

METROPOLITAN BOROUGH OF WIRRAL

ECONOMIC REGENERATION AND COMMUNITY PLANNING SELECT COMMITTEE
MEETING - 18TH NOVEMBER 2002

REPORT OF THE DEPUTY CHIEF EXECUTIVE/DIRECTOR OF PLANNING AND
ECONOMIC DEVELOPMENT

HOYLAKE AND WEST KIRBY: CURRENT OPPORTUNITY AND FUTURE STRATEGY

1.0 Executive Summary

1.1 This report identifies opportunity to capitalise on the announcement concerning the return of the British Open Golf Championship to the Royal Liverpool Golf Club, Hoylake. The report also suggests an outline strategy to maximise the opportunity in the broad context.

2.0 Background

2.1 In 2001 the Royal and Ancient Golf Club of St Andrews announced that the British Open Golf Championship would return to Hoylake on the Wirral for the first time since 1967. The British Open, one of the most prestigious in World golf will return at a date to be confirmed. The event is one of the world's great sporting occasions and attracts intense media coverage with some estimates suggesting a potential global satellite television viewing audience of 500 million. The opportunity to project Wirral, Merseyside and the North West region as a whole in a highly positive manner and in association with a high quality product is obvious. The Open also represents a major opportunity for local businesses to benefit in a range of ways. Since the announcement of the British Open officers can report an increased development and investment interest in the Hoylake and West Kirby area. The British Open announcement is also accompanied by a range of further opportunities:-

- the potential to 'spin-off' tourism benefits from the Ro-Ro link to Ireland.
- the establishment of the Mersey Waterfront Regional Park which covers all of Wirral's coastline [see 4.1].
- the recent study commissioned by the North West Development Agency concerning the future of the North West Coastal resorts including Hoylake, West Kirby and New Brighton.
- The continued opportunity represented by the Objective 1 Programme.

2.2 However if Wirral is to maximise the true potential of these opportunities it is vital that a clear strategy is formulated and adopted to send out the right messages to all. Outline proposals are contained in section 9.0. It is important too that the Authority

recognises that given the relatively short timeframe it must act quickly if sustainable longer term benefit is to be achieved.

- 2.3 Given the increasing recognition of Wirral's coastline as a primary asset and resource it is vital that proposals for Hoylake and West Kirby are seen within a coastal strategy for Wirral as a whole including New Brighton, Birkenhead etc. This strategic approach is likely to find strong support from the Authority's regeneration partners such as the North West Development Agency. In regard to the North Wirral Coast in particular, as part of such a strategy, the Agency recognises that coast "**as a superb recreational facility for Merseyside**". The Agency says that they "**regard the upgrading of the North Wirral coast as a recreational resource to be a key element on upgrading the recreational and tourist offer and the North Wirral housing, retail and hotel markets**".
- 2.4 The vital importance of high quality public realm works, improvements, maintenance and management are coast wide issues and the challenge of course is to ensure that investment which has happened or will happen is sustained in the long term. As part of the environmental challenge and responsibility it is important too that difficult concerns such as coastal erosion, beach quality, sand accretion and spartina grass intrusion are further addressed as necessary.

3.0 Wirral Tourism's Strategy

- 3.1 It is important that the review of Wirral's Tourism Strategy fully reflects the perceived opportunities for Hoylake and West Kirby. The existing tourism strategy produced by the Authority originates from 1987 although it has received a number of subsequent up-dates. A new Tourism Strategy is now being developed funded by the Wirral Waterfront initiative. The Waterfront Board feels that this action is justified because of the importance of the tourism economy within the Waterfront corridor over the next few years and the fact that this cannot be detached or seen in isolation from the rest of Wirral. The process, through this autumn, will be overseen by a Steering Group which included Waterfront Board members, Council officers and representatives of the tourism sector in Wirral. This Select Committee will receive regular reports and presentations as part of the consultation process. The new Tourism Strategy is expected to be completed in early 2003.
- 3.2 In broad terms the process leading to a new strategy will include a number of essential key actions:-
- o An analysis of the success of the existing strategy and suggestions as to appropriate changes and modifications.
 - o The examination of new opportunities and new ideas
 - o Look at national and regional trends and directions in terms of the existing and likely future markets. [see Appendix 1- key digest]. This will include an assessment of the highly significant business tourism sub-sector - a high growth area nationally and of major potential value to Wirral in the future. [see 2.2. of Appendix 1].
- 3.3 It is expected that the new tourism strategy will lay particular emphasis on the value, diversity and potential of Wirral's Coastline, and in West Kirby and Hoylake it will no

doubt reflect the location of those towns at the centre of Wirral's coastal walk stretches, their proximity to important bird-watching sites, to Hilbre Island and to impressive high quality golf courses such as the Royal Liverpool links. It will emphasise too the value and significance of West Kirby's Marine Lake. The strategy is likely too to refer to other recreational sports and activities including horse riding and sailing. In order to maximise the potential of the two towns in terms of the tourism and recreational economy the strategy will undoubtedly emphasise the need to attract investment aimed at lifting the quality of the 'product' and it's environment.

4.0 The Wider Strategical Context.

4.1 The Mersey Waterfront Regional Park

As members are aware Merseyside as a whole and its constituent local Authorities and agencies such as the Mersey Partnership and the North West Development Agency have collectively identified the coastal corridors of the sub-region as the area's principal asset and primary development opportunity. This includes the entire coastline of Wirral and therefore emphasises the need to view all **our coastline actions in an overall strategic** manner. The initiative promotes the Mersey Waterfront as an outstanding area of opportunity and of regional, national and international value and importance. Mersey Waterfront is led by the Metropolitan Borough of Wirral and supported by an initial 3 year £8.4 million grant from the North West Development Agency. The initiative has identified four main programmes for action:-

- ❑ Estuary Development and Management
- ❑ Tourism, Sport and Leisure
- ❑ Commerce - supporting Port and Maritime related industries
- ❑ Major projects.

As members are aware this initiative especially under the first two programmes can provide a level of public sector financial support to improve the tourism, recreational and environmental infrastructure within Wirral's coastal corridors. Already officers have submitted proposals for Hoylake and West Kirby, New Brighton and Birkenhead amongst key locations along the Wirral coast and these are contained within the Mersey Waterfront Regional Park business plan.

4.2 The North West Development Agency

- 4.2.1 The Agency has become increasingly concerned about the state of the north west regions coastal resorts some still clearly in continued decline following major change to the market place over several decades. The Agency has made clear its view that it sees the coastal towns and resorts of England's largest region as of immense importance and value still and with appropriate strategic direction and investment capable of contributing significantly to the regions economy in the future. In order to evaluate the situation and review the options which may be open to the region the North West Development Agency commissioned a wide-ranging report by consultants Locum Destination Consulting. The primary purpose of the report is seen by the N.W.D.A as focusing interest and concern on the Resorts, stimulating debate and suggesting a 'way forward'. Overseen by a Steering Group drawn from all over the region the work was carried out during the course of the early summer and informed by a series of work-shops, informal meetings and discussions. The target area

ranged from West Kirby and Hoylake to the south to Morecambe in the north. The draft report, now completed, has been accepted, in principle, by the Steering Group. Within the next few weeks it is expected that the Authority will be formally consulted in respect of this study

4.2.2 The broad findings of the draft report and its specific thinking on Hoylake and West Kirby are attached to this report as Appendix 2 A and B

4.3 **Merseyside European Objective 1 Programme 2000-06.**

Although the whole of Wirral is eligible for funding from the Merseyside Objective 1 Programme, the Wirral Waterfront and Wirral Pathways areas benefit from a specific targeting of grant assistance. Opportunities for assisting developments in Hoylake and West Kirby depend on whether those developments meet the exacting conditions within other parts of the Objective 1 programme, most particularly strategic fit, match funding, outputs and sustainability. As it is still unclear whether Merseyside will benefit from European assistance from 2007 onwards, it is imperative that the opportunities for grant support within the current Programme are vigorously pursued.

5.0 **The Opportunity.**

5.1 **The Recreational Economy.**

Whilst both Hoylake and West Kirby are essentially pleasant coastal residential towns, they can be significantly revitalised and made more attractive through new and appropriate investment. If new investment can be targeted at a much improved High Street environment and improvements to the range and quality of both shops and recreational facilities then there can be major benefit both to local people and to the visitor economy. It is important, in pursuance of a buoyant future leisure and tourism economy that the wonderful physical setting of the two towns is optimised and the most is made of assets such as the West Kirby Marine Lake arguably one of the finest such facility in the North. There is a pressing need, it is suggested, to address the shortcomings and quality of our seafronts, promenades and beaches in this area and to look critically at sites such as the Outdoor Pool site, Hoylake, the general Concourse area and its relationship with the town centre of West Kirby and the Marine Lake frontage. It is important too to improve the physical standard of the approaches to the town centre

5.2 **Business Tourism.**

As section 2.2 of Appendix 1 illustrates there has been a 50% growth in business trips in the UK over the last 10 years. Conferences and exhibitions account for about 60% of business tourism and the Conference market has been growing at about 4% a year. The average daily delegate expenditure is about £150 which is between 3 - 5 times that of leisure visitors. Wirral is well placed potentially to access more of this lucrative market generally but in respect of Hoylake and West Kirby this ambition could be embraced within the **golf resort/spa** concept referred to in the next section - 5.3. In terms of the Sporting and Health Spa resort breaks market [see 2.2.2 of Appendix 1] the number of trips made is growing annually by 7%. Spa type breaks is a high growth market, set to double in coming years and attracts high spend consumers.

5.3 The Golf Economy

In terms of the perceived golfing 'economy' there is little doubt that with its rich provision of courses both public and private, Wirral is well placed to develop the 'product' particularly in respect of the external market place provided it is prepared to invest in developing a high quality of product, support facilities and environmental setting. This is confirmed in particular for Hoylake by the independent Locum Consulting study for the N.W.D.A addressing the future of the north west coastal resorts, referred to under **4.2**, identifying the town as having the potential to be a **golf resort**. Unquestionably Merseyside is the primary golfing region of England and its brands are known world-wide. The golf tourism market is a small but valuable niche. About 500,000 golf holidays [i.e. where golf is the main purpose] are taken in the UK each year and there are about 1.1 million trips where golf is played on the holiday. Clearly the potential exists to target this market alongside the business tourism market as referred to above. The Golf or Spa resort concept for Hoylake would require a major **new hotel development** with all the necessary facilities on hand including health and fitness in conference capacity, and this is addressed in section **6.0**. Essentially what is meant by the existing and potential **golf economy in Merseyside** is the capacity of the sub-region, principally Wirral and Sefton to attract increasing numbers of people to the area to play on local courses, stay in local hotels, eat in local restaurants and buy in local shops. Again it needs to be emphasised that in order to enter this potentially lucrative market, the whole product needs to be highly qualitative - the golfing venues, the hotel(s), the 'other facilities', the shops, the environment. In Wirral there are a wide range and quality of courses but in marketing terms the 'top of the range' choice could be 'The Royal Liverpool, Hoylake within the parameters laid down by the club. Historically the Royal Liverpool is of major golfing significance. It is the second oldest golf club in England (founded in 1869), next to Royal North Devon, Westward Ho (founded in 1864) and still playing on their existing courses. It was at Hoylake in 1885 that the first Amateur Championship was played. In 1897 Royal Liverpool hosted, for the second time outside Scotland, the Open Championship. Since then, the Open has been staged at Hoylake a further nine times, the last in 1967. This golfing history, which will be reinforced to the world on the return of the Open to Hoylake, will be of major value in attracting people, particularly from the US market, to spend some time in Wirral sampling the golf to be had especially on one of the great championship courses. This ambition, of course, will be reinforced by the new annual Festival of Golf which is currently proposed to start next year in Sefton and moving to Wirral in 2004. In terms of the marketing phrase already coined, 'Merseyside - Golf Capital of England', Hoylake undoubtedly has the potential to play a leading role.

5.4 **In summary** it is believed that there is real opportunity currently to improve the fortunes of Hoylake and West Kirby 'on the back of' the 'Open Golf' announcement. To make the most of the opportunity to both improve facilities for local people and stimulate the local recreational economy investment needs to be attracted into the two centres and their approaches. There is a clear need to create a high quality environment within the two centres and improve the range and quality of facilities, make the most of existing features such as the Marine Lake, encourage new and appropriate development - for example a new hotel, improve access and enhance the approaches to the towns. Hoylake and West Kirby have the potential to be very attractive towns with good quality local facilities and good enough to attract a healthy volume, year round, of external visitors particularly attracted to the golf, sailing and other pursuits on offer in that area. With a high quality branded hotel a key

component it is possible to target an improved share of the lucrative business tourism market and aim at making Hoylake a 'Sporting Resort or Spa town' particularly perhaps but not exclusively around the golf product.

6.0 Visitor Accommodation.

- 6.1 The existing provision of accommodation for visitors in the Hoylake and West Kirby area is very modest. In terms of aspirations to increase the value of the local tourism and recreational economy it is vital that this provision is improved. This will need to be specifically addressed in terms of (a) pursuing the golf resort concept for Hoylake and (b) in terms of making the most of the Marine Lake, West Kirby.
- 6.2 Within the Mersey Waterfront Regional Park initiative - the Tourism, Sports and Leisure project schedule, provision has been made for a study to be commissioned jointly by Wirral and Sefton to examine the short-fall of quality hotel accommodation in the two boroughs and to assess the market and opportunity for new development in appropriate target areas including Hoylake and West Kirby. This could be commissioned over the next few months.
- 6.3 In the meantime reflecting recent developer interest in the Hoylake and West Kirby area and as members will recall one particular developer informed officers of its keenness to investigate in some detail the potential for a major high quality hotel of up to 150 bedrooms in the Hoylake area. The developers concerned wished to engage consultants to carry out an initial feasibility study into the viability of such a proposal associated with the golf 'product'. As members will further recall the Authority agreed a contribution to the costs of this specific study. The initial findings of the study, carried out by consultants PKF, are however, disappointing and suggest that, at best, the proposed development would be only marginally viable given the current position in west Wirral the general thrust of the study suggests that if this part of Wirral is to have an increased role in terms of the tourist and recreational economy with the accruing benefits there is much to do to attain a greater quality to the 'look and feel' of these two towns and the range and quality of facilities they offer.

Notwithstanding this disappointing, assessment, the developers concerned still believe there is an opportunity, which they would wish to pursue, given the future prospects referred to in this report. In consequence a dialogue is continuing between the developers in question and officers.

6.4 The Marine Lake, West Kirby

The Marine Lake attracts a large and regular external usage from a geographical radius of up to a hundred miles. At present visiting users, especially week-enders are known to use budget accommodation at some distance from West Kirby but would, it is said, have a strong preference to stay within West Kirby in close proximity to the lake. Development interest reflects this, suggesting potentially, a small/medium size budget hotel catering for leisure visitors - lake users, walkers and so forth may be deliverable in the market place. The study referred to in [6.2](#) will test this possibility in due course.

7.0 The Perceptual Problem.

- 7.1 As already indicated elsewhere in this report it is evident that the strong existing perception particularly from the external market place is that Hoylake and West Kirby are pleasant enough but are in need of quality investment. The PKF study referred to in 6.2 cites a series of perceptions - including poor town centre environment, limited quality and range of shops, modest range of recreative facilities, car parking difficulties and access concerns. Much of these observations reflect the need for a significant programme of sustainable Public Realm work action and investment.
- 7.2 A major developer has listed a number of key observations to officers in respect of factors and qualities they would be looking for within the context of destination, 'spa' or resort status for Hoylake. These observations include:-
- Good communication links
 - A pleasing 'village' ambience with high quality shops restaurants and bars, stylish environment and air of affluence.
 - A sense of arrival, positive impact with quality approaches.
 - No adverse industrial landscape - a leisure destination implies a quality environment
 - A range of supportive facilities in the general vicinity including golf practice, spa treatment, tennis, health club, swimming, conferencing etc.
- 7.3 A major hotel almost certainly closely aligned to the golf product could provide many of the aspects referred to in the last point above. It would itself, say developers need:-
- Seclusion and good screening
 - Be a short journey time, without detrimental features, from the town centre.
 - Have a direct access to a good quality golf course ideally with a Golf Membership Club with Pay & Play facility.
 - A high quality of appearance and approaches with no adverse landscape in view or in close proximity.
- 7.4 **Again the message is clear - if Wirral now wants to compete effectively in a future recreation economy then it must create the sort of high quality environment identified by the market it self.**

8.0 Investment and Development Interest

- 8.1 Public Sector investment in the centre of Hoylake and West Kirby since the 1970's has, largely concentrated on the Concourse complex and the Marine Lake. Private sector interest has been concentrated mainly on the retail sector, e.g. the Safeway store in West Kirby, some speciality shops and increasingly in recent times the opening of new bars and restaurants. There have also been significant residential developments. The trend towards an eating and drinking economy particularly night time has been in evidence, in Market Street Hoylake for some time and perhaps to a lesser extent in Banks Road, West Kirby. This market-driven direction suggests thinking around a part recreation economy future for the townships is not far removed from market reality. To make the most of this trend, however, and to seek the highest quality of outcome and future development it is important that we embrace market place trends within a wider context of environmental and economic improvement. A strategic approach will encourage and provide incentive to private sector investment.

8.2 Officers can report an increase in expression of interest from potential investors and developers in the West Kirby and Hoylake area following the initial announcement concerning the return of the Open Golf competition. This interest is expected to grow following further announcements and media coverage.

9. The Outline Strategy or '8-Point Plan'

9.1 Mindful of the opportunities and context discussed in the body of this report an outline strategy is proposed as follows:-

- Access Improvements. Improvements to the accessing of the Hoylake and West Kirby area by road and public transport and improvements to the physical nature of the primary approach routes. The **Local Transport Plan** [2001/2 - 2005/6] supported by Government funding [Department for Transport (DfT)] contains a range of plans to improve transport and communications into this part of Wirral. These plans include:-

(i) A new road between Saughall Massie Road in Upton and Three Lanes End roundabout.

(ii) Heron Road improvement between Three Lanes End roundabout and Birkenhead Road in Meols.

(iii) Saughall Massie Road improvement between Three Lanes End roundabout and Blackhorse Hill in West Kirby.

These three schemes will improve road access between the M53 Moreton Spur / Upton by-pass and both Hoylake and West Kirby. There is also a proposal for a Park & Ride in the vicinity of Hoylake Station.

It is proposed to seek enhancement of this programme as appropriate and feasible and within the framework of the L.T.P in particular to examine alternative ways of providing improved road access. This programme also seeks to bring about improvements to the physical environment along the key approaches to the town centre especially the 'lead-in' to Market Street, Hoylake. This would involve looking at frontages, street-scape, lighting, trees and so for the and aimed at improving the quality of the approach corridors and ensuring positive impact.

- Improvements to the Hoylake and Meols Parade frontage. This sea frontage is both a highly important recreational facility for local people and a significant asset in terms of the visitor economy. The stretch is popular with walkers and cyclists alike with breath-taking views and sandy beaches close by. The Promenade however, is in need of investment to bring about quality improvement to the physical infrastructure, the 'en-route' facilities, and associated amenities. The Parade's 'centre' arguably along the North parade stretch also presents opportunity to address the future of the former **Baths Site**. It is nearly twenty years since the old outdoor pool was demolished and since that time whilst a number of schemes and ideas have come and gone the site has simply remained an open green space for general amenity purposes.

The Royal National Lifeboat Institute [R.N.L.I.] whose existing station is one of the oldest in the UK, is keen to commission a new purpose built Station at Hoylake

with all speed and have identified the resources to accomplish this. The R.N.L.I feels the current premises on land owned by the Mersey Docks and Harbour Company is now outmoded and wish to substantially improve their service with new facilities as they already have at Lytham and Blackpool. The R.N.L.I have identified a potential site for a proposed new station which they are currently pursuing. Opportunity exists to build on the proposed R.N.L.I investment in order to achieve a wider range of benefits.

- Improvements to the centres of Hoylake and West Kirby. As discussed within the body of this report it is important for the future of the townships that their town centres have a quality and vitality to them that visitors will expect and local people deserve. The street-scape, the shop fronts and the general environment needs to be universally qualitative and not just in small parts. Essentially this programme seeks to attain a quality ambience to Market Street, Hoylake and Banks Road, West Kirby in particular. It seeks to re-attain the elegance of the Edwardian era which use to characterise these two towns. One of the possibilities the programme will examine is the potential for re-introducing the cast iron covered walkways over the shop fronts in the manner of Lord Street, Southport. A few sections of the original covered walkways still survive today in Banks Road and Market Street. The programme will seek new investment from the retail sector as appropriate and will examine the potential for creating speciality shopping quarters which will help to attract and hold the interest of the visitor. It will also seek ways in which the range and quality of retail outlets including restaurants and bar facilities might be improved to the benefit of locals and visitors alike.

- Carr Lane Industrial Estate.

The opportunity exists within the 'broad thrust' of this proposed strategy to bring about improvements to the area of the Carr Lane Industrial Estate and its approaches and frontages. The Estate immediately adjacent to the town centre and the station area is an untidy and unsightly location detracting from the location as a whole. Within the site however are a substantial number of small and medium size commercial and light industrial businesses supporting a significant number of jobs. Also located on the north east edge of the site is a small Council estate dating originally from the 1930's consisting of approximately 60 households. The programme proposes to investigate ways in which this site might be improved.

- Hotel development and general improvement to the Visitor Accommodation provision. The securement of a major hotel development likely to be directly aligned to the golf product probably in the Hoylake area is sought. The development concept currently being investigated as referred under 6.3 and 7.3 is in the order of £20million in value, up to 150 bedrooms and with the range of facilities the customer would expect - Health & Fitness elements including Pool and Sauna, conference capacity and so forth. The securement of a budget hotel for West Kirby as referred under 6.4 is also suggested catering principally for leisure market use particularly associated with the sailing/walking/riding and birdwatching pursuits. The programme will also encourage and support improvement to Visitor Accommodation provision as a whole throughout this part of Wirral.
- West Kirby Marine Lake Frontage

Improvements are proposed within the Promenade frontage to the Lake seeking enhancement to this area for users, visitors and local people. This could include ways in which the existing sailing school provision might be enhanced and new and appropriate facilities added. General improvements to the street scape are envisaged and the creation of special observation facilities along the frontage. A number of interpretation features could also be introduced. The Coronation Gardens site could be re-vitalised as part of this element of the programme with the replacement of the present frontage to Coronation Gardens, new landscaping and gardens within the main area and the possible addition of appropriate facilities such as new tea-rooms, bandstand and Children & Family area. The programme could also examine the most effective way of utilising or otherwise the remains of the old Outdoor Pool on the edge of the lake and across from Coronation Gardens.

- Central West Kirby

The programme will look at ways to improve the environment and the nature of central West Kirby in the general vicinity of Grange Road - The Crescent - Dee Lane - Bridge Road including the Concourse area and the Concourse / Station frontage. It will seek to improve local facilities and business prospects in this key central area and to attract new investment, new businesses to help re-shape, enhance and sustain the town's economic future.

- Tourism Development.

This part of the strategy is particularly concerned with developing the existing tourism infrastructure as partly identified in the Mersey Waterfront Regional Park business plan. This includes improved facilities on Hilbre Island concerned with interpretation and field centre provision; major improvement to nearby Thurstaston Visitor Centre including site interpretation and possible new archaeological / ancient history interpretative facilities for visitors and schools; enhancement to the Wirral Way - access and interpretation improvements.

9.2 Timeframe.

With the approach of the Open Golf competition Wirral has only a few years to accomplish serious progress in the implementation of the action proposed in the 8-Point Plan identified above. Clearly, given the 'lead-in' time necessary for much of the individual projects proposed, it is essential for an overall strategy to be agreed with all speed to maximise the remaining time. Much can be achieved given a clear mandate although realistically the indicative programme indicated in 9.1, is probably in the order of 5 - 7 years.

10. Financial & Staffing implications

- 10.1 There are no direct or immediate financial implications as a result of this report. There are however major financial implications in delivering the plan proposed in this report. The capital investment needed over a number of years will require a major procurement effort maximising all potential resource both Private and Public. This is expected to include: - Private Sector investment, European programmes, North West Development Agency, Mersey Regional Park, National Lotteries and other sources.

10.2 In staffing terms the initial exploratory work referred to in this report has been carried out by the Special Initiatives Team within the Planning & Economic Development Department. It is proposed that the Special Initiatives Team lead and co-ordinate the process of implementation in liaison with all appropriate Council Departments and external parties.

11. Equal Opportunities implications

11.1 There are no immediate Equal Opportunities implications as a result of this report. Implementation of the recommendations of the report is likely to bring about equal opportunities improvements and benefits.

12. Human Rights implications

12.1 There are no Human Rights implications as a result of this report.

13. Local Agenda 21

13.1 There are no immediate Local Agenda 21 implications as a result of this report. Implementation of the recommendations of the report will result in major environmental improvements and high quality sustainable development.

14. Community Safety implications

14.1 There are no immediate Community Safety implications as a result of this report. Implementation of the recommendations of the report is likely to result in significant Community Safety improvements.

15. Local Member Support implications

15.1 This report has positive implications for the Hoylake, Royden and Thurstaston wards and for the Borough as a whole.

16. Background Papers

16.1 Background Papers in relation to this report are held by the Special Initiatives Team in the Planning and Economic Development Department.

17. Planning Implications

17.1 There are no immediate planning implications as a result of this report. Implementation of the recommendations contained in this report will however have significant implications in due course.

18. Recommendations

- 18.1 That the Committees views be requested regarding the issues presented in this report and the suggested outline strategy tabled under section 9.0.
- 18.2 That subject to the support of this Committee the report, with any amendments, be referred to Cabinet for approval.
- 18.3 That consideration of this report and subsequent detailed proposals be also carried out through the West Wirral Area Forum.
- 18.4 That further reports be presented to this Committee on a regular basis as progress is made.

J. WILKIE

Deputy Chief Executive/Director of Planning & Economic Development

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