or community facilities as well as fundamental facilities such as public toilets. In order to transform the promenade into a space that can be utilised to residents and visitors alike, a 'heritage and wellbeing centre' is proposed, situated adjacent to the lifeboat house, which could offer a range of functions such as a cafe, gym and community space. However, it will be at the community's discretion the design and actual function of the centre. Necessary improvements will be made to the promenades public realm features as well as enhancements to cycle lanes, walkways and sports facilities. Crucial, to the sustained use of the promenade once change has occurred is the diversification of its visitor attractions. Therefore, improved visibility of the Site if Specific Scientific Interest at Red Rocks is proposed, with the implementation of a walkway/causeway from the promenade (at Kings Road gap) into the bay serving as a platform for bird watching as well as a unique community asset and visitor attraction.

5.2 Market Street

The Market Street action area primarily intends to address the retail problems faced by Hoylake. For the town to remain sustainable its retail core must be stabilised and respond to the changing trends and retail decline faced in high streets across the country. While Hoylake's residents recognise that its retail centre cannot compete with that of its neighbours, there are growing concerns that even the most basic retail requirements of the town are no longer being met.

To address this, Stage 2 set out four objectives to coordinate the regeneration of Market Street. These were;

- Increasing the footfall of Market Street by 50%

- Decreasing the amount of vacant units
- Decreasing the retail core and creating a community centre
- Making shop frontages more attractive

The primary development proposal put forward in this report is the compression of the high street, to improve accessibility and maintain a good level of pedestrian traffic with a more sustainable density of shops. With limited opportunities for development, the town should aim to make better use of 'the row' with the creation of a mixed use building which aims to restore the basic retail functions that are becoming increasingly rare in the town.

5.3 Traffic Management

Hoylake, as with many towns on the Wirral, is facing increasing strain on its traffic management system. To help remedy this, Stage 2 sets out a number of recommendations that could help alleviate these issues. The main road, Market Street, should be limited to 20 mph and the northern end of the street marked by a roundabout. With proper signage, it is intended to promote alternative routes, particularly to through traffic.

To mark the importance of the new development at "the row", a raised pedestrian crossing should be introduced, tackling the issue of traffic barriers by providing a public crossing at the most appropriate location.

Other recommendations include continued public realm improvements, the promotion of more environmentally friendly transport methods, increased connectivity between public transport and the construction of a pedestrian footbridge to provide better links to and from the Carr Lane Area.

5.4 Carr Lane

With the town of Hoylake suffering from major land constraints, Carr Lane provides its only feasible option for expansion. Currently an area of fragmented industrial and residential units, Hoylake should seek to reconfigure this area in order to make better use of the land. To do so, a phased system of redevelopment is proposed that intends to focus housing to the east and industrial units to the west. In the course of doing so, the area can remain responsive to demand and deliver an estate that has a more appropriate number of industrial and housing units. In addition to this, the ongoing environmental issues and risks of flooding should be addressed through the use of a SUDs system.

introduction

Introduction to Stage 2

This neighbourhood plan has been undertaken to reflect the aspirations of Hoylake both now and into the future. It has come from a shared notion that the community is at the centre of its own destiny set in the spatial context. The plan is especially poignant, as it has been produced at a time of extreme economic difficulty, with shrinking local and public sector funding and at a time when the private sector is both unwilling and unable to deliver the aspirations of the Hoylake community.

Despite this, Hoylake B has taken the challenge of delivering a neighbourhood plan that positively exploits some of the best things about Hoylake:

- It's strong sense of community, as identified by the vast range of community interest groups.
- Its unique location, at the edge of England looking out into the Liverpool bay and across to Wales.
- It's strong sense of Heritage, being an historically thriving fishing village and customs port.

It's existing assets, and its shared sense of determination, evident through our consultations with the community and their determination to push the boundaries of what can be done for Hoylake and how they can do it themselves, through being frontrunners in the neighbourhood plan agenda, and establishing a presence through Hoylake village life.

Hoylake B have utilised all of the available tools to deliver a plan that is robust and meets the needs and aspirations of the community who have entrusted this task to us.

This has included analysing the policy contexts of Wirral borough council, along with the wider government agenda, to front load the Hoylake community plan in a way that both compliments and augments the various governmental objectives. This has been especially significant when understanding the current coalition government's localism agenda. Here, instead of focusing on the negative aspects highlighted at the beginning of this introduction, Hoylake B took the agenda as an opportunity to hand future development of Hoylake over to the community.

In terms of the four key action areas, this has been achieved through:

Promenade: Listening to what the community wanted to see happen to this underdeveloped area, and responding by proposing a set of development opportunities that seeks to keep community leisure and recreation at its centre, whilst providing for sustainable tourism.

Market Street: Understanding the current UK issue of declining high streets, and providing a retail square proposal that builds on community sense of place, whilst providing a platform that both manages the contraction of the current retail industry, and provides a consolidated retail centre, intended to attract future prospective business investment.

Traffic: Identifying the negative aspects of congestion along Market Street and the detrimental impacts it is having on vulnerable members of the community, and providing alternative traffic management solutions that aims to both offer alternative routes, whilst signposting new visitors to other areas of Hoylake.

Carr Lane: Analysing the wider issues of affordability and using this to propose a more sustainable Carr Lane. This area was especially difficult, as it proposed meeting the needs of one part of the community, whilst managing the reduction of an employment site. Putting the community in charge of housing through a community land trust was seen as a key objective to managing the issue, whilst tackling conflicting community aspirations.

The intention of the group throughout the stages of consultation and plan making has been not to prescribe solutions, but to both set in place some of the key physical structures identified as necessary by the community of Hoylake, along with providing the foundations necessary to assist the community through its changing aspirations. It is anticipated that a shifting economic, political and environmental context in the run up to 2032, will be causal in some of these aspirational changes, and where possible, the development proposals within the key action areas have sought to accommodate this.

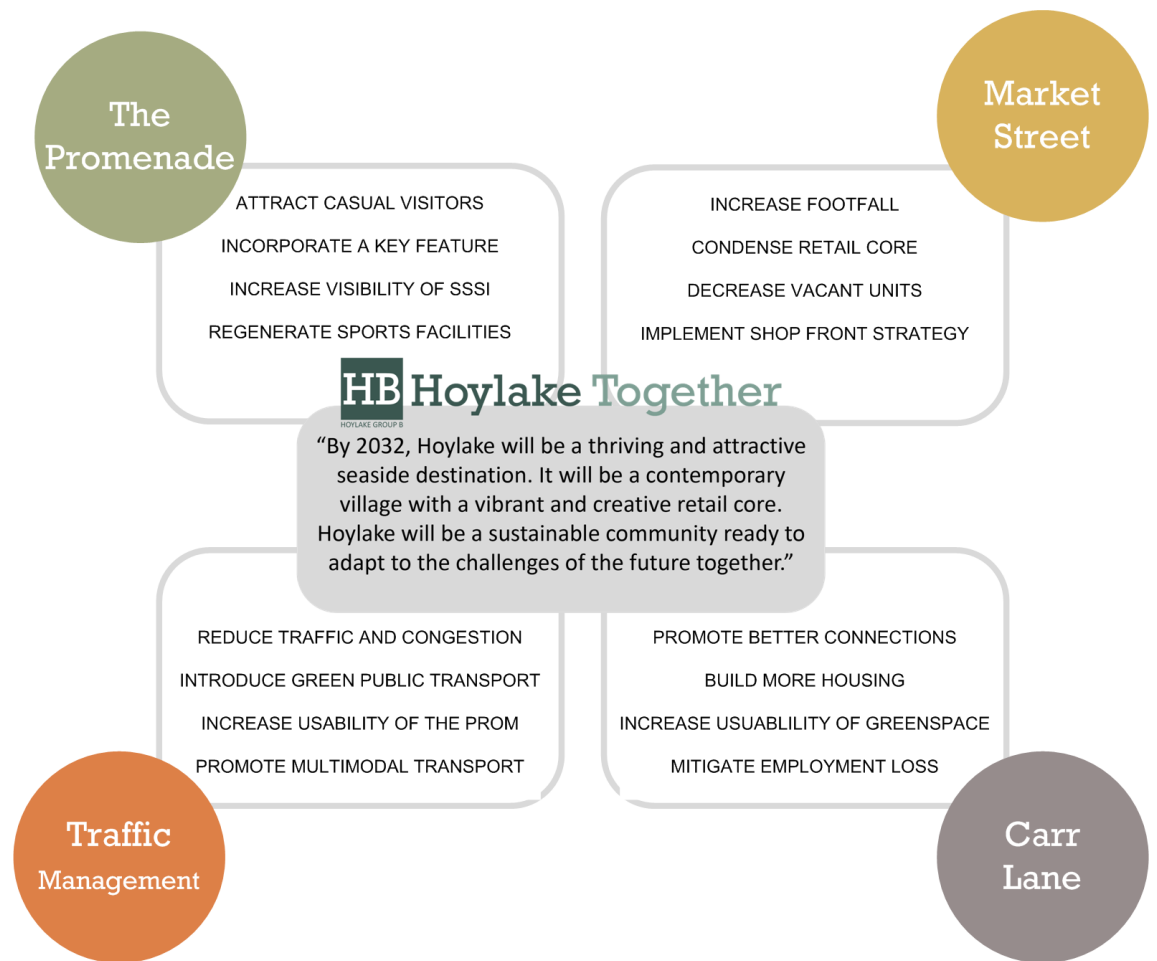


Figure 3 Key Action Areas

vision

“By 2032, Hoylake will be a thriving and attractive seaside destination. It will be a contemporary village with a vibrant and creative retail core. Hoylake will be a sustainable community ready to adapt to the challenges of the future together.”

action areas

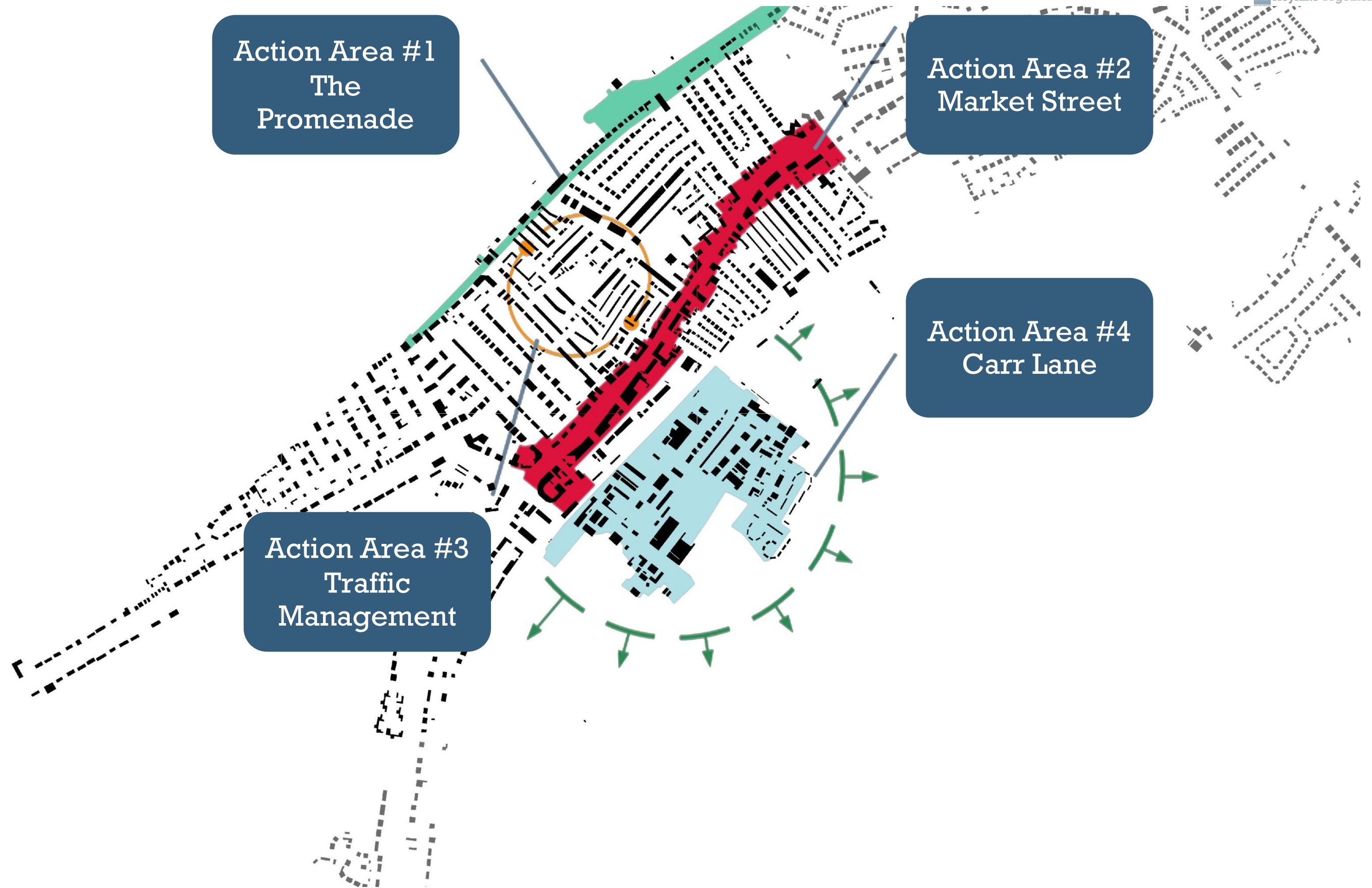


Figure 4 Key Action Area Map

the promenade

7 Action Area 1: The Promenade.

7.1 Summary of Stage 1:

Through Stage 1 of the project various issues were raised in regard to the promenade. Currently, the promenade is used by locals and some visitors who know of Hoylake. The promenade goes along the shore of Hoylake and parts of Meols. The area is not presently at its best, although it serves some purpose, it lacks basic services needed to improve the experience of the area. The consultation process at Stage 1 identified that the promenade is underutilised, with lack vital public services. Residents identified the promenade as a key issue within the town. When asked what type of changes they would most like to see along the promenade, responses included providing more sports and leisure facilities, as well as making general improvements to the public realm. Residents identified that currently the promenade had a negative appearance and lacked any facilities for use by both residents and day visitors.

7.2 Objectives based on Stage 1 consultation:

- To improve the general appearance of the promenade.
- To create more useable public space.
- To improve visibility of the SSSI at Red Rocks.

7.3 Objectives explained:

To improve the general appearance of the promenade.

As outlined within our objectives, we plan to improve the public realm along the promenade. Improvements will be made to the walking area, and a lane system will be introduced so that cyclists and walkers can enjoy the promenade together. It is also intended that a running lane will be incorporated into the site, to facilitate exercise and fitness. Improvements will also be made to the wall surrounding the improved sports facilities, with improvements to street furniture, so that users of the promenade can enjoy the area. Generally, the promenade's overall appearance will be enhanced, making it an attractive area for residents and visitors to relax and enjoy the Hoylake's beach views.

To create more useable public space

At Stage 1 it was identified that residents wanted more public space which they could utilise for various leisure activities. Providing more usable public space along the promenade is a key development proposal, and we aim to do this by creating, and in some instances improving, walkways, cycle paths and sports facilities. The

development of a cycle path along the promenade is an important objective in terms of providing public space that the community can use. Cycle paths are also crucial to our objectives, both for Hoylake's connectivity, as well as its preparation for a sustainable future. Other spaces will also be created for residents and visitors to utilise, such as the creation of a heritage and wellbeing centre, which will provide an increased amount of facilities, through the centre's proposed cafe, gym and community rooms. Three further extended areas of space have been proposed, with the intention that these will be situated at various different positions down the promenade. The proposed sea walkway and bird watching platform, which is discussed in further detail later, will seek to augment the objective of increased usable public space. Further to this, It is hoped that public and community art can be shown at the end of the walkway.

We propose that the community themselves decide what type of art they want to see at the end of the walkway. It is intended that future community consultation on the development of the promenade area will determine the types of facilities residents want and need in order to utilise this area more.

To improve visibility of the SSSI at Red Rocks

Improving visibility of the SSSI at Red Rocks is another key objective, especially as at the consultation process, residents identified that more could be done to utilise the view from the promenade. The proposed construction of a sea walkway seeks to provide this extra visibility whilst fulfilling other objectives, such as the need to increase usable public space along the promenade. It is also proposed that the walkway will act as a viewing platform for bird watchers. At the consultation stage, residents identified that bird watching was an under promoted attraction in the area with the potential to increase natural tourism. In addition to this above proposed uses, the construction of the sea walkway will provide enthusiasts with a view over to Hilbre Island and Red Rocks, as well as allowing them to observe the large amount of bird species that can be witnessed migrating along the North Wirral Coast. In terms of issue of environmental sustainability, it is anticipated that the proposed sea walkway will be susceptible to coastal flooding. Therefore, it is proposed that no facilities are proposed for the future development of this feature. To facilitate issues of habitat preservation, it is also proposed that a raised walkway be created along the western stretch of the beach. The platform will be minimal so as not to encroach on the surrounding natural environment. The walkway will begin where the promenade meets the Kings Gap road and will run

for around half a mile down the beach. The creation of this walkway will provide walkers with a better view of the nearby SSSI; it will also provide more useable public space along the promenade, as well as promoting use of this western extent of the beach.

It is recognised that coastal flooding will be a major threat to Hoylake. As of yet it is not known how coastal flood risk will be dealt with and mitigated. However, future proposals within the promenade area will need to take into account both the projected flood risk to the area, and the possible proposal of flood sea defences by the Environment Agency.

7.4 Funding Opportunities:

There are various funding opportunities available for the re development and maintenance of the Promenade. In the context of central government funding, it is anticipated that the recent Coastal Communities fund, finalised by the Coalition government in February of this year, could be the most current form of higher level monetary assistance. Community Ownership initiatives are mentioned as an organisation eligible to funding. The fund demands that projects "demonstrate that there proposal unlocks a barrier, addresses a need or opportunity" (Communities and Local Government, 2011). The development of the promenade is a prime example of a project that addresses both a need and an opportunity. The project also falls in line with policy in the wider Wirral area, that looks to stimulate economic growth, the development of facilities and general improvements to the area. It is anticipated the proposals for the promenade will augment the areas ability to attract visitors from both New Brighton and West Kirby, as well as the wider area.

Other funding streams and opportunities include those put forward by the Environment Agency with the key driver from this stream aimed at and maintaining and protecting the environment.

With the proposed development of the Carr Lane area for Housing, funding from a Community Infrastructure Levy could also be a platform for development along the promenade. This could be set against both future community proposals after the initial stages of development highlighted in this plan.

7.5 Visualizations of Promenade Improvements



Figure 5 Promenade Improvements

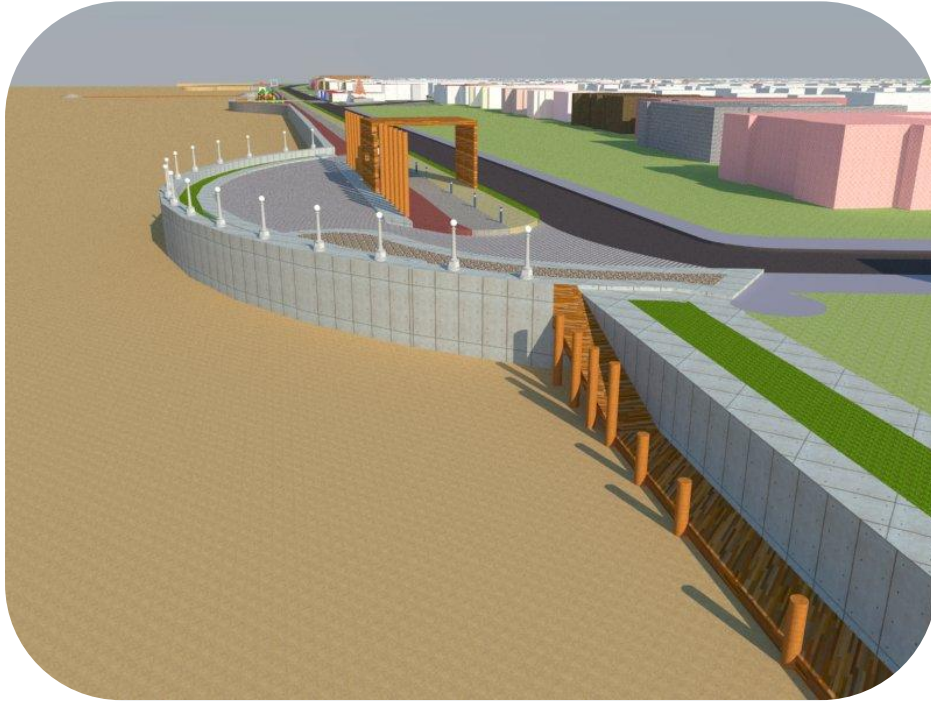


Figure 6 Western Extension



Figure 8 Western Extension

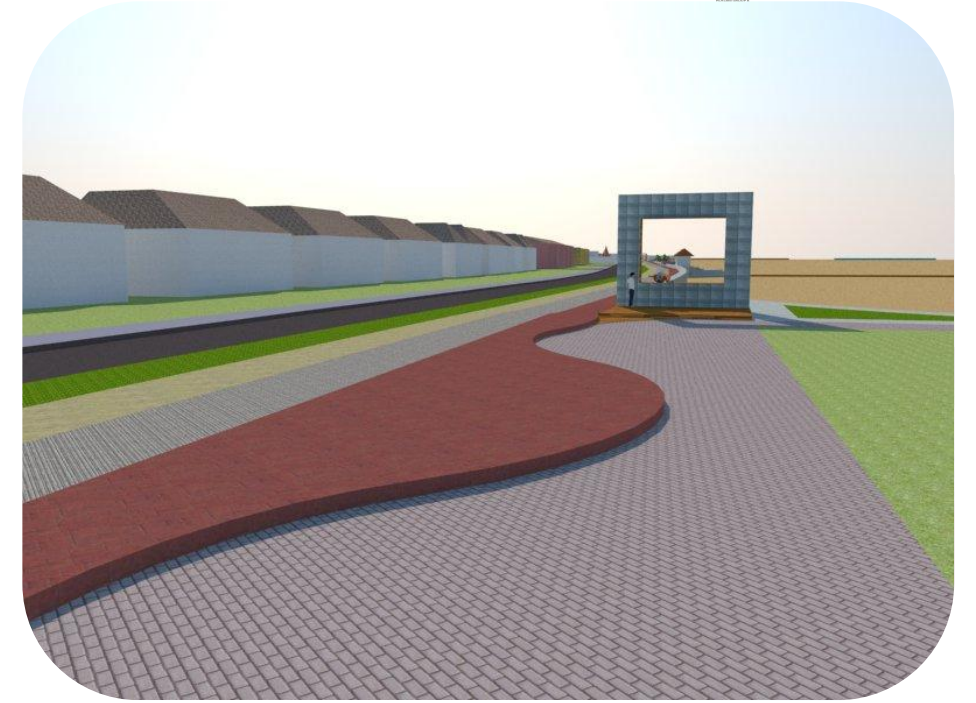


Figure 10 Paving Improvements



Figure 7 Central Extension



Figure 9 SSSI Accessibility



Figure 11 Alderley Road Approach

7.6 The Heritage and Wellbeing Centre

As part of the ongoing improvements to the promenade, the people of Hoylake should seek to improve the usability of its coastal assets through the careful development of available land.

As part of the community consultation, the research found that there was a desire for more facilities along the waterfront, with access to public toilets being a particularly big issue. With this in mind, the plan should seek to deliver these facilities, but in doing so it is important to consider the long term sustainability of these facilities in order to gain best value for money.

In a quiet coastal location such as Hoylake, it is unlikely that solitary functions – such as public toilets – will be sustainable. Over time, these facilities are likely to be subject to a lack of demand or even vandalism. To address these issues, there is a need to create a ‘cycle of demand’, where a number of different uses are provided in the same space.



Figure 12 Creating a Demand Cycle

To improve the coast, a significant number of respondents also hoped to see more community space, and the regeneration of the existing sports pitches. These would provide the perfect anchor for lesser uses such as toilets and cafes. Therefore, it seems sensible to recommend a mixed use building that provides all of these services in one place. With such limited land and sensitivity to development along the coast, this building is most likely to be located next to the Lifeboat House.



Figure 13 Building Functions

While the exact design, functions and size of such a building would ultimately be up to the community through further consultation, this section provides some suggestions. An anchor use for the building is essential, and this could be provided through a fitness centre. In this context, the centre could be a suite of gym equipment, down to something more casual, such as a single, flexible hall. In either form, the centre should make full use of the sports pitches and promenade assets, and encourage the use of these assets and the restoration of these areas into high quality spaces.

Which this anchor in place, a range of complimentary uses can be introduced, such as changing rooms, public toilets and a cafe. Through good design, the light and space provided by the coastal location could be utilised and community activities such as arts and crafts, or yoga (which currently takes place at the community centre across the road), could really benefit from these new spaces.

Finally, functions such as this would produce a good level of pedestrian traffic within the building, and could be complimented through educational displays highlighting the areas heritage and wildlife assets.

The vacant land adjacent to the lifeboat house provides approximately 3500 m² of space available. This provides a wide range of opportunities for new public spaces, both in and outdoors. The visualisations seen below are intended to be a medium sized concept, but there is scope to make the building larger or smaller depending on community tastes. The example given could provide around 1000 m² for the functions suggested.

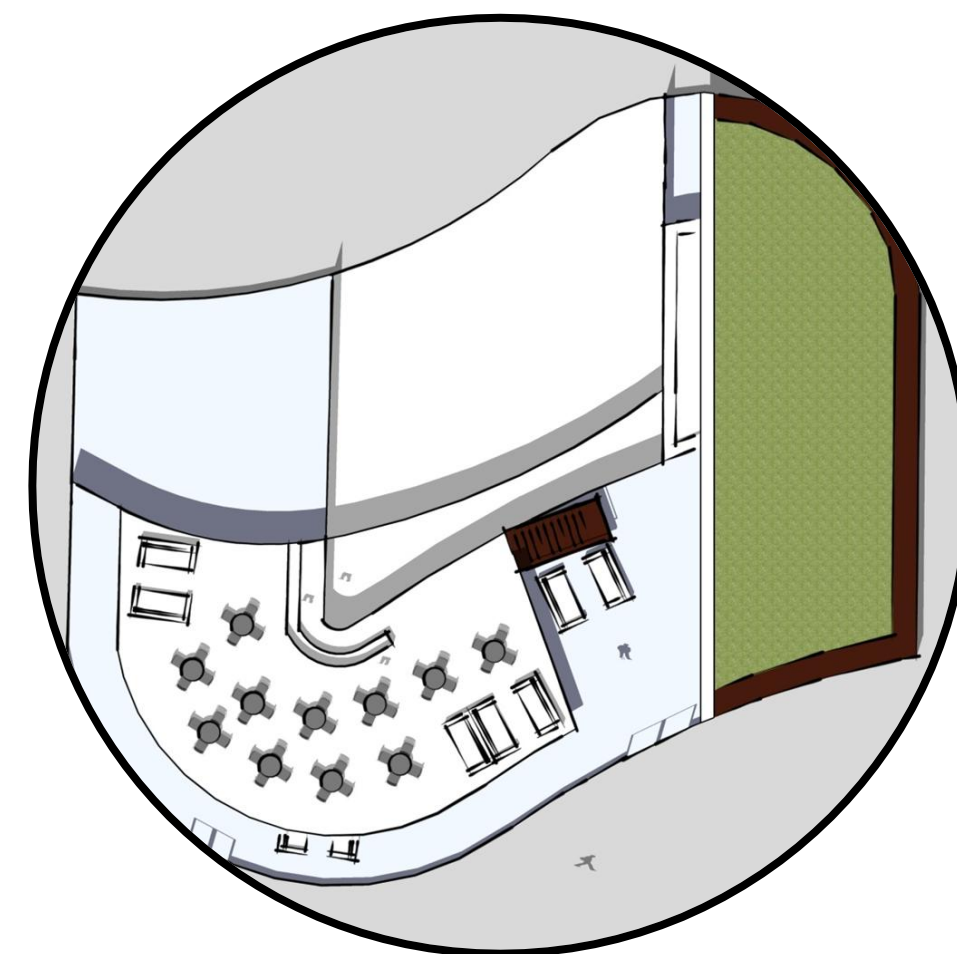


Figure 14 Potential Floor Plan

Visually, the design should be influenced by aspirations of the community, but in such a prominent location there are some key considerations that need to be taken into account. Its location means that it will be in a key position on the Hoylake, and from the promenade, will block views of the existing lifeboat house. As such, it should be visually appealing, and sensitive to the existing building. Its location means it provides an opportunity to provide a defining landmark for the Hoylake Waterfront, but with such a strong residential frontage, its design should not be too imposing.

This development would form part of the regeneration to the western area of the boulevard. By putting more of an emphasis on sports and fitness, further regeneration can take place, particularly in restoring the sports pitches along the coast, where hard landscaping could be improved to provide casual seating and a more usable environment. In addition to this, the public space that links the two could be reconfigured and improved to provide a more obvious path, better seating, public art and more obvious bays for parking.

In all, the regeneration of the western boulevard area would help achieve all four of the coastal objectives set out in this plan. The sports facilities are improved, opportunities for landmark buildings identified and this is likely to increase the number of casual visitors and day-trippers to the Hoylake Coast. The final objective of increasing the visibility to the SSSI is reached mostly at the eastern end of the promenade, but the heritage centre can also help raise awareness.



Figure 15 Waterfront Development

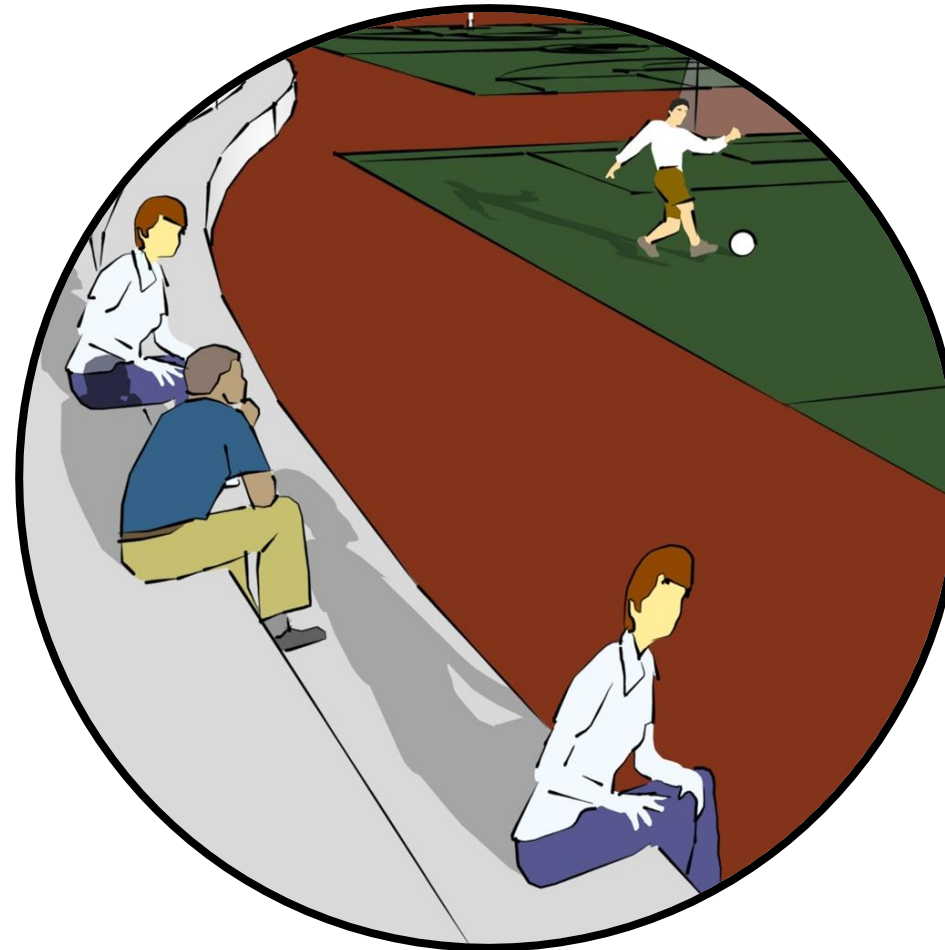


Figure 16 Sports Facilities



Figure 17 Cafe

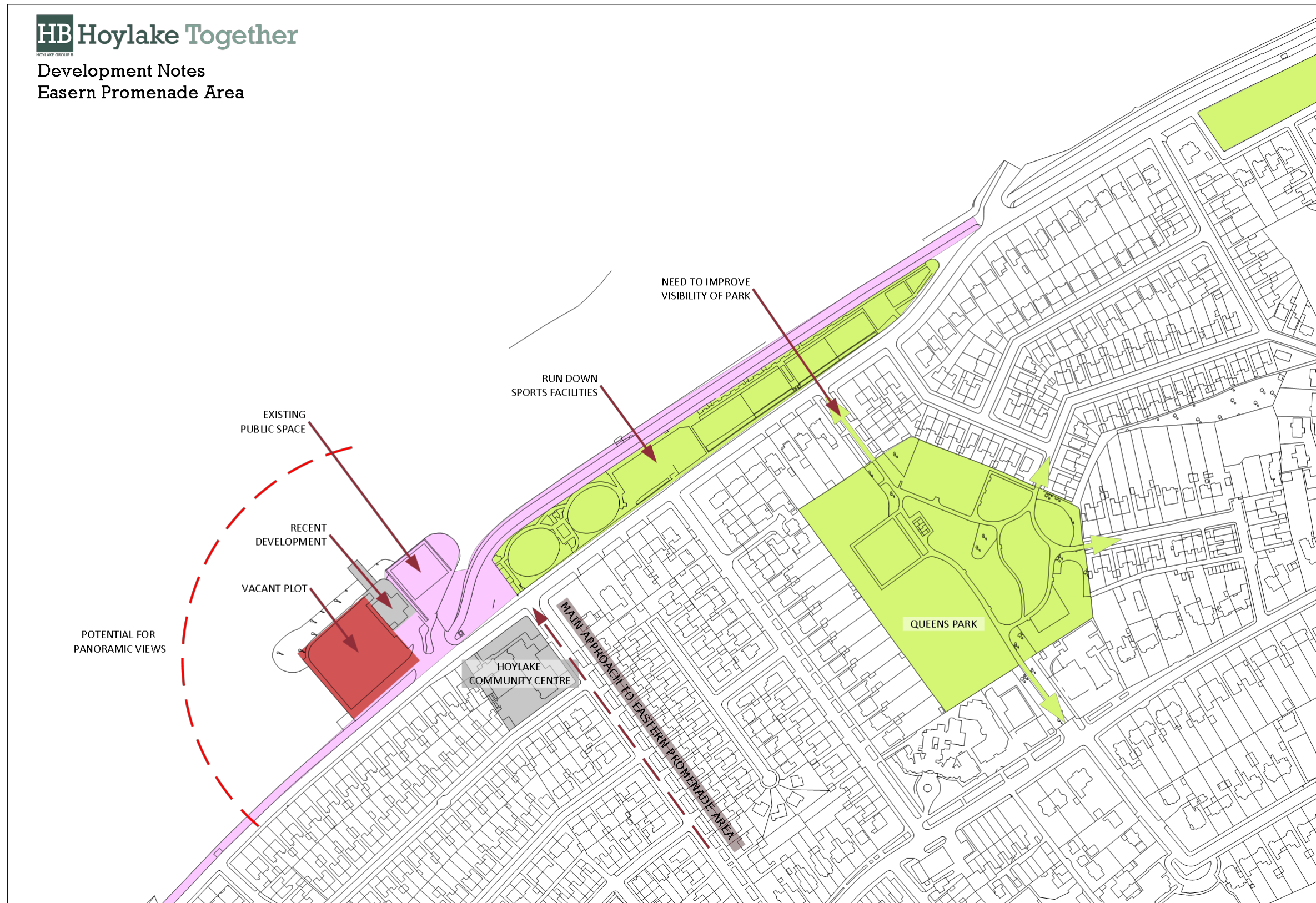


Figure 18 Western Promenade

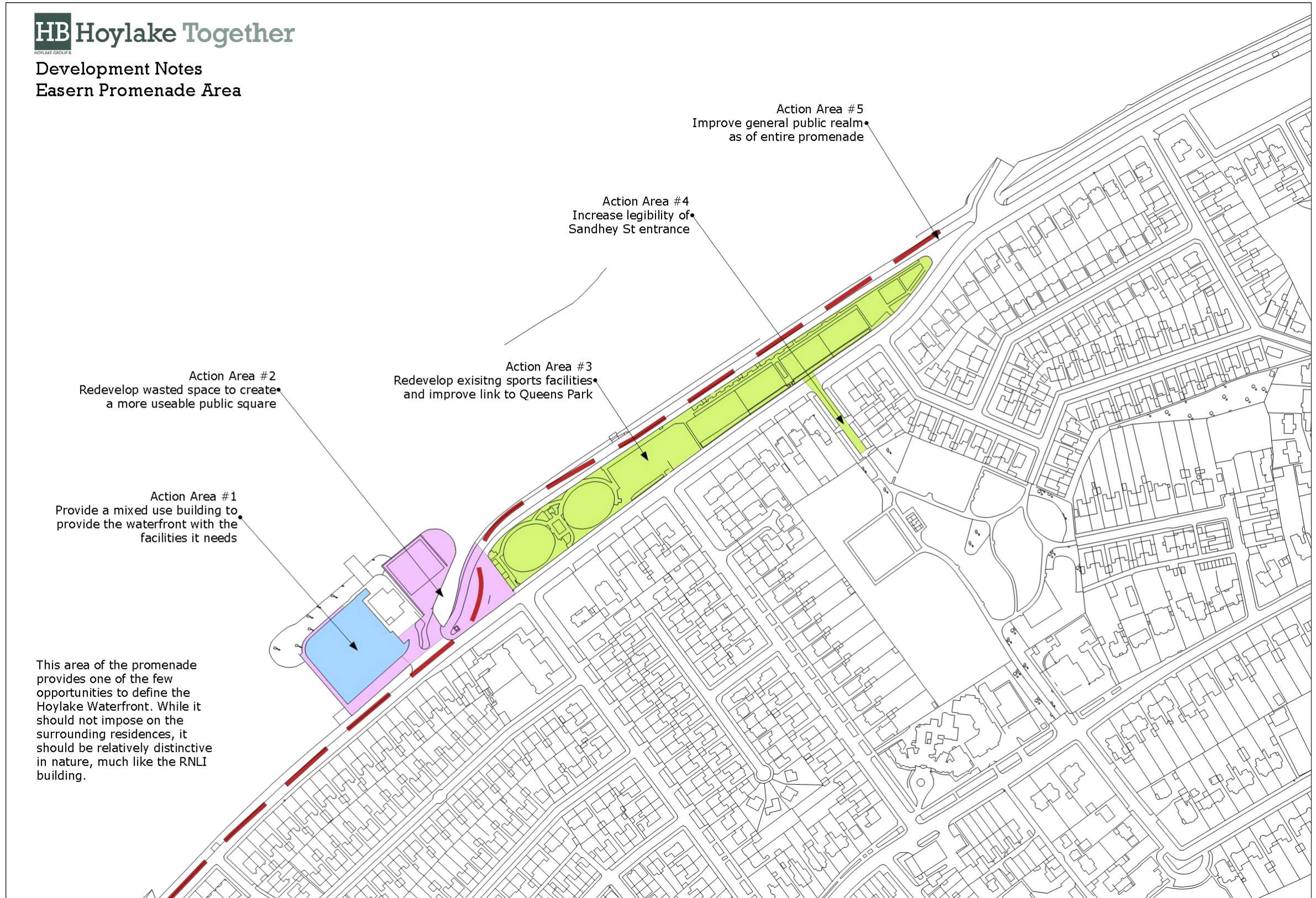


Figure 19 Western Promenade Action Areas

market street

8 Action Area 2 –Market Street

The overall sustainability of Hoylake as a thriving community is partly dependent on it effectively managing and diversifying its retail core. In this respect Market Street is a key area of focus for regeneration initiatives in order to enhance and preserve a strong local economy. Stage 1 of the project highlighted residents concern that Hoylake's retail sector relative to its neighbours (E.g West Kirby) is behind in terms of shop diversity and quality of goods sold. Similarly, Hoylake's increasing number of vacant retail units are symbolic of the gradual decline of Market Street, something Wirral Council has recognised in its reclassification of Hoylake as a district centre opposed to a town centre.

Currently, Market Street is in a state of gradual decline which is not sustainable. Hoylake Together aims to reinvigorate Market Street into a small but focused regional retail destination that offers high quality shops and services in a pleasant retail environment. Crucial, to achieving this vision and answering residents' concerns is the managed contraction of Market Street. At present Market Street is considered to have no clear defining start or end and meanders towards Birkenhead Road with little purpose. This has attributed to Market Streets underpinning characteristics or low order shops and vacant units. In order to combat this pattern the proposal is to: clearly define a start and end, reduce the overall length and increase the density of retail units on Market Street.

The over-arching objective for Market Street is to: *create an attractive and thriving retail environment*. However, to be able to achieve this overall objective it must be supported by a number of integrated components that work together to realise Market Streets vision. The components are as follows:

- Increasing the footfall of Market Street by 50%
- Decreasing the amount of vacant units
- Decreasing the retail core and creating a community centre
- Making shop frontages more attractive

8.1 Realising the vision – Key Objectives

8.1.1 Increasing the footfall of Market Street by 50%

Presently, footfall levels on Market Street are to be considered relatively low. The low footfall figures experienced on Market Street are a reflection on how unappealing Market Street is as a retail

destination on both local and regional scales. Typically, a retail area with a high footfall experiences higher levels of consumer spending and consequently greater levels of local business revenue are achieved. Achieving, the ambitious target of increasing the footfall of Market Street by 50% is integrated with the realisation of many of the plans counterpart objectives.

Greater accessibility to Market Street is crucial to its future sustainability as a key district retail centre. The plan comprises a number of initiatives to improve the connectivity of Hoylake and accessibility of Market Street by introducing: a circular shuttle bus service across the whole of Hoylake and a safe foot bridge linking the Carr Lane estate with Market Street.

Putting Market Street at the centre of the community will assist greatly in leveraging greater footfall levels. The plan proposes to create a community/civic square replacing the existing 'Row' shopping precinct. By placing a community centre in the heart of Market Street it is inevitable the street will experience higher levels of footfall as the area as a whole is serviced by residents coming to and leaving the centre.

8.1.2 Decreasing the amount of vacant units

Market Street's vitality is scarred by vacant units interspersed along the length of the road. Vacant units detract from a high streets character and often repel consumers as they view the street as in decline.

Retail units that are vacant for over a 3 month period will be made available for another function. The scheme will encourage vacant units to be used for community purposes (Community groups) or to showcase local talent for example a local artist could present an art exhibition.

10 million pounds in funding has been made available through Mary Portas High Street Innovation fund of taxpayers' money that solely looks to bring vacant units back to life. Certainly, this funding stream represents an extremely viable option to help rejuvenate Market Street back into a thriving high street.

8.1.3 Decreasing the retail core and creating a community centre

Hoylake was the Wirral's lowest ranking key town centre in the UK retail ranking until it was reduced to district centre status. The gradual decline of Hoylake as a retail centre lies partly with Market Street's physical makeup as a long linear high street interspersed by vacant units. Consequently, the plan proposes the managed consolidation and

intensification of Market Street, in effort to help attract new investment and create a competitive retail environment.



Figure 20 Floor Plan

The plans primary retail regeneration initiative is the redevelopment of the 'Row' retail precinct on Market Street. The proposal would involve a local authority compulsory purchase order of the existing Row development. Phased 10-20 year (**Third phase**) period and dependent on funding the Row would be demolished to form space for the new proposal. The proposal comprises a two storey mixed use development in the shape of an 'L' that would be constructed on the car park currently to the rear of the Row. By marginalising development away from Market Street it affords new space to the front of the development that will help to create an outdoor community space and more importantly provide Market Street with a community focus point helping to manufacture a sense of place.



Figure 21 Visualisation

The proposed developments fundamental components are a retail anchor store (E.g Waitrose) and civic/community function rooms. In terms of civic/ community functions the development would integrate a number of uses such as: a community hall, 2 smaller function rooms (the use of these rooms is at the community's discretion), relocation of the library, small indoor market and 2 new small retail units. Hoylake has an inclusive community spirit and a large number of community groups yet lack the provisional space these groups require to function effectively. The proposal provides a solution to the problem by creating an open, accessible and beneficial community space that is flexible in the way it can be used and is at the disposal of the community as a whole. The proposed inclusion of an anchor store such as Waitrose would help to gentrify the surrounding area and attract further inward investment into Market Street.

By redeveloping the 'Row' into a useful community asset and retail anchor the retail provision will be focused along a defined length of Market Street spanning from the new proposal upto Hoylake's railway station. By intensifying the civic and retail offer of Market Street the plan will afford the street satisfactory critical mass to ensure the proposal is self-sustaining and influence the rejuvenation of the retail offer of Market Street and Hoylake.

The **first phase** of redevelopment, from the plans implementation to year 3, on Market Street is characterised by adjustments and improvements to the public realm. At present public realm improvements such as street furniture and new flagstones have occurred towards the top of Market Street nearest the Royal Liverpool Golf Course. However, Market Street towards Birkenhead Road did not receive the same improvement to public realm as a consequence of decreasing revenue streams. Upon implementation of the plan but still dependent on funding the start of Market Street would be subject to public realm improvements such as new flagstones, street furniture, waste depositories and lighting, in an effort to make the whole of Market Street uniform in appearance and attractiveness.

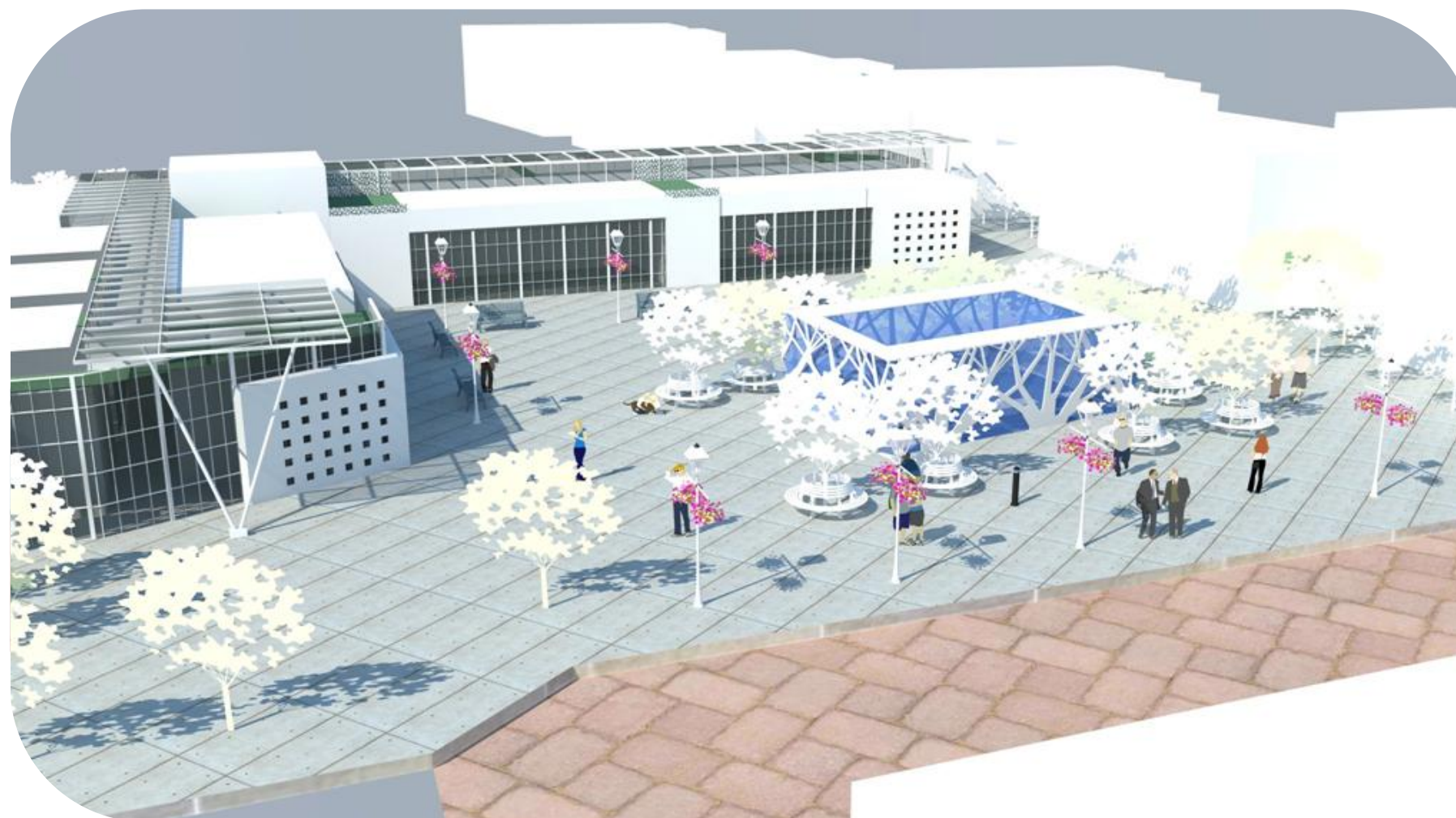


Figure 22 Visualisation

8.1.4 Making shop frontages more attractive

Critical to the success of a high street is its overall attractiveness to the consumer. Presently, shop frontage on Market Street is of poor visual appeal and crucially lacks a uniform structure that helps shape and characterise an areas distinct identity.

To deliver an appealing and eye-catching Market Street, a shop frontage pilot scheme (**3rd phase, year 3-10**) will provide local shopkeepers with the opportunity to give their units a visually beneficial retrofit. Shopkeepers taking advantage of the opportunity will be able to give their shop frontage a vibrant new look that will improve the overall townscape of Market Street which in turn should lead to higher levels of footfall.

Funding could be made available through Hoylake's Mary Portas Pilot high street funding bid or European Regional Development Funding. Dependent on success funding will be made available to cover 75% of the cost of refurbishment to new shop frontage with the shopkeeper liable to the remaining 25%.



Figure 23 Improving Shop Frontage

8.2 Funding

8.2.1 European Regional Development Fund

In terms of funding streams to grant the delivery of the Market Street plan there are a number of avenues available from regional, national and European sources.

The European Regional Development Fund represents the largest funding stream available to Merseyside communities. Merseyside has been selected for the second round (Objective 2) of ERDF funding with a 450 million tranche being awarded. The fundings objective is to bring Merseyside's gross domestic product in line with its European equals through schemes such as *supporting local communities in developing economic strategies and aided local initiatives to promote economic development*. Funding for the 'Row' redevelopment into the 'Community Square' would certainly be explored via the ERDF fund as the project echoes many of the criteria set out by the fund.

8.2.2 Mary Portas Funding

The Portas Pilot Prospectus town team funding bid for Hoylake courtesy of Hoylake Village Life has already been submitted. A successful bid would mean Hoylake would be one of 12 towns to benefit from the funding stream. In support of ERDF funding for the 'Row' redevelopment project the Portas Pilot funding stream could allocate up to 1 million pounds to Hoylakes Market Street via its Future High Street Fund which is awarded to towns that deliver the most effective rejuvenation schemes in 2013. In terms of decreasing the amount of vacant shops on Market Street as mentioned earlier the Portas Pilot High Street Innovation fund has prescribed 10 million pounds to bring empty shops back into use.

8.2.3 Funding in the future

Given that the plan is set over a 20 year period it is difficult to know specific funding streams that will become available over the plan period. However, various funding streams and Government grants will come online over the 20 year period and the plan looks to fully explore and take advantage of such avenues to ensure an affordable and timely plan delivery process. There is also the viability of the community land trust established in Carr Lane broadening its scope and diversifying its community commitment into Market Street.

8.3 Policy

In terms of local plan policy Wirral Borough Council's Unitary Development Plan (2000) outlines the economic policy framework that is applicable to Market Street. The planned proposals for Market Street are in clear conformity with Policy SH01 Principles for New Retail Development of the existing UDP. Policy SH01 states that the '*local planning authority will seek to sustain and enhance the vitality and viability of key town centres, traditional suburban centres and other shopping provision in the borough*'. The proposed plan aims to reverse the council's decision to re-classify Hoylake from a key town centre to a district centre. Spanning the plan period Hoylake has the potential to become one of the Wirral's key town centres and favourite retail destinations.

The proposals set out for Market Street above comprehensively echo Policy SH01 section 16.5 strategy for action which states : 'Action ranges from programmes of shop front grants to a more comprehensive approach, including planned contraction of a retail centre to a more viable level, external refurbishment of premises, environmental improvement and the assembly of sites for new 'anchor' foodstores. Continuation of this plan process should leverage positive results in terms of improving the visual appearance of Market Street, help boost investment and confidence, helping to ensure Market Street and Hoylake have a positive and sustainable future.

Policy SH8 of the UDP states the guidelines for shop frontage in the Wirral. As part of the new plan initiatives to update shop frontages have been proposed. However, it is important to maintain the historic character of Market Street so any new shop fronts should be sensitive to this issue, whilst the new plan should continue the criteria set out in Policy SH8 of the UDP.

- Re-classified as district centre, try and combat policy to return to key town centre.
- The ultimate success of regeneration activity within Hoylake and rests on the ability for the town to sustain change once it occurs.

traffic management

9 Action Area 3: Traffic Management and Connectivity

Transport and Traffic Management Plan 2012 - 2032

At present Hoylake sees a large influx of traffic, especially along Market Street, currently its main through route. As part of Stage 2, Hoylake B decided to tackle traffic management and connectivity and have prepared a Transport and Traffic Management Plan which looks forward to 2032.

This plan will outline the feedback gained from Stage 1, as well as identifying how these issues have formed the basis of our objectives for Stage 2. Our objectives have also been formulated with regard to wider analysis such as the examination of planning policy, development economics and wider national concerns. Objectives have also been informed by relevant funding streams. It is noted that this plan forms part of Hoylake's neighbourhood plan and is therefore open to consultation from the people of Hoylake. It must also be understood that these improvements will be staged as it is recognised that not all work can be completed immediately, especially considering the current economic climate.

9.1 Community Feedback

Stage 1 identified that congestion in Hoylake was of residents concern as well as the lack of connectivity between Market Street and the promenade. Stage 1 investigations also highlighted the increasing division of the Carr Lane area of the town from the rest of Hoylake, again this plan aims to tackle this issue. Stage 1 allowed us to understand the transport routines and issues within Hoylake.

As part of our Stage 2 analysis we identified that it is not realistic to completely eradicate congestion down Market Street, however we have proposed various different options that will hopefully help to at least reduce congestion. It is recognised that large scale changes in road layout, the construction of a bypass on neighbouring land is not realistic therefore changes are minimal and aim to make small changes in a bid to reduce congestion and improve connectivity. It must also be noted that development in other Action Areas such as at those at Carr Lane will contribute to managing traffic and improving overall connectivity.

9.2 Relevant Planning Policy

Under the NPPF (2012) there is a high regard for sustainable transport mechanisms especially within small communities. In terms of planning policy at a more local scale, Wirral Borough Councils Unitary Development Plan (2000) outlines that public transport provision is key to the sustainable future of the borough. The UDP (2000) also promotes car sharing schemes and cycle ways and walk ways as alternative transport networks. The Local Transport Plan (2011) for the Wirral states that "traffic management and improvement to encourage people to make journeys by alternative modes of transport, such as public transport, cycling and walking, are key to ensuring our roads do not get too congested". It therefore understood that the promotion of sustainable transport is key to the future and is a fundamental objective put forward by Wirral Borough Council under their Local Transport Plan (2011).

9.3 Funding Opportunities

Funding is crucial to this Transport and Traffic management plan as it is fundamental to whether suggested improvements are undertaken or not. The plan will make reference to funding opportunities that should be investigated further when particular projects are approved. It is hoped that the small suggested improvements to the road network within Hoylake will be provided by funds generated from the Wirral's Local Transport Plan as well as the Highways Agency. Other funding opportunities could be provided by the Local Sustainable Transport Fund for Merseyside. Improvements to the cycle network could be completed via funds from SUSTRAINS a charitable organisation which relies on funding from the National Lottery. SUSTRAINS already run a National Cycle Network which was made possible with a lottery grant of £43.5 million.

It is also hoped that as this plan supports the overall wider neighborhood plan for Hoylake, the community would be able to fund some projects through private investment. It is also recognized that the area has a high environmental quality, improvements to cycle ways and walk ways could be obtained from conservation charities. As Hoylake is a prominent golf destination it is also hoped that funding for transport improvements could be obtained from the Royal Liverpool Golf Club or other associated parties who identify transport as a key component to the success of such golf tournaments. Funding from the National Lottery is also a possibility. The Coastal Communities Fund (2011) put forward by the coalition government could be utilized it looks to "help coastal communities unleash their growth potential".

9.4 Transport and Traffic Management Objectives:

- Reduce traffic congestion on Market Street
- Introduce greener more efficient public transport
- Increase usability of the prom
- Improve overall connectivity within Hoylake
- Promote other transport opportunity

9.5 Components:

1. Reduction in the speed limit along Market Street to 20 mph
2. Introduction of a raised pedestrian crossing opposite the new village centre on Market Street
3. Introduction of a roundabout at the proposed end to Market Street to promote alternative routes through the town, these will be signposted
4. Cycleways and footways, segregated from traffic, running directly to employment and shopping areas
5. A hub built close to the rail station, providing a convenient interchange between rail, bus, cycleways and footways
6. Competitive pricing, ensuring public transport is an attractive alternative to private car use
7. Car club membership for residents, including existing homes, encouraging efficient car share schemes.
8. Introduction of Electric/ Hybrid circular shuttle bus increasing connectivity
9. Construction of a pedestrian foot bridge over the railway track connecting the Carr Lane site with Market Street and the heart of Hoylake.

Reduced speed limit:

It is proposed that the speed limit will be reduced to 20mph down Market Street, it is hoped that the reduced limit will encourage increased safety in the area as well as promoting a more pedestrian friendly environment. Improvements to Market Street as outlined in Action Area 1 will create a central hub to both the street and Hoylake. It is hoped that these improvements will increase footfall and so pedestrian safety must be a consideration, it is also proposed that a reduced speed limit will contribute to improving the general experience of the area as a whole. Plans outlined for the new Market Street Centre include the relocation of the library as well as the introduction of a crèche and so the area will undoubtedly attract children, again another motivation for reducing the speed limit. In terms of easing congestion, it is hoped that the reduction in speed limit and other improvements will make alternative routes more attractive relieving congestion down Market Street. The limit will be introduced at Hoyle Road's junction with the northern end of Market Street and will extend to Market Street's eventual end at the Kings Gap roundabout. The area covers half a mile in total and signs will be implemented at the limits entry point at the Hoyle Road junction as well as the entry point situated just off the Kings Gap roundabout.

Introduction of a raised pedestrian crossing opposite the new village centre on Market Street

The introduction of a raised pedestrian crossing at the centre of Market Street is a key component in improving this area; however it is also an important constitute to tackling traffic congestion along this busy stretch of road. The raised crossing will allow pedestrians to enter the proposed new village centre. The crossing will be light controlled and the surface will be in keeping with surrounding materials. The construction of a new village centre at this point will increase footfall and so a pedestrian crossing will be needed. It is also hoped that the construction of the crossing will contribute to making this area the centre of the village. The crossing puts the pedestrian first and also adds journey time to the motorist making this current busy and congested route less attractive. Therefore it is proposed that the crossing will reduce congestion down Market Street.

Introduction of a roundabout at the proposed end to Market Street to promote alternative routes through the town, these will be signposted.

The roundabout will be situated at the northern end of Market Street at its junction with Hoyle Road. The introduction of a roundabout will give motorists a choice in how they choose to pass through the town. Motorists can still continue straight on down Market Street which will now inhabit a 20mph speed limit or they can follow an alternative route which would take them down Hoyle Road towards the promenade, past the newly improved community centre. Motorists will then follow the route along the promenade rejoining the Kings Gap road and eventually the roundabout. It is hoped that introducing an alternative route will help to ease congestion down Market Street as well as allowing more motorists to identify the promenade. It is hoped that this alternative route will help to increase footfall along the promenade, a key objective for Action Area 2. Introducing an alternative route will also improve Hoylake's overall connectivity especially between Market Street and the promenade.

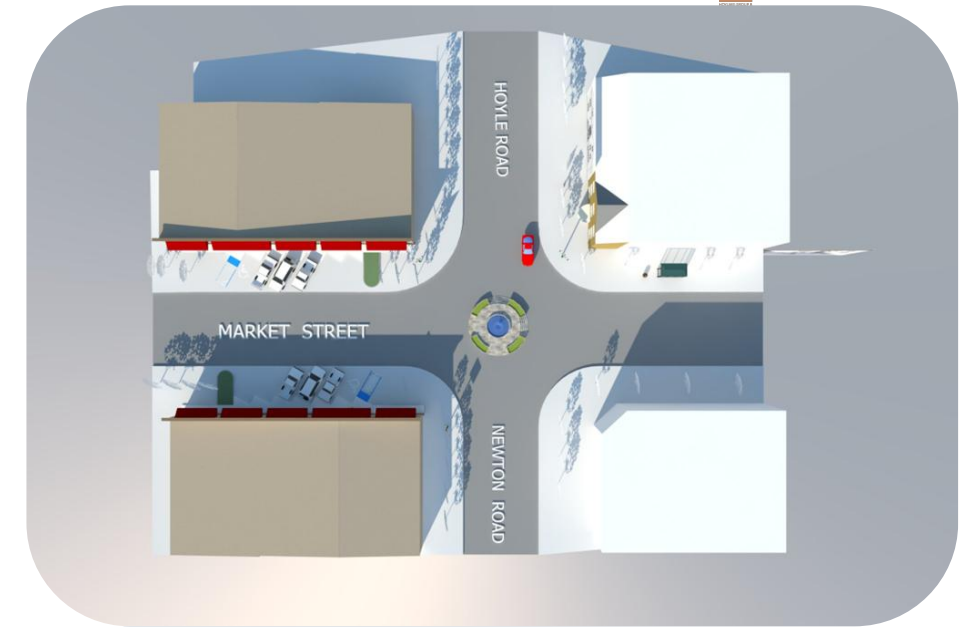


Figure 25 New Roundabout

Cycle ways and footways, segregated from traffic, running directly to employment, shopping and recreation areas

In order to improve Hoylake's overall connectivity as well as preparing the town for the challenges of the future it is fundamental that cycle ways and footpaths be made as accessible as possible. It is proposed that the cycle paths that form part of the Wirral Way Circular path will be improved so that residents and visitors can access facilities along the promenade (outlined in Action Area 2). General walking facilities between the promenade and Hoylake's retail centre at Market Street will be improved. The introduction of a raised pedestrian crossing in front of the new retail square will encourage residents to use footways to access the area. The new retail centre will also incorporate cycle storage. Cycle ways and footways will be signposted well especially those around Hoylake's two train stations, which due to increasing transport costs will become increasingly important communication hubs.

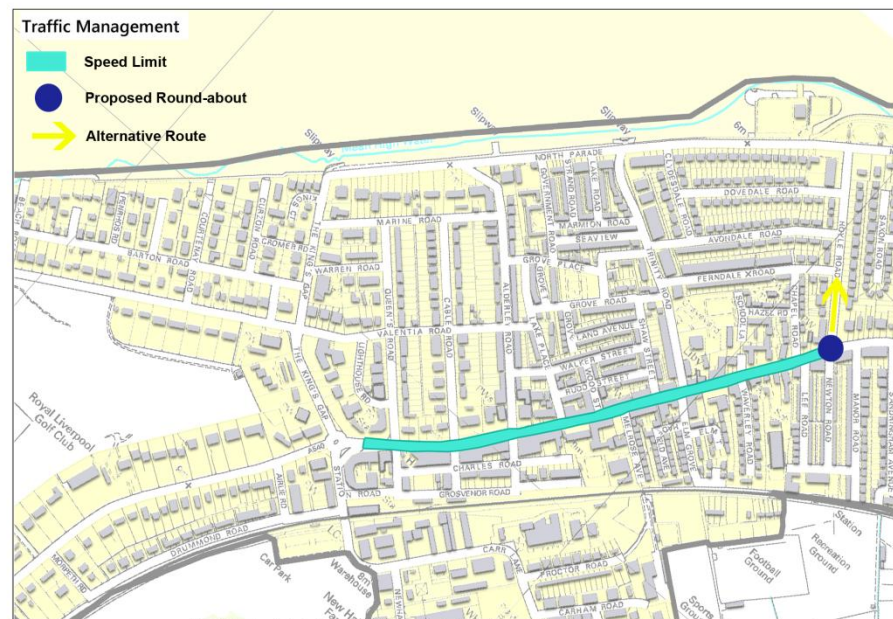


Figure 24 Proposed 20 mph Zone

Improving connectivity between residential areas and employment and retail facilities located around Market Street is paramount to the future of Hoylake. As identified in Stage 1, residents raised concerns about the increasing division of Carr Lane from the town. It is therefore proposed that a foot bridge be introduced that would cross the existing railway line; the bridge would provide residents of Carr Lane easy access to the rest of Hoylake. As will be discussed further later, the foot bridge will not be an immediate feature as funding will be difficult, especially in terms of the present economic climate. The introduction of a foot bridge will greatly improve connectivity.

A hub built close to the rail station, providing a convenient interchange between rail, bus, cycle ways and footways

The creation of a hub is already mentioned above, however to expand further it is proposed that a transport hub will be created at both rail stations. At both stations (Hoylake and Manor Road) cycle routes and foot ways will be clearly signposted and taxi ranks will be removed. Bus stops adjacent to both train stations will be restored and should be attractive to both residents and visitors. It is hoped that such improvements will provide a convenient and attractive interchange where a variety of transport facilities can be accessed.

Competitive pricing, ensuring public transport is an attractive alternative to private car use

Public transport should be made the most attractive travel option at all times; it should be promoted as an alternative to private car use. Bus routes should consider new development so that all residents are able to access public transport safely and easily.

Car club membership for residents, including existing homes, encouraging efficient car share schemes.

Car sharing schemes should also be promoted within Hoylake, especially to those that travel out of the area for work. The socio economic analysis carried out at Stage 1 identified that the town has a high level of commuters. Fairly large proportions of residents specified that they travelled to other parts of the Wirral, the Liverpool City Region and the wider North West region to work. It must be noted that Stage 1 also identified that large amounts of the community use the existing transport links especially the railway which connects Hoylake to the Wirral and Liverpool. However commuters traveling via private car still account for a significant amount of the population. Car sharing schemes should promote more efficient transport of residents to and from work; they would reduce the amount of solo drivers moving in and out of the town which would have a positive contribution in reducing traffic congestion.

Introduction of Electric/ Hybrid circular shuttle bus increasing connectivity

As we have identified earlier, Hoylake will face several challenges in its future, transport is one of these. Shuttle bus and public transport networks will be fundamental for the future; however it is important that these facilities introduce more energy efficient means of production. Electric/hybrid buses could work within Hoylake, especially considering the town is low lying and flat therefore energy resources will last longer. Electric shuttle busses could be introduced as an effective way of connecting all residents within the town with the larger public transport network. Shuttle busses could transport residents to the railway station as well as bus stops.

Construction of a pedestrian foot bridge over the railway track connecting the Carr Lane site with Market Street and the heart of Hoylake.

As discussed earlier it is hoped to construct a pedestrian foot bridge over the existing railway line, which would improve connectivity between the Carr Lane area and Market Street and the heart of Hoylake. The bridge would provide residents with easy and safe access to the town's retail, employment and recreational facilities. It is proposed that the construction of the bridge will be completed in the future as funding streams will need to be investigated further; it also estimated that completion will occur when the current economic climate improves.

The proposed improvements outlined will help to achieve a Hoylake which is connected and sustainable for the future. The plan reinforces the idea that transport will fundamentally change within the plan's lifetime, it is therefore paramount that this plan be advisory and open to adjustment. It is also fundamentally important that as this plan informs a wider neighbourhood plan for the area, the community must be consulted at all times.



Figure 26 Pedestrian Footbridge

carr lane

The area of Carr lane currently has a mix of both industrial and residential use. To the west of the area, there is a juxtaposed mix of housing and industrial units. The housing, which was constructed for social housing purposes during the 1950's, is now a mix of owner occupied and socially rented units.

The Carr Lane area is designated for employment purposes within the current UDP, and is constrained from expansion through a natural border of greenbelt land to the South, and a rail line to the North.

A survey amongst residents highlighted a general consensus that they felt disconnected to the rest of Hoylake. This was identified as being due to the poor permeability of the site caused by the active rail line linking the area with the wider city region. Further to this, there is an observable disparity between current housing and industrial mix at the eastern side of Carr Lane which, it is considered, maintains a threat to the wider sustainability of the site as a residential area. When collating the research, initial findings from those surveyed in the Carr Lane area supported this principle, and within the general comments recorded, residents noted that the interference caused by the current mix of residential and industrial units is one of the things they dislike most about the estate, but something they, 'just have to live with'.

In the wider context, the community survey response highlighted the need for both social and affordable housing, which will prevent outward migration of young families, couples and those entering the housing market for the first time. The results indicated that much of this demographic felt priced out of the local housing market, relocating to more affordable areas to the east of the Wirral borough.

In response to these issues, a separate discussion was organised with the residents of Carr Lane, and the idea of redeveloping the industrial area to become distinctly residential was highlighted as one of the preferred options by the residents.

In contrast, when asked about the extent to which Hoylake provides for a diverse range of employment opportunities, residents felt that the area did not support their employment needs, but held a consensus that the scale of the industrial site has always been inefficient to encompass the diverse mix of professions within the locality.

It is considered that the relocation of industrial units from the eastern side of Carr lane over to the West would be the first step of an incremental redevelopment plan, which would re define the function and use of the site. With many of the existing industrial units currently underused, and those on the western side of the industrial estate unoccupied, it is felt that there is potential for many of the traders to migrate to the western side of the estate. This would free up developable land in the residential quarter of the estate, currently occupied by traders.

It is anticipated that the land cleared for development potential would assist in the delivery of a stage one housing project, used to deliver the aspiration of the local residents of Carr lane, and the critical housing needs of the Hoylake community.

In support of this proposal, the current economic situation, along with future plans for the expansion of Wirral Waters, raises the question of the long term feasibility of the Carr Lane industrial estate in its present form. Therefore, it is considered that managing the contraction of the declining occupancy of the area, whilst meeting the aspirations of the local community, is the best way forward when considering this area of the neighbourhood plan.

In relation to a long term development objective for the Carr Lane area, it is considered that the above proposal should form a longer term delivery plan, which runs in three phases, with a timescale of:

- 6 years
- 6-15 years
- 15+ years, respectively.

Due to the relatively current nature of community evidence gathered, together with the short time scale of phase one, it is considered pragmatic to set in place the policy and organisational structure that will facilitate the initial 6 year housing delivery programme.

The facilitating policy within the plan would be a neighbourhood development order approved by local government, this would redesignate the area from employment to housing, and provide the first stages of transforming the neighbourhood.

There is a current disparity in terms of land values for areas designated for employment and those for housing. It is therefore considered relevant that the community and local authority should consider the procurement of land within phase 1 in the context of the current area designation for employment, as is highlighted in the UDP. It is then considered critical that a collaborative partnership with the Local Authority and CLT be undertaken, to both offer the land for purchase solely to the Land Trust, with an agreement by local government, to uphold neighbourhood development order.

In order to fit within the wider vision of community empowerment and given the plan's remit of community involvement in shaping the area, it is considered that establishing a working group through a Hoylake community land trust (CLT) would leverage the necessary stakeholders, funding and organisation necessary to move forward with development proposals on the estate.

A CLT is a **non-profit, community-based organisation run by volunteers** that develops housing or other assets at permanently affordable levels for long-term community benefit. It is a cost-driven model, where the CLT ensures that the occupiers to pay for the use of

For this reason, the three development options below are intended to provide an illustrative demonstration of possible proposals for this phase, along with a justification for each.

Option 1: Continued development of the Carr Lane area solely as an environmentally sustainable residential estate.

This would accord with the current set of issues identified in the community survey and be based on the premise that the availability of both affordable and social housing in the area remains chronically under provided. If the CLT is to remain the sole delivery mechanism of housing, then this option would indicate a premise that phase 1 and 2 of the proposals have delivered effective results for the community, as well as seeking to justify accordance with local government objectives. There is also scope within this option for phase 3 to be acquired by a private developer, with contributions such as a community infrastructure levy, or 106 contributions, being invested locally within the other key sites identified in this plan. Without an updated Neighbourhood plan and strategy, this option could potentially diminish the extent to which the community is involved in phase 3, although in contrast, the establishment of the CLT and working group could serve to guide the development options open to the private housebuilder, through effective community consultation.

Option 2: Consolidation of existing units to match demand, with proliferation of housing and / or other mixed uses.

This option is based on the premise that development of employment sites, such as Wirral Waters, negates the viability of the industrial site in its current scale; whilst the existing demands for housing mentioned in option one remain a priority. Here the focus would be on maintaining those industries which contribute to the employment needs and vitality of the community, whilst addressing the residual housing needs. Further to this, the context of both central and local government agenda in maintaining and supporting sites of employment is currently key to the emerging Wirral core strategy. Because of this, lack of accord with planning policy, therefore reduced support from local government could indicate a higher level of employment land use, with a reduced area granted for housing development.

Along with the 3 delivery phases for Carr Lane there is also consideration for peripheral environmental issues. With the current site bordering greenbelt land, the UDP has identified the area as being high in bio-diversity. To encompass this, proposals suggest that delivery should seek to maintain and enhance the periphery either during or before the completion of incremental redevelopment. It is considered that this is particularly important, as it will both ensure that a buffer zone is created between the site and neighbouring greenbelt land, whilst providing an opportunity to mitigate the issues of flood risk. This is particularly significant in the context of phase one, where development of the attenuation pond should be matched by planting of grasses and plant species that would both serve to enhance the range of bio-diversity, whilst alleviating potential impacts of flooding into the development site.

Option 3: Continued investment of Carr lane as an important employment area.

This option is based on a number of possibilities:

- A maintained political agenda supporting economic principles over other issues, with the caveats mentioned in option 2.
- A strong demand for industrial units through an increasingly growing economy.
- A delay in the development of Wirral Waters, leading to a lack of employment displacement.
- Renewed community support for Carr Lane as an industrial site.

delivery and conclusions

11 Hoylake Together: Estimated Delivery Plan

	2012	2014	2016	2018	2020	2022	2024	2026	2028	2030	2032
Action Area 1: Market Street											
Improvements to the public realm											
Reconfiguration of the area surrounding the row											
Construction of the Market Street Civic Centre											
Action Area 2: Promenade											
General improvements to public realm and sports facilities											
Upgrading coastal defences											
Construction of well being centre and other facilities											
Construction of a sea walkway											
Action Area 3: Transport and Traffic Mangement											
Improvement of public transport networks											
Improvement of cycle ways and walkways											
Implementation of a speed limit along Market Street											
Construction of a roundabout at the northern end of Market Street											
Construction of a foot bridge from Carr Lane											
Action Area 4: Carr Lane											
Infill housing to replace industrial units in the south eastern section											
Current housing stock brought up to carbon zero standard											
Housing to replace further industrial units closer to the railway line											
Foot bridge to be constructed linking Carr Lane with Market Street											
Further housing development to replace last existing industrial units											
Introduction of a SUD's system and attenuation pond											
Surrounding land and biodiversity											

12 Conclusions

We hope that this report provides the steer that Hoylake needs, to effectively challenge some of hurdles evident within emerging neighbourhood plans.

Hoylake is unique in so many ways, and the challenge of being one of the first communities to champion the new localism agenda, through Neighbourhood plans, leaves it both with the challenge of moving forward without any foregone exemplars, as well as the opportunity to set a precedent in what can be achieved.

It is with these aspects in mind that Hoylake B feels a justification that many of the more ambitious development proposals within this plan are appropriate.

As has been reiterated in the opening section of this plan, the proposals are not intended to be a fixed masterplan of prescribed developments, as has often been the negative planning dogma of past, but the basis of an evolving set of plans for the future of the community, which is wholly reliant on consistent and cyclical amendments that grow and change with the community.

It is for this reason that the more longer term proposals within the plan are left open to the communities evolving aspirations, along with changing modes of funding, the challenges of sustainability and environment, as well as shifting theories and government ideology in what planning for neighbourhoods should look like.

It is hoped that in 20 years time, the aspirations of the community, to which this plan is testimony, are realised through the development of those key action areas, with many of the development proposals both completed and complimented by new additions to the plan. Once this happens, it will provide justification that the interpretation of the community aspirations was correct, with added caveats that the developments proposals and localism agenda as a whole, are achievable.

Hoylake B would like to thank The Community of Hoylake for allowing us to work with them on this plan, and for sharing their vision with us. We wish the community the best success with their plans for the future, and look forward to continued collaboration into the future.



Hoylake Together