

FUNDING APPEAL FOR KING'S GAP AND MEOLS DRIVE CONSERVATION AREAS

*We're not just **preserving** heritage to **protect** the past.
We're doing it to **enhance** the future.
Can you help us?*

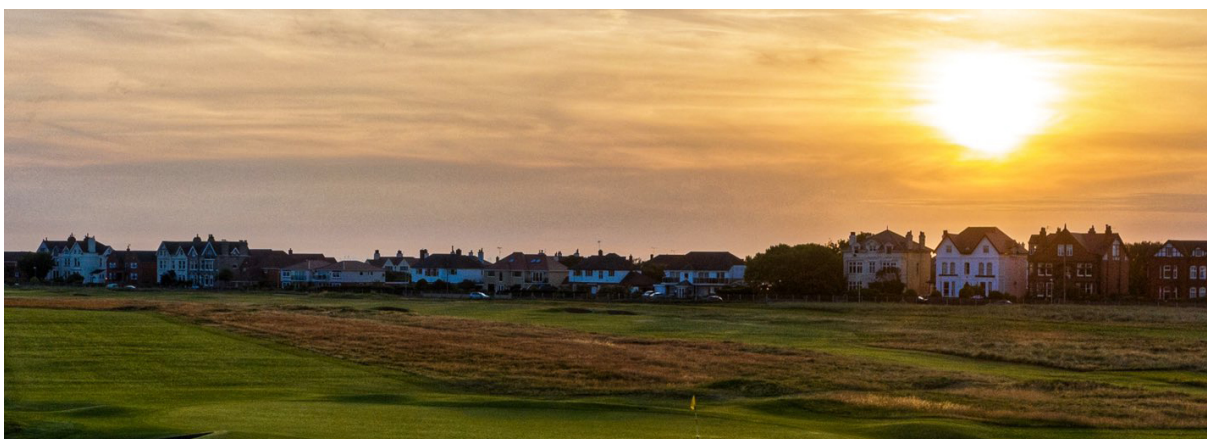
The Hoylake Conservation Areas Association is seeking donations from individuals, homeowners, organisations and businesses with a keen interest in conservation and protecting the character of this unique, historic landscape and its buildings.

An opportunity has arisen to boost the protection of the conservation areas within the planning process and provide welcome up-to-date planning guidance for the Council, residents, businesses and developers.

The designated conservation areas of The King's Gap (2000) and Meols Drive (2004) have out of date appraisals and no supporting management plans. These are vital documents to assess planning applications within the conservation areas and are no longer adequate tools to safeguard the fine buildings and the spacious, historic landscape around the Royal Liverpool golf course. We urgently need up-to-date documents to frame and assess planning applications which will then become material considerations in decision making.

Despite real budgetary pressures, Wirral Council has now agreed to allocate £10,000 to improving the evidence base for The King's Gap and Meols Drive conservation areas. However, community match funding is required to meet the expected cost of £20,000 which the approved consultants (Donald Insall Associates) would charge to carry out reappraisals and production of management plans.

The work will re-assess the key features of the built heritage and identify its special qualities, aiming to resolve inconsistencies and gaps in the current documents. It will also consider how their character and appearance would be compromised by individual development proposals and will provide the evidence base for planning policies to manage new development such as density and conversion guidelines. Consideration of cumulative impact will be within the scope of the work.



WHY RE-APPRAISE THE CONSERVATION AREAS?

- It will consider the current threats to the conservation areas, including replacement of family homes with apartment blocks
- It will seek to resolve anomalies and consider whether the boundaries of the current conservation areas should be extended

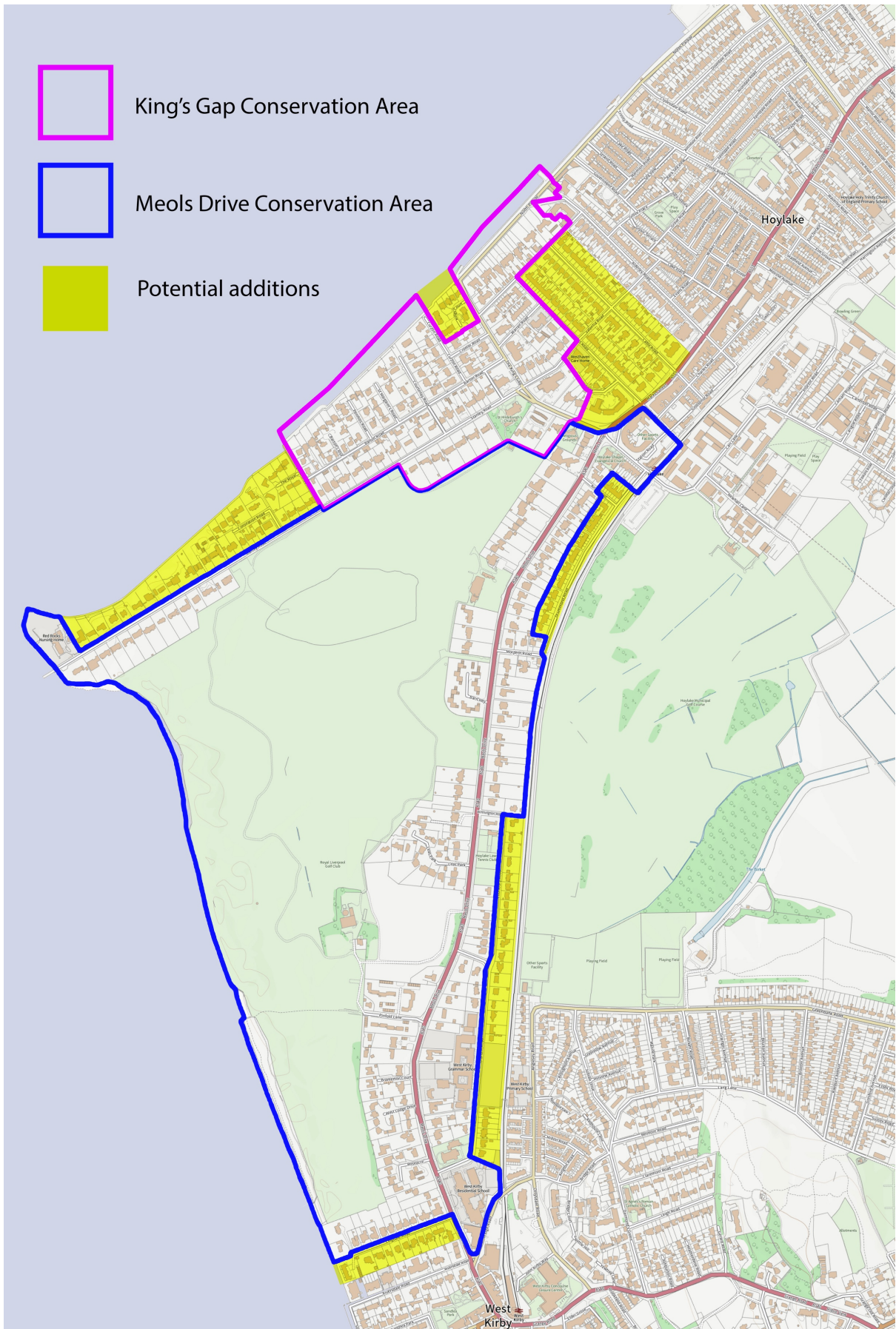
WHY PREPARE MANAGEMENT PLANS?

- It will provide recommendations for new planning policies to manage sympathetic change
- It will identify opportunities to better protect and enhance the significance of the conservation areas

WHY IS THIS WORK NEEDED NOW?

- Without up-to-date appraisals, the conservation areas are increasingly vulnerable to speculative development proposals
- The new Local Plan is being examined by independent inspectors and the conservation work will provide evidence to support its planning policies
- The work can feed into a review of the Hoylake Neighbourhood Development Plan and its proposed Masterplan and Design Guide & Codes





HOW TO CONTRIBUTE

Our target is to raise £10,000. Donations can be made direct to the Hoylake Conservation Areas Association Barclays bank account with your name(s) as a reference:

Account Number: **30622982**

Sort Code: **20-50-36**

All donations received will be retained by the Hoylake Conservation Areas Association for the express purpose of matching the Wirral Council allocation of funds for this specific conservation project only and will not be passed to the Council in any other circumstances. In the event that the target figure is exceeded, excess funds will be used solely in support of the ongoing activities of the Association under the terms of its Constitution.

If you are able to donate and/or if you would like to be kept updated with our progress, please contact Chris Moore, Chair of the Conservation Areas Association, with your details.

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