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Dear

WMBC fully support the proposed Hoylake Beacon Project, which aims to bring a two screen cinema, restaurant, café/bar, artists and makers studio and retail spaces and 40 x one and two bedroom apartments to the heart of the town.

The project will bring a substantial Edwardian Town Hall, currently vacant, and adjacent derelict land - both in the heart of the town's conservation area - back into a positive and sustainable use.

It will also generate much needed revenues for the Local Authority of £700,000 in the first four years and £1.4 million in the first ten years; creating up to 60 direct jobs and a growing number of supply and indirect jobs over time.

In 2009, Hoylake was the lowest performing Wirral retail centre in the UK retail rankings (Experian).

Although there have been some signs of recovery since, and despite hosting the Golf Open as well as a series of other major golfing and international sand yachting events, the local economy remains fragile, with no clear signs of sustainable recovery.

It is therefore clear to the Local Authority that a significant development such as this is needed to kick start and sustain this much needed regeneration while providing West Wirral with an important cultural and leisure facility which currently does not exist in the constituency (population 170,000).

The artists and makers units will act as an enterprise engine, with skills development and exchange as a core function.

New creative businesses will be able to start up with minimal risk, either growing within the scheme or moving on to other larger units in the town and beyond, multiplying the economic benefits over time.

The Beacon Steering Group are a group of local volunteers who have given their professional skills and expertise *pro bono*, in a range of fields including marketing, design, planning, architecture, culture, arts and leisure development, in order to facilitate this exciting project.

The group have done an exceptional amount of public consultation and liaison with potential partners, including three cinema operators (two national and one regional); restaurateurs and commercial tenants.

They have also been working with local businesses to ensure that the local procurement of supplies, employment and other services are maximised throughout the development of the project as well as after completion.

They have also conducted very extensive research and have demonstrated viability as well as high levels of public support.

Hoyle is a target priority for the Local Authority and its regeneration will complement the recent very successful commercial regeneration of New Brighton, on the opposite corner of the peninsula.

We strongly believe the Coastal Communities Fund should support this important project which will revitalise one of the region's most historically important coastal communities, recognising its value in the Liverpool City Region and beyond.

Yours sincerely



Alan Evans  
**Strategic Commissioner for Growth**