

to The Occupier

date 28 August 2013

your ref
my ref DB/NM
service Regeneration
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Dear Sir/Madam

RE: TOWN, DISTRICT & LOCAL CENTRE ACTION PLANS

In 2011 the Council's Cabinet approved a report titled *Town, District and Local Centre Study and Delivery Framework* - a copy of which can be downloaded from the Council's website via the following link:-

<http://www.wirral.gov.uk/my-services/environment-and-planning/planning/local-development-framework/evidence-base>

As a result of this it was agreed that the Council undertake a series of action plans for individual retail centres on a phased basis.

You will be pleased to hear that Hoylake Town Centre is to be included in the next phase of this work and work on the development of the action plan for your area will commence shortly. The action plans will address a wide range of issues pertinent to each area's individual circumstances and will include such things as; traffic management & parking, potential environmental improvements and options for local marketing of retail centres.

This work is being led by a team of Officers within the Council drawing on expertise in retail planning and transport. In addition to the action planning, a trader's online toolkit will be launched shortly providing practical advice on how traders can support their local retail centre.

Our practice in the other areas in which we have already completed this work is to involve the traders, community representatives and the local Ward Councillors so that everyone with an interest can play an active role in informing the action plan.

The plan will need to be owned and driven forward by local traders, as it is you who know your business and the area best.

With this in mind we would like to invite you to a meeting at **Melrose Hall, Hoylake on Monday 16 September at 5.30pm**, where my colleagues will provide an explanation of the action planning process.

We hope that you will be able to join us on the evening, but in the meantime if you have any queries then please do not hesitate to contact Neil Mitchell on the number at the top of this letter.

Yours faithfully

DAVID BALL
HEAD OF REGENERATION & PLANNING