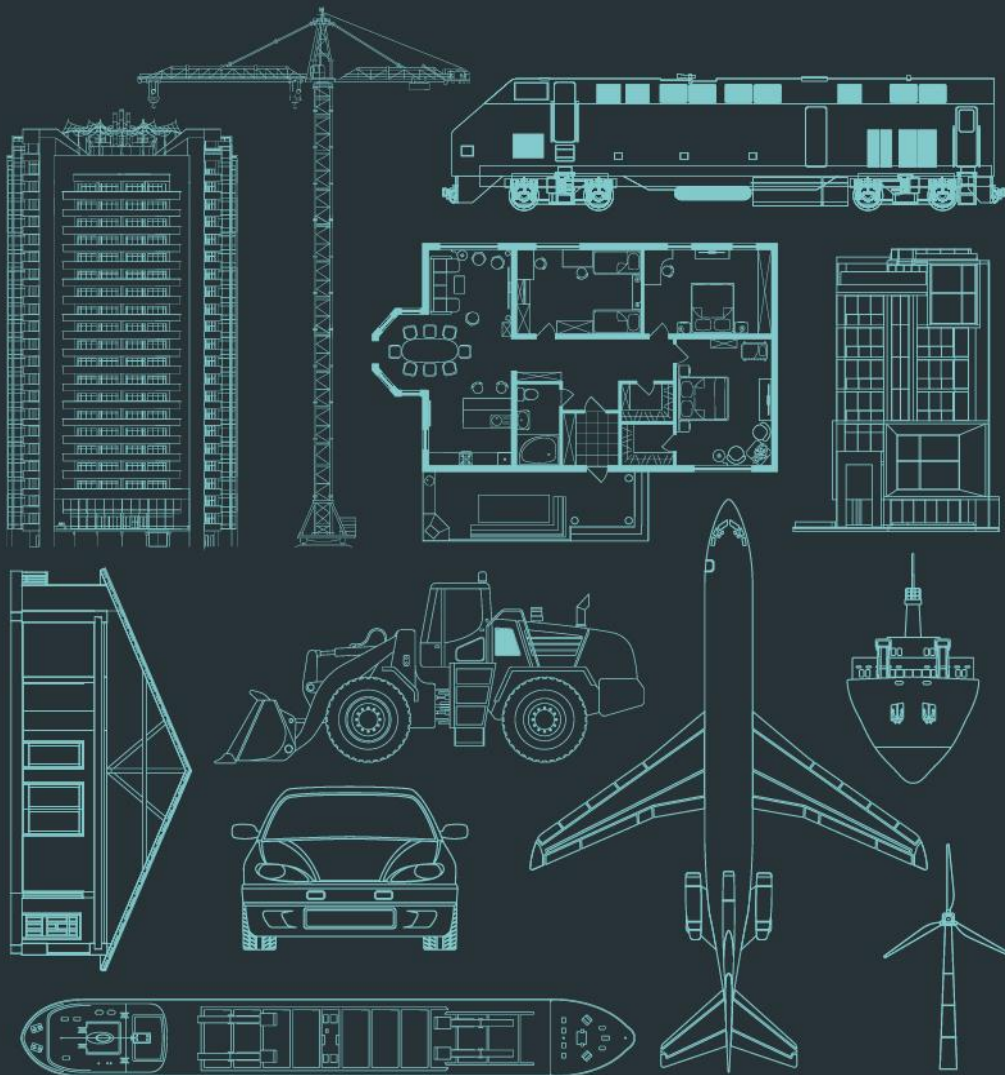


becg



A) Land east of Glenwood Drive, Irby

**Statement of Community Involvement
Prepared for Leverhulme Estates Limited**

March 2022

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1. Introduction

- 1.1. Leverhulme Estates Limited (Leverhulme) is committed to consulting with stakeholders and the local community regarding its plans to develop land east of Glenwood Drive, Irby.
- 1.2. The proposal will provide up to 290 high-quality, new homes in Irby with 30% of all homes proposed being affordable and managed by a local affordable housing provider.
- 1.3. The scheme proposes a formal 'garden suburb' layout, with a central green wedge of habitats, sports and play areas leading to the countryside and delivering part of the Borough's Cycle Supergreenway.
- 1.4. Leverhulme's consultation process ensured that local residents and stakeholders were informed of the proposals and given the opportunity to feedback on the scheme. Information was made available through a dedicated virtual exhibition. Feedback could be submitted through the feedback form on the website as well as via dedicated telephone line.
- 1.5. This ensured that the local community still had an opportunity to understand the proposals, discuss them with members of the project team and provide their feedback before the submission of a planning application, whilst adhering to local health advice and keeping people safe.
- 1.6. Leverhulme's pre-application consultation centred around a virtual exhibition, held from Wednesday 23rd February 2022 until Sunday 13th March 2022. Local residents and stakeholders were informed about the consultation via a letter mailing. The virtual exhibition was visited 946 times in this period. Online feedback forms were available as part of the virtual exhibition for attendees to record their views. Those that were unable to get online were able to request for hard copies of the exhibition to be posted out to them.
- 1.7. In order to assist with the community engagement and communication, Leverhulme has appointed BECG, a specialist communications consultancy, to form part of its wider project team for the proposed development.
- 1.8. This document provides a chronological account of the community engagement undertaken and the main issues raised along with Leverhulme's responses.

2. Background

2.1 The site

- 2.1.1 The proposal site is situated to the east of Glenwood Drive in Irby, Wirral. The site is bounded by agricultural land to the north and existing residential houses to the south and west. Arrowse Park Golf Course is located to the west of the site.



Proposed site plan

2.2 Proposal

- 2.2.1 Leverhulme is seeking planning permission to develop land east of Glenwood Drive and create a new environmentally friendly neighbourhood, providing up to 290 new, high-quality homes for Irby.
- 2.2.2 The development will include 30% affordable housing, managed by a local affordable housing provider. The scheme will also provide a new community park, the creation of the first part of the Borough's proposed Cycle Supergreenway network, a community orchard and nature reserve.
- 2.2.3 Leverhulme's proposals will create a new neighbourhood of environmentally friendly homes, providing a mix of detached, semi-detached and short runs of terrace properties ranging in size from 2 to 4 bedrooms, plus 1-2 bedroom apartments at the site entrance and a smaller number of 3-4 bedroom bungalows, and will be close to local amenities and green spaces.

3. Pre-application Consultation

3.1 National Planning Policy Framework (July 2021)

- 3.1.1 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.
- 3.1.2 Leverhulme has paid regard to the NPPF at Paragraph 39 when it states that *“early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.”*
- 3.1.3 It goes on to highlight at Paragraph 40 that *“Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.”*

3.2 Wirral Borough Council's Statement of Community Involvement

- 3.1.4 Under the Planning and Compulsory Purchase Act (2004), local planning authorities are required to produce a Statement of Community Involvement (SCI) which sets out the policy for involving communities in the preparation of Local Development Documents and considering planning applications.
- 3.1.5 Wirral Borough Council formally adopted its Statement of Community Involvement (SCI) in 2021. The SCI sets out that applicants are encouraged to engage with individuals, local communities, and other stakeholders. It provides the following advice:

“The Council strongly encourages landowners and developers to undertake pre-application community consultation, especially for large, complex or controversial proposals and for proposals that will be contrary to the Development Plan.”

“The consultation exercise should seek to explain the policy and other background to the proposals and address issues related to the type and scale of development, including its siting, layout, design and access arrangements. If necessary, it should also consider the matter of alternative sites.”

- 3.1.6 Government guidance and Wirral Borough Council's SCI both encourage pre-application discussions and community involvement. As a result, Leverhulme's public consultation programme had a number of key objectives including:

- To encourage input from the local community, including residents, interest groups, councillors and businesses
- To provide the community with a genuine opportunity to provide feedback on the plans
- To allow the local community to become involved in the consultation process
- To identify and address any issues raised by the local community and stakeholders

3.1.7 Therefore, prior to submitting the formal planning application for the site, Leverhulme undertook a programme of community consultation, as outlined in this report.

3.1.8 The Covid-19 pandemic has meant that applicants and LPAs have had to adapt to social distancing and use more digital techniques to undertake public consultation in relation to the planning process. Therefore, a digital pre-application consultation programme was designed to maximise community and stakeholder engagement without face-to-face contact.

3.3 Leverhulme Vision – Early engagement with stakeholders

3.3.1 In June 2021, Leverhulme produced its vision for Wirral calling for a broader debate around sustainable place-making and how best to deliver successful communities in Wirral.

3.3.2 As such, on Tuesday 08 June 2021, Leverhulme shared its vision brochure, along with covering letter, with the following stakeholders:

- All Wirral Councillors
- All Members of Parliament in Wirral
- Relevant Council Officers
- Relevant Third-party groups

3.3.3 The covering letter invited local stakeholders to meet with the Leverhulme team to discuss the vision. No stakeholders responded to the invitation to meet with the project team.

3.3.4 **A copy of the cover letter can be found in Appendix 1.**

3.3.5 **A copy of the Leverhulme Vision brochure can be found in Appendix 2.**

3.3.6 A digital version of the Leverhulme Brochure was also made available to download (at <https://leverhulme.net/leverhulme-vision>). Interested parties were able to submit feedback and comments about the Leverhulme vision through the website.

3.3.7 In response to the vision, Leverhulme received 42 responses from stakeholders and local residents. Much of this feedback focussed on the community benefits that the vision could offer Wirral, the topics highlighted along with their frequency are displayed below:

Theme	Total mentions
New footpaths and cycle-ways	11
Greater Health and Wellbeing	9
New and enhanced public access to previously private countryside	8
Modern, biodiverse farmland	8
A thriving rural economy	8
Enhanced biodiversity	7
Communities and not just homes	7
Houses for sale and for rent	3
Beautiful homes for Wirral residents	2
Better connected infrastructure	2

3.3.8 Since June 2021, Leverhulme has worked hard to ensure that the opportunities for community benefit were included as part of its proposals for the seven sites across Wirral, including land east of Glenwood Drive.

3.3.9 The scheme for Irby proposes a formal ‘garden suburb’ layout, with a central green wedge of woodland and wetland habitats, sports and play areas leading to the countryside and delivering part of the Borough’s Cycle Supergreenway.

3.4 Engagement with stakeholders – Planning Application

3.4.1 Leverhulme is committed to engaging with and hearing the views of local stakeholders and elected representatives. To ensure that local stakeholders were made aware of Leverhulme’s proposals in Wirral, an overarching letter was issued encompassing all seven schemes to provide members with further information and contact details for the project team.

3.4.2 A letter was issued to the following local stakeholders on Wednesday 23rd February 2022, indicating the launch of the consultation and virtual exhibition:

- Leader of Wirral Council
- Chair of the Economy Regeneration & Development Committee
- Chair of the Environment, Climate Emergency and Transport Committee
- Chair of the Housing Committee
- Chair of the Highways and Traffic Representation Panel
- Planning Committee members
- Pensby and Thingwall ward members
- Heswall ward members
- Clatterbridge ward members
- Eastham ward members
- Greasby, Frankby and Irby ward members
- All Members of Parliament in Wirral

3.4.3 The letter introduced the proposals and invited them to visit the virtual exhibition to access further information and to submit feedback.

3.4.4 The overarching invitation letter was also issued to current tenants of existing Leverhulme properties ensuring these residents were well informed of the proposals.

3.4.5 **A copy of the stakeholder letter can be found in Appendix 3.**

3.5 Engagement with the local community – Planning Application

3.5.1 A letter was distributed to 168 local addresses on Tuesday 22nd February 2022 prior to the consultation launch on Wednesday 25 February 2022. The letter introduced the proposals and invited them to visit the virtual exhibition to access further information and to submit feedback.

3.5.2 The following map illustrates the distribution area:



A copy of the distribution area for the resident letters.

3.5.3 Due to an error in the original mailing a further letter was issued to the same addresses on Thursday 25 February 2022, which extended the duration of the consultation process until Sunday 13 March 2022.

3.5.4 **A copy of this resident letter can be found in Appendix 4.**

3.5.5 The invitation letter contained the following:

- Introduction of Leverhulme
- Outline of the proposals and the potential benefits for Pensby
- Details of how to access the virtual consultation and leave feedback
- Leverhulme’s dedicated freephone information line and consultation website address so that residents were able to provide their feedback

3.5.6 **A copy of the resident letter can be found at Appendix 5.**

3.6 Media Relations

3.6.1 To ensure the local community were aware of the proposals and the virtual consultation, a press release was issued to local media outlets. The press release contained the following information:

- An overview of the proposals
- The location of the proposed site
- Information about Leverhulme Estates Limited
- Benefits the proposals would bring to the local area
- Details of how and when to access the virtual consultation

3.6.2 Examples of the press coverage can be found below:

Media Outlet	Article	Date
Wirral Globe	Consultation on Leverhulme plans for much needed new homes	23/02/2022
Liverpool Echo	More than 800 homes planned on green belt in 'beautiful' communities	23/02/2022
Place North West	Leverhulme pushes on with plans for 850 Green Belt homes	23/02/2022
Heswall Magazine	Leverhulme announces pre-application consultation process	23/02/2022
Heswall Hub News	Leverhulme presses on with plans for almost 850 new Wirral homes in the face of local opposition - Pensby and Heswall among the target sites	23/02/2022
Liverpool Business News	Leverhulme starts consultation on 830 new homes	23/02/2022

3.6.3 A copy of our press release can be found in Appendix 6.

3.7 Virtual Exhibition

- 3.7.1 To ensure Leverhulme could provide a safe and inclusive consultation, a virtual public exhibition of the proposals was held. This exhibition was hosted on the consultation website that allowed the local community to both explore the initial proposals in detail and respond to them with their views, comments, and suggestions.
- 3.7.2 The virtual exhibition was open for comments on the consultation website between Wednesday 23rd February 2022 and Sunday 13th March 2022.
- 3.7.3 The purpose of the virtual exhibition was to present the proposals to the wider community and gain additional feedback prior to submitting a full planning application.



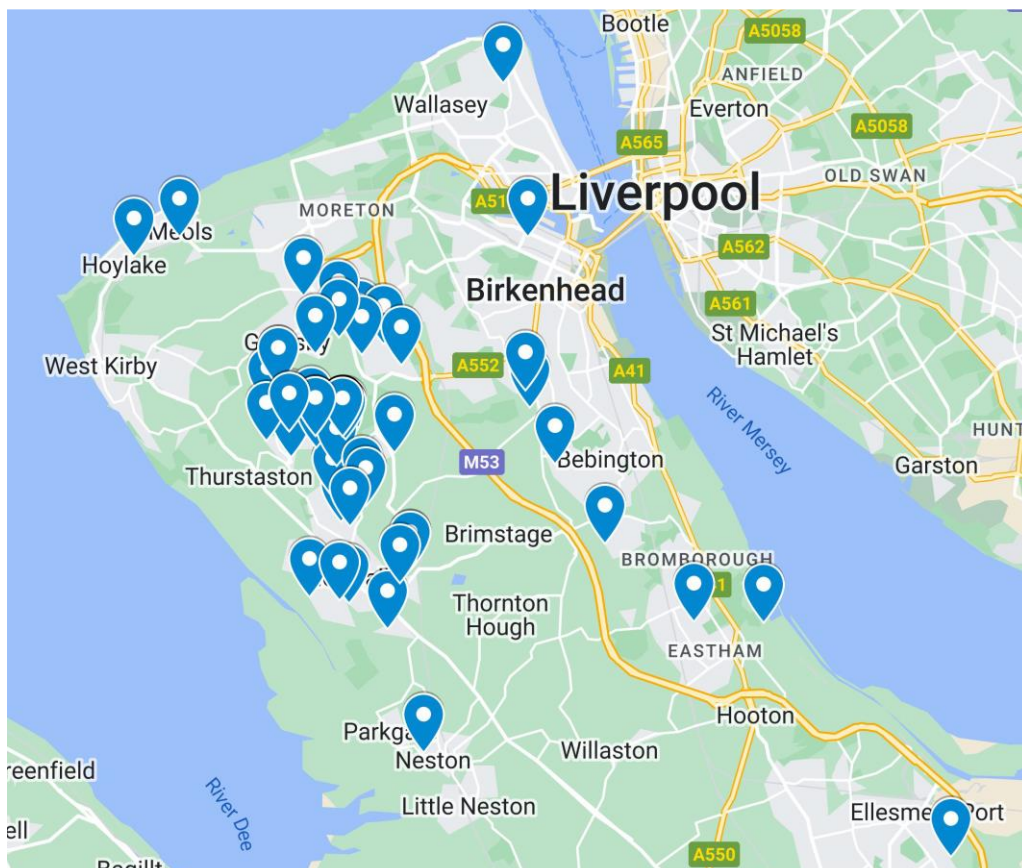
A screenshot of the virtual exhibition hosted on www.glenwooddrive.consultationonline.co.uk

- 3.7.4 The virtual consultation displayed details about the proposal, which included:
- Information about Leverhulme Estates Limited
 - Location of the site
 - Leverhulme's commitment to high-quality homes
 - Details about access and highways around the site
 - Details on the landscaping of the site
 - Outline of Wirral's housing need
 - A downloadable version of Leverhulme's Vision Brochure
- 3.7.5 **A copy of the virtual exhibition boards can be found in Appendix 7.**
- 3.7.6 Local residents could provide their views by submitting the feedback form on the project website.
- 3.7.7 **A copy of the online feedback form can be found in Appendix 8.**

4. Review of Comments

4.1 Feedback Overview

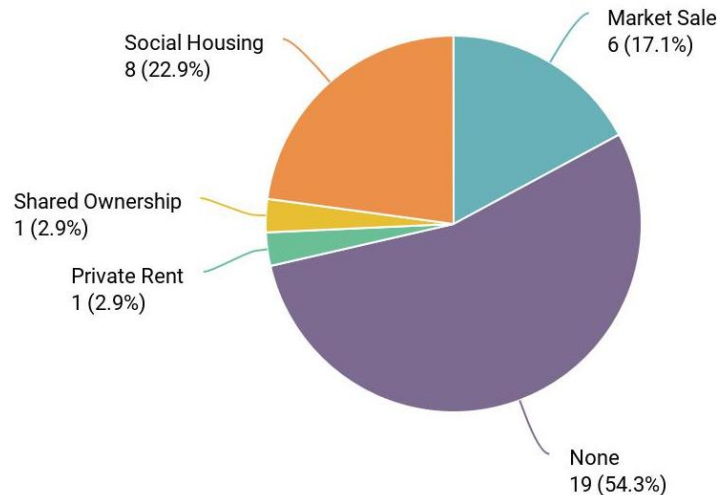
- 4.1.1 The following review includes all comments received up to Sunday 13 March 2022, including telephone and website responses.
- 4.1.2 During the consultation, the virtual exhibition was visited by a total of 946 users who spent an average of 2 minutes 55 seconds viewing the consultation materials. A total of 74 residents left their feedback regarding the scheme.
- 4.1.3 To ensure that a broad demographic and residents without internet access could provide their feedback, a dedicated freephone information line was provided to allow these residents to provide their feedback on the scheme. The phonenumber also enabled residents to request hard copies of the consultation materials should they need them.
- 4.1.4 Whilst the majority of responses were made by local residents to the site, a large number of responses were made from properties in the wider Wirral area. Some of these properties also provided their comments on Leverhulme's wider plans in Wirral. The beneath map shows all addresses who responded to the consultation:



4.2 Feedback Analysis

4.2.1 Users were asked a series of questions regarding the proposals, the results of which are set out beneath.

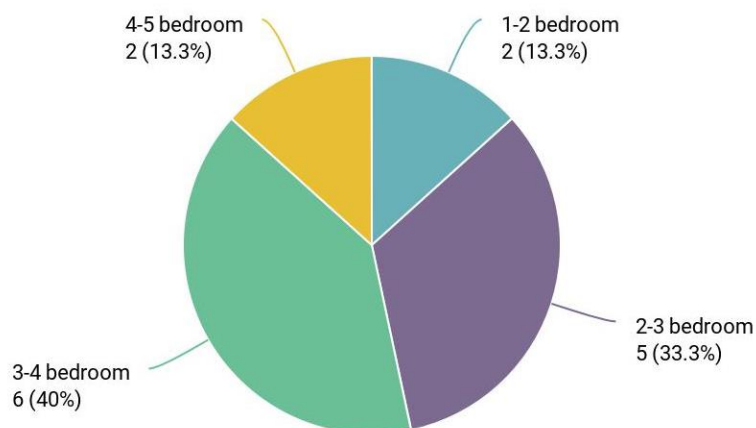
4.2.2 Question 1: What type of homes do you believe are needed in the Wirral?



4.2.3 Question one received 35 responses with 19 of those responses stating that they believe no new homes are required in Wirral. In recent years, the Borough has not been able to deliver the levels of development required by national policy in order to provide for the sustainable growth of its communities and economy. While supportive of Wirral Council's commitment to brownfield regeneration, Leverhulme believes that there will need to be some release of Green Belt land in order to meet the Borough's housing need.

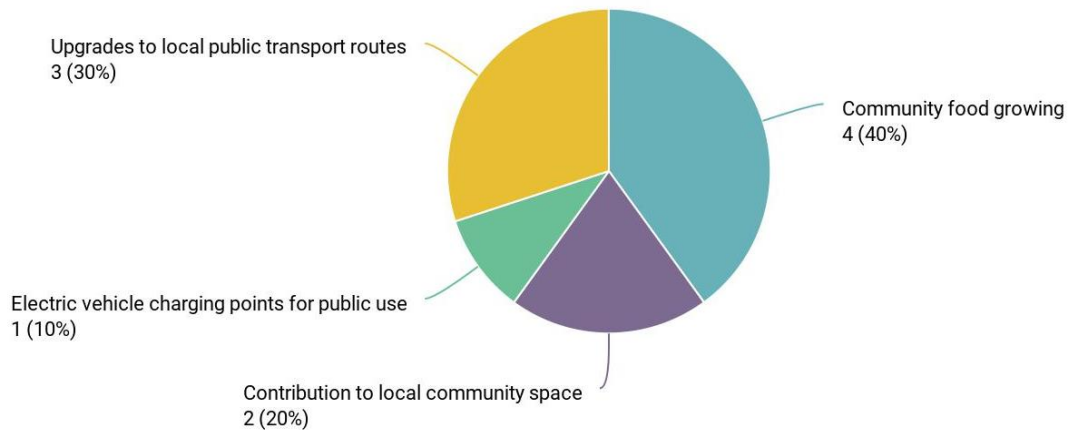
4.2.4 Whilst 19 responses stated that no new homes are needed in Wirral, a total of 16 responses highlighted that new housing is required in the borough but opinion was split across housing types. Eight responses cited the need for social housing closely followed by market sale with six responses. The property types that were least required were shared ownership and private rental with one response each.

4.2.5 Question 2: What sizes of property do you think are required locally?



4.2.6 Leverhulme’s proposals for Irby includes the delivery of 2–4 bedroom houses and bungalows, so it is reassuring to see that the results to question two reflect the need for this size of property. A total of 73.3% of responses agreed that medium sized properties are required with six responses favouring 3–4 bedroom properties and five favouring 2-3 bedroom. Those properties that were least required are 4-5 bedroom and 1-2 bedroom properties with only two responses submitted against each.

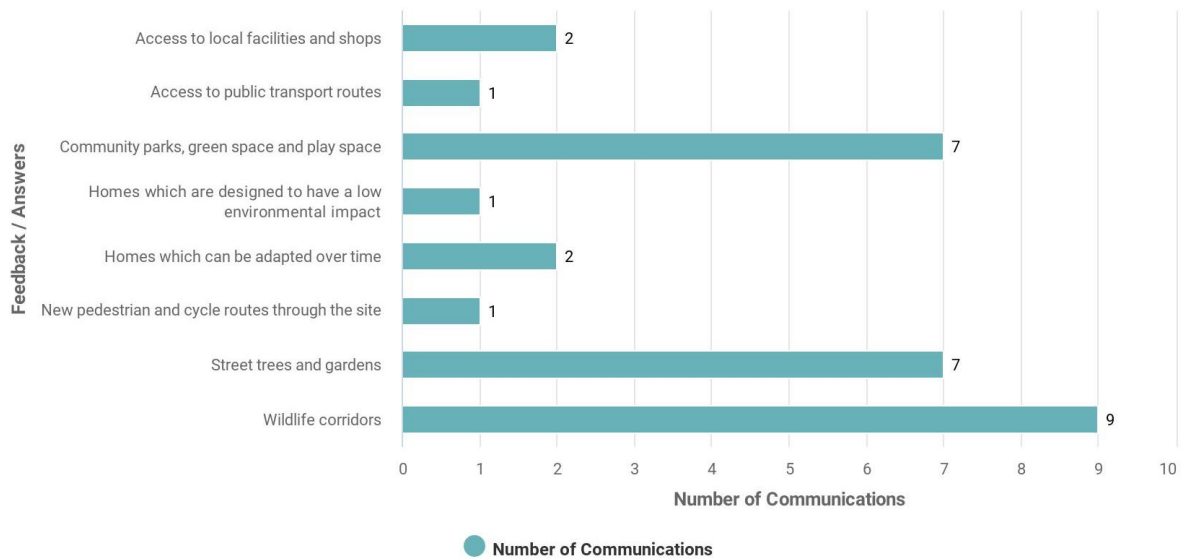
4.2.7 **Question 3: What local community benefits would you like to see the application support?**



4.2.8 Question three received 10 responses with 40% opting for community food growing as their preferred community benefit. This was closely followed by upgrades to local public transport routes receiving 30% of responses. Contribution to local community space received 2 responses and the inclusion of electric vehicle charging points received one response.

4.2.9 Leverhulme’s proposal commits to the creation of a central green wedge of habitats, sports and play areas leading to the countryside and delivering part of the Borough’s Cycle Supergreenway. The site is also situated along a quality bus corridor, with the nearest bus stop situated immediately adjacent to the southern boundary of the site on Thingwall Road. Both stops are sheltered and include seating. These stops provide an excellent frequency of services, linking the site to Liverpool and Heswall.

4.2.10 Question 4: Which of these sustainable features are most important to you?



4.2.11 A total of 30 responses were submitted to this question. The most valued sustainable feature was for the inclusion of wildlife corridors receiving nine responses. This was closely followed by ‘community parks, green space and play space’ and ‘street trees and gardens’ both receiving seven responses each. ‘Access to local facilities and shops’ and ‘homes which can be adapted over time’ were the next most valued sustainable feature receiving two responses each. The remaining features were valued least receiving one response each.

4.2.12 Question 5: Do you have any further comments or observations about our proposals?

4.2.13 This question provided a free text response for users to write down any further comments on the proposals. Unfortunately, few comments raised topics specific to the Glenwood Drive proposal, instead, feedback was expressed more widely about Leverhulme and development on Green Belt land in Wirral. However, one resident did raise concerns about access to the site via Thingwall Road, Stating that: *“This road is already busy with substantial congestion during commuting hours at both ends of the road (Irby Vilage and Thingwall corner).*

4.2.14 Leverhulme’s Transport Assessment concluded that the B5138 Pensby Road/Thingwall Road East junction has been identified as an area requiring highway mitigation. With appropriate mitigation the junction is acceptable in planning terms in accordance with the National Policy Planning Framework from a capacity perspective.

Analysis of all 74 feedback responses:

Theme	Total mentions
Unsupportive of the plans	68
Concerns over the use of Green Belt land	49
Brownfield development should be promoted first	33
Proposals could cause more pollution and damage the environment	24
Concerns over pressure on infrastructure	21
Loss of green space	20
Impact on wildlife	18
New housing not needed	12
Traffic concerns	12
Affordable homes are needed in Wirral	8
Supportive of Leverhulme's vision for Glenwood Drive	4

4.3 Response to comments

- 4.3.1 All comments received throughout the virtual consultation process have been reviewed by the project team and many of the issues raised are covered in the application documents which accompany this response.
- 4.3.2 Throughout the consultation period, Leverhulme’s project team responded directly to enquiries received via the telephone line and email address.
- 4.3.3 The main themes which arose during the pre-application consultation process and Leverhulme’s associated response to each is detailed in the table below:

Comment	Response
Concerns over the use of Green Belt land	49 responses to the consultation highlighted concerns over the use of Green Belt land for development. Leverhulme’s proposal site is located within the Green Belt, however, the site borders existing residential housing to the west which is outside of the Green Belt. This particular site has been identified through Leverhulme’s plan led, longer term approach, as a lower performing Green Belt location which has the potential to deliver much-needed high-quality homes during the first 5 years of the local plan in a sustainable location.

<p>Brownfield development should be promoted first</p>	<p>33 responses emphasised their support for the draft Local Plan and its promise to a brownfield first development approach, further safeguarding the Green Belt.</p> <p>Leverhulme believes that the boroughs serious shortfall in affordable housing and market housing can only be met through the release of sustainable greenbelt sites such as this, alongside urban regeneration.</p> <p>Leverhulme is in a unique position to help ensure Wirral maximises the benefits from greenfield as well as brownfield renewal.</p>
<p>Proposals could cause more pollution and damage the environment</p>	<p>Leverhulme has ensured that its proposals have been designed with the surrounding environment in mind and each will deliver benefits for wildlife and people in the area.</p> <p>Leverhulme is committed to responding to the challenges of climate change, that's why each proposal site offers large amounts of open green space and retains as much of the existing landscape as possible.</p>
<p>Concerns over pressure on infrastructure</p>	<p>21 responses to the consultation mentioned that the local infrastructure in Irby would struggle to cope with the additional population that new homes would bring to the area.</p> <p>Whilst we appreciate that our proposal will increase the population size in the local community, as part of the planning application process, Leverhulme will enter into a Section 106 Agreement with Wirral Council. This will secure financial contributions towards investing in local infrastructure, which will mitigate any impacts arising from the development. The level of contributions and how they will be spent will be determined by Wirral Council.</p>

<p>Loss of green space</p>	<p>20 responses to the consultation cited their concern over the loss of green space and the impact this will have on local residents.</p> <p>Leverhulme recognises the important role green space has in our communities, and the importance of maintaining existing habitats.</p> <p>Up to 40% of the site area is to become public green and blue infrastructure (public open space), delivering benefits for wildlife and responding to the challenges of climate change.</p> <p>The proposals include a total of 6.55 hectares of public open space. This incorporates sports pitches, hedgerows, woodlands, amenity grasslands and preservation of wetland habitat. Existing trees around the proposal site will be retained wherever possible and buffer zones for biodiversity protection will be situated along the north and east of the proposal site to enhance the existing woodland areas.</p>
<p>Impact on wildlife</p>	<p>Each one of our sites has been designed with the surrounding environment in mind and each will deliver benefits for wildlife and people in the area. Leverhulme is committed to responding to the challenges of climate change, that's why each one of our proposal site bolsters large amounts of open green space and retains as much of the existing landscape as possible.</p> <p>A habitat buffer will also be created next to Arrowe Brook to ensure the preservation of the Park's status as a Site of Biological Importance. In addition to this. the scheme also commits to the delivery of a 10% biodiversity net gain as a minimum, in line with the 2021 Environment Act.</p>
<p>New housing not needed</p>	<p>There is a clear need for new housing in Wirral, as evidenced by Wirral Council in its emerging Local Plan and the responses received to the pre-application consultation process.</p>

<p>Traffic concerns</p>	<p>A number of residents raised concerns about the level of local traffic at present and questioned how the proposed development would impact on this.</p> <p>Specialist Highways consultant, Curtins has been appointed to produce a Transport Assessment that considers all traffic and transportation matters associated with the development. A Travel Plan has also been prepared to encourage travel by sustainable modes.</p> <p>In preparing both documents, Curtins has liaised with representatives from Wirral Borough Council and National Highways to discuss the application site in detail.</p> <p>The Transport Assessment has analysed how traffic generated by the scheme might affect key road junctions across Wirral, using the most recent junction modelling software.</p> <p>The Assessment process concluded that the proposed development would be acceptable from a highways perspective.</p> <p>Leverhulme is in an excellent position to assist the region with the development of other transport infrastructure improvements across Wirral.</p>
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<p>Affordable homes are needed in Wirral</p>	<p>A number of residents highlighted the need for genuinely affordable housing in Wirral.</p> <p>In addition to a considerable need for genuinely affordable housing, the Borough also suffers from a historic undersupply of new homes, particularly 3 and 4-bedroom family homes.</p> <p>This development in Irby and the other sites being brought forward by Leverhulme will make a significant contribution towards helping meet the market and affordable housing needs of the local area and the wider Borough.</p> <p>The last Strategic Housing Market Assessment (SHMA) published in public for the Wirral estimates there are a total of 12,705 households in need of affordable housing – this accounts for 8.7% of the Borough’s population. Furthermore, the Council estimates a necessary provision of 705 affordable housing units each year to address this issue.</p> <p>Our proposals for Irby and the Wirral include a 30% affordable housing allocation which exceeds the 20% target the Council is looking to incorporate in its emerging Local Plan.</p>
<p>Supportive of Leverhulme’s vision for Glenwood Drive</p>	<p>A number of residents provided their support for Leverhulme’s vision for Glenwood Drive and its vision for Wirral.</p> <p>Leverhulme recognises that there is a need for new housing in this part of Wirral. The site at Irby presents an important opportunity to provide a new neighbourhood of high-quality sustainable homes. Up to 290 new homes are proposed in a range of sizes, including a generous provision of genuinely affordable homes for local people.</p>

5. Ongoing engagement

5.1 Contacting Interested Parties

5.1.1 Leverhulme will contact the following groups and individuals informing them that the application has been submitted alongside addressing the main comments raised throughout the consultation:

- Leader of Wirral Council
- Chair of the Economy Regeneration & Development Committee
- Chair of the Environment, Climate Emergency and Transport Committee
- Chair of the Housing Committee
- Chair of the Highways and Traffic Representation Panel
- Planning Committee members
- Pensby and Thingwall ward members
- Heswall ward members
- Clatterbridge ward members
- Eastham ward members
- Greasby, Frankby and Irby ward members
- All Members of Parliament in Wirral

5.1.2 Those who request further information by telephone, letter or email will be responded to with the appropriate materials.

6. Appendices

6.1 Appendix 1: Leverhulme Vision – stakeholder letters



LEVERHULME

«Title» «First_Name» «Last_Name»
«Address1»
«Address2»
«Address3»
«Address4»
«Address_4»
«Address_5»

08 June 2021

Dear «Title» «Last_Name»

RE: Welcome to the Leverhulme Vision

I hope that you are well.

As you will be aware from our meetings and discussions with officers, Leverhulme has been seeking to work with Wirral Council since 2016, with the aim of providing for high-quality sustainable growth through the emerging Local Plan.

The events of the last year have demonstrated more than ever how people's health and physical & mental wellbeing are directly related to place-making. We need to invest in the creation of beautiful, well-connected and thoughtfully designed communities where people want to live.

Leverhulme supports the Birkenhead 2040 Framework's aspirations for the ongoing, long-term regeneration of brownfield land. However, development needs to be viable and deliverable; and it should take the opportunities that exist to provide for the re-investment of proceeds back into places. We believe that there now needs to be a much broader debate about proper, sustainable place-making if Wirral Council wants to enhance the lives of everyone who calls Wirral home over the next fifteen years.

Today, in order to contribute to the ongoing debate about how best to deliver successful communities in Wirral, we are sharing our Vision with you and with all of the other members of Wirral Council. We are also sharing the Vision with officers, local MP's and with many other interested parties.

We hope you find our contribution positive and thought-provoking at a time when Wirral Council must begin to consider how best to deliver sustainable development for the benefit of all.

Should you wish to speak to us about The Leverhulme Vision or if you would like to meet to discuss it further, please contact 0151 808 1446 during office hours and we will be delighted to arrange to do so.

Yours Sincerely
Nigel McGurk

Estate Office
Hesketh Grange
Manor Road, Thornton Hough
Wirral, CH63 1JD

t: 0151 336 4828
e: info@leverhulme.net
w: leverhulme.net

Leverhulme is the business name for Reveille Nominees Limited (company no. 05678115) and Rose Chaplet Nominees Limited (company no. 05678129). The registered office of both companies is Floor 8, 71 Queen Victoria Street, London, England EC4V 4AY.



LEVERHULME

[Name]
[Title]
[Address 1]
[Address 2]
[Address 3]
[Address 4]

[Insert Date]

Dear [Insert]

RE: Welcome to the Leverhulme Vision

I hope that you are well.

As you will be aware from our meetings and discussions with you over the last 18 months, Leverhulme has been seeking to work with Wirral Council since 2016 with the aim of providing for high-quality sustainable growth through the emerging Local Plan.

The events of the last year have demonstrated more than ever how people's health and physical & mental wellbeing are directly related to place-making. We need to invest in the creation of beautiful, well-connected and thoughtfully-designed communities where people want to live.

Leverhulme supports the Birkenhead 2040 Framework's aspirations for the ongoing, long-term regeneration of brownfield land. However, development needs to be viable and deliverable; and it should take the opportunities that exist to provide for the re-investment of proceeds back into places. We believe that there now needs to be a much broader debate about proper, sustainable place-making if Wirral Council wants to enhance the lives of everyone who calls Wirral home over the next fifteen years.

During our discussions with you previously we promised to keep you informed and so today, we are sharing our Vision - to contribute to the ongoing debate about how best to deliver successful communities in Wirral - with you and all of your fellow MPs across Wirral. We are also sharing the document with relevant officers, all Wirral Councillors and many other interested parties.

We hope you find our contribution positive and thought-provoking at a time when Wirral Council must begin to consider how best to deliver sustainable development for the benefit of all. Should you wish to speak to us about The Leverhulme Vision or if you would like to meet to discuss it further, please contact David Holden-Locke at david@holden-locke.com or 07980713289.

Yours Sincerely
Nigel McGurk

Estate Office
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Leverhulme is the business name for Reveille Nominees Limited (company no. 05678115) and Rose Chaplet Nominees Limited (company no. 05678129). The registered office of both companies is Floor 8, 71 Queen Victoria Street, London, England EC4V 4AY.

6.2 Appendix 2: Leverhulme Vision Brochure



LEVERHULME

The Leverhulme Vision

Creating dynamic, sustainable communities for everyone

INTRODUCTION

The events of the last 12 months have demonstrated more than ever the importance of place.

There has never been a greater need for new, dynamic, sustainable communities where people want to live, work, raise families and enjoy outdoor space, and which complement and enhance our existing communities.

Fundamental to the development and success of such communities is that there is a healthy, transparent and rigorous debate.

Wirral has an opportunity to become an exemplar in local planning, revitalising our urban areas while also breathing new life and energy into more rural parts of the peninsula.

Leverhulme wholeheartedly supports Wirral Council's commitment to regenerating brownfield land through its Birkenhead 2040 Framework.

However, we also believe strongly that Wirral will miss out on a once-in-a-generation opportunity to revitalise the wider area if it fails to consider a broader, more holistic canvas.

Real regeneration has to be based on something that is truly deliverable and will enhance the lives of everyone who calls Wirral home.

This is why we are sharing our vision to contribute to the debate about place-making in Wirral and the many and varied aspects that go into creating the kind of communities people want and which our changing world requires.

“Leverhulme is the only partner capable of creating beautiful new neighbourhoods in Wirral, closely linked to their rural setting but offering enhanced accessibility and where health and wellbeing are prioritised.”

ABOUT LEVERHULME

Leverhulme has been part of the fabric of Wirral life for over 130 years, originating and delivering two of the most iconic parts of Wirral.

The 1st Viscount Leverhulme had the vision for Port Sunlight - to this day still used as a shining example of model village excellence.

Together with the 2nd and 3rd Viscounts, he also contributed to the development of the picturesque village of Thornton Hough, providing quality housing, the school, the Village Club, St George's Church, the W.I. Hall and the Village Hall.

His vision was that everyone had a right to wellbeing and fulfilment through social engagement, family homes, access to nature and creative arts. He delivered his vision through the environments he created both in the work place and in his villages.

Today, Leverhulme is responsible for the long-term, sustainable management of over 2,000 hectares on Wirral.



Our land is home to tenant farmers, commercial properties containing an eclectic mix of businesses and Brimstage Hall & Courtyard. We also provide 150 homes ranging from farmhouses to terraced properties.

Footpaths and bridleways cross the estate and are used regularly by walkers, riders and cyclists, while cricket, rugby, golf and fishing are all enjoyed on Leverhulme land.

Leverhulme is the custodian of 60 Grade II listed buildings along with Grade I listed Brimstage Hall and Tower. It also owns and leases the popular Wheatsheaf Inn in Raby, an iconic thatched inn and restaurant which dates to 1630.

It is Leverhulme's aim to ensure that any development of its land will make Wirral a better place for people, both for today and for generations to come.



PLANNING OVERVIEW

With a population of 325,000, Wirral is populous and at 60 square miles, it is also sizeable.

The Council has acknowledged that Wirral is at a crossroads. In recent years, the Borough has not been able to deliver the levels of development required by national policy in order to provide for the sustainable growth of its communities and economy.

The draft Wirral Local Plan will now cover a period through to 2037 – an extension of two years to account for delays - and set out policies and proposals to guide the future development of the Borough over that time.

It will set out where future development will take place, and allocate land for housing, employment, mixed-use and other development (the demand for land to build on in Wirral primarily relates to housing and employment).

One of the most important tasks for the new Local Plan will be to provide for the appropriate number of homes to meet its needs. This is a key component of its vision

“Real regeneration has to be based on something that is truly deliverable and will enhance the lives of everyone who calls Wirral home.”

to overcome any inequalities across the Borough and create sustainable communities and align with the Strategic Objectives set out in Chapter 3 of the Issues and Options document.

Leverhulme is uniquely placed, given its extensive landholding, to enhance Wirral on a significant and comprehensive scale, reinvesting in all of the elements that make for strong and vibrant communities.



A WIRRAL FOR EVERYONE

While supportive of Wirral Council's commitment to brownfield regeneration, the reality is that there will need to be some release of Green Belt land in order to meet the Borough's housing need.

In Leverhulme's view, the combined release of both urban and greenfield land is also the only way to ensure the delivery of successful high-quality places in Wirral capable of enhancing the quality of life and wellbeing for all existing and future residents.

The updated National Planning Policy Framework (NPPF) 2019 states that any review of Green Belt boundaries should “set out ways in which the impact of removing land from the Green Belt can be offset through compensatory improvements to the environmental quality and accessibility of remaining Green Belt land.”

This could include:

- **New or enhanced green infrastructure.**
- **Woodland or other appropriate planting.**
- **Landscape and visual impact enhancements.**
- **Biodiversity improvements.**
- **New walking or cycling routes.**

Leverhulme is alone in being able to deliver a vision of such significance, aligned with the principles of the Building Better, Building Beautiful Commission and creating aspirational and high quality communities similar to those seen at Nansledan and Poundbury. Beautiful new neighbourhoods, offering enhanced green infrastructure and where health and wellbeing are prioritised.



THE LEVERHULME OFFER

Creating dynamic, sustainable communities where people want to live, work and enjoy their leisure time is complex and needs to consider the views of many different stakeholders.

Through the scale of its landholding and its legacy of best-in-class place-making, Leverhulme is in a unique position to help ensure Wirral maximises the benefits from greenfield as well as brownfield renewal.

Beautiful homes for Wirral residents

Land at the edge of the rural estate has the potential to offer a highly attractive living environment which complements the urban area; leafy streets with generous gardens and easy access to the rural footpath and cycling network. Characterful homes which draw inspiration from Port Sunlight and Thornton Hough while offering high levels of energy efficiency and modern living spaces.

Communities not just homes

Leverhulme wishes to create exemplary neighbourhoods which have vitality, wellbeing and a sense of belonging at their heart and which are recognised as wonderful places to live.

“Port Sunlight made Wirral a world-leader in place-making. The Leverhulme Vision would restore this status to Wirral.”

By engaging with local stakeholders, we will be able to curate the right mix of facilities and services to help local communities to flourish.

A modern, biodiverse agricultural estate

The vast majority of the landholding will remain agricultural.

Farming is having to adapt in response to changing agricultural policy, and the climate and biodiversity needs. Leverhulme is developing an estate-wide green infrastructure plan, including plans to assist the evolution of farming practices and to deliver improved access and net gains in biodiversity which go beyond current Government requirements.

Health and Wellbeing

Leverhulme has the ability to increase public access to the rural landscape, including improvements to existing footpaths, new off-road cycleways and footpaths, and the creation of new publicly accessible conservation areas.

Interaction with nature and active leisure are increasingly recognised as being essential to both the mental and physical health of adults and children.

This is a real area of opportunity to enhance the quality of life that is on offer for all residents of Wirral. Such a Local Plan would provide the opportunity for health and wellbeing to be placed at the forefront of sustainable place-making.

Connected infrastructure

Leverhulme land has the potential to facilitate improved east-west highways improvements across Wirral and to relieve localised congestion hotspots, such as the constrained junction of Storeton Lane in Barnston village. Larger, well planned new neighbourhoods have the critical mass to support improved bus and rail services and will be designed to integrate with the existing street network, to encourage travel by foot and bike for local journeys.

Investment in off road cycle routes will support the objectives of the Council's Local Cycling and Walking Infrastructure Plan (LCWIP) and provide a viable alternative to car-based commuting.

Thriving rural economy

The centre of Wirral is home to a number of village communities including Thornton Hough, Raby, Brimstage and Storeton. The future economy and vitality of these villages can, through effective planning, be supported by enhanced connectivity, farm diversification and support for rural and community enterprises.

Leisure and tourism

Leverhulme's vision involves new walking and cycling leisure trails as part of the green infrastructure plan to widen Wirral's appeal to visitors, reveal its heritage and places of interest and support the local economy.

As the farming economy evolves there are opportunities for further diversification projects to ensure historic farm buildings have a viable long-term use.

“Leverhulme offers a vision and scale of opportunity that enhances Wirral for everyone.”



LEVERHULME

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6.3 Appendix 3: Stakeholder Letter



LEVERHULME

Address block

Wednesday 23 February 2022

Dear [insert stakeholder name],

Leverhulme launches consultation for new homes in the Wirral

Leverhulme is developing proposals to deliver around 830 beautiful family homes across the Wirral. To allow residents and stakeholders to view and provide feedback on the proposals Leverhulme is hosting separate virtual consultations from Wednesday 23 February 2022 to Friday 11 March 2022 for each of its seven sites.

Leverhulme has been part of the fabric of Wirral life for over 130 years. Both Port Sunlight and Thornton Hough are shining examples of model village excellence and what can be achieved by combing long-term stewardship with a commitment to wellbeing and legacy development.

The events of the last 18 months have demonstrated more than ever the importance of place. There has never been a greater need for dynamic, sustainable communities where people want to live, work, raise families and enjoy outdoor space, and which complement and enhance our existing communities.

That is why as a historic local landowner, Leverhulme has considered how its estate can contribute to placemaking in Wirral, mindful of our heritage but optimistic about how modern new communities can tackle the challenges of today.

We are asking communities across Wirral to contribute their ideas as we prepare to bring forward developments across the borough, which individually and collectively, put into practice the vision that Leverhulme consulted on earlier this year.

We are mindful of COVID-19 but do not want this to prevent local residents and interested parties from being able to view and comment on our proposals before we submit planning applications to Wirral Council. Leverhulme is therefore holding virtual exhibitions for each proposal, featuring a series of information boards and a feedback facility.

The virtual exhibitions can be viewed using the following links:

- Gills Lane Central, Pensby – www.gillscentral.consultationonline.co.uk
- Gills Lane East, Pensby – www.gillseast.consultationonline.co.uk
- Gills Lane West, Pensby – www.gillswest.consultationonline.co.uk
- Glenwood Drive, Irby – www.glenwooddrive.consultationonline.co.uk
- Heswall – www.heswall.consultationonline.co.uk
- Raby Mere East – www.rabyeast.consultationonline.co.uk
- Raby Mere West – www.rabywest.consultationonline.co.uk

In recent years Wirral Council has fallen short of the levels of residential development required by national policy, threatening the sustainable growth of its communities and economy. In light of this and the ongoing delays surrounding the preparation of a new Wirral Local Plan, it is clear that there is an immediate need for new housing in the borough and Leverhulme has an important role to play in its delivery.

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Leverhulme is the business name for Reveille Nominees Limited (company no. 05678115) and Rose Chaplet Nominees Limited (company no. 05678129). The registered office of both companies is Floor 8, 71 Queen Victoria Street, London, England EC4V 4AY.



LEVERHULME

Should you wish to speak to us about our proposals in the Wirral please call us on 0151 808 1446 during office hours to speak to a member of the team.

Yours faithfully,

Tom Andrews on behalf of Leverhulme*

*The pre-application consultation is being undertaken on behalf of Leverhulme by Built Environment Communications Group

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6.4 Appendix 4: Initial Consultation Launch Letter to Residents



LEVERHULME

(1)
The Occupier
131 Thingwall Road
WIRRAL
CH61 3UD

Wednesday 23 February 2022

Dear Resident,

Invitation to join pre-application consultation

As a historic local landowner, Leverhulme has considered how its estate can contribute to placemaking in Wirral and we are now asking communities across the peninsular to contribute their ideas.

Leverhulme is preparing to submit a planning application for a new residential development on land to the east of Glenwood Drive, Irby. This letter sets out how you can find out more information and provide your views.

Our vision is to create attractive, environmentally friendly and affordable housing, located in places where people want to live. Our proposals for Irby include:

- An attractive range of around 310 homes, ranging from small homes through to family housing
- Up to 30% of all homes proposed will be affordable and managed by a local affordable housing provider
- A 'green wedge' of woodland and wetland habitats, play areas and sports pitches leads into the wider landscape to the north
- The existing bridleway will be extended and enhanced to become part of the Borough's cycle Supergreenway network
- The creation of new habitats to deliver biodiversity net gain in-line with the 2021 Environmental Act.

We are mindful of COVID-19 but do not want this to prevent local residents and interested parties from being able to view and comment on our proposals before we submit planning applications to Wirral Council. You can view more information about our proposals and provide your feedback by visiting our online virtual exhibitions which will be open between [insert date] and [insert date]. Here you can view more detailed information about our proposals and submit any comments or questions that you have at a time of your convenience.

The virtual exhibition can be found at:

- www.glenwooddrive.consultationonline.co.uk

If you are struggling to access the Internet please call our Community Information Line on 0151 808 1446 during office hours to speak to a member of the team.

Yours faithfully,
Tom Andrews on behalf of Leverhulme*

*The pre-application consultation is being undertaken on behalf of Leverhulme by Built Environment Communications Group

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6.5 Appendix 5: Second Consultation Launch Letter to Residents



LEVERHULME

Address block

Wednesday 23 February 2022

Dear Resident,

Invitation to join pre-application consultation

As a historic local landowner, Leverhulme has considered how its estate can contribute to placemaking in Wirral and we are now asking communities across the peninsular to contribute their ideas.

Leverhulme is preparing to submit a planning application for a new residential development on land to the east of Glenwood Drive, Irby. This letter sets out how you can find out more information and provide your views.

Our vision is to create attractive, environmentally friendly and affordable housing, located in places where people want to live. Our proposals for Irby include:

- An attractive range of around 310 homes, ranging from small homes through to family housing
- Up to 30% of all homes proposed will be affordable and managed by a local affordable housing provider
- A 'green wedge' of woodland and wetland habitats, play areas and sports pitches leads into the wider landscape to the north
- The existing bridleway will be extended and enhanced to become part of the Borough's cycle Supergreenway network
- The creation of new habitats to deliver biodiversity net gain in-line with the 2021 Environmental Act.

We are mindful of COVID-19 but do not want this to prevent local residents and interested parties from being able to view and comment on our proposals before we submit planning applications to Wirral Council. You can view more information about our proposals and provide your feedback by visiting our online virtual exhibitions which will be open between Wednesday 23 February and Sunday 13 March. Here you can view more detailed information about our proposals and submit any comments or questions that you have at a time of your convenience.

The virtual exhibition can be found at:

- www.glenwooddrive.consultationonline.co.uk

If you are struggling to access the Internet please call our Community Information Line on 0151 808 1446 during office hours to speak to a member of the team.

Yours faithfully,
Tom Andrews on behalf of Leverhulme*

*The pre-application consultation is being undertaken on behalf of Leverhulme by Built Environment Communications Group

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6.6 Appendix 6: Press Release



LEVERHULME

February 23, 2022

Press Release

Leverhulme announces pre-application consultation process

Leverhulme has launched a pre-application consultation process on its plans to create “much needed new homes” in “beautiful and sustainable communities” across Wirral.

A total of seven sites delivering new environmentally-friendly homes are included in the consultation which begins today. The sites, with links included to the individual consultations, are:

- A 0.82-hectare site located to the north of Gills Lane in Pensby, between Thorncroft Drive and Gills Lane Farm and stables. To provide up to 15 new homes. www.gillscentral.consultationonline.co.uk
- A 7.35-hectare site located to the north of Gills Lane in Pensby and to the west of Barnston Road. To provide up to 160 new homes. www.gillseast.consultationonline.co.uk
- A 3.92-hectare site located a short distance from the local centre of Pensby Road, Pensby. It sits to the north of Gills Lane, between the existing residential streets of Dale View Close, Gwendoline Close and Thorncroft Drive. To provide up to 100 new homes. www.gillswest.consultationonline.co.uk
- A 17.38-hectare site located to the north of Thingwall Drive, to the east of Glenwood Drive and to the west of Arrowse Park, Irby. To provide up to 310 new homes. www.glenwooddrive.consultationonline.co.uk
- A 3.60-hectare site located to the north of Raby Hall Road between the Autism Together complex and the residential neighbourhood on Blakeley Road at the edge of Bromborough. To provide up to 85 new homes. www.rabyeast.consultationonline.co.uk
- A 3.30-hectare site located to the north of Raby Hall Road, with built development proposed to the west of Raby Hall and a footpath link to the east. To provide up to 40 new homes. www.rabywest.consultationonline.co.uk

- A 8.36-hectare site located to the west of Barnston Road and north of Milner Road within easy walking distance of Heswall town centre and Heswall railway station. To provide up to 120 new homes. www.heswall.consultationonline.co.uk

The consultation will show how Leverhulme plans to “create beautiful new places that are distinctively ‘Wirral’ and which deliver the right mix of house sizes and affordable housing to meet local needs.”

Leverhulme says its aim is to create “highly attractive living environments” complementing the existing urban area and including:

- Leafy streets with generous open space, trees and gardens;
- New cycleways and footpaths;
- Enhanced biodiversity and habitats;
- Characterful bespoke architecture, drawing inspiration from places like Port Sunlight and Thornton Hough, inspired by the 1st Viscount Leverhulme;
- High levels of energy efficiency and investment in craftsmanship and long-lasting materials;
- Moderate densities supporting a sense of community cohesion;
- Generous internal floorspace in line with the Government’s Nationally Described Space Standards.

Nigel McGurk, Head of Land and Planning for Leverhulme, said: “Wirral has a major requirement for a mix of new housing including 3 and 4-bedroom family homes and affordable housing.

“This shortfall has been made worse due to a lack of meaningful progress being made on preparing a deliverable and viable Local Plan in recent years.

“The development sites being brought forward by Leverhulme will make a significant contribution towards helping meet the market and affordable housing needs of the local area and the wider Borough.

“Combined, the proposed Leverhulme sites can create dynamic, sustainable communities where people want to live.

“Port Sunlight and Thornton Hough are long-standing examples of sustainable communities and what can be achieved by combining the long-term stewardship offered by Leverhulme with a commitment to health and wellbeing and legacy development.”

Last year, Leverhulme published its Vision document calling for a wider debate on viable, sustainable and deliverable development in Wirral.

The Vision stated that the Estate’s landholding – over 5,000 acres – gave it a unique capability to deliver benefits at a scale that will make a positive difference to many people’s lives.

Launching its consultation, Leverhulme says: “We are asking communities across Wirral to contribute their ideas as we prepare to bring forward developments across the borough, which individually and collectively, put into practice the Leverhulme Vision.

“Many of the priorities of people living in Wirral would be achieved if our proposals are delivered. From new cycleways and footpaths, to enhanced biodiversity and habitats, they represent a once-in-a-generation opportunity to create beautiful, environmentally sustainable and life-enhancing communities, underpinned through good quality design.”

NOTES TO EDITORS

- For more information, please contact Nick Mason at Mason Media on 07903 197402 or email: nick@masonmedia.co.uk
- www.leverhulme.net

6.7 Appendix 7: Virtual Exhibition Boards

Much-needed new homes for Irby

WELCOME TO OUR VIRTUAL EXHIBITION



LEVERHULME

Leverhulme is delighted to share with you its plans for new, beautiful family homes to the east of Glenwood Drive, Irby.

The 17.38 hectare site is located to the north of Thingswall Drive, to the east of Glenwood Drive and to the west of Arrowe Park, Irby.

The illustrative masterplan shows how the site could be developed as a distinctive extension to Irby which reflects the Leverhulme Estate's commitment to quality and community legacy.

Up to 310 environmentally friendly new homes are proposed in a range of sizes, including affordable housing for local people and an opportunity for self-build or custom-build properties.

The scheme proposes a formal 'garden suburb' layout, with a central green wedge of habitats, sports and play areas leading to the countryside and delivering part of the Borough's Cycle Supergreenway.



Illustrative masterplan

Key features of the design include:

1. A formal crescent of green space at the site entrance will be fronted by apartment villas and townhouses of 2-3 storeys in height
2. Wide tree-lined avenues with grass verges which create long distance views towards the sea
3. Tree-lined streets, fronted by a mix of 2-4 bedroom houses and bungalows
4. The existing bridleway will be extended and enhanced to become part of the Borough's Cycle Supergreenway network
5. A 'green wedge' of woodland and wetland habitats, play areas and sports pitches leads into the wider landscape to the north
6. A pocket park and play area is located next to existing homes on Parkway
7. Opportunities for a retail/community uses such as a cycle hub or café near the site entrance and a sports pavilion to the north
8. Pedestrian access from Parkway
9. Drainage basins forming a biodiverse, wetland habitat
10. New sports pitches for use by the wider community

HOUSING NEED IN THE WIRRAL



LEVERHULME



In addition to a considerable need for genuinely affordable housing, the Borough also suffers from a historic undersupply of new homes, particularly 3 and 4-bedroom family homes.

This shortfall has been made worse due to a lack of meaningful progress being made on preparing a new Local Plan in recent years.

This development and the other sites being brought forward by Leverhulme will make a significant contribution towards helping meet the market and affordable housing needs of the local area and the wider Borough.

This development in Pensby and the other sites being brought forward by Leverhulme will make a significant contribution towards helping meet the market and affordable housing needs of the local area and the wider Borough.

The last Strategic Housing Market Assessment (SHMA) published in public for the Wirral estimates there are a total of 12,705 households in need of affordable housing – this accounts for 8.7% of the Borough's population. Furthermore, the Council estimates a necessary provision of 705 affordable housing units each year to address this issue.

Our proposals for Pensby and the Wirral include a 30% affordable housing allocation which exceeds the 20% target the Council is looking to incorporate in its emerging Local Plan.



LEVERHULME

BEAUTIFUL HOMES FOR THE WIRRAL

Leverhulme is passionate about delivering beautiful new places which are distinctively ‘Wirral’ and which deliver the right mix of house sizes and affordable housing to meet local needs.



Leverhulme will provide stewardship as the neighbourhood is being developed over time, and will work with the community to deliver social benefits to the local area – such as employment opportunities and the creation of community assets

Our aim is to create highly attractive living environments which complement the existing urban area:

- Leafy streets with generous open space, street trees and gardens
- Characterful, bespoke architecture which draws inspiration from historic Wirral places like Port Sunlight and Thornton Hough while delivering modern living spaces
- High levels of energy efficiency and investment in craftsmanship and long-lasting materials
- Moderate densities which support a sense of community cohesion and create walkable places
- Generous internal floorspace in line with the Government’s Nationally Described Space Standards



LEVERHULME

LANDSCAPING AND GREEN SPACE

Leverhulme recognises the important role green space has in our communities, and the importance of maintaining existing landscaping.

Up to 40% of the site area is to become public green and blue infrastructure (public open space), delivering benefits for wildlife and responding to the challenges of climate change.



The environmental benefits planned for the site include:

- A central green corridor to create a link between the new neighbourhood and countryside to the north. The corridor will include:
 - Retained and expanded woodland, pond and hedgerow habitats
 - Sports pitches to the east, which will be designed to meet local needs
 - A section of the Cycle Supergreenway route
- Drainage basins which capture surface water run-off on site and create new wetland habitats
- A large central play area
- Connections via permissive bridleways to Arrows Brook and Arrows Brook Park
- A crescent shaped park, retained hedgerows and avenue trees onto Thingwall Road
- A pocket park with smaller play area is proposed to the north of houses on Parkway
- Existing hedgerows located at the site boundaries will be retained, with small sections removed to enable pedestrian or vehicle crossings
- A habitat buffer will be created next to Arrows Brook Park to ensure the preservation of the Park’s status as a Site of Biological Importance
- All streets will be planted with street trees to provide urban cooling and an attractive leafy character
- Generous sized gardens for private green space and planting
- The scheme will deliver 10% biodiversity net gain as a minimum in line with the 2021 Environment Act



LEVERHULME

ABOUT LEVERHULME

Leverhulme has been part of the fabric of Wirral life for over 130 years, originating and delivering two of the most iconic parts of Wirral at Port Sunlight and Thornton Hough.

Today, Leverhulme is responsible for the long-term, sustainable management of over 2,000 hectares in Wirral. Our land is home to tenant farmers, commercial properties containing a variety of businesses and Brimstage Hall & Courtyard. We also provide 150 homes ranging from farmhouses to terraced properties.

Footpaths and bridleways cross the estate and are used regularly by walkers, riders and cyclists, while cricket, rugby, golf and fishing are all enjoyed on Leverhulme land.



“Leverhulme is the only partner capable of creating beautiful new neighbourhoods in Wirral, closely linked to their rural setting but offering enhanced accessibility and where health and wellbeing are prioritised.”

Both Port Sunlight and Thornton Hough are shining examples of model village excellence and what can be achieved by combining long term stewardship with a commitment to wellbeing and legacy development.

The events of the last 18 months have demonstrated more than ever the importance of place. There has never been a greater need for dynamic, sustainable communities where people want to live, work, raise families and enjoy outdoor space, and which complement and enhance our existing communities.

That is why as a historic local landowner, Leverhulme has considered how its estate can contribute to placemaking in Wirral, mindful of our heritage but optimistic about how modern new communities can tackle the challenges of today.

We are asking communities across Wirral to contribute their ideas as we prepare to bring forward developments across the borough, which individually and collectively, put into practice the vision that Leverhulme consulted on earlier this year.

Many of the priorities of people living in Wirral would like to see would be achieved if our proposals are delivered. From new cycleways and footpaths, to enhanced biodiversity and habitats, they represent a once-in-a-generation opportunity to create beautiful, environmentally sustainable and life-enhancing communities, underpinned through good quality design.

Please complete our online feedback form before leaving the virtual exhibition



LEVERHULME

THE LEVERHULME VISION

It is Leverhulme’s aim to ensure that any development of its land will make Wirral a better place for people, both for today and for generations to come.

Creating dynamic, sustainable communities where people want to live, work and enjoy their leisure time is complex and needs to consider the views of many different stakeholders.

Beautiful homes for Wirral residents

Land at the edge of the rural estate has the potential to offer a highly attractive living environment which complements the urban area; leafy streets with generous gardens and easy access to the rural footpath and cycling network.

Communities not just homes

Leverhulme seeks to create exemplary neighbourhoods which have vitality, wellbeing and a sense of belonging at their heart and which are recognised as wonderful places to live.

A modern, biodiverse agricultural estate

The vast majority of the landholding will remain agricultural. Farming is having to adapt in response to changing agricultural policy, and the climate and biodiversity needs. Leverhulme is developing an estate-wide green infrastructure plan, including plans to assist the evolution of farming practices and to deliver improved access and net gains in biodiversity which go beyond current Government requirements.

Connected infrastructure

Leverhulme land has the potential to facilitate improved east-west highways improvements across Wirral and to relieve localised congestion hotspots, such as the constrained junction of Storeton Lane in Barnston village. Well planned new neighbourhoods have the critical mass to support improved bus and rail services and will be designed to integrate with the existing street network, to encourage travel by foot and bike for local journeys.



Thriving rural economy

The centre of Wirral is home to a number of village communities including Thornton Hough, Raby, Brimstage and Storeton. The future economy and vitality of these villages can, through effective planning, be supported by enhanced connectivity, farm diversification and support for rural and community enterprises.

Health and Wellbeing

Leverhulme has the ability to increase public access to the rural landscape, including improvements to existing footpaths, new off-road cycleways and footpaths, and the creation of new publicly accessible conservation areas.

Interaction with nature and active leisure are increasingly recognised as being essential to both the mental and physical health of adults and children. This is a real area of opportunity to enhance the quality of life that is on offer for all residents of Wirral.

Leisure and tourism

Leverhulme’s vision involves new walking and cycling leisure trails as part of the green infrastructure plan to widen Wirral’s appeal to visitors, reveal its heritage and places of interest and support the local economy.

As the farming economy evolves there are opportunities for further diversification projects to ensure historic farm buildings have a viable long-term use.

Please complete our online feedback form before leaving the virtual exhibition



LEVERHULME

SITE FEATURES

The site is currently used for agriculture and does not have any significant physical constraints that would prevent development.

Leverhulme has ensured that the design of the proposed scheme has carefully considered the existing character and features of the site and the surrounding area.



Our design has sensitively considered the following:

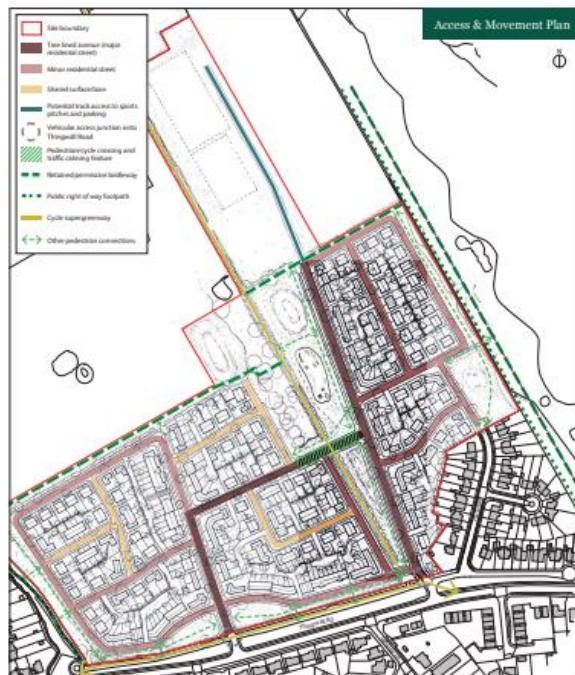
1. Leverhulme seeks to make features out of the coastal views to the north of the site
2. Good quality trees and hedgerows will be retained and incorporated into green spaces or gardens
3. A habitat buffer will be created next to Arrove Brook Park to ensure the preservation of the Park's status as a Site of Biological Importance
4. Flood prevention measures such as drainage features to capture water run-off before it reaches Arrove Brook
5. The layout of the proposal takes inspiration from the garden suburb character of Parkway including the provision of a pedestrian link



ACCESS AND MOVEMENT



LEVERHULME



Specialist Highways consultant, Curtins has been appointed to produce a Transport Assessment that considers all traffic and transportation matters associated with the development. A Travel Plan has also been prepared to encourage travel by sustainable modes.

In preparing both documents, Curtins has liaised with representatives from Wirral Borough Council and National Highways to discuss the application site in detail.

The Transport Assessment has analysed how traffic generated by the scheme might affect key road junctions across Wirral, using the most recent junction modelling software.

The Assessment process concluded that the proposed development would be acceptable from a highways perspective.

Leverhulme is in an excellent position to assist the region with the development of other transport infrastructure improvements across Wirral.

Sustainable modes of travel

The site is served by the 175 and 471 bus services which travel between Heswall and Liverpool. There are also a number of local school bus services.

The proposal also offers a network of direct streets, footpaths and cycleways, which encourage walking and cycling to local facilities and the use of the high-quality local bus services on Thingwall Road.

The existing footpath, that runs through the centre of the site, will be extended north to connect with Arrove Brook Lane. This will also be upgraded to become one of the first sections of the Borough's Cycle Supergreenway network helping to provide high-quality, long-distance walking and cycling routes across the Borough.

The existing access road that runs parallel to Thingwall Road will also be redesigned for use by cyclists and pedestrians as part of the Supergreenway.

A walkable neighbourhood

A new footpath will be provided at the eastern side of the site linking into Parkway.

The proposed homes will be around 10 minutes' walk to the local shops and community services in Irby town centre. The site is also a 15-minute walk to the Shippons Pub & Kitchen.

Vehicle Access & Parking

The development will be accessed via two new priority junctions onto Thingwall Road.

Parking for cars and cycles, including Electric Vehicle charging points, will be provided in line with the latest adopted standards.

6.8 Appendix 8: Online Feedback Form

Step 1 of 2

Privacy Statement

By filling in this online form you are agreeing that BECG can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with the project team companies for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECG and the project team will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made.

BECG acts on behalf of the project team to run public consultation activities.

Your details

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Name

Title First name or Initial Last

Postcode

Age group

Under 13 13-17 18-24 25-34
 35-44 45-54 55-64 65-74
 75-84 85+

Your contact details

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Address

Address 1

Address 2

Town/City County

Email

Telephone

If you would like to receive updates about the project, please check the appropriate box below, otherwise, leave blank.

Email Post Telephone

NEXT

1. What type of homes do you believe are needed in the Wirral?

- Market Sale
- Private Rent
- Home
- Shared Ownership
- Social Housing

2. What sizes of property do you think are required locally?

- 1-2 bedroom
- 3-4 bedroom
- 2-3 bedroom
- 4-5 bedroom

3. What local community benefits would you like to see the application support?

- Contribution to local sports facilities
- Upgrades to local highways network
- Upgrades to local public transport routes
- Contribution to local community space
- Electric vehicle charging points for public use
- Community food growing

4. Which of these sustainable features are most important to you?

- Homes which are designed to have a low environmental impact
- Homes which can be adapted over time
- Community parks, green space and play space
- Wildlife corridors
- Street trees and gardens
- Access to local facilities and shops
- New pedestrian and cycle routes through the site
- Access to public transport routes

5. Do you have any further comments or observations about our proposals?

Data Protection

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address becg.com/dp or by contacting us on 01962 893 893 / dataprotection@becg.com.

[PREVIOUS](#)
[SUBMIT](#)