

## HIGH STREET & E-COMMERCE

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### ALTERNATIVE TO A GOLF RESORT & EFFECT OF E-COMMERCE ON HIGH STREETS

Nick Lauro: Rejecting an unsustainable business model that offers very little to a local economy has nothing to do with NIMBYism. A poor idea is a poor idea and highlights the complete lack of imagination shown by Wirral Council's current administration. This is a yesteryear idea thought up by yesterday's men. Surely there must be better, more inclusive, longterm sustainable tourism projects that would retain the green space, utilise the existing biodiversity and realistically feed the Hoylake economy steadily. My throw at it would be something along the idea of Cornwall's Eden Project and work outwards from that. Now, just to make it clear, The Eden Project has been suffering lately though it is recovering slowly, but when you look at its location it is completely isolated and cut off from its nearest town, St Austell. I'm not suggesting a blueprint, but a ball-park (not bloody golf balls either) idea to work from.

I've witnessed the boom & bust of the 70s & 80s and now working in retail specialising in e-commerce, I can tell you the traditional High St shopping experience is over. You have to think outside the box to compete for people's money these days and you won't find a huge demographic for sustainable spending in golf. It's just too insular, niche and uninclusive and in a 'resort' business model based on retaining every penny on site, it simply cannot feed a local economy on Phil Davies' pipe dreams. Then again, it is just a smoke-screen for housing and top-tier council tax revenue. We need some brighter thinkers on a project to feed Hoylake's longterm fortunes but you won't find them in Wirral Council's current administration.