

Wirral

Personal Details:

Name: Ms Jo Bird

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Organisation Name: Bromborough Councillors (District or county councillor)

Comment text:

Related subject: Bromborough, Wirral

Cllr Jo Bird has represented Bromborough ward since 2018. Cllrs Ruth Molyneux and Kieran Murphy were elected by in May 2023. We make the following observations and proposals, based on the data evidence on electors, and our lived, local experience.

1. Our ward boundaries are currently the River Mersey, the Wirral railway line, Stanley Road and The Dell in the north, to Acre Lane in the south.
2. There continues to be many new housing developments built on brownfield sites in our ward in recent years, such as Marine Drive and Merseyview. Wirral's emerging local plan reflects many large brownfield sites already with planning permission, around Wirral International business park, all of which are in Bromborough ward.
3. Growth in housing means the current ward boundary is not sustainable. Our ward already contains the largest number of electors in the Wirral and official forecasts show 25% larger than average ward by 2030.
4. Rock Ferry ward is one of the smallest wards in the Wirral. Rock Ferry ward is currently much larger than the area identified by local people as Rock Ferry.
5. The elegant solution is to create a new 3 member ward of New Ferry & Rock Ferry. New Ferry is neatly defined by polling district HA, which covers from Stanley Road and The Dell in the north to Boundary Road and Mayfields Park on the border with the historical village of Port Sunlight.
6. A 3-member ward should be retained for Bromborough itself covering it's natural geography and identity, with Allport Road becoming its boundary on the southern side.
7. Many residents who live on or north of Allport Road identify as Bromborough and contact us, thinking we are their councillors. Bromborough train station is on Allport Road, which currently is in Eastham ward.

8. Eastham ward should remain as 3 members. Houses lost to Bromborough ward should be replaced by merging with the adjacent Brookhurst Road area. Merging Brookhurst into Eastham ward creates a sensible border represented by Allport Road/Raby Hall Road and the M53.
9. Wirral Council offers an allowance that is 13% less than average for Metropolitan Borough Councillors in the North West. This has a negative impact on the quality of representation, as otherwise able candidates can't afford to lose paid work time to fulfil the role of councillor. To increase the average quality of representation there should be a slight reduction in the number of councillors and there should be no more than 66 Wirral councillors.

Bromborough Councillors Jo Bird, Ruth Molyneux and Kieran Murphy

Attached Documents:

None attached