



HOYLAK VISION  
Making Things Happen in Hoylake

# Hoylake Vision and the proposed Hoylake Golf Resort



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# Introduction: Chris Moore CBE

## **Who are Hoylake Vision?**

- People who live & work in Hoylake
- Community Forum
- Management Group – all volunteers

## **Who are You?**

- Hoylake? Meols? West Kirby?
- Opponents of Golf Resort?

## **What is Hoylake Vision?**

- Formed five years ago in response to Localism Bill
- To give a community voice on planning for whole town
- Production of a Neighbourhood Plan

## **The Golf Resort**

- Our thinking
- Correcting misapprehensions
- Taking an objective view



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# Where we are now

- It is impossible to summarise five years of work into a five minute presentation.
- Thus far, the role of Hoylake Vision has been to create a NDP, through extensive consultation with local people which includes policies against which future developments will be measured.
- That task is now complete.
- If you have not already done so, we urge you to read the plan and to ask questions if you have them.
- [www.hoylakevision.org.uk](http://www.hoylakevision.org.uk)





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# Policies: core principles

- NDP policies offer local communities an opportunity to create locally relevant planning policies.
- These policies add an extra layer to existing National Planning Policy Frameworks but must not conflict with existing legislation.
- As such policies in the NDP may offer increased protection from unsuitable development or may support suitable development.
- However they cannot permit development that existing national policy eg NPPF or Greenbelt protections would otherwise block.
- Any proposals to develop within greenbelt would be subject to national policy and NDP policy.

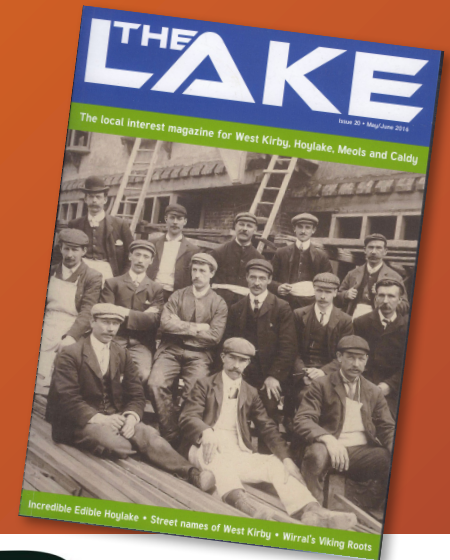




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# The issue at hand

- During pre-submission NDP examination, and in subsequent publicity, CPRE and the Wirral Society (CPRE District Committee for Wirral) have made strong objections on the basis of the wider plan boundary and implied 'links' to the proposed Golf Resort.
- *"We remain very concerned that the area taken by the Hoylake Neighbourhood Plan exceeds the reasonable boundary of Hoylake, conveniently fitting in with the proposed Hoylake Golf Resort."*
- *"We are further concerned that the only proposal for Hoylake in the Hoylake Neighbourhood Plan is the out of town Hoylake Golf Resort."*



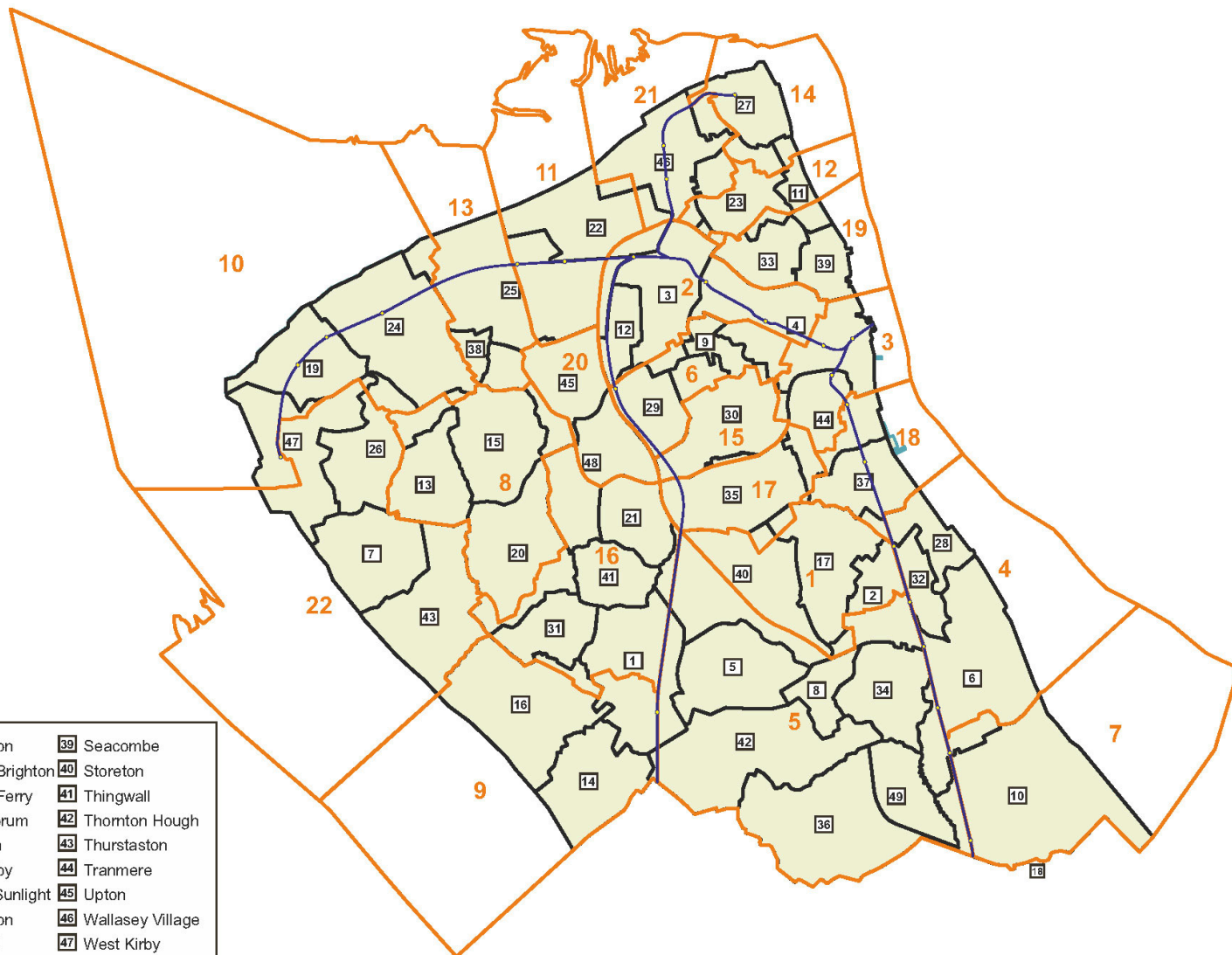
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## ELECTORAL WARDS

- 1 Bebington
- 2 Bidston & St James
- 3 Birkenhead
- 4 Bromborough
- 5 Clatterbridge
- 6 Claughton
- 7 Eastham
- 8 Greasby, Frankby & Irby
- 9 Heswall
- 10 Hoylake & Meols
- 11 Leasowe & Moreton East
- 12 Liscard
- 13 Moreton West & Saughall Massie
- 14 New Brighton
- 15 Oxton
- 16 Pensby & Thingwall
- 17 Prenton
- 18 Rock Ferry
- 19 Seacombe
- 20 Upton
- 21 Wallasey
- 22 West Kirby & Thurstaston

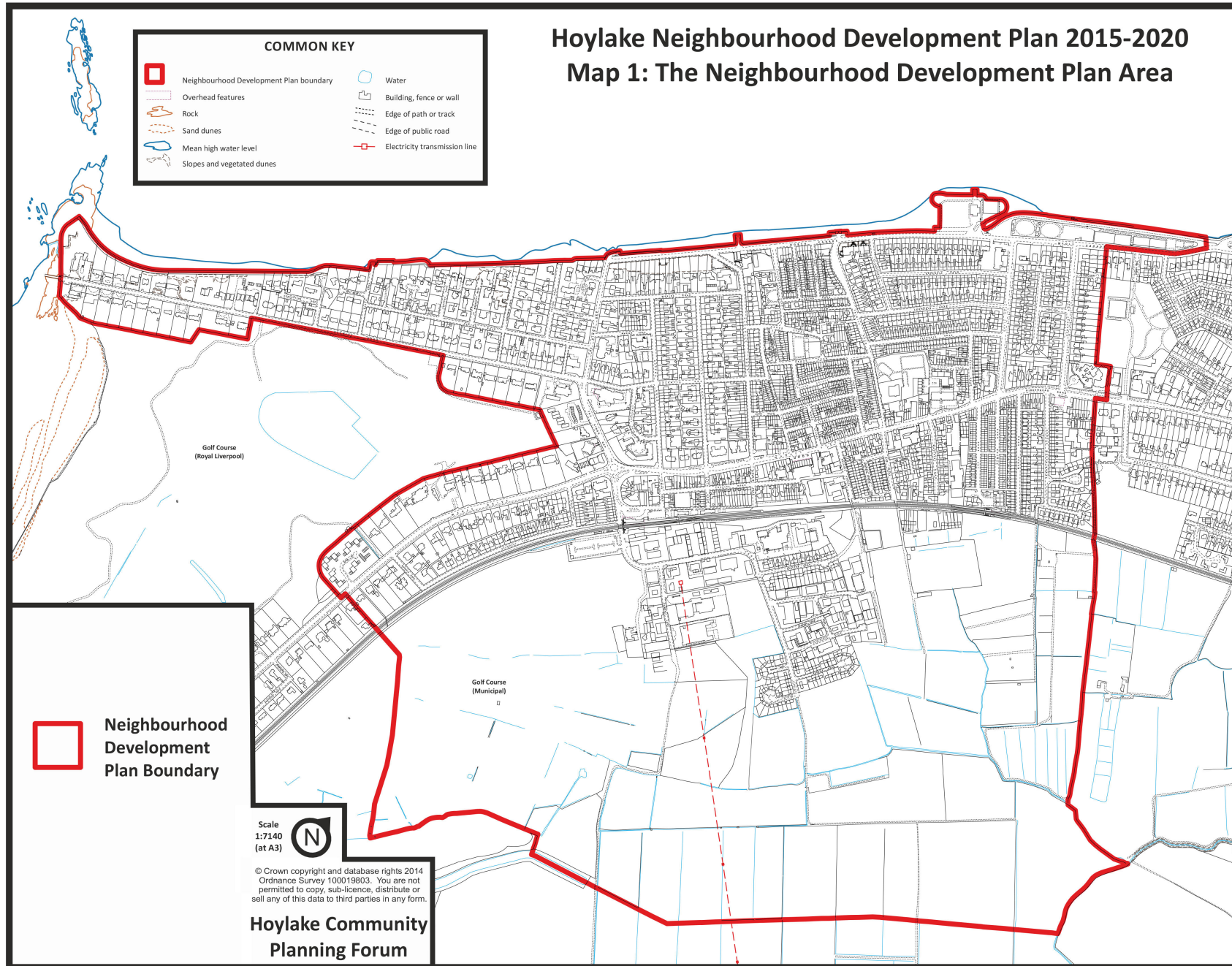
## TOWNSHIPS

- |                 |                 |                    |                     |
|-----------------|-----------------|--------------------|---------------------|
| 1 Bamston       | 13 Frankby      | 26 Newton          | 39 Seacombe         |
| 2 Bebington     | 14 Gayton       | 27 New Brighton    | 40 Storeton         |
| 3 Bidston       | 15 Greasby      | 28 New Ferry       | 41 Thingwall        |
| 4 Birkenhead    | 16 Heswall      | 29 Noctorum        | 42 Thornton Hough   |
| 5 Brimstage     | 17 H. Bebington | 30 Oxton           | 43 Thurstaston      |
| 6 Bromborough   | 18 Hooton       | 31 Pensby          | 44 Tranmere         |
| 7 Caldy         | 19 Hoylake      | 32 Port Sunlight   | 45 Upton            |
| 8 Clatterbridge | 20 Irby         | 33 Poulton         | 46 Wallasey Village |
| 9 Claughton     | 21 Landican     | 34 Spital          | 47 West Kirby       |
| 10 Eastham      | 22 Leasowe      | 35 Prenton         | 48 Woodchurch       |
| 11 Egremont     | 23 Liscard      | 36 Raby            | 49 Raby Mere        |
| 12 Beechwood    | 24 Meols        | 37 Rock Ferry      |                     |
|                 | 25 Moreton      | 38 Saughall Massie |                     |



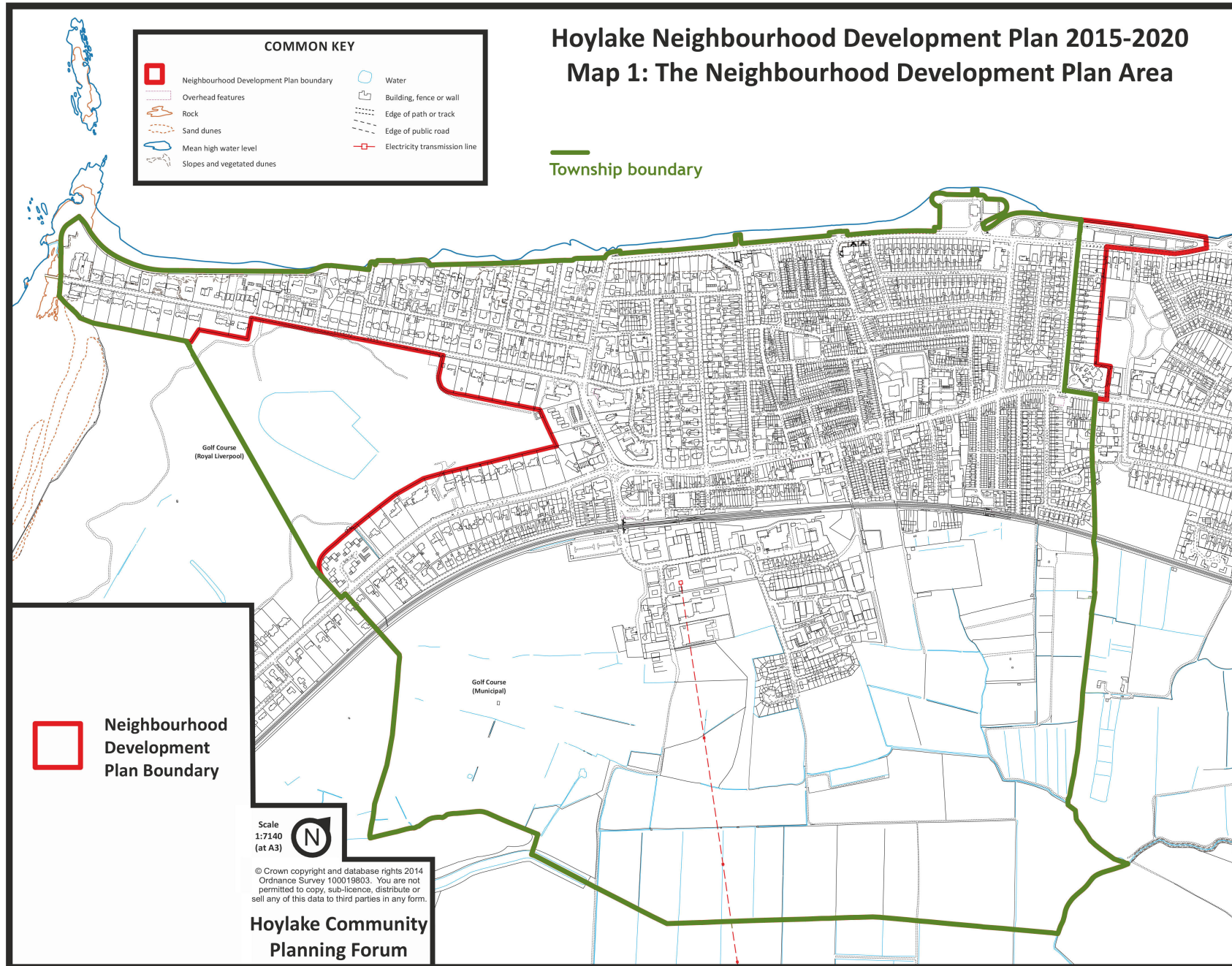
# Hoylake Neighbourhood Development Plan 2015-2020

## Map 1: The Neighbourhood Development Plan Area



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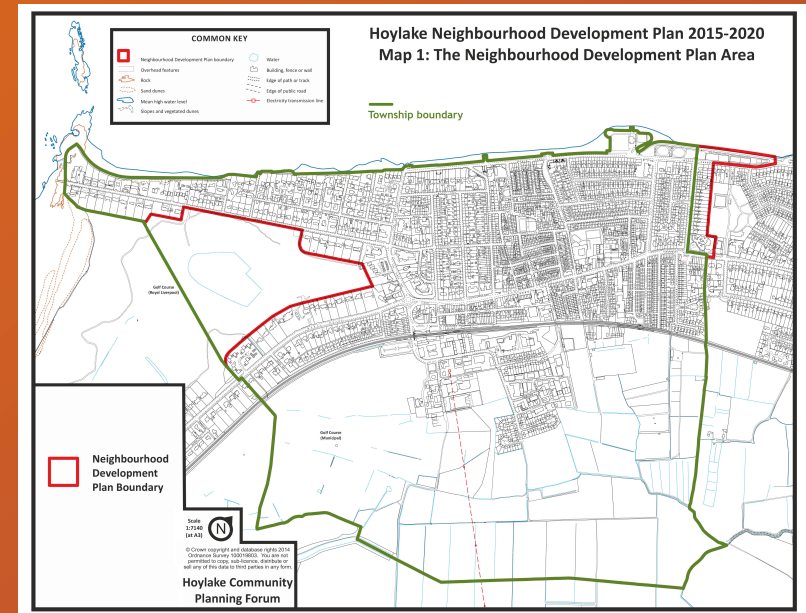




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# The NDP boundary

- It is clear to see that the NDP boundary does NOT exceed the reasonable boundary of Hoylake since it was based almost exactly upon the existing township boundary.
- The proposed Golf Resort boundary was not known at the time the NDP boundary was drawn.
- There is therefore no connection whatsoever between the NDP boundary and the Golf Resort boundary as the following slides will further demonstrate





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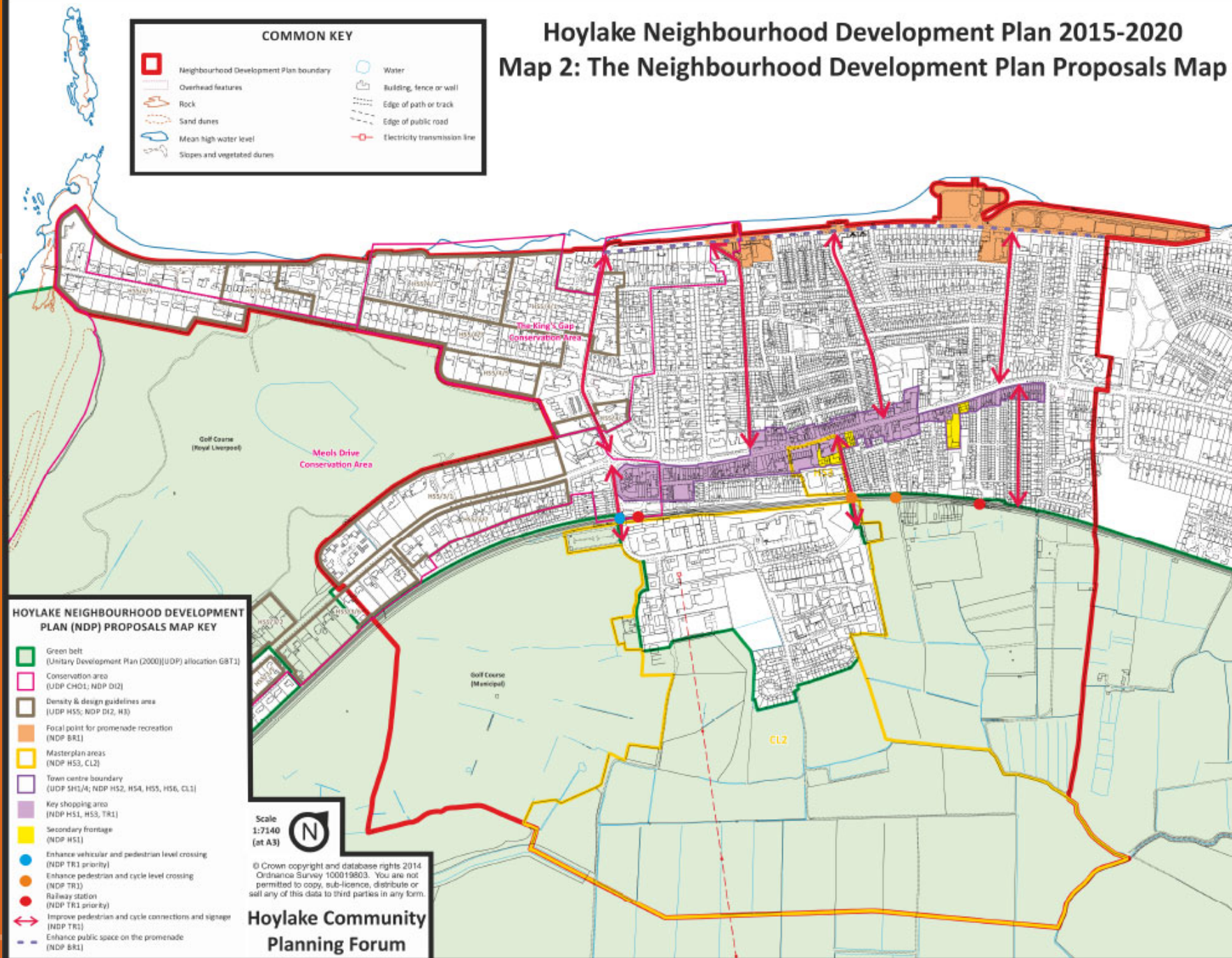
# Actual wording in the plan

- There is only ONE reference in the entire plan to the Golf Resort, and it is in reference to Policy CL2 (Carr Lane).
- It says: “IF a new Golf Resort is created there would be an opportunity to create a new vehicular access into the [Carr Lane] Estate from Saughall Massie Road or Heron Road, thereby reducing the need for industrial traffic to travel through Hoylake. A new road would be outside the scope of the NDP to deliver but there is an opportunity to achieve landscape renewal in parts of the Green Belt surrounding the Estate – a need identified in the UDP – **perhaps by the creation of a wildlife and wetland centre.**”



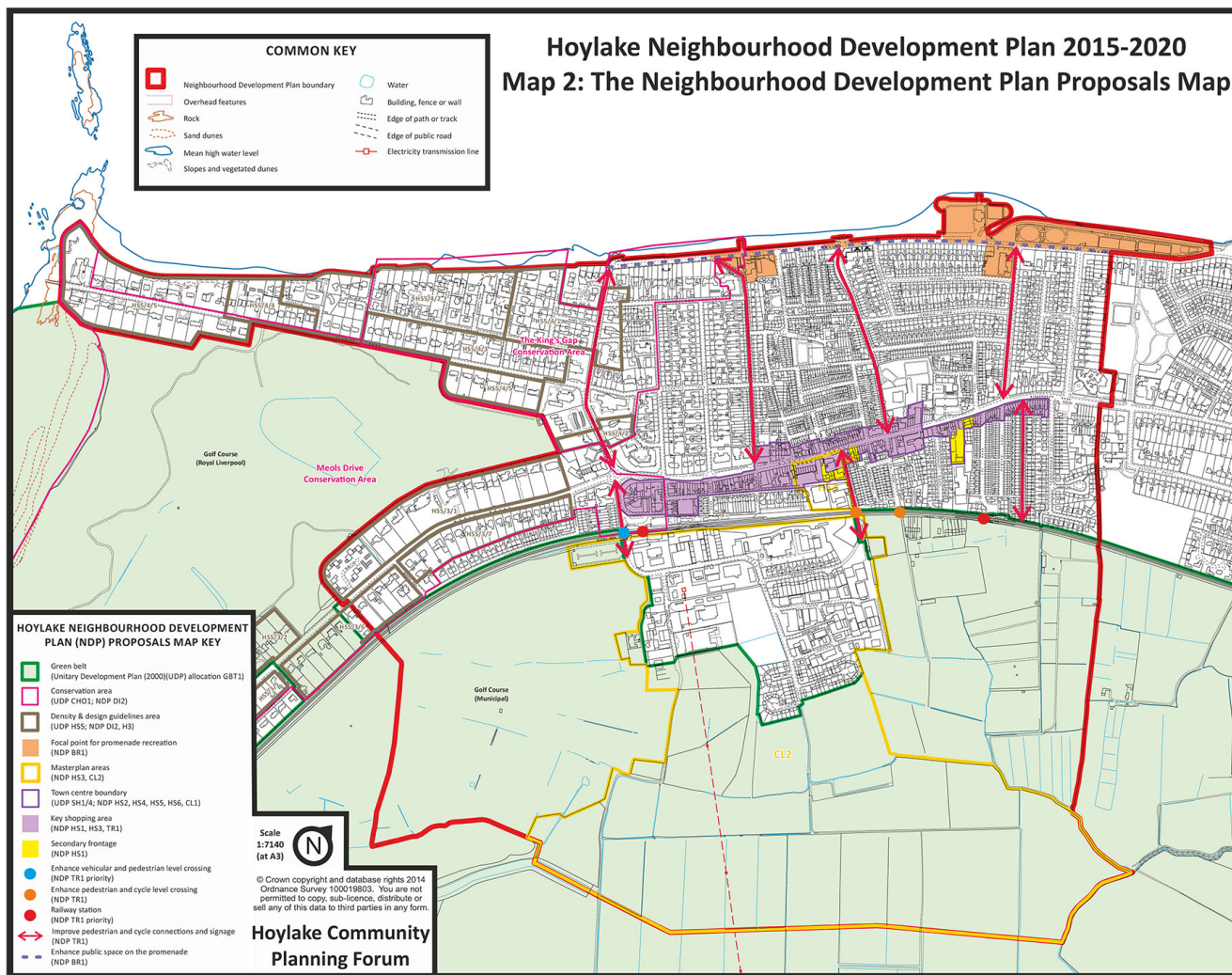
# Hoylake Neighbourhood Development Plan 2015-2020

## Map 2: The Neighbourhood Development Plan Proposals Map



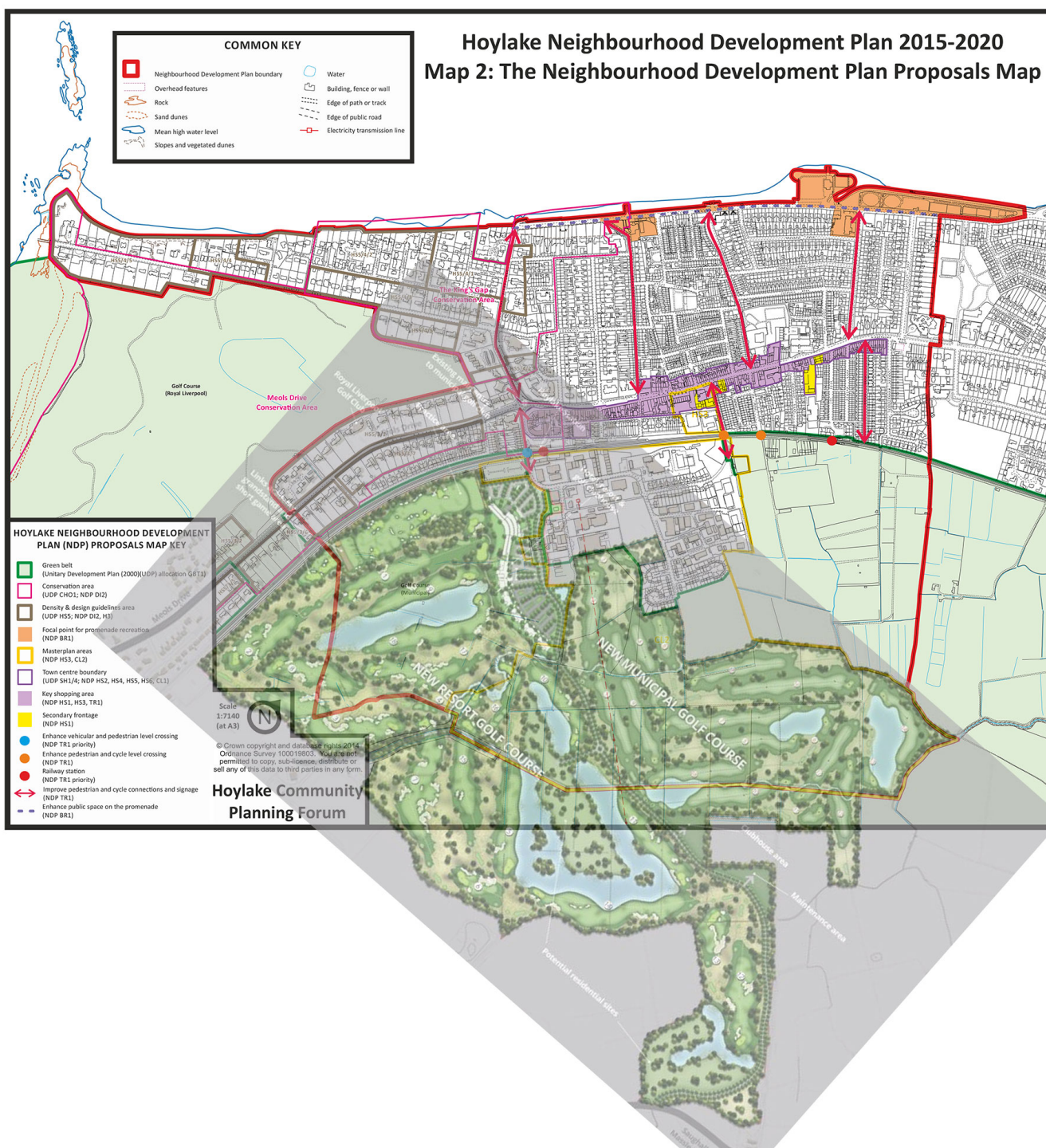
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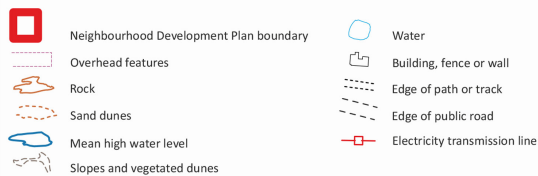
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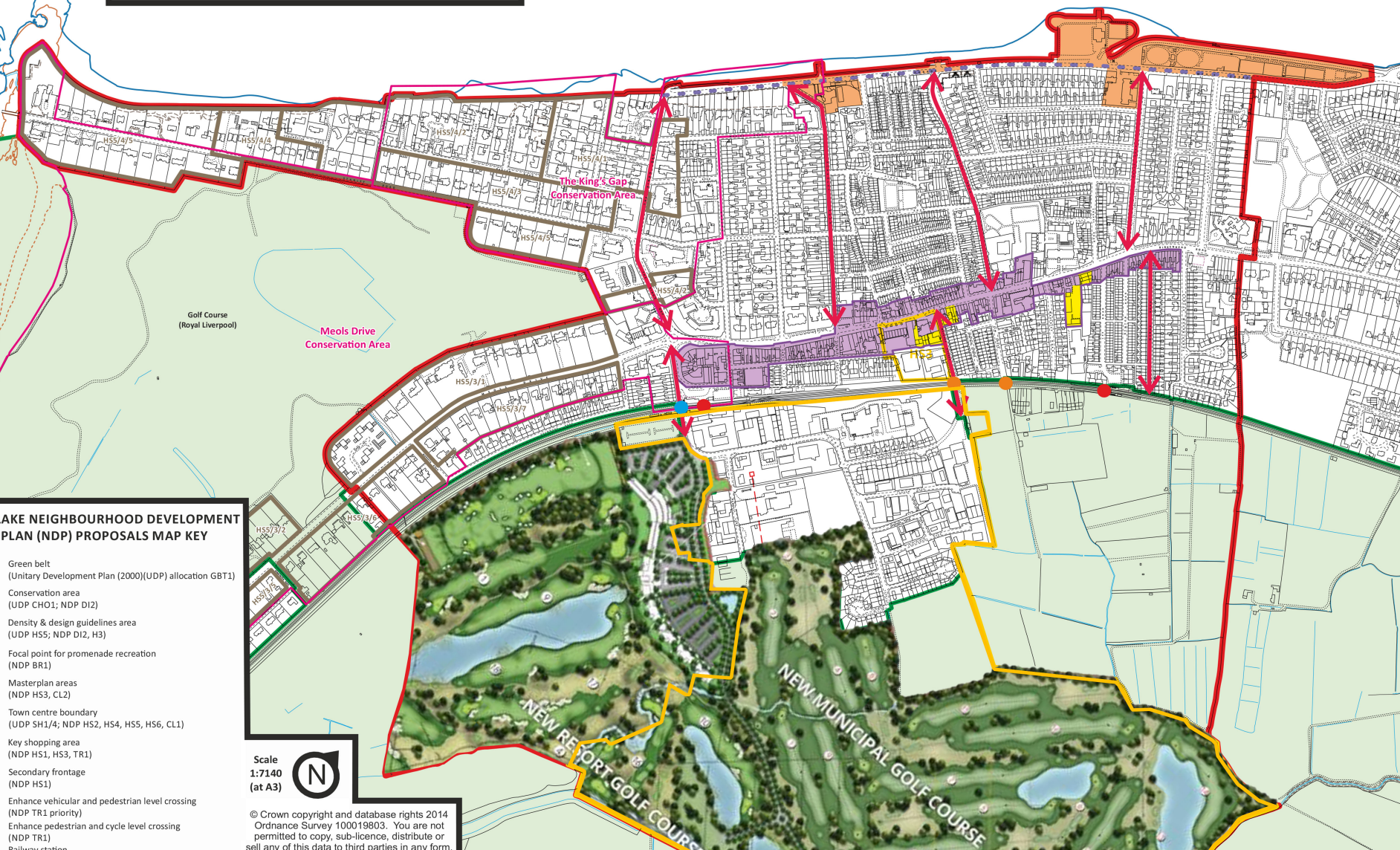


## COMMON KEY



# Hoylelake Neighbourhood Development Plan 2015-2020

## Map 2: The Neighbourhood Development Plan Proposals Map



## LAKE NEIGHBOURHOOD DEVELOPMENT PLAN (NDP) PROPOSALS MAP KEY

- Green belt  
(Unitary Development Plan (2000)(UDP) allocation GBT1)
- Conservation area  
(UDP CH01; NDP DI2)
- Density & design guidelines area  
(UDP HSS; NDP DI2, H3)
- Focal point for promenade recreation  
(NDP BR1)
- Masterplan areas  
(NDP HS3, CL2)
- Town centre boundary  
(UDP SH1/4; NDP HS2, HS4, HSS, HS6, CL1)
- Key shopping area  
(NDP HS1, HS3, TR1)
- Secondary frontage  
(NDP HS1)
- Enhance vehicular and pedestrian level crossing  
(NDP TR1 priority)
- Enhance pedestrian and cycle level crossing  
(NDP TR1)
- Railway station

Scale  
1:7140  
(at A3)



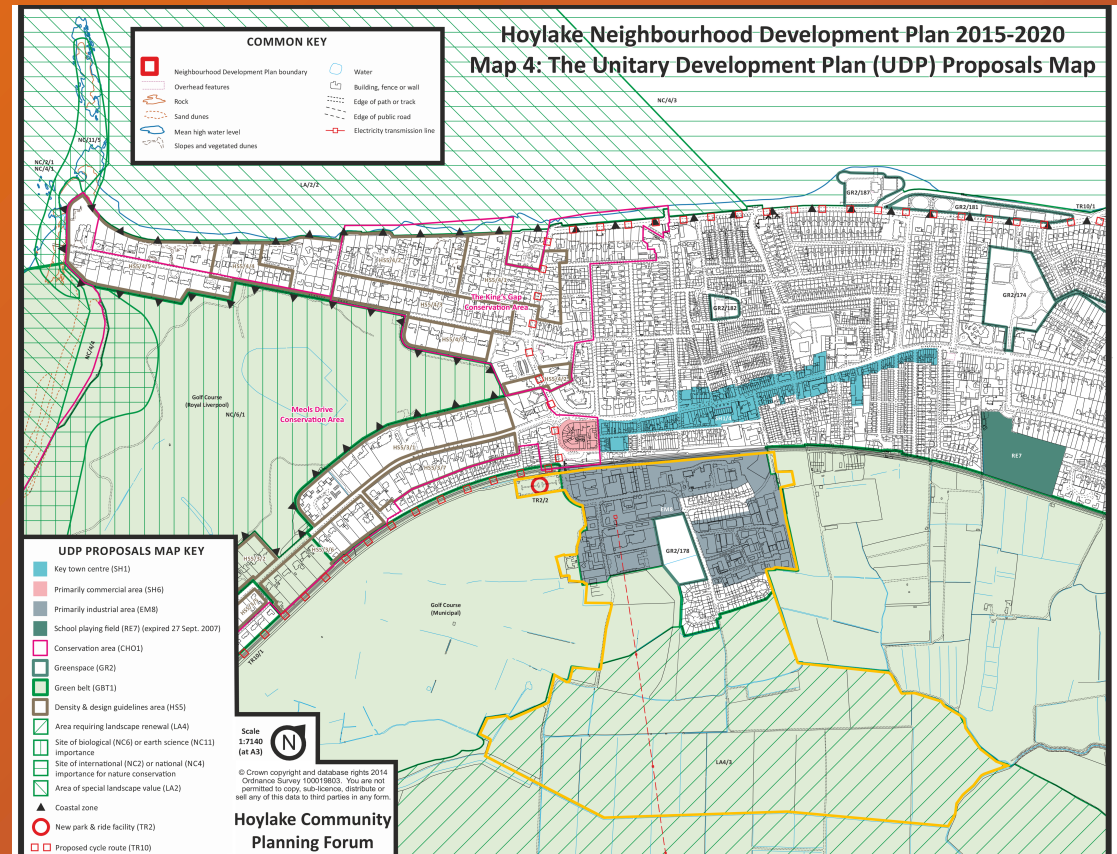
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# The CL2 boundary (Carr Lane)

- The CL2 boundary reflects the UDP (LA4) boundary defining an area in need of landscape renewal.





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# The issue at hand

- In giving considerable weight to CPRE and The Wirral Society's arguments, the examiner has concluded that the Masterplan area CL2 (Carr Lane) should exclude the Greenbelt areas in which part of the proposed Golf Resort (and possibly some of the associated housing), as well as the new Municipal Golf Course, would be built, since he reads policy CL2 as an urban regeneration policy.

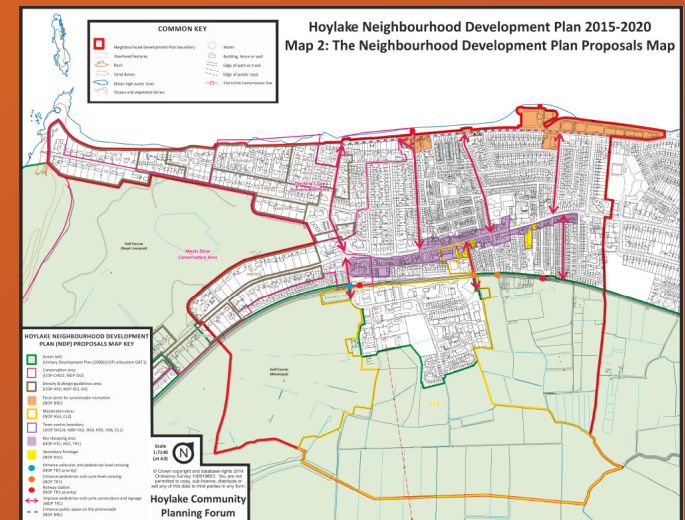


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# The issue at hand

- WMBC also proposed removal of this area in June 2015, shortly before the announcement of the proposed Golf Resort.
- Hoylake Vision resisted this request on the basis that it afforded protection to greenbelt areas whilst providing significant opportunities for improvements to Carr Lane Industrial Estate.
- Policy CL2 was designed for a more holistic approach to redevelopment of this area.
- Policy CL2 includes the wording “subject to the strict controls upon development within the Green Belt”





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# The issue at hand

- The management group now have little choice but to recommend to the forum that this amendment is accepted.
- IMPORTANT: The consequence of the removal of Greenbelt from Policy CL2 is that strategic improvements to the Carr Lane area, including influence over any landscape renewal in the area of greenbelt land, will be more difficult to justify.
- Policy H2 demonstrates:





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# An example of impact

- **POLICY H2. HOUSING TYPE AND TENURE**
- “All major residential proposals (i.e. 10 dwellings or more) must ensure that they address the housing needs of the whole community, including those who require affordable and specialist housing, based upon an up-to-date assessment of housing need in Hoylake.”
- **IMPORTANT:** Although the land concerned will no longer be included in NDP masterplan area CL2, reducing the options for improvements to the Carr Lane area, all future housing development proposals would continue to be measured against policy H2, which applies across the whole NDP area.





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# What does CL2 say?

## Section 5.7 Enhancing Carr Lane Industrial Estate

### •POLICY CL2. COMPREHENSIVE REDEVELOPMENT

•“In the area defined as CL2 on the Proposals Map a comprehensive mixed-use redevelopment scheme, or individual proposals delivered as part of a phased masterplan approach will be permitted, subject to the strict controls upon development within the Green Belt and provided that:

- the living conditions of existing residents would be improved;
- the long term needs of businesses would be catered for, and
- any area in need of landscape renewal would be improved.”







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# Why the NDP matters

The recent application to demolish and redevelop the former Presbyterian Church in Alderley Road has been refused, citing policies in the NDP as reasons for refusal:

- Policy H3 'Infill Development'
- Policy DI1 'Character Buildings'
- Policy DI2 'Scale & Design of New Development'
- Policy H1 'Residential Development'

**IMPORTANT:** Even prior to referendum, WMBC are able to use the emerging plan already to measure proposals against.





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# Referendum

- The NDP has been passed by the examiner for referendum, subject to some policy changes and omissions which are currently being considered.
- Every requirement of the Localism Act in relation to the making of the plan, including public consultation and conformity with the NPPF, has been satisfied subject to rigorous scrutiny.
- It is now up to the residents and businesses of Hoylake to decide at a referendum.
- If 50% +1 of those voting vote in favour of the plan it will become part of the council's statutory planning framework.





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## Next steps

- Remember this is a plan made by and for the people of Hoylake.
- It is your decision to vote for or against the plan, but PLEASE base your decision on facts not assumptions.
- The NDP boundary is entirely independent of the Golf Resort plans.
- However CPRE's approach to the NDP and the examiners recommendations have made the NDP weaker in this regard.
- Until a planning application is submitted there is nothing to test against plan policies.
- We urge anyone with concerns to be engaged with the plan making process moving forwards, especially if it passes referendum.
- Where new developments occur within a NDP area, a developer contribution can be secured.
- The next iteration of the plan will be in 2020.
- We plan to start work on that immediately post referendum.



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Next steps

50% + 1  
No plan, no power  
Work with us



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# Examiners Report: neighbours

7.4 "...the Wirral Society have raised concerns that the Plan ... places adjoining communities at a disadvantage as residents from those communities who shop or work in Hoylake would not be able to take part in the referendum.

7.5 "This is not an unusual situation however. Communities are empowered to prepare neighbourhood plans through the provisions of the Localism Act and do so on an entirely voluntary basis ... it would be illogical to prevent one community from bringing a plan forward because its neighbours chose not to do so."





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# Examiners Report: local economy

6.48

“...CPRE and the Wirral Society disagree ... that the town centre’s performance has improved since 2009 ... whether or not that is the case, [it does not detract from] other evidence that performance has improved and there is significant local support for continued enhancement of the town centre.”

Remember that in 2009, Roger Tym Consultants proposed a downgrading of Hoylake from a Town Centre to a District Centre on the basis that Hoylake was in “ongoing decline” with “no visible signs of recovery”, a proposal that found strong objection from local people and Hoylake Vision have been instrumental in raising awareness of that.

