
WIRRAL LOCAL PLAN 2021 - 2037

SUBMISSION DRAFT



HOUSING DELIVERY STRATEGY

MAY 2022

Version 2

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1. Introduction

Scope and Purpose

- 1.1 The Council has produced a range of supporting documents to accompany and supplement the Wirral Local Plan Submission Draft 2021-2037 which explain and justify the approach to the delivery of planned growth and infrastructure. These include:
- **Housing Delivery Strategy** – provides further clarification and explanation on all matters relating to the future strategy for the delivery of housing planned as part of the Local Plan Submission Draft up to 2037, and where possible beyond. The document seeks to demonstrate how the key expectations of national planning policy and guidance have been addressed through the production of the Local Plan Submission Draft, with reference to evidence which has been collated to support the production and delivery of the Plan.
 - **Infrastructure Delivery Plan** – identifies infrastructure to support growth from planned development. It identifies the costs of necessary infrastructure for development, how these costs will be met and provides information on how infrastructure will be delivered.
 - **Viability Assessment** – provides an evidence base to assist in identifying the viability impacts of planning policies in the Local Plan Submission Draft, helping to ensure that the policies will not render development unviable and undeliverable.
 - **Site Selection Report** – outlines the approach that the Council has taken to assessing and identifying sites and broad locations for allocation within the Local Plan Submission Draft.
 - **Birkenhead 2040 Framework** – provides a framework for the transformational regeneration of Birkenhead.
 - **Birkenhead Housing Market Study** – provides supporting evidence to inform and ultimately demonstrate and justify the delivery of proposals in the Local Plan Submission Draft for the regeneration of Birkenhead
- 1.2 These documents should be read in conjunction with one another and may be updated over time as new evidence and information becomes available.
- 1.3 The Housing Delivery Strategy includes:
- The identification of local housing needs;
 - The latest position in relation to housing land supply including the calculation of the five-year housing supply position;
 - a statement of land supply and phasing arrangements for the Local Plan period to 2037 and presents the housing trajectory as required by national planning policy;

- The approach to managing the delivery of housing over the Local Plan period to 2037, including market and affordable housing; and
- An explanation of the approach being taken towards delivery and implementation of the Local Plan housing strategy, including the regeneration plans and programmes in Birkenhead and elsewhere in the Borough.

2. Policy Context

National Planning Policy Context

- 2.1 The revised National Planning Policy Framework (NPPF, 2021) and Planning Practice Guidance sets out the requirements for housing delivery in Local Plans.

Housing Requirements

- 2.2 Paragraph 23 of the NPPF requires strategic policies of Local Plans to provide a clear strategy for bringing sufficient land forward, and at a sufficient rate, to address objectively assessed needs over the plan period. This should include planning for and allocating sufficient sites to deliver the strategic priorities of the area.
- 2.3 Paragraph 61 requires strategic policies to be informed by a local housing need assessment, conducted using the standard method in national planning guidance as a starting point. Any housing needs which cannot be met within neighbouring areas should also be taken into account when establishing the amount of housing to be planned for within the plan.
- 2.4 The PPG makes clear that the 'standard method' should be used to identify the minimum number of homes expected to be planned for (local housing need):

The National Planning Policy Framework expects strategic policy-making authorities to follow the standard method in this guidance for assessing local housing need. The standard method uses a formula to identify the minimum number of homes expected to be planned for, in a way which addresses projected household growth and historic under-supply. The standard method identifies a minimum annual housing need figure. It does not produce a housing requirement figure.

Paragraph: 002 Reference ID: 2a-002-20190220

- 2.5 Paragraph 62 requires that the size, type and tenure of housing needed for different groups in the community should be assessed and reflected in planning policies. Where a need for affordable housing is identified, policies should specify the type of affordable housing required (paragraph 63). A housing requirement should be established for designated neighbourhood areas reflecting the overall strategy for the pattern and scale of development (paragraph 66).
- 2.6 Local Plans should identify a supply of specific, deliverable sites for years one to five of the plan period, and specific, developable sites or broad locations for growth, for years 6-10 and, where possible, for years 11-15 of the plan.

- 2.7 To be considered deliverable, sites for housing should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years.
- 2.8 To be considered developable, sites should be in a suitable location for housing development with a reasonable prospect that they will be available and could be viably developed at the point envisaged.

Housing Supply

- 2.9 Paragraph 11 (a) of the NPPF states that “plans should positively seek opportunities to meet the development needs of their area, and be sufficiently flexible to adapt to rapid change”.
- 2.10 The requirement to assess potential land for development with a Strategic Housing Land Availability Assessment is identified in paragraph 68 of the NPPF which states that Local Planning Authorities should:

“have a clear understanding of the land available in their area through the preparation of a strategic housing land availability assessment. From this, planning policies should identify a sufficient supply and mix of sites, taking into account their availability, suitability and likely economic viability. Planning policies should identify a supply of:

- a) specific, deliverable sites for years one to five of the plan period; and*
- b) specific, b or broad locations for growth, for years 6-10 and, where possible, for years 11-15 of the plan.”*

- 2.11 Paragraphs 69 and 71 of the NPPF go on to state that:

“To promote the development of a good mix of sites local planning authorities should: a) identify, through the development plan and brownfield registers, land to accommodate at least 10% of their housing requirement on sites no larger than one hectare; unless it can be shown, through the preparation of relevant plan policies, that there are strong reasons why this 10% target cannot be achieved; c) support the development of windfall sites through their policies and decisions – giving great weight to the benefits of using suitable sites within existing settlements for homes;

Where an allowance is to be made for windfall sites as part of anticipated supply, there should be compelling evidence that they will provide a reliable source of supply. Any allowance should be realistic having regard to the strategic housing land availability assessment, historic windfall delivery rates and expected future trends.”

- 2.12 Paragraph 73 of the NPPF indicates the approach LPAs are required to take in the identification of locations for large-scale and sustainable development:

“The supply of large numbers of new homes can often be best achieved through planning for larger scale development, such as new

settlements or significant extensions to existing villages and towns, provided they are well located and designed, and supported by the necessary infrastructure and facilities. Working with the support of their communities, and with other authorities if appropriate, strategic policy-making authorities should identify suitable locations for such development where this can help to meet identified needs in a sustainable way. In doing so, they should:

a) consider the opportunities presented by existing or planned investment in infrastructure, the area's economic potential and the scope for net environmental gains;

b) ensure that their size and location will support a sustainable community, with sufficient access to services and employment opportunities within the development itself (without expecting an unrealistic level of self-containment), or in larger towns to which there is good access;

c) set clear expectations for the quality of the development and how this can be maintained (such as by following Garden City principles), and ensure that a variety of homes to meet the needs of different groups in the community will be provided;

d) make a realistic assessment of likely rates of delivery, given the lead-in times for large scale sites, and identify opportunities for supporting rapid implementation (such as through joint ventures or locally-led development corporations)".

- 2.13 Paragraph 73 of the NPPF sets out the requirements for LPAs in regards to demonstrating a supply of specific deliverable sites:

"Strategic policies should include a trajectory illustrating the expected rate of housing delivery over the plan period, and all plans should consider whether it is appropriate to set out the anticipated rate of development for specific sites. Local planning authorities should identify and update annually a supply of specific deliverable sites sufficient to provide a minimum of five years' worth of housing against their housing requirement set out in adopted strategic policies"

- 2.14 Paragraph 74 of the NPPF explains further that the supply of specific deliverable sites should:

"in addition include a buffer (moved forward from later in the plan period) of:

a) 5% to ensure choice and competition in the market for land; or

b) 10% where the local planning authority wishes to demonstrate a five year supply of deliverable sites through an annual position statement or recently adopted plan, to account for any fluctuations in the market during that year; or

c) 20% where there has been significant under delivery of housing over the previous three years, to improve the prospect of achieving the planned supply.”

- 2.15 In order to meet identified housing needs in the context of limited land availability, the NPPF recommends planning policies support development which makes an efficient use of land through densification. Paragraph 125 also explains that:

“b) the use of minimum density standards should also be considered for other parts of the plan area. It may be appropriate to set out a range of densities that reflect the accessibility and potential of different areas, rather than one broad density range”

Housing Mix and Density

- 2.16 Paragraph 62 sets out the requirement for the size, type and tenure of housing needed for different groups in the community [to] be assessed and reflected in planning policies (including, but not limited to, those who require affordable housing, families with children, older people, students, people with disabilities, service families, travellers, people who rent their homes and people wishing to commission or build their own homes).”
- 2.17 Paragraph 124 sets out the requirements for planning policies to support development that makes efficient use of land:

“a) the identified need for different types of housing and other forms of development, and the availability of land suitable for accommodating it; local market conditions and viability;

b) the availability and capacity of infrastructure and services – both existing and proposed – as well as their potential for further improvement and the scope to promote sustainable travel modes that limit future car use;

c) the desirability of maintaining an area’s prevailing character and setting (including residential gardens), or of promoting regeneration and change; and

d) the importance of securing well-designed, attractive and healthy places.”

- 2.18 Paragraph 125 states that:

“Where there is an existing or anticipated shortage of land for meeting identified housing needs, it is especially important that planning policies and decisions avoid homes being built at low densities, and ensure that developments make optimal use of the potential of each site. In these circumstances:

a) plans should contain policies to optimise the use of land in their area and meet as much of the identified need for housing as possible. This will be tested robustly at examination, and should include the use of minimum density standards for city and town centres and other locations that are well served by public transport. These standards should seek a significant uplift in the average density of residential development within these areas, unless it can be shown that there are strong reasons why this would be inappropriate;

b) the use of minimum density standards should also be considered for other parts of the plan area. It may be appropriate to set out a range of densities that reflect the accessibility and potential of different areas, rather than one broad density range; and

c) local planning authorities should refuse applications which they consider fail to make efficient use of land, taking into account the policies in this Framework. In this context, when considering applications for housing, authorities should take a flexible approach in applying policies or guidance relating to daylight and sunlight, where they would otherwise inhibit making efficient use of a site (as long as the resulting scheme would provide acceptable living standards).”

2.19 Paragraph 141 states that the strategic policy-making authority should be able to demonstrate that it has fully examined all other reasonable options before concluding that exceptional circumstances exist to justify changes to Green Belt boundaries. They should ensure that the strategy:

a) makes as much use as possible of suitable brownfield sites and underutilised land;

b) optimises the density of development in line with the policies in chapter 11 of this Framework, including whether policies promote a significant uplift in minimum density standards in town and city centres and other locations well served by public transport; and

c) has been informed by discussions with neighbouring authorities about whether they could accommodate some of the identified need for development, as demonstrated through the statement of common ground.

Affordable Housing Provision

2.20 Paragraph 63 sets out the need for the delivery of affordable housing on-site with exceptions for off-site provision:

“Where a need for affordable housing is identified, planning policies should specify the type of affordable housing required, and expect it to be met on-site unless:

a) off-site provision or an appropriate financial contribution in lieu can be robustly justified; and

b) the agreed approach contributes to the objective of creating mixed and balanced communities.”

2.21 Paragraph 64 details exceptions to the provision of affordable housing:

“Provision of affordable housing should not be sought for residential developments that are not major developments, other than in designated rural areas (where policies may set out a lower threshold of 5 units or fewer). To support the re-use of brownfield land, where vacant buildings are being reused or redeveloped, any affordable housing contribution due should be reduced by a proportionate amount.”

2.22 Paragraph 65 states that a minimum of 10% of the total homes delivered in major development should be available for affordable housing:

“Where major development involving the provision of housing is proposed, planning policies and decisions should expect at least 10% of the total number of homes to be available for affordable home ownership, unless this would exceed the level of affordable housing required in the area, or significantly prejudice the ability to meet the identified affordable housing needs of specific groups.”

2.23 Paragraph 65 sets out further exemptions to the delivery of affordable housing, where proposals:

- a) “provides solely for Build to Rent homes;*
- b) provides specialist accommodation for a group of people with specific needs (such as purpose-built accommodation for the elderly or students);*
- c) is proposed to be developed by people who wish to build or commission their own homes; or*
- d) is exclusively for affordable housing, an entry-level exception site or a rural exception site.”*

Provision for Travellers

2.24 Paragraph 62 requires the size, type and tenure of housing needed for different groups to be assessed and reflected in planning policies, including travellers.

2.25 Further guidance on provision for travellers is set out in the Government’s policy paper *Planning policy for traveller sites* updated in 2015. The policy paper requires local planning authorities to set pitch targets for gypsies and travellers and plot targets for travelling showpeople which address likely accommodation needs.

Specialist Housing Provision

2.26 Where a need exists, local planning authorities need to provide for specialist housing for older people. The PPG states that local planning authorities should set clear policies to address the housing needs of groups with

particular needs such as older and disabled people (paragraph: 006 Reference ID: 63-006-20190626).

- 2.27 Additionally, the PPG states that Plan-making authorities will need to count housing provided for older people against their housing requirement (paragraph: 016a Reference ID: 63-016a-20190626).
- 2.28 Paragraph 65 exempts sites or proposed developments which provide specialist accommodation for a group of people with specific needs (such as purpose-built accommodation for the elderly or students) from the 10% requirement for affordable housing.

Local Planning Policy Context

Statutory Development Plan

- 2.29 The Statutory Development Plan currently comprises the 'saved' policies in the Unitary Development Plan for Wirral, adopted by the Council in February 2000 and the Joint Waste Local Plan for Merseyside and Halton, adopted in July 2013, along with Neighbourhood Development Plans for Devonshire Park (2015) and Hoylake (2016).

Strategic Housing Market Assessment (SHMA)

- 2.30 The Strategic Housing Market Assessment (SHMA) (Arc4, 2021) forms part of the evidence base for the Local Plan Submission Draft and establishes local housing need using the standard methodology and 2018 affordability ratios set out in national policy and guidance. This document updates and refreshes the evidence from the 2019 SHMA, which adjusts the clearance in backlog to align with the standard method 10 year period, and includes updated information on affordable dwellings being built or in pipeline over the next 3 years. It also takes into account the need to provide for First Homes and affordable home ownership.
- 2.31 The Assessment determines the Wirral housing requirement, including dwelling type, size and tenure mix, affordable housing need, and the housing needs of different groups in accordance with the NPPF. Data was collected through a housing needs survey conducted with a sample of households in August and September 2019. Affordable housing requirements are assessed using the latest (2019) household survey evidence and subsequently, housing register data. The data is divided geographically according to 7 settlement areas.

Strategic Housing Land Availability Assessment (SHLAA)

- 2.32 The Wirral SHLAA assesses potential development sites for their suitability, availability, and potential deliverability for residential development. It considers the viability of development and, if viable, when this could occur. The study also considers the potential quantity of development that could be accommodated on each site, including estimated build-out rates.

- 2.33 As well as assessing suitability for development, the SHLAA takes account of the potential to overcome identified development constraints. The findings have been used to identify potentially suitable sites, which could be brought forward as site allocations in the Local Plan and included in the housing trajectory. Further details are set out in the Site Selection Background Paper.

Housing Density Study

- 2.34 Stages 1 and 2 (Urban Imprint, December 2019) of the Housing Density Study comprise of a baseline assessment of existing evidence and context for the approach to density in Wirral and in other council areas. The second part of the study, Stages 3 and 4 (Urban Imprint, September 2020) examines specific broad locations for higher density and a policy approach for their implementation in the Local Plan.
- 2.35 Stages 1 and 2 found that historically, the approach in Wirral has been to assume lower densities but that recent development proposals, particularly along the Mersey waterfront, are increasingly proposing to introduce higher density, mixed-use developments. The study examines policy approaches elsewhere, as well as urban design principles.
- 2.36 The Stage 3: Identifying Density Zones report sets out a methodology for selecting locally determined density zones, taking NPPF paragraph 124 indicators into account. Key facilities, assets with leisure, recreation and conservation value were identified and mapped, and a hierarchy of five density zones was identified.
- 2.37 Stage 4: Detailed Design Assessment recommends minimum densities for the identified density zone hierarchy, with higher minimum densities in the recommended density zones for the Waterfront (70dph minimum) and Urban Core and Town Centres (60dph minimum), and lower densities in the Transit (50dph minimum) and Suburban (40dph minimum) and Urban Edge zones. Potential typical forms of housing development within each of the density zones were also identified.
- 2.38 The Final Report (Urban Imprint, February 2021) recommends a draft density policy and wider considerations based on the findings of the previous stages. The reports from all stages were published for consultation by WBC in March 2021 and the findings have informed the policy for Housing Density in the Local Plan Submission Draft.

Birkenhead Housing Market Study

- 2.39 The Council recognised that delivering higher density family homes (i.e., 3 bedroom plus) in Birkenhead in accordance with the recommendations of the Wirral Density Study would require a different housing product than is being delivered in the town. The Council commissioned the Business Design Partnership to prepare a Birkenhead High Density Family Homes Study. The brief for the study included developing and testing to a reasonably detailed

design and costings two concept sites to determine whether higher densities and a high percentage of 3 bedroom plus homes could be achieved viably whilst meeting the emerging Local Plan Submission Draft design and car parking standards and whether there would be developer interest in such products.

2.40 The study has confirmed that:

- high density family homes such as is required in Birkenhead are already being successfully delivered to a high quality in other locations in the Country and in similarly challenging housing markets;
- sites can be developed with a high percentage of 3 bedroom plus dwellings;
- viability would not be significantly different to other lower density products overall
- there is significant developer interest in delivering similar products in Birkenhead

Wirral Housing Growth Strategy

2.41 The Wirral Housing Growth Strategy (Local Partnerships, 2021) presents the Council's vision for housing growth to deliver the best housing possible for residents, create an urban garden city, meet housing needs with sufficient quality, transform the left bank, and unlock the potential of Birkenhead, Wirral Waters and Woodside. The Strategy also sets out the Council's six strategic objectives: housing growth, choice, affordability and inclusivity, design quality and sustainability, creating a stronger housing market and working in partnership.

2.42 The strategy draws on a range of evidence documents to set out actions and measures for success for the above strategic objectives. These include, but are not limited to:

- the delivery of units of housing per year over the Plan period,
- the delivered quantities of affordable housing in terms of size, tenure and dwelling mix,
- quantity of brownfield development,
- external investment in housing and investment in transport, and
- delivery of units through and in partnership with registered providers.

Regional Planning Policy Context

Liverpool City Region

2.43 The Liverpool City Region Combined Authority is in the process of producing a Spatial Development Strategy (SDS). The SDS will be a statutory planning

document which will set out development and use of land for the next 15 years. Once adopted it will sit alongside the adopted Local Plan and Neighbourhood Plans for the six constituent local authorities, including Wirral Council. The SDS will only deal with planning matters that are of strategic importance to the Liverpool City Region. Therefore, its policies will be ‘high level’ with more detailed planning policies contained in the Local Plans prepared by the six local authorities, reflecting their local circumstances

- 2.44 The SDS will incorporate spatial development aspects of the other existing LCR policies. This includes the LCR Housing Statement, which prioritises the delivery of more homes and improving choice and quality, supporting the ageing population, regenerating neighbourhoods, improving the quality of renting, and tackling homelessness in the LCR.
- 2.45 Preparation of the SDS is in progress and two rounds of informal public engagement have taken place – Our Places Stage 1 (Oct 2019 – Jan 2020) and Our Places Stage 2 (Nov 2020 – Feb 2021). Further engagement will include policy proposals on housing, employment, town centres and strategic infrastructure supported by evidence. Some evidence base documents have been prepared, including an Integrated Impact Assessment and Climate Resilience report. LCRCA aim to publish the SDS by 2024.

3. Housing Requirements

Local housing needs

Overall needs

- 3.1 Using the standard methodology set out in national policy and guidance, Wirral Borough's local housing need is 779 dwellings per annum (dpa). Drawing on demographic studies by Edge Analytics¹ and the review of housing figures undertaken by the University of Liverpool², the Wirral Strategic Housing Market Assessment (SHMA, Arc4, 2021) recommended an uplift to 785 dpa to support economic growth.
- 3.2 The local housing need figure of 785 equates to a minimum total requirement of 12,560 homes over the 16-year plan period 2021-2037. The Local Plan Submission Draft also includes an additional 50 dwellings per annum³ within the requirement, to ensure that any net loss of existing housing stock is adequately accounted for. **This results in a requirement for 835dpa, equating to 13,360 homes over the Plan period.**

Five year housing land supply

- 3.3 While the Council's most recent Housing Delivery Test results have indicated good performance⁴, the Council has also considered it prudent to bring forward a 20% buffer to the five-year land supply requirement from later in the plan period in accordance with paragraph 74 of the NPPF. This results in an overall requirement for the first five years of the plan period of 5,010 dwellings as follows:

$835\text{dpa} \times 5 = 4,175$ dwellings required 2021/22 – 2026/27

$4,175 \times 1.2 = 5,010$ dwellings required 2021/22 – 2026/27 with 20% buffer

Affordable housing needs

- 3.4 Taking account of pipeline activity, the Wirral Strategic Housing Market Assessment (SHMA, Arc4, 2021) calculates an annual need for 374 affordable homes each year across the Borough. Given the level of affordable need identified, it recommends that the minimum affordable target for the Borough should be 20% but the Council should seek a higher

¹ Wirral SHMA Update – Demographic Evidence December 2020 (Edge Analytics)

² Exploring The Computation of Housing Need In Wirral 2020

³ Based on information on planned and projected demolitions collected as part of the Council's annual monitoring.

⁴ 2021 Measurement (January 2022) - 99% with no consequence identified; and 2020 Measurement (January 2021) - 96% with no consequence identified at

<https://www.gov.uk/government/collections/housing-delivery-test>

proportion of affordable housing on sites, where possible, based on viability evidence.

- 3.5 The requirements in the Submission Draft Local Plan represent a pragmatic response to the level of affordable need identified across the Borough, recognising the need to deliver at least 10% of homes on larger sites as affordable home ownership products (NPPF para 65) and 25% of new affordable dwellings as First Homes and reflects the increasing level of affordable housing being delivered across the Borough. The overall recommended affordable housing split is 57% rented and 43% affordable home ownership.

Specialist housing needs

- 3.6 Particular needs which have been identified in the SHMA are:
- Increasing and diversifying the supply of specialist housing for older people. There is a need for 3,481 more units of accommodation for older people by 2037 including 2,332 C3 planning use class units (such as sheltered/retirement, Extra Care, co-housing) and 1,149 residential care C2 planning use class units.
 - Based on an assessment of additional needs and longer-term demographics, a minimum of 6% of new dwellings (50 each year) should be built to M4(3) wheelchair accessible and adaptable standard; and all other new dwellings should be built to M4(2) accessible and adaptable standard.
 - An increase in the number of dementia-friendly homes.
 - The promotion of independent living for those with additional needs.
 - Provision for older people with learning disabilities.
 - 17.5% of black and minority ethnic (BAME) households are in some form of housing need compared with 9.4% of all households.
- 3.7 It should be noted that there is overlap between affordable, specialist older person and M4(3) need, so for instance the development of an older person's level access, wheelchair accessible affordable dwelling would help address three aspects of housing need.

Traveller needs

- 3.8 The Wirral Gypsy and Traveller Accommodation Assessment Report (2019) assesses the current and future need for Gypsy, Traveller and Travelling Showpeople accommodation within the Borough for the period 2019 to 2034. Currently there are no Gypsy or Traveller sites in Wirral. The report did not identify a need for the provision of a public site. Rather, it was determined through interviews that the needs that were identified could be addressed through housing allocations and existing residential caravan parks in Wirral.

4. Housing Supply

Overview and Trajectory

- 4.1 The Local Plan Submission Draft makes provision for 17,750 dwellings (gross) over the plan period 2021-2037⁵. This provides sufficient flexibility over and above the housing requirement of 13,360 over the plan period to cater for unexpected change, and to account for any unanticipated failure of sites to deliver at the rate planned.

Components of Supply

- 4.2 The Local Plan Submission Draft housing supply is made up of several components, which are summarised as follows:

Commitments

- 4.3 Commitments account for sites with extant planning permission that are expected to make a positive net contribution to the supply of dwellings within the plan period. Through annual monitoring, the Council has determined the number of net additional dwellings that should realistically be included within the trajectory, and when the delivery of any dwellings should realistically be expected, to reflect national policy and guidance.
- 4.4 The Council has, however, also applied a 10% non-delivery rate to all extant planning permissions, to take account the possibility that some planning permissions may not be implemented.

Regeneration Areas

- 4.5 The Local Plan Submission Draft identifies eleven Regeneration Areas. Dwellings within this category account for housing allocations which form the focus of the spatial strategy of the Local Plan, to promote growth and regeneration at key brownfield and urban locations. Seven of the Regeneration Areas are located within the Birkenhead 2040 Framework Area.
- 4.6 The supply of housing within the Regeneration Areas incorporates both site specific allocations, and 'broad locations for growth'. Site specific allocations have been made in the Plan informed by the evidence base, including the SHLAA and progress on ongoing regeneration activities, and represent a range of site types and sizes. The source of supply incorporates smaller sites of less than 10 dwellings ranging up to 2,200 dwellings at Wirral Waters Vittoria Studios. These site-specific allocations are anticipated to be

⁵ The gross supply figure has been discounted to 16,322 dwellings in the draft Plan to allow for slippage and potential non-implementation

delivered throughout the plan period, having regard to national policy and guidance.

- 4.7 The identification of Regeneration Areas enables a strategic approach to development and will help promote the regeneration of some former industrial and waterfront locations. The levels of planned housing delivery within the Regeneration Areas takes account of development constraints such as the need for site remediation. The longer lead-in time for Regeneration Areas in the housing trajectory offers a realistic timescale, whilst also acknowledging their development potential.
- 4.8 Paragraph 68 (b) of the National Planning Policy Framework (NPPF) allows for the identification of 'broad locations for growth' for years 6 onwards of the Local Plan.
- 4.9 There is no definition of broad locations in national planning policy but for the purposes of the Wirral Local Plan Submission Draft they do not have physical boundaries other than being located within specific Regeneration Areas, which are defined on the Policies Map, and are taken to be general areas of brownfield land on which housing could reasonably be expected to be delivered based on the availability of land for such development, the enabling policies of the Local Plan Submission Draft to promote market intervention and specific intervention by the Council and other delivery partners.
- 4.10 For each Regeneration Area the Local Plan Submission Draft Housing Trajectory has identified broad locations as 'Other developable areas within Regeneration Area' and sets out an additional housing delivery figure for each area. In most cases, the figure for delivery during the Local Plan period is below the total estimated capacity of the broad location, as the Council has taken a conservative approach and development within these areas is also expected to continue beyond the Plan period.
- 4.11 For Regeneration Areas RA1 to RA7 the potential supply of housing to be delivered on brownfield sites within other developable areas within each Regeneration Area has been identified through the preparation of the Draft Birkenhead 2040 Framework and a series of draft Neighbourhood Frameworks as explained in section 9 below.
- 4.12 The way in which housing is expected to be delivered within 'other developable areas within regeneration areas' will vary between each Regeneration Area but will be through either the preparation of detailed masterplans for areas of major intervention or through individual development proposals allowed in identified mixed use areas⁶. This is explained for each Regeneration Area in Section 9 below.

⁶ The potential for development to come forward within these identified broad locations and mixed use areas within Regeneration Area has been taken into account by excluding them from the windfall allowance for the rest of the Borough, as explained below.

- 4.13 Broad locations are anticipated to contribute approximately 3,600 units to the overall supply, predominantly later in the plan period. This equates approximately to the scale of flexibility included within the Local Plan Submission Draft housing supply over and above the objectively assessed local housing need requirement. As a result, the ability of the Local Plan Submission Draft to provide for the delivery of housing to meet local housing needs is not materially dependent on the delivery of housing within the broad locations.

Settlement Areas

- 4.14 The Local Plan Submission Draft divides the Borough into seven urban Settlement Areas, identified through previous public consultation⁷. Dwellings within this category account for residual housing supply made up of site-specific housing allocations which are located outside the Regeneration Areas. A windfall allowance is also identified for these areas.

Windfall Allowance

- 4.15 The Local Plan Submission Draft incorporates an allowance for new-build windfall development of 30 dwellings per annum. The National Planning Policy Framework allows local planning authorities to make an allowance for windfall sites in the land supply if there is compelling evidence to do so.
- 4.16 There is a long history of windfall sites becoming available across the Borough and it is considered that they will continue to provide a reliable source of supply during the Plan period. It is anticipated that small windfall sites will also play a role in meeting demand from those self-builders who wish to purchase an individual plot which does not form part of a larger housing site.
- 4.17 The new-build windfall allowance has been calculated having regard to national planning policy and guidance, informed by annual monitoring. It excludes net gains from conversions and changes of use.
- 4.18 The calculation of the windfall allowance is based on the capacity of previously un-identified sites which have obtained planning permission within the relevant monitoring year. It excludes sites that have previously obtained planning permission and sites which have been identified in a previous SHLAA. For the purposes of the Local Plan Submission Draft, it also excludes sites within the identified Regeneration Areas⁸.
- 4.19 Past trends show that an annual average of 49 dwellings have come forward to obtain planning permission on previously un-identified sites since the first

⁷ an eighth Settlement Area for the Rural Areas is equivalent to land within the Green Belt

⁸ Previously un-identified sites where planning applications were still to be determined at the end the monitoring period are also excluded, as they will be recorded as available in the relevant end of year SHLAA update and removed from the SHLAA when planning permission had been obtained.

SHLAA for Wirral was completed in 2008. The annual averages for the last five and ten years were 58 and 49 dwellings respectively.

- 4.20 It is considered that the windfall allowance, which is narrowly defined and based on the continuous appearance of previously un-identified sites, provides a realistic and conservative estimate for the purposes of the Local Plan Submission Draft.

Empty Homes Allowance

- 4.21 An allowance for long term empty homes brought back into use is included in the Local Plan Submission Draft, on the basis that vacancy is no longer taken into account in the standard method set out in national policy and guidance⁹.
- 4.22 In October 2020, the vacancy rate in Wirral was 3.2% (4,858 properties), with long term vacancy at 1.5% (2,231)¹⁰. The national average for all types of vacancy is currently 2.5%¹¹.
- 4.23 'Long term empty dwellings' are defined by the Government as homes that have been unoccupied and substantially unfurnished for at least two years¹².
- 4.24 The Wirral Empty Homes Study (2020) recommended three potential approaches to empty homes allowances for the Local Plan Submission Draft housing trajectory. Two approaches propose a rate of 75 and 95 per annum respectively, while the third is a phased approach beginning at 100 per annum, and decreasing to 90, then 80 per annum for the latter half of the Plan period.
- 4.25 Council records, discounted for double-counting¹³, show that an annual average of 215 long term empty homes were returned to use over the last five years to April 2021¹⁴.
- 4.26 This rate is facilitated by Council funding through a local Empty Property Grant which helps fund the refurbishment of properties empty for at least six months¹⁵. The Council Tax (Empty Homes) Premium, whereby Councils can

⁹ For example, the previous North West of England Plan Regional Spatial Strategy to 2021 (2008), made an allowance to reduce vacancy rates to 3% in the existing dwelling stock, through the increased re-use of suitable vacant housing (Policy L3, page 66)

¹⁰ Based on MHCLG live estimates (MHCLG Tables LT_100 and LT_615)

¹¹ Wirral SHMA 2021, paragraph 2.2, page 21.

¹²

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/694646/Higher_amount_for_long-term_empty_dwellings_factsheet.pdf

¹³ when compared against monitoring records for net gains from conversions and changes of use which are subject to a separate allowance as outlined below.

¹⁴ The annual average figure for the ten years to April 2021 was 191.

¹⁵ <https://www.wirral.gov.uk/housing/information-and-advice/empty-properties>

impose additional premiums on vacant properties, provides a further incentive to delivery¹⁶.

- 4.27 Based on previous rates of delivery, current empty homes figures and available funding, it is considered appropriate that the empty homes allowance in the Local Plan Submission Draft will follow the stepped approach recommended by the Empty Homes Study:

Table 4.1 Empty Homes Allowance

Plan period	Empty Homes Allowance
years 1-5	100 per annum
years 6-10	90 per annum
years 11-16	80 per annum

Conversions Allowance

- 4.28 The Local Plan Submission Draft housing supply also incorporates an allowance to account for net gains from conversions and changes of use.
- 4.29 Analysis of past trends shows that over 1,400 dwellings were provided through conversions and changes of use during the ten years to April 2021, and it is considered that they will continue to provide a reliable source of supply during the plan period.
- 4.30 At April 2021, delivery against the allowance was supported by permissions for 662 new dwellings, of which 317 were under construction. Annual average delivery over the last five years has been 181 (gross), with an average net gain of 127 per annum¹⁷.
- 4.31 It is therefore considered that an allowance of 100 units per annum provides a realistic estimate for the purposes of the Local Plan Submission Draft.

Allowance Monitoring

- 4.32 The allowances for new build windfalls, net gain from conversions and changes of use and the return to use of empty properties will be subject to continuous monitoring.

Neighbourhood Plans

- 4.33 There are currently two made Neighbourhood Plans in Wirral, for Devonshire Park (made 14 December 2015) and for Hoylake (made 19 December

¹⁶ In Wirral, from April 2021, the premium was 100% for properties vacant for between 2 and 5 years (i.e 200% payable), 200% for properties vacant for between 5 and 10 years and of 300% for properties vacant for more than 10 years <https://www.wirral.gov.uk/council-tax/council-tax-exemptions>

¹⁷ the average annual net gain over the ten years to April 2021 was 109

2016¹⁸). Three further designated Neighbourhood Areas exist: Birkenhead North; Birkenhead and Tranmere; and Leasowe.

- 4.34 The Forum for Birkenhead and Tranmere formally dissolved in 2018 and the Forum for Leasowe must apply for re-designation before any proposals can be progressed¹⁹. No proposals have yet been submitted for Birkenhead North and forum designation will expire in May 2022. The only area for which active proposals are being prepared is Hoylake, who consulted on a new neighbourhood masterplan during July 2021²⁰. Table 4.2 sets out the existing commitments and land allocations within each of the five designated neighbourhood areas within the Borough.

¹⁸ <http://hoylakevision.org.uk/the-hoylake-plan/2015-2020/>

¹⁹ designation expired in July 2019

²⁰ <https://hoylakevision.org.uk/masterplan-published/>

Table 4.2 Existing Commitments Within Designated Neighbourhood Areas (April 2021)

Neighbourhood Area	Devonshire Park	Hoylake	North Birkenhead	Birkenhead and Tranmere	Leasowe
Neighbourhood Plan Allocations	0	0	0	0	0
Local Plan Allocations	0	0	0	17	0
Existing Commitments	13	50	198	44	36
Net New Build Not Started	0	41	159	20	30
Net New Build Under Construction	0	3	36	30	0
Net Conversions Not Started	0	1	0	0	0
Net Conversions Under Construction	0	1	0	0	0
Changes of Use Not Started	12	0	3	0	6
Changes of Use Under Construction	1	4	0	11	0
Net Completions 2020/21	0	9	25	12	0
Future Demolitions	0	0	1	0	0

- 4.35 The end date for the Devonshire Park Neighbourhood Plan is 2030. The Neighbourhood Plan only seeks to set criteria for the design and regulation of multiple occupancy dwellings and does not seek to identify any sites for new development. It is not yet clear whether the updated Hoylake Neighbourhood Plan will seek to identify any additional sites for new housing.
- 4.36 The Local Plan Submission Draft does not specify any housing requirement for the designated Neighbourhood Plan areas. The Local Plan Submission Draft already provides more than sufficient provision for housing to ensure that the needs of the Borough will be met in full. However, the Council will support the provision of additional housing sites in Neighbourhood Plans in accordance with the Local Plan.

Phasing and Delivery

- 4.37 The Council has sought to robustly apply appropriate assumptions on the expected phasing and delivery of sites and broad locations within the Local Plan Submission Draft housing trajectory. Assumptions have been informed by the evidence available, including the SHLAA, submissions from landowners and site promoters, and where available Statements of Common Ground.
- 4.38 Where appropriate, a conservative approach has been taken when deriving assumptions for individual sites and areas. As a result, the Council anticipates that the actual delivery on sites and within broad locations could be at a scale and pace that exceeds the assumptions set out within the Local Plan Submission Draft trajectory. The phasing assumptions in the housing trajectory are generally considered to be conservative and reflect an assessment against the definitions of deliverable and developable (NPPF glossary 2021).
- 4.39 The Council has engaged extensively with the development industry and specifically representatives of sites identified for allocation within the Local Plan Submission Draft during the course of plan production in order to gain a full understanding of the likely lead-in times for site delivery. Whilst developers are well placed to provide this information, caution has been applied in respect of, for example, possible over-optimism within returns, particularly where some developers and landowners may wish to demonstrate their sites deliverability within the five-year supply.
- 4.40 The assumptions applied in the SHLAA 2021, in the absence of any more detailed site or developer-specific information, are set out below²¹:

²¹ The assumptions are based on the results of industry consultation undertaken to inform previous viability studies.

Table 4.3 Lead in Time Assumptions

Status	Calendar Months
Decision date for outline application (O) to commencement	37
Decision date for full permission (F) to commencement	18
Decision date for reserved matters (RM) to commencement	13
Time from O Approval to RM Approval	30
Time from O received to approval	10
Time from O approved to RM received	27
Time from RM received to approval	6
Time from F received to approval	6
Time from commencement to first completion	23

4.41 The Council has taken into account local monitoring data, latest national guidance, and two widely cited reports looking into buildout rates for housing development. In 2016 Nathaniel Lichfield and Partners' published a report²² which looked at lead-in times and delivery rates of large-scale housing schemes. The report indicated that on average it takes 3.9 years from first formal identification of the site for housing (e.g. in a Local Plan) to the submission of the initial planning application, although the report does acknowledge that the sample size in this case is too small to reach any conclusive findings, and that there are significant variations between different sites. The report also found that the larger the site, the longer it takes from planning approval to first delivery. On average, it takes less than five years for smaller sites (less than 500 units) to come forward, this increases to between 5.3 to 6.9 years for sites larger than 500 units. Again, the report indicates that there are significant variations between sample sites with some coming forward in under two years and some others taking upwards of 15-20 years.

4.42 The independent review conducted by Sir Oliver Letwin²³ focussed on build-out rates. The review examined the built-out rate for 15 large housing sites ranging from over 1,000 homes to over 15,000 homes in areas of very high housing demand (5 in Greater London, 9 in the south of England, and 1 in the Northwest). The review found that the medium build-out rate for these large sites was 6.5% (of the total number of new homes permitted on site) per annum, which equates to a medium build out period of 15.5 years. The report concluded that the homogeneity of the types and tenures of the homes

²² Start to Finish: How Quickly do Large-Scale Housing Sites Deliver? (NLP, November 2016)

²³ Independent Review of Build Out: Final Report (Sir Oliver Letwin MP, October 2018)

on offer on these sites is the fundamental drivers of the slow rate of build out. A number of recommendations have also been made in the report to improve the build out rate for large housing schemes, including requiring large housing sites to provide a diversity of offerings on the site which are able to address the various categories of demand within the local housing market.

- 4.43 The Council acknowledges that slow build out rates on large sites could be a potential risk to the timely delivery of large-scale housing allocations in the Local Plan Submission Draft. To improve delivery rates, the Local Plan Submission Draft requires all new development to maximise densities on housing sites, whilst recognising that different density levels will be appropriate for different sites in different locations. The Local Plan Submission Draft requires new development to provide a range of house types and sizes to address local need which is in line with the recommendations from the Letwin Review.
- 4.44 Assumptions on likely lead in times have informed the trajectory but a blanket approach has not been applied because of the varying factors involved. As a result of the lead-in times for development proposals to deliver, likely market constraints on annual delivery rates and the anticipated scale of some sites / broad locations, the Council considers that delivery in some locations may extend beyond the end of the plan period. This has been factored into the trajectory.
- 4.45 As set out in sections 8-10 below, the Council is proactively engaging with relevant landowners and site promoters in order to secure the timely delivery of housing allocated within the Local Plan Submission Draft, and to provide for a five-year land supply upon adoption of the Local Plan.
- 4.46 The Plan currently delivers a five-year housing land supply (including specific deliverable sites and allowances) of 5,108 units against a requirement of 5,010 units. This requirement figure incorporates a 20% buffer moved forward from later in the plan period to reflect a likely undersupply in housing in recent years (para 74 of the NPPF). A 'stepped' housing requirement is therefore not required as it is anticipated that the Plan will be capable of providing for the five-year land supply on adoption. This represents a pragmatic approach.
- 4.47 It is anticipated that some site allocations and broad locations will continue to deliver housing units beyond the end of the Plan period. Any delivery predicted to take place outside of the plan period is excluded from the figures.

Flexibility

- 4.48 While not a specific requirement in national planning policy, the Council considers that it is good practice and pragmatic to deduct a percentage of dwellings from the projected Local Plan housing supply to take into account

the potential that not all planning permissions or land allocations will ultimately be implemented. The Council has applied a 10% non-implementation rate accordingly to all sites identified in the future supply, which is regarded to represent a suitable and appropriate allowance for the Borough.

- 4.49 In addition, the Local Plan housing supply exceeds 16,300 dwellings over the plan period, which provides for a buffer of approximately 22% over and above the objectively assessed housing need. This ensures that the Plan can still provide for local housing needs if some sites / broad locations do not deliver as anticipated, particularly recognising the long-term nature of some sites / broad locations and the viability challenges which exist in some parts of the Borough.
- 4.50 When taking the previous two points together, it is clear that the Plan is taking a cautious approach to assumptions relating to delivery. The theoretical supply far exceeds the local housing need requirement, recognising the challenging market conditions in parts of the Borough and the long-term and ambitious nature of some of the regeneration plans.

5. Housing Mix and Density

- 5.1 The Council's evidence indicates a need for larger sized properties (3 or more bedrooms) to cater for the needs of families across all tenures over the Plan period. The Local Plan Submission Draft is seeking to secure an appropriate housing mix to bring more families into the regenerated areas of eastern Wirral and to preserve the supply of existing family housing where appropriate.
- 5.2 The policy approach of the Local Plan Submission Draft requires schemes to provide for an appropriate housing mix, including the need for larger sized homes to support families. The Council is promoting and requiring innovative approaches to providing for family sized homes at higher densities in urban and sustainable locations. The Council will require that dwellings for families will be delivered within the Regeneration Areas of the Borough. The Placemaking approach to the Regeneration Areas will also create enhanced new sustainable communities and environments.
- 5.3 The need to deliver family homes at higher densities in poor viability areas is not unique for Birkenhead. As is demonstrated in the Birkenhead High Density Family Homes Study there are numerous examples of similar successful projects which have been delivered across the Country. The Study also shows that there is developer appetite to deliver innovative family homes in Birkenhead. Through the Local Plan Submission Draft and application of the Birkenhead Design Guide SPD the Council will seek to ensure that new high density family neighbourhoods are designed and built to a high quality of design and sustainability.
- 5.4 The requirement and need to build at higher densities in Birkenhead and elsewhere within the Borough also provides the opportunity to deliver more sustainable and low carbon places. However, the scale and quantum of new housing proposed in Birkenhead will also allow the provision of an extensive Heat Network and Mass Transit solutions, both of which are being developed with support from the LCRCA and the Department for Business, Energy and Industrial Strategy.

6. Affordable Housing Provision

- 6.1 The Council's evidence indicates a need for 20% of newly built housing over the Plan period to be affordable. Overall, the SHMA 2021 identifies a need for 374 units per annum of affordable housing.
- 6.2 Viability testing undertaken as part of the production of the Local Plan Submission Draft demonstrates that it will be challenging for developers to provide this scale of affordable housing as part of development schemes for market housing in some of the lower value areas of the Borough, and particularly the Regeneration Areas.
- 6.3 As such it is acknowledged that it will be challenging to seek the desired levels of affordable housing provision by the private sector within a number of Regeneration Areas, particularly early in the Plan period, above the national requirement for major development to provide at least 10% of the total number of homes to be available for affordable home ownership²⁴.
- 6.4 However, the Council will continue to build on its existing track record of supporting Registered Providers to progress the development of new affordable homes, through its established strategic enabling role. Registered Providers are strategically supported to bid for funding through Homes England Affordable Homes Programme (currently the 2021 – 2026 programme).
- 6.5 The Council together with Registered Providers, have provided levels of affordable housing approaching the identified requirement over recent years. In each year since 2017/18 well over 300 units of affordable housing units have been provided each annum, without the Local Plan being in place.
- 6.6 In addition, to help maximise opportunities for the delivery of affordable homes in the Borough, work is also undertaken on the disposal and use of Council assets (land and / or buildings), with development partnerships with Keepmoat and Lovell's focused on regenerating neighbourhoods, including elements of affordable housing, already in place.
- 6.7 Land disposal also takes place to Registered Providers to enable the delivery of new affordable homes to increase options and meet the Council's strategic housing and other objectives such as extra care provision. The Council is also working to increase its own affordable housing asset base.

²⁴ National Planning Policy Framework, paragraph 65, including exemptions refers

7. Specialist Housing Provision

- 7.1 The Council's evidence indicates there is a need for a broader housing offer to help people to live independently for longer and ensure that when required people can gain access to supported accommodation.
- 7.2 Analysis of changes to the population suggest a need for an additional 1,149 residential care (C2 Use Class) places and 2,332 units of specialist older persons dwellings (C3 class) such as sheltered and Extra Care homes by 2037. It is also expected that there will be a need for co-housing for self-identified groups in the community seeking to share housing and care provision. The general housing stock can also be adapted to meet changing needs as people age or face disabilities. The Wirral Health and Care Commissioning Teams are currently working jointly with developers and housing associations to support the development of additional Extra Care Schemes across the Borough.
- 7.3 Levels of poor health are above the national average in Wirral with 21.2% reporting in the 2011 Census that they were in 'fair/bad/very bad health' compared to a national average of 18.3%. The household survey associated with the Wirral SHMA 2021 indicated that 21.8% of all residents have an illness or disability with 8.6% citing a physical disability or impairment. In 2020 there were an estimated 24,245 people with mobility difficulties across all age groups and this is projected to increase by around 1,900 by 2035. Wirral's All Age Disability Ability Strategy estimates that by 2030 around 64,000 Adults (18+) in Wirral will have some form of limiting long term illness or disability that would be around 1 in 4 of the projected adult population.
- 7.4 Given the ageing population of the Borough and the identified levels of disability amongst the population, it is considered reasonable to expect that 6% of new dwellings on sites of 17 dwellings or above will be wheelchair accessible²⁵, and that all other new dwellings will be built to be accessible and adaptable in line with optional Building Regulation standards. Additional provision is also expected to be made within publicly funded schemes, to meet particular local needs.
- 7.5 The Local Plan Submission Draft makes general provision for specialist housing to be provided on suitable sites in sustainable locations with good access to local services and appropriate on-site amenity space. This will include accommodation for older people, adults and children with particular needs that must be designed and managed to provide the most suitable type and level of support and care for the future occupiers. Proposals will also need to show how any support staff and associated services including medical care will be properly incorporated.

²⁵ 17 is the number of dwellings that are necessary to require a single wheelchair accessible dwelling to be provided at 6%.

- 7.6 Existing schemes already within the Local Plan Submission Draft trajectory include:
- 7.7 Emerging proposals on housing allocations:
- Belong Care Village, Wirral Waters (RES-RA6.7) – 72 care spaces
 - Sevenoaks Phase 2B, Rock Ferry (RES-SA3.3) – 2 M4(2) bungalows
 - Moreton Day Centre (RES-SA5.1) - 75 extra care
 - The Stirrup, Woodchurch (RES-SA5.5) – 45 affordable extra care
- Existing commitments:
- Girtrell Court, Moreton (HLA 704800) – 78 affordable extra care
 - Former Rock Ferry High (HLA 716200) - 102 affordable extra care
 - Greenheys Road, Liscard (HLA 722200) - 53 affordable sheltered homes for independent living
 - Former Fernleigh, Leasowe (HLA 726700) – 8 new M4(2) and 2 M4(3) bungalows
- 7.8 Sites with permission that are not currently in the trajectory include:
- Brookfield Gardens, West Kirby (HLA 702600) - 44 bed new-build care home
- 7.9 Larger site allocations, for example at Hind Street (RES-RA5.1), Bebington (RES-SA4.1 Civic Way); Bromborough (RES-SA4.2 Former MOD, RES-SA4.3 Riverside Park and RES-SA4.7 D1 Oils) and sites to be promoted in Regeneration Areas have the potential to offer further capacity, to provide balanced mixed communities.
- 7.10 The Local Plan CIL and Viability Assessment Study indicates that viability should not hinder future delivery on these sites.

8. Regeneration and Delivery

Introduction

- 8.1 The following section sets out and explains how housing growth will be delivered through regeneration in the Wirral Local Plan Submission Draft 2021 to 2037.
- 8.2 The section explains how the Local Plan Submission Draft has identified a series of Regeneration Areas and Broad Locations based on regeneration potential and provides the context for the delivery of housing growth in Birkenhead through a comprehensive regeneration approach.

Understanding Regeneration Areas, Masterplan Areas and Broad Locations

- 8.3 The Local Plan Submission Draft identifies a number of Regeneration and Masterplan Areas as set out in Figures 8.1 and 8.2 below. Regeneration Areas are areas which are considered to require priority regeneration within the Borough.
- 8.4 Within the Draft Birkenhead 2040 Framework area (see Figure 8.3) the Regeneration Areas were identified as distinct neighbourhoods including those defined by actual projects such as Wirral Waters or Hind Street or to reflect spatial areas or neighbourhoods for the purpose of project development and delivery.
- 8.5 Outside of Birkenhead the Regeneration Areas were identified on the basis of specific local factors:
 - issues of particularly severe retail decline at Liscard Town Centre (RA9).
 - the need for ongoing regeneration of New Brighton to bolster recent investment at Marine Point (RA10); and
 - dealing with the aftermath of a major Gas Explosion in New Ferry in 2017 (RA11).

Figure 8.1: Local Plan Regeneration Areas

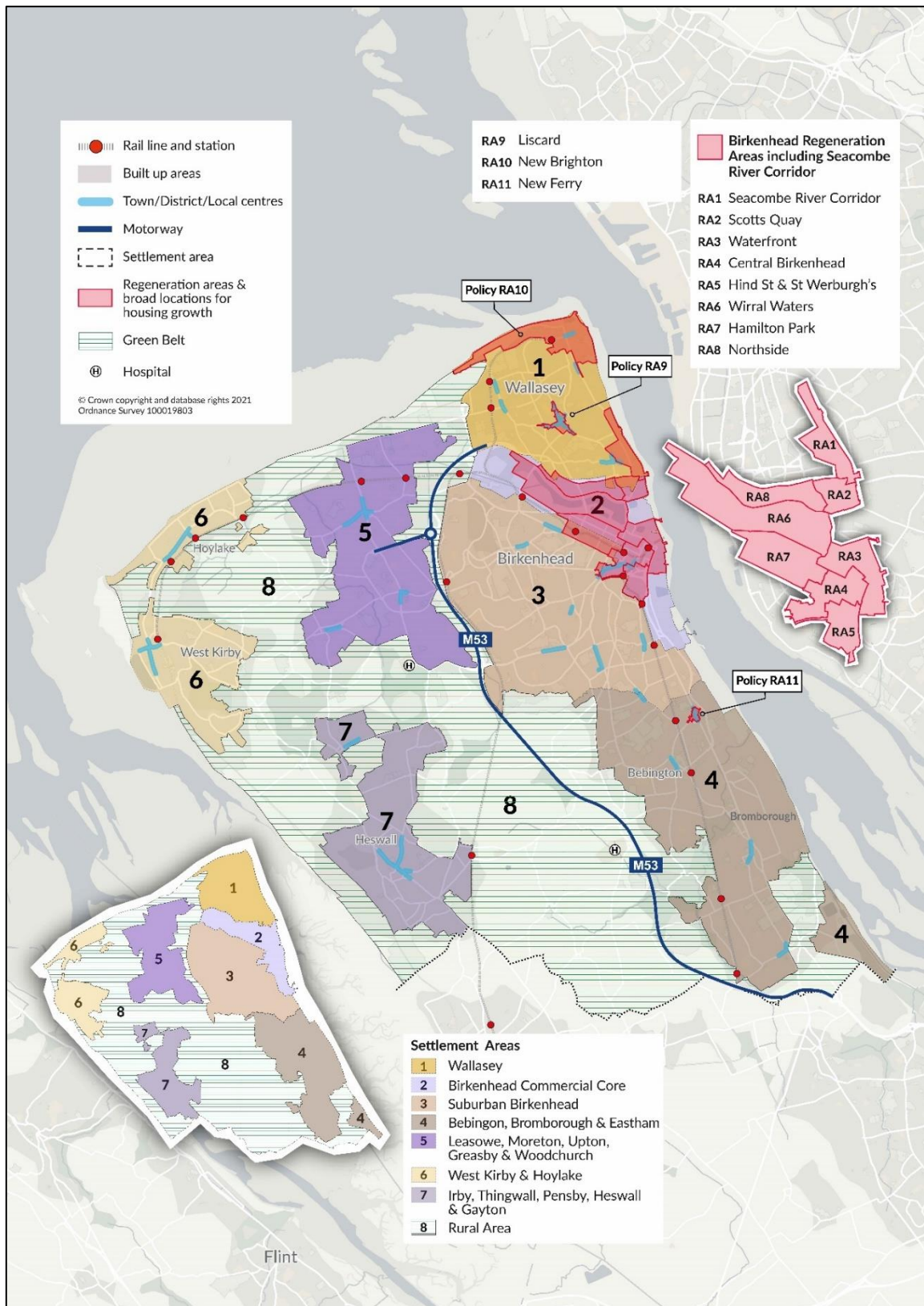
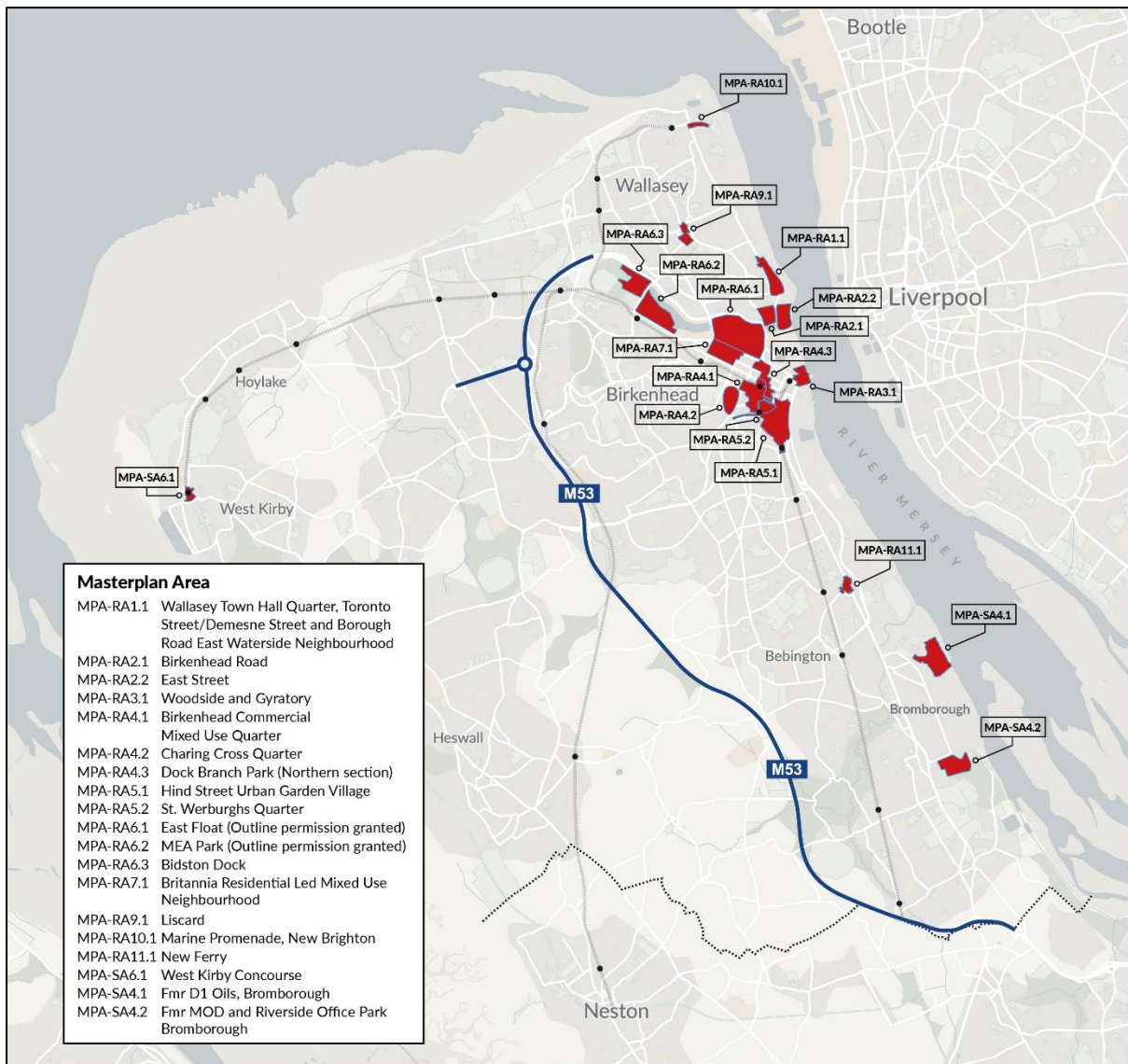


Figure 8.2: Masterplan areas Identified in the Local Plan Submission Draft



Delivering Housing Growth through the Comprehensive Regeneration of Birkenhead

Introduction

- 8.6 The main focus of the Local Plan Submission Draft is the comprehensive regeneration of Birkenhead. It is important to understand that when developing proposals for brownfield development within Birkenhead as part of developing the strategy for the emerging Local Plan in early 2019 the Council realised that the identification of ad hoc brownfield sites by themselves, including Wirral Waters and Hind Street in isolation, would be insufficient to bring about the transformational change that was required to deliver the sustainable and meaningful regeneration of Birkenhead.

- 8.7 The Council also understood from the outset that to address decades of decline and current housing market failure it would be necessary to put in place a regeneration programme of national significance in its scale and ambition. To do this the Council established a five 'pillar' regeneration approach which includes the following key elements:
- 1) a comprehensive vision and spatial strategy;
 - 2) a comprehensive place making strategy;
 - 3) a comprehensive place making infrastructure strategy;
 - 4) an appropriate resourced delivery strategy including a suitable bespoke delivery vehicle; and
 - 5) the development of a brand and long term marketing campaign.
- 8.8 As is described in turn below in just over two years the Council has made major progress in each of these elements such that the Local Plan Submission Draft sets out proposals which when realised will bring about the biggest changes in the Town since at least the Second World War, repopulating its core, creating new low carbon residential and mixed use neighbourhoods on a level of national significance. The scale of what is both required and what the evidence shows in terms of brownfield land availability is to 'create a new town in an old town'.

1 – Building a Vision and Comprehensive Spatial Strategy

- 8.9 Although the Council had identified some key projects such as Wirral Waters and Hind Street and had the potential of winning funding from the Future High Streets Fund and Town Deal for other projects, it understood that the scale and complexity of Birkenhead's challenges could only be addressed through the development of a comprehensive regeneration approach. This would need to capture the imagination of residents, partners and private sector investors, and set out a series of key catalyst projects and actions which would enable the development and delivery of a nationally significant regeneration project.
- 8.10 To this end the Council published and consulted on the Draft Birkenhead 2040 Framework in March 2021. This included a detailed analysis of the issues facing Birkenhead and the need and potential opportunities for comprehensive regeneration through brownfield development. The Draft Birkenhead 2040 Framework defines the vision and ambition for the transformational regeneration of Birkenhead included in the Local Plan Submission Draft. The Framework details further aspects of the regeneration vision which is about reconnecting, reimagining, rediscovering and repopulating Birkenhead.
- 8.11 Wirral Council is committed to deliver regeneration in Birkenhead at scale and at pace, with high quality urban design and sustainability embedded throughout.

8.12 The Birkenhead 2040 Vision is:

Birkenhead has grown into a thriving urban community on the left bank of the River Mersey.

Chosen as home by families and entrepreneurs alike, drawn by the unique, historic waterfront environment and iconic design. A place of creativity, innovation and fun, a place to put down roots.

The connectivity of city-living, in harmony with nature.

A place with room to breathe and space to grow.

We are Re-imagining Re-discovering Re-connecting Birkenhead

8.13 The full Draft Birkenhead 2040 document can be viewed here [Draft Birkenhead 2040 Framework | www.wirral.gov.uk](#). A video explainer can be viewed here: [Birkenhead 2040 Regeneration Framework - YouTube](#).

8.14 As part of the preparation of the Draft Birkenhead 2040 Framework the Council also commissioned more detailed ‘Neighbourhood Frameworks’ to provide the spatial context for change, to inform the potential for brownfield housing and mixed use development, to identify essential infrastructure and to identify areas requiring further detailed masterplans.

8.15 The current status of Draft Neighbourhood Framework preparation is set out below in Table 8.1 below:

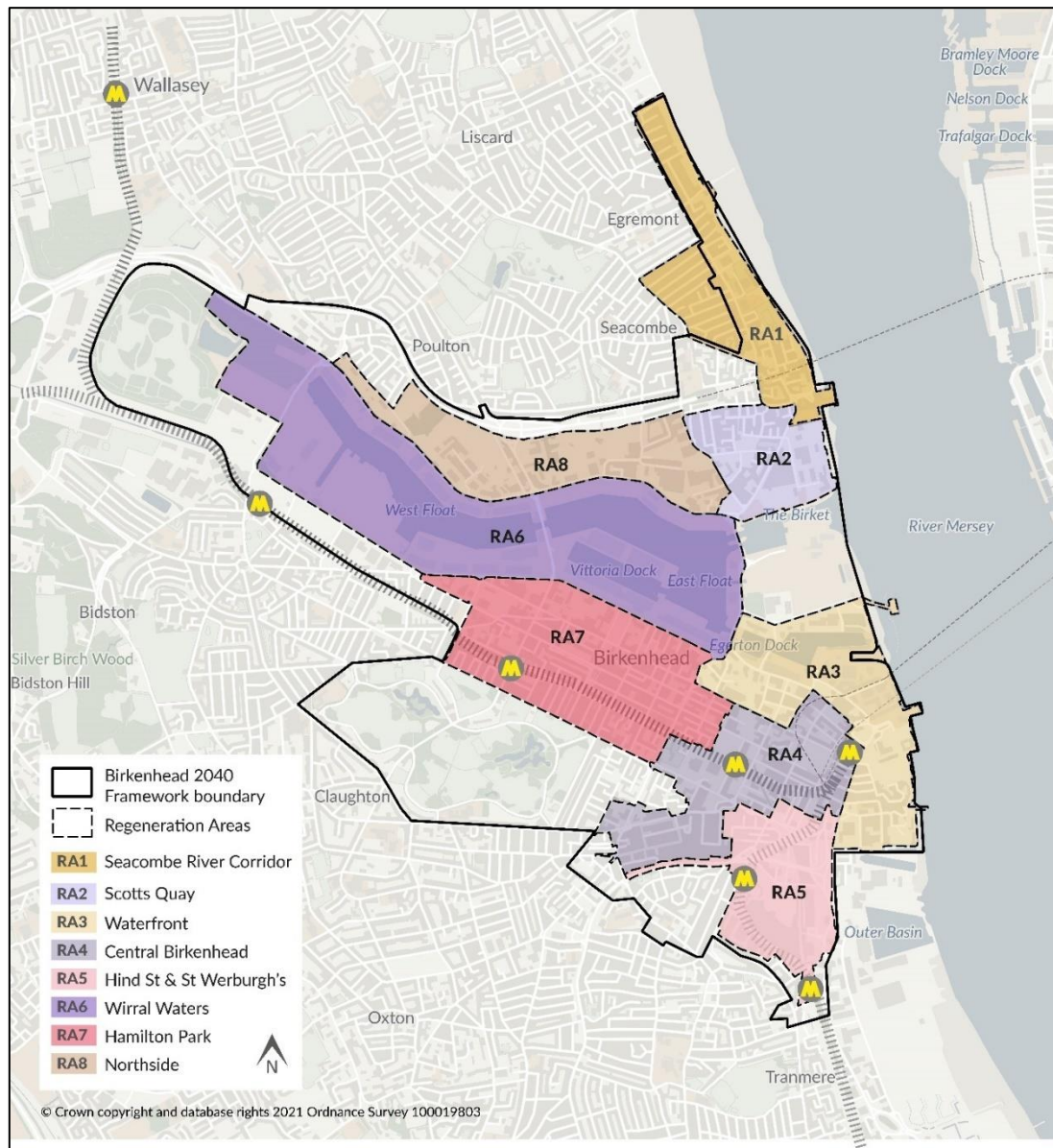
Table 8.1: Neighbourhood Framework Progress within Birkenhead

Regeneration Area		Status of Neighbourhood Framework
RA1	Seacombe River Corridor	Under preparation jointly with Magenta Living
RA2	Scotts Quay	Under preparation
RA3	Waterfront	Draft completed
RA4	Birkenhead Central	Draft completed
RA5	Hind Street	Draft completed
RA6	Wirral Waters	Not required. Wirral Waters Vision masterplan available.
RA7	Hamilton Park	Draft completed
RA8	Northside	Employment related – under preparation

- 8.16 It should be noted that these Neighbourhood Frameworks have been prepared as evidence to inform the final Birkenhead 2040 Framework and the preparation of the Local Plan Submission Draft and will help inform the future preparation of masterplans and planning proposals as appropriate.
- 8.17 Once all Neighbourhood Frameworks have been completed it is the Council's intention to incorporate their findings and proposals into the final Birkenhead 2040 Framework document which will be endorsed as the Council's regeneration strategy for Birkenhead and will form the initial strategy for the proposed bespoke regeneration Vehicle - see 4 below²⁶.

²⁶ A report recommending that the Draft Birkenhead 2040 Framework be endorsed as the Council's interim regeneration strategy for Birkenhead pending the preparation of a final framework will be considered by the Council's Economy Regeneration and Development Committee in March 2022.

Figure 8.3: Birkenhead 2040 Framework Boundary and Regeneration Areas



2 – Building a comprehensive place making strategy – Building a green and liveable Birkenhead

- 8.18 The Council fully recognises that there is a significant challenge to address market failure and to make Birkenhead into an attractive place that people of all ages, incomes and backgrounds will want to live.
- 8.19 The Council is ambitious in this regard and it wants Birkenhead to become a model of design and sustainability.
- 8.20 The Council recognises the importance of placemaking and design quality to the success of the Birkenhead 2040 strategy to regenerate Birkenhead and the wider Left Bank. The Council also recognises the challenges of making Birkenhead an attractive place where people of all ages and families

would want to live. Again, as set out in the Birkenhead Housing Market Study there is extensive experience from around the country where placemaking strategies have led to significant inward investment and the creation of housing markets.

- 8.21 The Local Plan Submission Draft incorporates requirements for 'placemaking'. This seeks to ensure that new development will be comprehensively planned, avoiding piecemeal approaches to development.
- 8.22 The approach to the development and infrastructure within a number of Regeneration Areas and more complex locations is to be informed by masterplans. As such, the plan incorporates a number of Masterplan Areas. Within these areas site specific proposals will need to be submitted in accordance with a wider masterplan to ensure a cohesive and coordinated approach is taken to the provision of high-quality development and infrastructure.
- 8.23 The Council will be prepared to use its powers of Compulsory Purchase where necessary and appropriate to assemble development sites.

Birkenhead Design Guide

- 8.24 As part of the Birkenhead 2040 Framework strategy the Council has commissioned Maccreanor Lavington to prepare a comprehensive design guide for Birkenhead. Taking the national design guide and code as a starting point the Birkenhead Design Guide will help lift the quality of new development, spaces and places in Birkenhead and also set out a strategy for new public realm. A key aim of the guide is to make Birkenhead a place with a distinct and unique identity building on the legacy of the 'Laird Grid'. The Draft Design Guide is expected to be available by mid-2022. It is the Council's intention to adopt the final document as a Supplementary Planning Document.

Living at Higher Densities

- 8.25 In accordance with national guidance regarding the efficient use of land and the Birkenhead 2040 Framework, Policy WS 3.2 of the Local Plan Submission Draft requires higher residential densities to apply in central Birkenhead. Provided that design quality of buildings and places is achieved higher density development presents significant benefits for the regeneration of Birkenhead including the support of a sustainable mass transit system and heat network which are discussed below.

A Place for Families

- 8.26 A key challenge for the development of higher densities for the Local Plan Submission Draft is the provision of family homes, in particular those with 3 or more bedrooms. Policy WS 3.4 of the Local Plan Submission Draft requires that within Regeneration Areas a minimum of 30% of dwellings should have three or more bedrooms.

- 8.27 This is in recognition of the need for Birkenhead to play a key role in meeting the Borough's need for 3 bedroomed plus properties as set out in the Strategic Housing Market Assessment but more importantly that we need Birkenhead to be a place for families if we are to create a more balanced sustainable and ultimately successful place.
- 8.28 Acknowledging the potential challenges of delivering family homes at a higher density in Birkenhead the Council commissioned Architects BDP to prepare the Birkenhead Higher Density Family Homes Study. This study sets out a series of case studies from across England which illustrate that higher density family homes are already being successfully delivered including in areas undergoing regeneration and unfavourable market conditions.
- 8.29 The study also prepared detailed conceptual designs for higher density family homes in two locations in Birkenhead which illustrated that they can be provided on suitable sites to a high quality of design. As part of the study a range of potential developers including private and Registered Providers were canvassed as to their appetite for delivering similar developments in Birkenhead. As is set out in the report a significant number of developers canvassed indicated that they would be interested in developing similar products in Birkenhead.
- 8.30 Through the Local Plan and Birkenhead Design Guide the Council will promote innovative solutions to providing family housing and apartments.

Housing Renewal

- 8.31 As is described under RA1 below the Seacombe Corridor Regeneration Area contains some of the most deprived communities in the country. Regeneration proposals in this area include comprehensive estate renewal to address this deep-seated deprivation, economic decline and poor environmental conditions.

Delivering High Quality Building and Places

- 8.32 In addition to the preparation of the Birkenhead Design Guide the Council has invested in a new state of the art 3D digital model. The model will be used for multiple purposes including regeneration project development and education. Most importantly all major developments will be required to submit a suitable 3D architectural model of the proposal as part of a planning application. The model will then be used by elected members to assess the suitability of the design and to drive up design quality. Developers will be encouraged to license the model to develop their own proposals and to use it as part of the pre application process.

3 – Building a Comprehensive Place Making Infrastructure Strategy

- 8.33 The Local Plan Submission Draft is underpinned by a comprehensive Infrastructure Delivery Plan (IDP) which sets out the infrastructure required

to support planned regeneration and growth, and how this is to be funded and delivered.

- 8.34 As part of the preparation of the Draft Birkenhead 2040 Framework the Council has prepared a comprehensive Infrastructure Schedule for Birkenhead, which has been incorporated into the IDP.
- 8.35 The IDP will continue to evolve as projects are completed and new projects identified. It is the intention of the Council to develop a pioneering 'Live' digital IDP for Birkenhead and the Borough utilising the Council's 3D digital model during 2022.
- 8.36 As can be seen from the IDP the scope of planned place making infrastructure for the Birkenhead 2040 Framework area is significant and covers:
- Strategic public realm;
 - Active travel led highway improvements;
 - Education;
 - Birkenhead Heat Network;
 - Birkenhead Mass Transit; and
 - Electricity network upgrades.
- 8.37 Much of the completed and planned infrastructure is intended to 'place-make' Wirral Waters recognising its particular regeneration importance but as can be seen from the IDP planned infrastructure now extends across the whole of central Birkenhead.
- 8.38 The IDP for Birkenhead, together with the IDP for the Borough as a whole, demonstrates how the critical, essential and desirable infrastructure required to support planned growth can and will be delivered. The Council acknowledges that the challenging market conditions, particularly in Birkenhead, will in some instances require public sector funding and / or intervention to ensure timely delivery.
- 8.39 Where necessary, completed or planned infrastructure projects have been or will be funded by public funds as part of a 'pump priming' strategy of infrastructure-place making led regeneration. This will create the necessary conditions and provide the confidence for private sector investment. The Council acknowledges the significant financial support it has received from DLUCH, the DfT and the Liverpool City Region Combined Authority (LCRCA) including:
- Sustainable Urban Development Fund (SUD) European Regional Development Fund
 - Sustainable Transport Enhancement Package (STEP)
 - Active Travel Fund Tranche 1 and 2

- Future High Streets Fund
 - Town Deal
 - Levelling Up Fund (Council award)
 - Levelling Up Fund (LCRCA award)
 - LCRCA Pre-development Funding
 - Transforming Cities
 - Energy Saving Trust On Street Residential Charging Scheme (ORCS)
- 8.40 It is important to note that significant infrastructure improvements have already been implemented in particular around Wirral Waters. These have provided the context to enable early catalyst housing projects by Urban Splash, and Peel Land and Property at Legacy (RES-RA 6.6).
- 8.41 A number of the key catalyst infrastructure projects are described below:

Dock Branch Park

- 8.42 Dock Branch Park will be a world class linear park created through the reuse of the disused 19th century railway cutting which runs through the heart of central Birkenhead. The new park will link Wirral Waters through the Town Centre to Hind Street. The park will complement the existing world class Birkenhead Park providing a new open space and active travel resource for thousands of new residents and will include the ‘Transport Shed’ which is a new home for National Museum Liverpool’s large transport items.
- 8.43 The commitment by the Council to deliver the unique new Park is expected to drive a change in the housing market both immediately along its route but also wider across central Birkenhead because of the significant improvements to the public realm, new access to open space and accessibility improvements it would deliver. Further information can be found under RA4 below.

Mass Transit

- 8.44 A Mass Transit network for the ‘Left Bank’ area of the borough, centred on Birkenhead town centre, Wirral Waters and Seacombe has been discussed for several years and is recognised as an important facility in supporting the delivery of sustainable regeneration within Wirral. The Birkenhead 2040 Framework recognises Mass Transit as a catalyst project.
- 8.45 In parallel with the Mass Transit business case development the Council is in the process of producing a three-stage ‘Walking and Cycling Infrastructure Plan’ for Wirral. The initial stage is a summary document which will set out the walking and cycling aspirations for the Borough and act as an advocacy document to provide strong justification for increasing walking and cycling infrastructure in Wirral, together with suggestions to address shortfalls in active mode connectivity, provision, facilities and signage in Birkenhead, and set out expected standards and best practice. The subsequent stages will

identify infrastructure plans initially focused upon the area covered by the Birkenhead 2040 Framework, and then looking at detail around the wider area, including strategic corridors across the borough and individual settlements.

- 8.46 The focus on urban intensification and the regeneration of Birkenhead in the Local Plan Submission Draft will support the business case for implementing a sustainable and low carbon mass transit system.

Birkenhead Heat Network

- 8.47 In March 2022 the Council will commence the preparation of a Detailed Project Design study (DPD) for what could be one of the largest heat networks in the UK. Funded by the Department for Business, Energy and Industrial Strategy (BEIS) and the LCRCA, the study will set out a detailed design of a comprehensive low carbon heat network to serve central Birkenhead. The study is expected to be completed in October 2022 and will then be submitted for funding from BEIS for the commercialisation stage. The Council will be considering options for commercialisation including potential involvement as part of the DPD study.
- 8.48 The potential benefits of a heat network are significant in terms of helping to address fuel poverty, helping the Council reach its carbon reduction targets, but also as part of developing a truly green and sustainable Birkenhead.
- 8.49 Policy WS 8.6 of the Local Plan Submission Draft requires that all development proposals in proximity of an existing or proposed district heat or power network, combined heat and power (CHP), combined cooling, or heat and power (CCHP) station will be expected to connect to the network unless it can be demonstrated that the scheme is not suitable or feasible for this form of energy provision.
- 8.50 The focus on urban intensification and the regeneration of Birkenhead at a higher density in the Local Plan Submission Draft will support the feasibility of constructing a comprehensive heat network (subject to ongoing Detailed Project Design).

Figure 9.4: Birkenhead Heat Network



4 – Delivering Regeneration and Housing Growth

- 8.51 The Council recognises the complexity of delivering the scale of regeneration opportunities identified through the Local Plan Submission Draft and Birkenhead 2040 Framework. In recognition of this in late 2019 the Council submitted a successful bid to the Government’s Urban Development Corporation competition. In March 2020 the Council was awarded funding to develop a bespoke delivery vehicle for Birkenhead’s regeneration, including exploring potential Urban Development Corporation models. The purpose of the competition was for up to ten places nationally to explore delivery vehicles for large scale housing and regeneration programmes of the scale of Birkenhead. The competition recognises that large, complex programmes require dedicated capacity, expertise and a “single front door” if they are to be delivered to the timescale and quality required.
- 8.52 Wirral Council has commissioned Deloitte to undertake the option assessment work for the delivery model. This work began in June 2021 and the strategic business case is expected to be complete by mid 2022 with engagement with DLUHC ongoing. Subject to the outcome of the strategic business case and discussions with DLUHC it is anticipated that a decision on the form of a bespoke delivery vehicle will be made in late 2022 or early 2023.

- 8.53 Securing the Government's UDC competition funding is a game-changer for delivery in Birkenhead – a dedicated, bespoke approach which can adopt the necessary 20-year plus time horizon, and assemble the skills required to implement truly transformational change.

'Left Bank' Collaboration

- 8.54 As an interim measure to coordinate work on the various emerging regeneration projects and Birkenhead in particular the Council, LCRCA and Homes England have set up a 'Left Bank' working group to work on a programme known as Wirral Left Bank. This is a regeneration programme which covers the 'left' bank of the River Mersey from New Brighton to Eastham but which is strongly focussed on the Birkenhead 2040 Framework area. Under this arrangement the Council chair a Left Bank Board, whilst Homes England chair a project group.
- 8.55 The parties are developing a collaboration agreement setting out their commitment to working together on the delivery of the Left Bank Programme.
- 8.56 The Council is grateful and would like to acknowledge the considerable support which the LCRCA and Homes England have given in the development of the Left Bank Project and the regeneration of Birkenhead in particular.
- 8.57 In 2019 the Council also established a new Regeneration and Place Department. The new Department, which brings together responsibility for Regeneration, Planning, Housing, Economic Development and Assets, has provided a new focus to progress the delivery of the Birkenhead 2040 Framework. The Council has embarked on an improvement programme for the Development Management Service to enable it to deal efficiently with the increased range of major planning applications required to deliver regeneration.

Land Assembly

- 8.58 The delivery of residential sites within a number of the Regeneration Areas will require site assembly. The Council has appointed Deloitte to prepare a Strategic Land Assembly Strategy which will set out a coordinated approach for the Council and any future delivery vehicle to ensure that development sites are assembled in a timely and appropriate manner.
- 8.59 The Council will always seek to acquire land by private treaty but is willing in principle to use its CPO powers to enable project delivery²⁷.

²⁷ The Policy and Resources Committee at its meeting on 16th March 2022 will be recommended to Agree in principle to consider the use of the Council's Compulsory Purchase Order Powers to assist with the delivery of regeneration projects set out in the Local Plan.

- 8.60 The Council has also appointed Deloitte to assist the Council in preparing a comprehensive business relocation strategy.

5 – Developing the Brand and Marketing strategy

- 8.61 The Council is currently developing a brand and marketing strategy which will promote Birkenhead as a family friendly place to live, to visit and to invest. It will link with the establishment of a bespoke delivery vehicle and build on the early projects already being delivered.

9. Delivering Housing in Birkenhead Regeneration Areas

Introduction

- 9.1 This section sets out for each Regeneration Area in Birkenhead the housing delivery requirements set out in the Local Plan Submission Draft and how housing will be delivered. Housing growth will be delivered in Regeneration Areas through a mixture of housing allocations and broad locations for growth identified as ‘other developable areas’ for each Regeneration Area.

RA1: Seacombe River Corridor

Table 9.1: Proposed Housing Delivery within Seacombe River Corridor Regeneration Area (RA5)

Housing Supply Source	Allocation Ref	Site Area	Dwelling Capacity	Earliest Housing Completions*
<u>Allocations</u>				
No allocations				
		Sub Total	N/A	
<u>Other developable areas within regeneration area</u>				
	Potential Brownfield Capacity		Anticipated Dwelling Delivery during plan period	
	340		340	2026/27
Total Dwellings delivered during Plan period			340	

*See Local Plan Submission Draft Housing Trajectory for full details

- 9.2 Policy RA2 (A) of the Local Plan Submission Draft states that development within the Seacombe River Corridor Regeneration Area will provide for approximately 340 new dwellings as set out in the table above.

Delivery of Housing Allocations

- 9.3 There are no housing allocations within this area.

Delivery of Housing in other developable areas

- 9.4 The Local Plan Submission Draft Housing Trajectory has identified the potential of an additional minimum 340 dwellings to be delivered on Brownfield Sites within this Regeneration Area during the plan period.
- 9.5 However, this is based on a conservative estimate of the capacity of development which could be achieved through the comprehensive regeneration of this important area.

Wallasey Town Hall Quarter and Toronto/ Demesne Street and Borough Road East Waterside Neighbourhood Masterplan Area (*Policy RA1 MPA-RA1.1 refers*)

- 9.6 Development of new housing in this area including other developable areas will be delivered in the context of the Wallasey Town Hall Quarter and Toronto/Demesne Street and Borough Road East Waterside Neighbourhood Masterplan Area (Policy RA1 MPA-RA1.1 refers).
- 9.7 It is important to understand the social and spatial context of this Masterplan Area. The Masterplan Area lies within a wider area which is one of the most deprived communities in the Borough and England. Health outcomes are also very low with life expectancy of residents some 10 years lower than residents in the west of the Borough. Existing housing within the area includes Victorian terraces, interwar terraces, and 1960/1970's era terraces, and a small number of low and high rise apartments. Other than the apartment blocks housing density is low and the quality of the stock varies. The general environment and in particular the main Brighton Street Corridor is poor and declining.
- 9.8 However, the Masterplan Area is located on the bank of the River Mersey with spectacular views of the famous world class Liverpool waterfront. The broad and popular Seacombe Promenade which runs from Seacombe Ferry to New Brighton presents a unique but poorly accessible recreational resource.
- 9.9 A few hundred metres north of the Masterplan Area house values are rising and similar waterfront sites are increasingly popular. The proposed Birkenhead Mass Transit Phase 1 will provide improved accessibility to the area.
- 9.10 There are therefore significant opportunities to develop a unique new waterfront neighbourhood within the Masterplan Area.
- 9.11 The Council and Magenta Living are the major land owners within the Masterplan Area and both parties recognise the significant opportunities offered by the impressive waterside setting for the redevelopment and

improvement of this area but most importantly the need for the comprehensive renewal of this area to tackle deprivation and poor environmental conditions.

- 9.12 The Council and Magenta Living have agreed a Memorandum of Understanding (see Appendix 1) and are currently preparing a jointly funded masterplan for the area. Options are currently being explored for the masterplan involving transformational change which could deliver a significant number of net new dwellings which would embrace wider estate renewal.
- 9.13 The Council and Magenta Living are working on detailed testing of options and will consult on the final option in summer 2022. Housing development is likely to be delivered much earlier than the conservative date set out in the Local Plan Housing Trajectory with some delivery possible towards the end of 2025/2026 subject to the outcome of the masterplan.

Figure 9.1: RA1 – Seacombe River Corridor



RA2: Scotts Quay

Table 9.2: Proposed Housing Delivery within Scotts Quay Regeneration Area (RA5)

Housing Supply Source	Allocation Ref	Site Area	Dwelling Capacity	Earliest Housing Completions*
<u>Allocations</u>				
Land East of Birkenhead Road, Seacombe (North)	RES-RA2.1	1.90	200	2024/25
Land East of Birkenhead Road, Seacombe (South)	RES-RA2.2	1.57	250	2028/29
		Sub Total	450	
<u>Other developable areas within regeneration area</u>				
	Potential Brownfield Capacity		Anticipated Dwelling Delivery during plan period	
	250		250	2032/33
Total Dwellings delivered during Plan period			700	

*See Local Plan Submission Draft Housing Trajectory for full details

- 9.14 Policy RA2 (A) of the Local Plan Submission Draft states that development within the Scotts Quay Regeneration Area will provide for approximately 700 new dwellings as set out in the table above.

Delivery of Housing Allocations

- 9.15 Residential allocations RES-RA2.1 Land East of Birkenhead Road (North) and, RES-RA2.2 Land East of Birkenhead Road (South) Seacombe will be delivered by Peel Land and Property. Pre-application discussions with the Council have already taken place and are ongoing with regard to the need and extent of any environmental buffer requirements relating to adjoining port related business.
- 9.16 The site is currently occupied by redundant employment premises in the ownership of Peel Land and Property.

- 9.17 Peel L&P have been granted an allocation of Brownfield Land Funding by the LCRCA of £5.2m for delivery of up to 495 units on this site. The LCRCA require RES-RA2.1 to have started at the latest by 31st March 2025.
- 9.18 Peel L&P are intending to submit the detailed planning application during 2022 with new home construction planned to start delivering on site from 2023/24 on a phased basis starting at RES-RA2.1 Land East of Birkenhead Road (North) site with first completion in 2025.
- 9.19 Policy RA2 (C) requires that a Masterplan is endorsed by the Council for these sites. The Masterplan and will be prepared by the developer Peel Land and Property to support the detailed planning application within the context of the Scotts Quay Neighbourhood Framework which is currently being prepared by the Council. Please also see detailed delivery information submitted by Peel Land and Property at Appendix 2.

Delivery of Housing in other developable areas

- 9.20 The Local Plan Submission Draft Housing Trajectory has identified the potential of an additional approximately 250 dwellings to be delivered on Brownfield Sites within this Regeneration Area during the plan period. This compares to the estimated capacity of 1,400 (net allowing for RES-RA2.1) identified in the Birkenhead 2040 Framework. The lower Local Plan Submission Draft assumption reflects a cautionary approach having regard to current land uses, the brownfield nature of sites and need for the housing market to be developed.
- 9.21 The Council is currently preparing a more detailed Neighbourhood Framework for the Regeneration Area which is due for completion in late 2022.

East Street Masterplan Area (MPA-RA2.2)

- 9.22 The Council envisage that the development of the residential allocation Land East of Birkenhead Road, Seacombe RES-RA2.1 together with the ongoing regeneration at Wirral Waters, the opening of the Eureka Children's Museum, and regeneration of the Demesne Street Area (as part of Masterplan Area (MPA-RA1.1)) will have a catalyst impact on this riverside area.
- 9.23 This Masterplan Area lies immediately adjacent to the River Mersey and has world class views of the Liverpool Waterfront and the Cruise Liner terminal. The area is currently a mix of employment uses, much of it underutilised. Delivery of housing in this area which comprises part of the 'Other developable areas' for this Regeneration Area is not anticipated to begin in the Local Plan Submission Draft housing trajectory until 2032. However, subject to progress with the delivery of RES-RA2.1 this may be advanced.
- 9.24 The majority of land in the Masterplan Area is in the ownership of Peel L&P. It is anticipated that the masterplan will be prepared by Peel L&P.

Mixed Use Neighbourhood

- 9.25 Policy RA2 MUA-RA2.1 identifies an area to the west of Birkenhead Road as a mixed-use employment/ residential area. It is anticipated that through the life of the Plan significant new housing development will take place through the redevelopment of poorer quality employment sites in this area helping to address the appearance of this key gateway location. It is anticipated that development will be delivered by the market in response to ongoing transformation and delivery of housing at the adjoining Wirral Waters Northbank.

Figure 9.2: RA2 – Scotts Quay



RA3: Birkenhead Waterfront

Table 9.3: Proposed Housing Delivery within Birkenhead Waterfront Regeneration Area (RA5)

Housing Supply Source	Allocation Ref	Site Area	Dwelling Capacity	Earliest housing completions*
<u>Allocations</u>				
Rose Brae, Church Street, Woodside	RES-RA3.4	1.96	180	2026/27
		Sub Total	180	
<u>Other developable areas within regeneration area</u>				
	Potential Brownfield Capacity		Anticipated Dwelling Delivery during plan period	
	1600		450	2028/29
Total Dwellings delivered during Plan period			630	

*See Local Plan Submission Draft Housing Trajectory for full

9.26 Policy RA3 (A) of the Local Plan Submission Draft states that development within the Central Birkenhead Regeneration Area will provide for approximately 630 dwellings as set out in the table above.

Delivery of Housing Allocations

9.27 The Rose Brae site (RES-RA3.4) is anticipated to be developed by the Prima Group housing association. The site has remained undeveloped due to the lack of certainty regarding future land uses and regeneration proposals for this strategic waterfront location. However, following the publication of the Draft Birkenhead 2040 Framework and the completion of the associated Draft Birkenhead Waterfront Neighbourhood Framework the Prima Group have resolved to develop the site. The Prima Group are currently in the process of procuring a design team with pre application discussions expected early 2022.

Delivery of Housing in Other Developable Areas

9.28 The Draft Birkenhead Waterfront Neighbourhood Framework (BWNF) has identified a range of brownfield sites which have the potential to be

developed to provide approximately 1,600 dwellings during the plan period. However, reflecting the uncertainty over delivering brownfield sites the Local Plan Submission Draft has taken a cautious approach and identified just 450 to be delivered in other developable areas during the Plan period.

A nationally and internationally significant Waterfront Regeneration Opportunity

- 9.29 The regeneration opportunities within the Waterfront Regeneration Area are encapsulated by the world class view of the Liverpool waterfront between Hamilton Square Merseyrail station and the Woodside Ferry. This setting provides arguably the best view of Liverpool's internationally renowned waterfront. The waterside location is underutilised and provides considerable and unparalleled regeneration potential of national and international significance.
- 9.30 The Birkenhead Waterfront Regeneration Area encompasses a large area comprising the Woodside Ferry Terminal area and Birkenhead Priory and along the River Mersey frontage together with land further inland to the south of Morpeth Dock. This area includes the northern extent of the Dock Branch Park (see Regeneration Area 4).

Woodside

- 9.31 The main focus of development and intervention will be in the Woodside area (and the Northern part of Dock Branch Park). The land at Woodside is in the ownership of a relatively few major landowners: Peel Ports, Peel Land and Property, Prima Group, Boom Developments, DLUHC, Merseytravel and the Council.

Unlocking the potential – Improving access to Woodside

- 9.32 The BWNF has shown that the Woodside area has the potential to become a unique riverside mixed-use area with major national and international visitor attractions and the renowned Mersey Ferry Terminals. However, the Woodside Gyratory acts as a key constraint by blocking pedestrian flows between the nearby Hamilton Square and Town Centre and the waterfront. The gyratory also represents an inefficient use of land with oversized highways and poorly defined development sites.
- 9.33 The Council is taking a lead role in the delivery of a realigned Gyratory at Woodside, the creation of a new public space, a major new visitor destination related to the Battle of the Atlantic, a new ferry landing stage and improvements to the Waterfront for active travel using funds secured from the Levelling Up Fund (£19.6m). This can all be undertaken on land in public sector ownership, except for one site which sits in the middle of the Gyratory, where the realigned road would ideally go. The Council are exploring alternative road alignments and development options with the owner of this site.

- 9.34 A Registered Provider (RP) has recently acquired an option to deliver a housing scheme on the site, and the Council are in discussions with the RP to design a scheme that can accommodate both the road realignment and a deliverable housing scheme.
- 9.35 Through the Levelling Up Fund the Council has secured funding for the reprovision of the Woodside Ferry Landing Stage which is due to reach the end of its life in 2023. An architect has been procured by Merseytravel who will be responsible for delivering this infrastructure improvement.
- 9.36 As part of the Phase 2 of the City Region Walking and Cycling Investment Plan, a new £14m segregated cycleway will connect Birkenhead with Seacombe, Liscard and New Brighton, and this will significantly improve the connectivity of the Waterfront.
- 9.37 Towns Fund funding has also been secured to improve the public realm outside Hamilton Square Station including new bus infrastructure, linking Woodside up with public realm improvements to Hamilton Park and then a continuous route down Argyle Street to join up with the proposed Dock Branch Park, promoting the East West Cultural Axis as identified in the Birkenhead 2040 Framework. A design team is being procured and the Council will take a direct role in the delivery of this scheme.
- 9.38 The Tramlines in this area are also in need of improvement and realignment and funding has been secured through the Levelling Up Fund to deliver this improvement. This tramline links Woodside to the Wirral Transport Museum and the new 'Transport Shed' museum exhibit space, which will lie in the bed of the disused rail corridor of Dock Branch Park. The tracks enable the Heritage Tram to run, providing a hugely popular visitor attraction, and cultural attraction.

Woodside Masterplan (MPA-RA4.1)

- 9.39 Building on the spatial framework provided by the BWNF the Council will commission a detailed Masterplan for the Woodside area in 2022. This will take account of the emerging detailed gyratory realignment design and set out detailed proposals for the regeneration of the woodside area including two key development opportunities at Rose Brae Court and Woodside Ferry Village.

Rose Brae Court

- 9.40 Rose Brae Court is a key potential housing site which currently houses an office building owned by DLUHC with the Land Registry as tenants. The Council have secured £5.2m Brownfield Land Funding from the LCRCA to pay to acquire the site and to deliver a viable scheme. The site has capacity for 335 new homes. The Council is currently in the process of negotiating with the Land Registry to accommodate their occupational requirements in the new commercial district in Birkenhead Town Centre in 2023 once the building is completed.

- 9.41 Once acquired, the Council will secure full planning consent before procuring a development partner to develop the site.
- 9.42 The housing trajectory provides for delivery of housing development to commence from 2028 onwards in the 'other development areas'. This is a cautious delivery timescale and there is a strong possibility that delivery could be advanced.

Woodside Ferry Village

- 9.43 Woodside Ferry Village also holds potential for new housing (the potential for 230 dwellings is identified in this area in the Draft Birkenhead Waterfront Neighbourhood Framework as part of a mixed use development). This area is owned by Peel Land and Development who are currently winding down existing leases and relocating tenants to Wirral Waters. This site which has a strategic location on the waterfront will also be included in the Masterplan process.

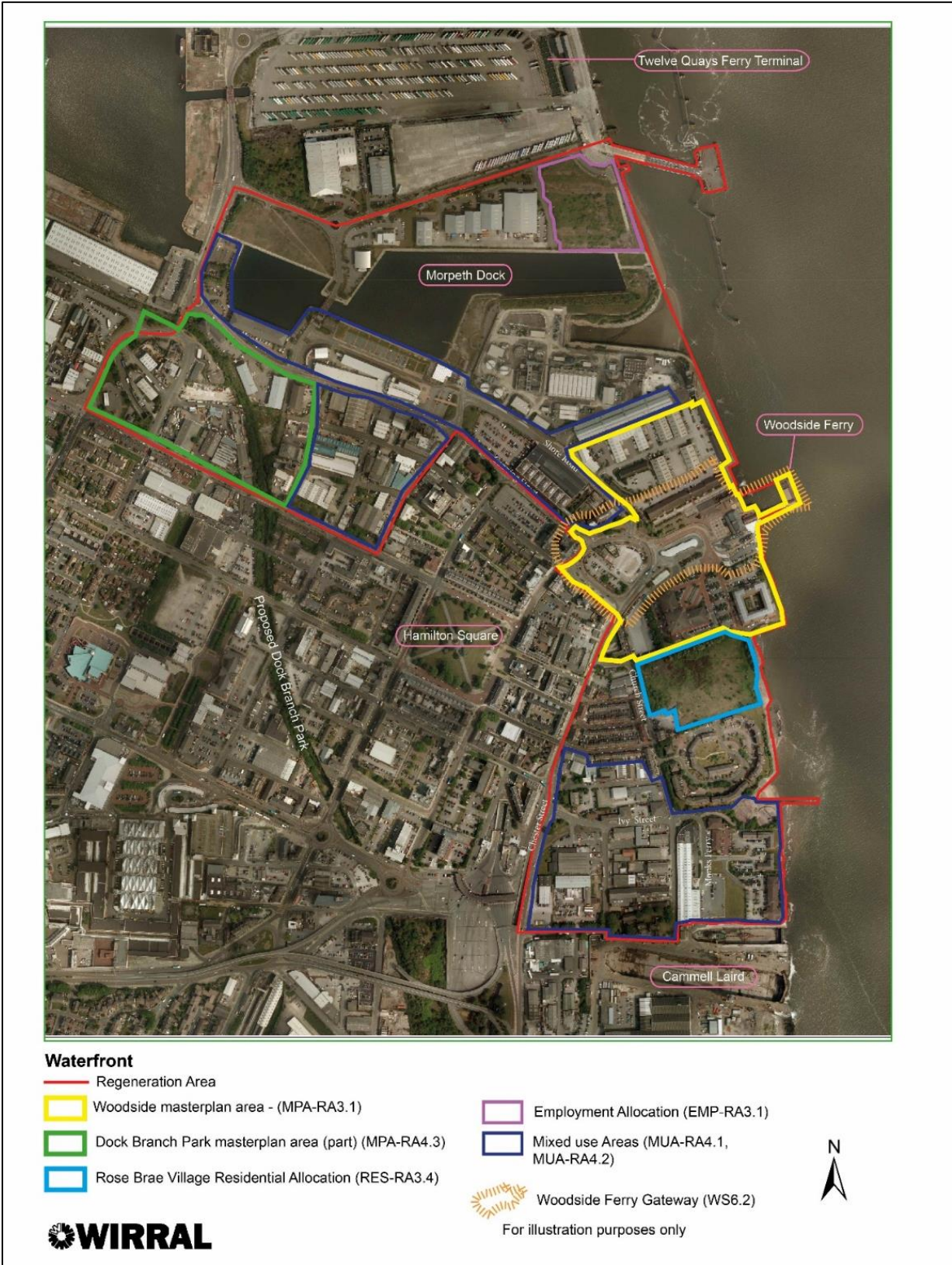
Dock Branch Park Northern Section (Phase 1)

- 9.44 The proposed Dock Branch Park Northern Section, comprising a new linear park, the National Museums Liverpool Transport Shed and a new mixed use residential neighbourhood lies partly within this Regeneration Area (see RA 4). The construction of the park and the Transport Shed will act as a catalyst for further land use change in this area where the Council is developing proposals for a new mixed use residential led urban garden village.
- 9.45 In accordance with Policy RA 4 the Council is currently preparing a masterplan for the Dock Branch Park ((Northern Section) MPA-RA4.3 refers) which will include a first phase mixed use development comprising approximately 400 dwellings (of which approximately 250 are located within RA 3).

Mixed use Neighbourhoods

- 9.46 The Local Plan Submission Draft designates two mixed use employment and residential areas within the Birkenhead Waterfront Regeneration: Morpeth Dock (MUA-RA3.1); and Priory Village (MUA-RA3.2). It is anticipated that significant housing development will be delivered through the life of the plan as investment in the gyratory realignment, major public realm improvements, the new waterside visitor attraction and the construction of Dock Branch Park get underway.
- 9.47 The Council will provide design guidance for these areas through the Birkenhead Design Guide SPD.

Figure 9.3: Birkenhead Waterfront Regeneration Area (Policy RA4)



RA4: Birkenhead Central

Table 9.4: Proposed Housing Delivery within Birkenhead Central Regeneration Area (RA4)

Housing Supply Source	Allocation Ref	Site Area	Dwelling Capacity	Earliest housing completions*
<u>Allocations</u>				
Town Centre Plot E, Hemingford Street, Birkenhead	RES-RA 4.1	1.38	172	2029/30
Town Centre Plot G, South of Conway Park Station, Birkenhead	RES-RA 4.2	1.24	92	2026/27
Town Centre Plots I and J, North of Conway Park Station, Birkenhead	RES-RA 4.3	1.43	185	2023/24
		Sub Total	449	
<u>Other developable areas within regeneration area</u>				
	Potential Brownfield Capacity		Anticipated Dwelling Delivery during plan period	
	1500		1000	2027/28
Total Dwellings delivered during Plan period			1449	

*See Local Plan Submission Draft Housing Trajectory for full details.

9.48 Policy RA4 (A) of the Local Plan Submission Draft states that development within the Central Birkenhead Regeneration Area will provide for approximately 1,450 new dwellings as set out in the table above.

Delivery of Housing Allocations

9.49 All three allocation sites within this Regeneration Area are in the Wirral Growth Company Portfolio and have the benefit of outline planning permission granted in 2021. The outline planning application approved up to 650 units on the three sites but due to the uncertainty over the mix of uses on RES-RA4.1 the total number of dwellings for the three sites has been reduced to 449 for the purposes of the Local Plan Submission Draft Trajectory.

- 9.50 The Council and Wirral Growth Company will be seeking development partners on sites RES-RA4.2 and RES-4.3 in early 2022 with an agreement expected to be in place by the end of 2022.
- 9.51 The Local Plan CIL and Viability Assessment has identified these three sites as being currently unviable. However, the availability of grant funding from the Future High Street Fund and other Council funding will ensure the delivery of these sites.

Delivery of Housing in other developable areas

- 9.52 The Draft Central Birkenhead Neighbourhood Framework (CBNF) has identified a range of brownfield sites which have the potential to be developed for approximately 1,600 dwellings during the plan period (see Table 9.5 below). However, reflecting the uncertainty over delivering brownfield sites the Local Plan Submission Draft has taken a cautious approach and identified just 1,000 units to be delivered in other developable areas during the Plan period.

Table 9.5: Summary of Brownfield Housing Potential Identified in the Draft Central Birkenhead Neighbourhood Framework

Neighbourhood Framework Proposal	Estimated Housing Capacity on Brownfield Sites	Response by the Submission Draft Local Plan	Delivery Timescale
Various sites adjoining Dock Branch Park	360	Inclusion within boundary of Dock Branch Park (Northern Section) Masterplan Area (MPA-RA4.3)	2026/27 onwards
Redevelopment of Vue Cinema and Europa Pools	277	Inclusion within boundary of Birkenhead Commercial District Mixed Use Quarter Masterplan Area (MPA-RA4.1).	2030/31 onwards
Other infill and redevelopment sites	863	Sites included within Mixed Use Neighbourhood (MUA-RA4.1)	2026/27 onwards

- 9.53 Housing delivery within the other developable areas outside of Dock Branch Park Masterplan Area will largely be through private sector development responding to the spatial policy framework set out in the Local Plan Submission Draft and the Birkenhead 2040 Framework and the improving market conditions resulting from direct Council (and or bespoke Delivery vehicle) and partner interventions and investment as described below.

Revitalisation of the Town Centre

9.54 The Council recognises that the decline of Birkenhead Town Centre has to be reversed if the ambitious vision of Birkenhead 2040 is to be achieved and the town is to be the location of a housing renaissance. Informed by the Birkenhead 2040 Framework and the CBNF the Local Plan Submission Draft includes proposals that will radically alter the structure of Birkenhead Town Centre including:

- Refocussing the primary shopping area to the Pyramids and Grange Road;
- Development of the 1st Phase of a new Commercial District Mixed Use Quarter (MPA-RA4.1);
- Dock Branch Park (Northern section) Masterplan Area (MPA-RA4.3);
- Identifying other new mixed use neighbourhoods (St Werburgh's Quarter (MPA-RA5.2) and (MUA-RA4.1); and
- The removal of the 'concrete collar' of the 1960's era Borough Road Flyovers which have blocked movement between the town centre and adjoining communities to the south.

Wirral Growth Company Commercial District Mixed Use Quarter

9.55 Wirral Growth Company obtained planning consent in June 2021 for:

- 300,000 sq ft office development in two phases; and
- 650 new homes

9.56 Work on the 1st Phase (150,000 sq ft) office development commenced in late 2021 and when complete in 2023 one of two buildings will become the Council's main offices and will accommodate up to 3,000 council staff.

9.57 The new office development marks the commencement of what will be the biggest changes to the Town Centre since the 2nd World War and will begin the revitalisation of the town centre with the additional footfall generated by Council and other office workers together with thousands of new residents.

Dock Branch Park

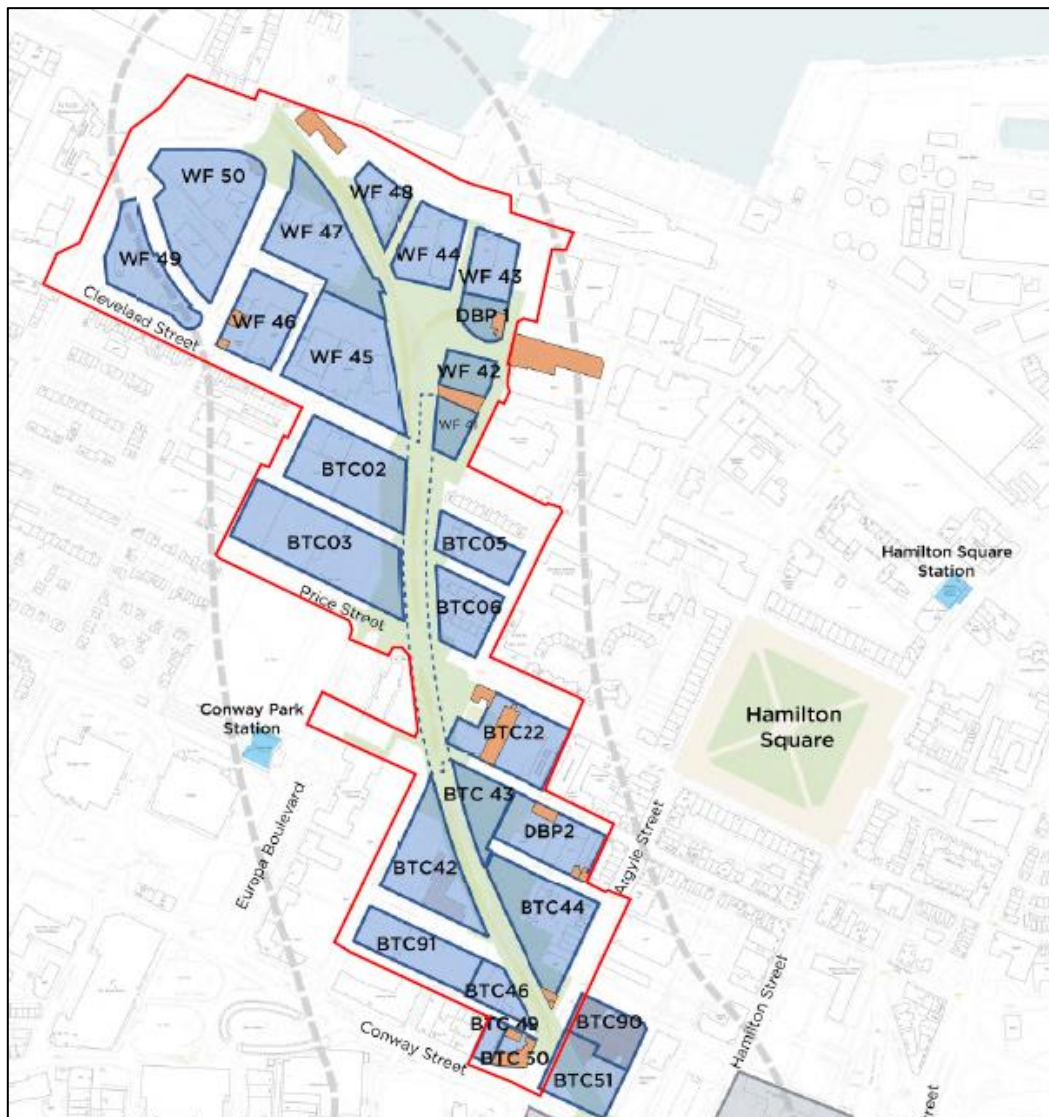
9.58 The creation of Dock Branch Park is one of eight catalyst projects set out in the Draft Birkenhead 2040 Regeneration Framework and will involve the reuse of a disused railway cutting to create a new linear park through the central part of Birkenhead linking Wirral Waters to the Town centre and Hind Street to the south. The park will deliver:

- 20,540 sq. m of new public park space with a 1km active travel corridor and public arts / event space with access to free wifi;
- An estimated 1.6 million visits to the new park per annum (benchmarked against Birkenhead Park), with a 150,000 expected increase in visitor numbers; and

- Skills and learning outputs delivered throughout the design and construction programme.
- 9.59 The northern part of the Park will also be the home of the ‘Transport Shed’ National Museum Liverpool’s new permanent large transport exhibit space. This will be an iconic building and visitor attraction which will be built into the base of the cutting with the roof becoming part of the park. £6.5M has been secured towards the cost of the scheme from Town Deal.
- 9.60 The project will help to improve the health and wellbeing of Birkenhead residents and improve accessibility across the heart of town. Importantly it will transform market perceptions of Birkenhead and help to encourage potential inward investment.
- 9.61 The costs of construction of the Park are included LCRCA’s Sustainable Travel Settlement Programme whilst the Transport Shed has a firm commitment through Towns Fund.
- 9.62 Currently there are several sites and buildings backing onto the railway cutting which are underutilised and / or vacant. The construction of the new park and Transport Shed together with major investment in public realm in areas close to the park funded by Future High Street Fund, Town Deal and Levelling up will be a ‘game changer’²⁸ for the Birkenhead housing market.
- 9.63 Commitment to constructing the park and its delivery will accelerate development and improve the viability position for sites adjoining the Park (and elsewhere in the town centre) facilitating the delivery of a ‘new neighbourhood’ with direct connection to the park with over 1,000 new homes and 23,500 sq. m of commercial space adjacent to the corridor.
- 9.64 Additional investment in public realm, active travel and public transport will take place in parallel within the Central Birkenhead area, funded through the LCRCA which will enhance the ‘placemaking uplift’ in values and improve viability.
- 9.65 The Council is currently working with a multi-disciplinary design team to design the Linear Park and Transport Shed. It is expected that a contractor will be brought on board at the beginning of RIBA Stage 3 to provide cost, buildability and design advice. It is anticipated that this project will follow a design & build procurement route. The Council is in the later stages of negotiation with Network Rail to acquire the land required to deliver the park and Transport Shed which follows the line of the rail corridor.
- 9.66 To deliver the new park and residential neighbourhood, the Council will commission a comprehensive masterplan in 2022 as required by Policy MPA-RA4.3. The masterplan boundary is shown on Figure 9.4 below.

²⁸ This was a comment made by a major regional housing developer during a recent site visit.

Figure 9.4: Dock Branch Park Masterplan Area (MPA-RA4.3)



9.67 Notwithstanding the significant impact which the commitment to constructing the park will have on the central Birkenhead housing market there will still be an element of market creation required.

9.68 The Birkenhead Housing Market Study has identified signs of pent-up demand for good quality, new-build homes that should be further evidenced as housing delivery on Wirral North Bank progresses (see RA6). Equally, soft market testing indicates that developers and Registered Providers are interested in the potential of the ‘Left Bank’, on the condition that the public sector takes an active role to create confidence in the realisation of the wider regeneration plans in particular through:

- Land acquisition (by agreement and the remainder by CPO if appropriate);
- Facilitating the relocation of existing businesses were required;
- Demolition and remediation of the brownfield sites; and

- Provision of essential infrastructure (highways, utilities, open space and possibly educational facilities) to ensure development sites are serviced
- 9.69 In this context, an area of land adjoining the proposed Dock Branch Park has been identified for early Phase 1 intervention by the Council and other public sector partners as shown in Figure 9.5 below. Part of Phase 1 lies within RA3 and has the capacity to deliver approximately 400 new homes, 150 of which are within RA4, along with 550 m² of B1 space, alongside the proposed new linear park and active travel corridor along the disused Dock Branch Railway.

Figure 9.5: Phase 1 Dock Branch Park Neighbourhood



- 9.70 The Council is working with London Continental Railways (LCR) to acquire and remediate the land shown in Phase 1. The team will be working towards achieving a successful outline planning permission for Phase 1, supported by a masterplan that accords with Policies RA3 and RA4 in the Local Plan Submission Draft. The Council (and London Continental Railway) will directly commission the required minimum infrastructure (site clearance, remediation, highways, active travel and utilities) that will unlock the provision of housing.
- 9.71 The relationship between the Council and LCR is currently secured through a Task Agreement to deliver the production of a Masterplan. Once the Masterplan has been completed, the options for further securing the relationship will be considered by both parties. The understanding is that LCR could acquire land on behalf of the Council and supporting the funding of infrastructure, and the procurement of a commercial development partner.

9.72 The Council and LCR are currently in the process of defining a Land Acquisition strategy for this area and other neighbourhoods within Birkenhead. The team is considering an appropriate relocation strategy, undertaking land referencing and engaging with a small number of landowners initially to secure land titles needed to deliver the Linear Park and Transport Shed.

Potential Redevelopment of the Vue Cinema and Europa Pools for Residential Use

9.73 The Vue Cinema and Europa Pools sites are both identified as redevelopment sites with delivery scheduled for post 2030 with a capacity of 277 dwellings.

9.74 Both sites are owned by the Council with the Vue Cinema on a short term lease. The sites lie within the Birkenhead Commercial Mixed Use Quarter (MPA-RA4.1).

9.75 A number of factors are leading the Council to consider the relocation of these uses to a location adjoining the new office development:

- The future of the Europa Pools facility is currently being considered by the Council in the context of a Borough wide review of leisure facilities, and the Council's current strategic financial review being overseen by DLUHC;
- The relocation of the proposed new Market from the proposed site adjoining the new Office Development to the former House of Fraser site;
- the removal of the Borough Road flyovers and the development of Hind Street and St Werburgh's presenting a strong case for locating new leisure facilities at the heart of a large new population with good public transport accessibility.

9.76 The Council will be commissioning the Birkenhead Commercial Mixed Use Quarter Masterplan (MPA-RA4.1) during 2022 which will as a priority consider the optimal location for a new leisure facility and cinema. This will include the potential co-location of health and primary school provision.

Mixed Use Neighbourhoods

9.77 As set out in Table 9.5, the Draft CBNF has identified the potential for approximately 860 dwellings on brownfield sites to come forward within the CBNF over the plan period on other infill and development sites. The Local Plan Submission Draft Policy RA MUA-RA4.1 facilitates and promotes this new brownfield residential development through the designation of a large area north of the primary shopping area and the new commercial district as mixed use commercial/employment and residential use.

9.78 Whilst the Council will lead the development of a number of these development opportunities where it is a land owner, it is anticipated that significant new residential development will be delivered by the market through the re-use/redevelopment of existing buildings and underutilised

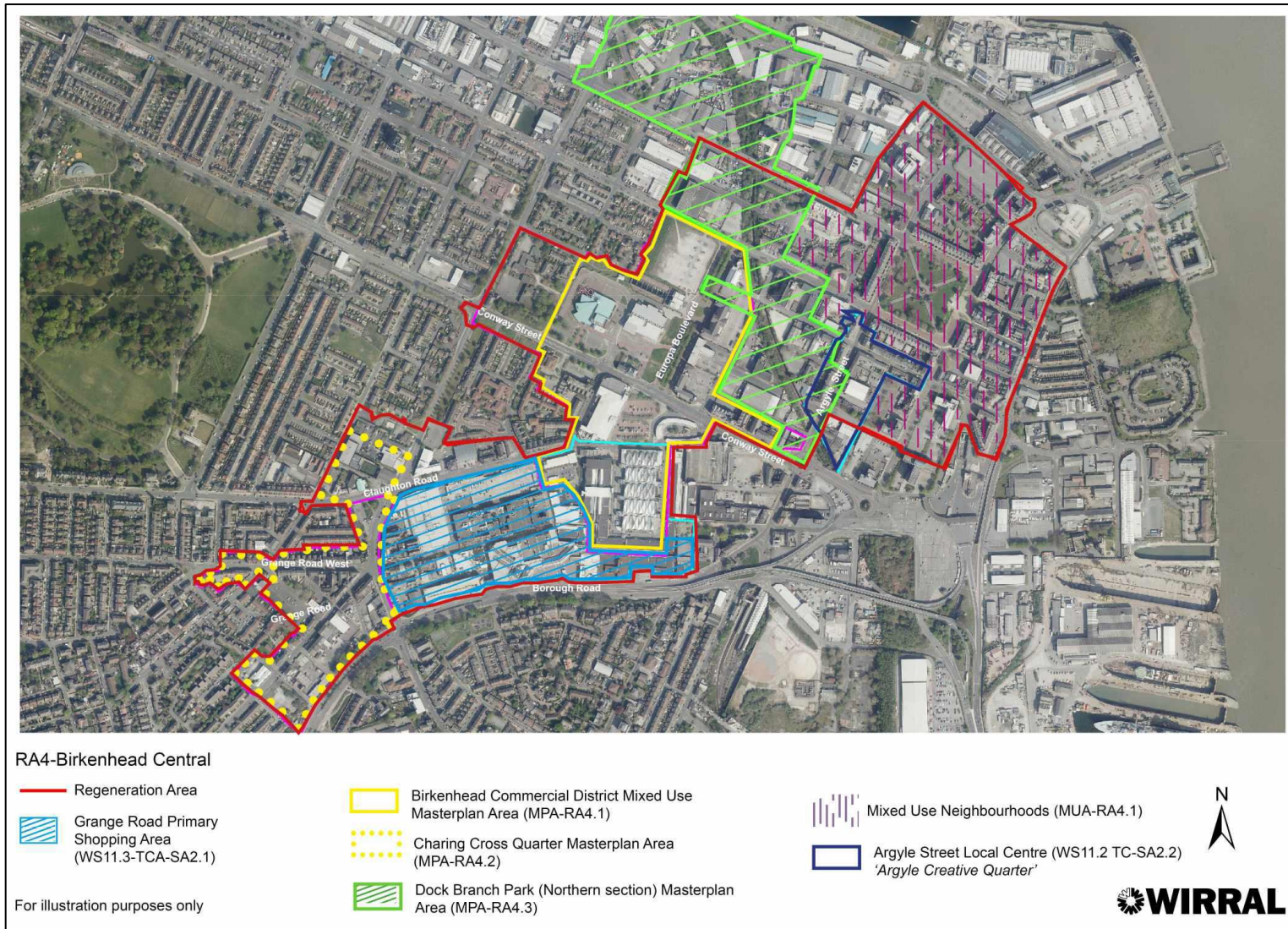
surface car parks through the life of the Plan. This will be facilitated by the positive spatial planning policy introduced by the Plan, the catalytic effects of the implementation of Dock Branch Park and other major public realm projects as well as the development of the new office development and new Market as part of the new mixed use quarter at St Werburgh's, new Council led residential development on Europa Boulevard the removal of the flyovers and the development of the nearby Hind Street Urban Garden Village.

- 9.79 It should be noted that the potential housing capacity identified in Table 9.5 above reflects the capacity of specific brownfield sites and buildings identified for redevelopment or conversion in the CBNF but does not take account additional 'windfall sites' which are likely to come forward in these areas as a result of the implementation of the Birkenhead 2040 Framework proposals and Local Plan Submission Draft policy requirements.

Charing Cross Quarter Masterplan area (MPA-RA4.2)

- 9.80 The Charing Cross area which lies immediately to the west of the Town Centre comprises a secondary Local Shopping Centre (TC-SA2.1) and is facing significant pressures resulting from the ongoing changes to the retail environment. This area was not originally included in the Birkenhead 2040 Framework or CBNF boundaries. The Council will be preparing a masterplan commencing in 2022 which will set out a new vision for the area as a mixed use 'Quarter' which will include additional residential development not accounted for in the Local Plan Submission Draft Housing Trajectory.

Figure 9.6: RA4 Central Birkenhead Regeneration Area



RA5: Hind Street and St Werburgh's

Table 9.6: Proposed Housing Delivery within Hind Street and St Werburgh's Regeneration Area (RA5)

Housing Supply Source	Allocation Ref	Site Area	Dwelling Capacity	Earliest housing completions*
<u>Allocations</u>				
Land at Hind Street, Tranmere	RES-RA5.1	14.65	1400	2024/25
		Sub Total	1400	
<u>Other developable areas within regeneration area</u>				
	Potential Brownfield Capacity		Anticipated Dwelling Delivery during plan period	
	240**		240	2031/32
Total Dwellings delivered during Plan period			1640	

*See Local Plan Submission Draft Housing Trajectory for full details

**This relates to development potential in the St Werburgh's area identified in the Central Birkenhead Neighbourhood Framework.

9.81 Policy RA5 (A) of the Local Plan Submission Draft states that Development within the Hind Street and St Werburgh's Regeneration Area will provide for approximately 1,640 new dwellings as set out in the table above.

Delivery of Housing Allocations

RES-SRA5.1 Land at Hind Street

9.82 This large brownfield site situated close to the heart of Birkenhead town Centre comprises a range of vacant former gas works, disused rail structures and existing employment businesses. The site has largely been underutilised for decades. The site is highly accessible with two Mersey Rail stations providing a frequent service to Liverpool and Chester.

9.83 Significant progress has been made in bringing forward this complex site as an exemplar Low Carbon Urban Garden Village development. Led by the Council the Hind Street Land Owners Group (HSMLG) has been established comprising all land owners including the Council, Mersey Travel, National Grid and Ion Developments.

- 9.84 Development of this site will be brought forward in accordance with a Masterplan as required by Local Plan Submission Draft Policy RA5 (MPA-RA5.1) which will be prepared by the HSMLG.

Key Milestones

- 9.85 The HSMLG has worked closely with the Council to develop a detailed planning and delivery strategy with the following timescales:
- Q4 2021/22 to Q2 2022/23 – preparation of masterplan which will build on a previous concept plan prepared by the HSMLG.
 - Q3/Q4 2022/23 to Q1/Q2 2023/24 – preparation and submission of first planning application and Masterplan;
 - 2025 to 2034 – planning applications and delivery of the remaining phases of development.

Funding & Phasing

- 9.86 The HSMLG has developed a high-level cost plan of the Concept Plan and associated remediation and infrastructure requirements, which has informed an initial development appraisal that provides a high-level overview of viability. This has also informed the viability appraisal set out in the Local Plan CIL & Viability Assessment. The outcome of this initial holistic high-level appraisal confirms that delivery will require significant public sector intervention to support infrastructure provision and address the current market failure so that Hind Street's undoubted potential can be achieved, meaning that it can act as a catalyst for the wider transformation of Birkenhead and make a significant contribution to the Council's strategy to meet its development needs entirely within existing urban areas.
- 9.87 Public sector funding has already been allocated for the initial phase of the off-site infrastructure, which includes the removal of flyovers and associated highway works and the relocation of gas infrastructure. Discussions are ongoing with public sector stakeholders to identify sources for the remaining elements of the works, particularly the indirect infrastructure costs that will benefit the Town Centre regeneration more generally.
- 9.88 The delivery of family homes within early phases of development within the Hind Street Masterplan Area will not be dependent on the major public sector funding requirements for the larger scale infrastructure works that will benefit the wider Town regeneration, however some of these broad infrastructure works will be required to be completed to facilitate the later phases of development within the northern areas of the Hind Street Masterplan Area.
- 9.89 The aim of the initial phases of the development is to create a new market for high quality residential development in Birkenhead Town Centre and redress the current market failure which is impacting on viability.
- 9.90 HSMLG has taken the Concept Plan proposals forward in close collaboration with public sector funding partners including LCRCA and Homes England,

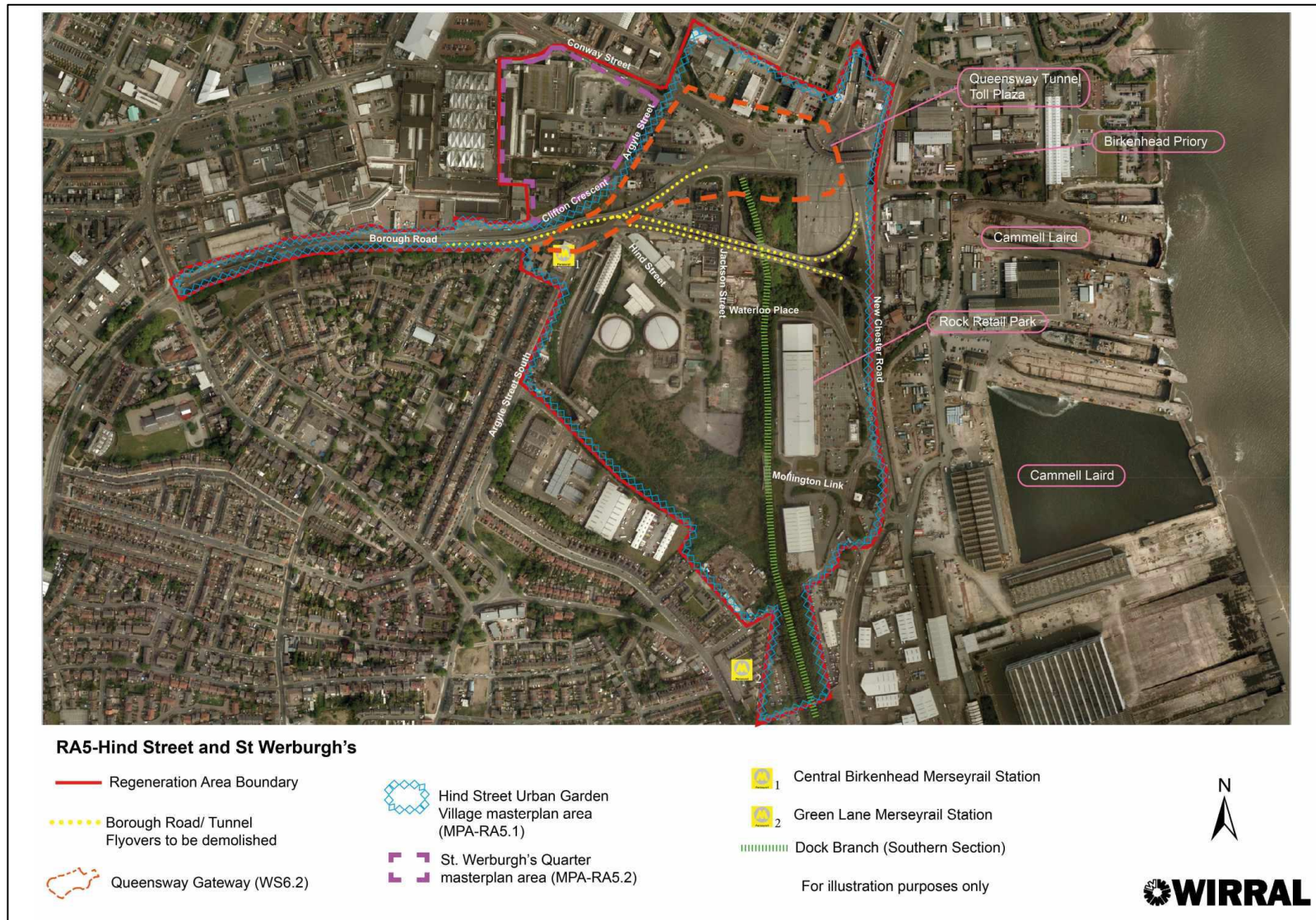
who both recognise the strategic importance of the Hind Street proposals. This has resulted in ongoing dialogue to identify the appropriate programmes which will be able to provide grant and potentially loan support for the delivery of both the early identified viability shortfall for the initial phases of delivering family homes and the funding of wider large scale infrastructure works.

- 9.91 The Council (as a landowner) is working with other key landowners to prepare a comprehensive masterplan for Hind Street with anticipated completion in 2023. The primary landowners of the Hind St masterplan area are also working in partnership with Liverpool City Region Combined Authority and Homes England to explore potential opportunities for which public sector intervention may be appropriate to unlock development across the area.
- 9.92 Please see Appendix 3 for further details of delivery of RES-SRA5.1 Land at Hind Street as provided by the HSMLG.

Delivery of other developable areas within regeneration area

- 9.93 Delivery of housing within other developable areas will be identified and promoted within the St Werburgh's Masterplan area. Policy RA5-MPA-RA5.2 requires any development in this area to be supported by an approved masterplan. In this context, the Council is preparing a masterplan which will be completed by late-2022. This is being prepared to provide the context for the construction of a new Market and residential development on the site of the Former House of Fraser building which was acquired by the Council with the assistance of Brownfield Land Funding from the LCRCA in 2021.
- 9.94 Under the terms of the Brownfield Land Grant the Council is under an obligation to deliver a minimum of 82 residential units on the site by 2024/25 which will mean that housing delivery within the other developable areas is likely to commence well in advance of the 2031/32 date set out in the trajectory.
- 9.95 The masterplan will identify further residential development opportunities within the St Werburgh's area. The Council will use the masterplan to promote further residential development in this area. It is expected that the new Market will be delivered by the Wirral Growth Company by 2025/26, together with the completion of the first phase of the Birkenhead Commercial District. The construction of Dock Branch Park, the removal of the Borough Road Flyovers, and the commencement of development at Hind Street, with improved access to Central Birkenhead Station, will provide the catalyst for further residential development within this area including the refurbishment or redevelopment of the Central Hotel site. The residential development potential of the St Werburgh's area set out in Table 9.6 above was identified in the Draft Central Birkenhead Neighbourhood Framework. Based on initial findings of the ongoing masterplan process this is likely to be a conservative figure for this area.

Figure 9.7: RA5 – Hind Street and St Werburgh’s Regeneration Area



RA6: Wirral Waters

Table 9.7: Proposed Housing Delivery within Wirral Waters Regeneration Area (RA6)

Housing Supply Source	Allocation Ref	Site Area	Capacity	Earliest Housing Completions*
Wirral Waters - Vittoria Studios	RES-RA 6.2	7.24	2200	2028/29
Wirral Waters - Northbank East 1 (Urban Splash)	RES-RA 6.3	0.80	120	2022/23
Wirral Waters - Northbank West 2 (Urban Splash)	RES-RA 6.4	1.50	230	2023/24
Wirral Waters - Northbank East 3 (Tower Road)	RES-RA 6.5	0.50	150	2029/30
Wirral Waters - Northbank West 1 (Legacy)	RES-RA 6.6	2.16	500	2024/25
Wirral Waters - Northbank East 2 (Belong Extra Care Village)	RES-RA 6.7	0.50	34	2023/24
Total			3234	

*See Local Plan Submission Draft Housing Trajectory for full details

9.96 Policy RA6 (B) of the Local Plan Submission Draft states that development within the Wirral Waters Regeneration Area will provide for approximately 3,230 new dwellings as set out in the table above.

Delivery of Housing Allocations

9.97 All of Wirral Waters East Float has the benefit of outline planning permission for mixed use development granted in 2012.

Northbank Neighbourhood

9.98 The Northbank site totalling over 8ha includes the existing 200 East Float apartments on a 1.25ha site utilising the Victorian Grade 2 listed former grain warehouses.

- 9.99 The Northbank neighbourhood is the first residential neighbourhood to be developed for Wirral Waters. Land is owned by Peel L&P and has been remediated following a HIF grant of £6m in 2019/2029.
- 9.100 In addition, public realm has been created with two new parks and waterfront access. Peel L&P have already entered into agreements to deliver new homes with Urban Splash, Wirral Council and Belong, and funding has been secured through a variety of sources.

RES-RA6.3: Urban Splash/Peel Joint Venture, early phases - 120 homes & RES-RA6.4: Urban Splash/Peel Joint Venture, later phases - 230 homes

- 9.101 Work commenced in 2021 on the first phase of the Urban Splash/Peel L&P Joint venture with the creation of 30 modular town houses to the east of the existing apartments. A further phase of 54 modular town houses has been subject to pre-application discussions and a full application is anticipated early in 2022, with construction following phase 1 in 2022 and completing in 2023. Following the completion of the 2 and 3 storey town houses, arranged in terraced rows and utilising the views of the water, further phases will include taller apartment blocks fronting Dock Road (Mansion House) and a series of smaller residential towers either side of the existing East Float apartments (Corner House). The delivery of further phases of development (approximately 260 homes) are planned to be phased over 6 years completing in 2029.

Figure 9.8: Urban Splash Phase 1 under construction January 2022



²⁹ The HIF award covered remediation, essential infrastructure and public realm to unlock over 1,000 residential units and was awarded by DLUHC.

RES-RA6.6: Legacy, 500 build to rent apartments

9.102 Work on the 500 dwelling Build to rent Legacy development (RES-RA6.6) at the Junction of Dock Road and Duke Street commenced in February 2022 funded by PIC and backed by Wirral Borough Council with delivery of new homes expected during 2024/25.

Figure 9.9: Illustration of 500 home 'Legacy' project – due to commence on site early 2022



RES-RA6.7: Belong, 34 independent living apartments as part of the Belong Care Village

9.103 Belong Wirral has planning permission for a specialist care village (dementia friendly) comprising 72 care spaces incorporated into six household clusters, with a further 34 independent living apartments and 3 guest bedrooms. Belong have completed the land purchase from Peel L&P and are due to commence construction in 2022, becoming the 11th development in the Belong portfolio.

RES-RA6.5 Wirral Waters - Northbank East 3 (Tower Road) – 150 units

9.104 Northbank East Phase 3 is owned by Peel L&P and occupies a prominent corner location adjacent to the A554 Birkenhead Road. A 150 homes development is planned to commence in 2026 and complete in 2029/30 and will be the final development within the Northbank neighbourhood.

9.105 As with Vittoria Studios the Council recognise the importance of providing 'last mile' public transport connectivity to serve East Float Northbank residents to promote sustainable development and to provide frequent services to Birkenhead Town Centre and nearby Mersey Rail stations. The Council are developing proposals for a comprehensive mass transit system which will serve this area. If required a high quality bus service will be provided in advance of the implementation of the 1st Phase Mass Transit system (see Birkenhead Mass Transit above).

South Bank

RES-RA6.2: Vittoria Studios, 2200 apartments

9.106 The Vittoria Studios site is located on the south side of the East Float and the southern bank of the Vittoria Docks and occupies approximately 7ha of land. The land is part of the original Wirral Waters East Float outline planning permission. The land is controlled by Peel. The proposed design for Vittoria Studios is influenced by European precedents most notably HafenCity in Hamburg with mid-rise, perimeter blocks. The aim is to provide a residential-led quarter taking advantage of the Vittoria Dock waterfront setting to the north and Birkenhead Park to the south.

9.107 Building on the success of the residential development in the Northbank neighbourhood and the commercial developments of the Four Bridges neighbourhood, Vittoria Studios will be the next phase of development in Wirral Waters. Site clearance and remediation is planned to take place over the next 4-5 years with construction planned to commence in phases from 2026, with delivery of the first apartments planned for 2028. The development is designed in a series of blocks and will deliver 3,400 dwellings. It should be noted that the allocation dwelling number is 2,200 dwellings which has been set as a more conservative delivery figure over the life of the Plan. However, it is feasible that delivery may be accelerated with additional dwellings being delivered within the plan period subject to funding and market conditions.

9.108 The site is currently occupied by a number of businesses and a range of buildings. Peel L&P plan to decant existing businesses to West Float (MEA Park), and following demolition of existing buildings the land will be remediated, similar to the work undertaken at Northbank. Duke Street and Corporation Road provide suitable vehicular access to the site and further waterside improvement will be carried out with the introduction of public realm enabling improved connectivity to the waterside.

9.109 In this context, Peel Land and Property are working with the Council, Liverpool City Region Combined Authority and Homes England to explore potential opportunities for which public sector intervention may be appropriate. The Council have commissioned consultants Mace, Amion and Thomas Lister to advance understanding of the project and develop a

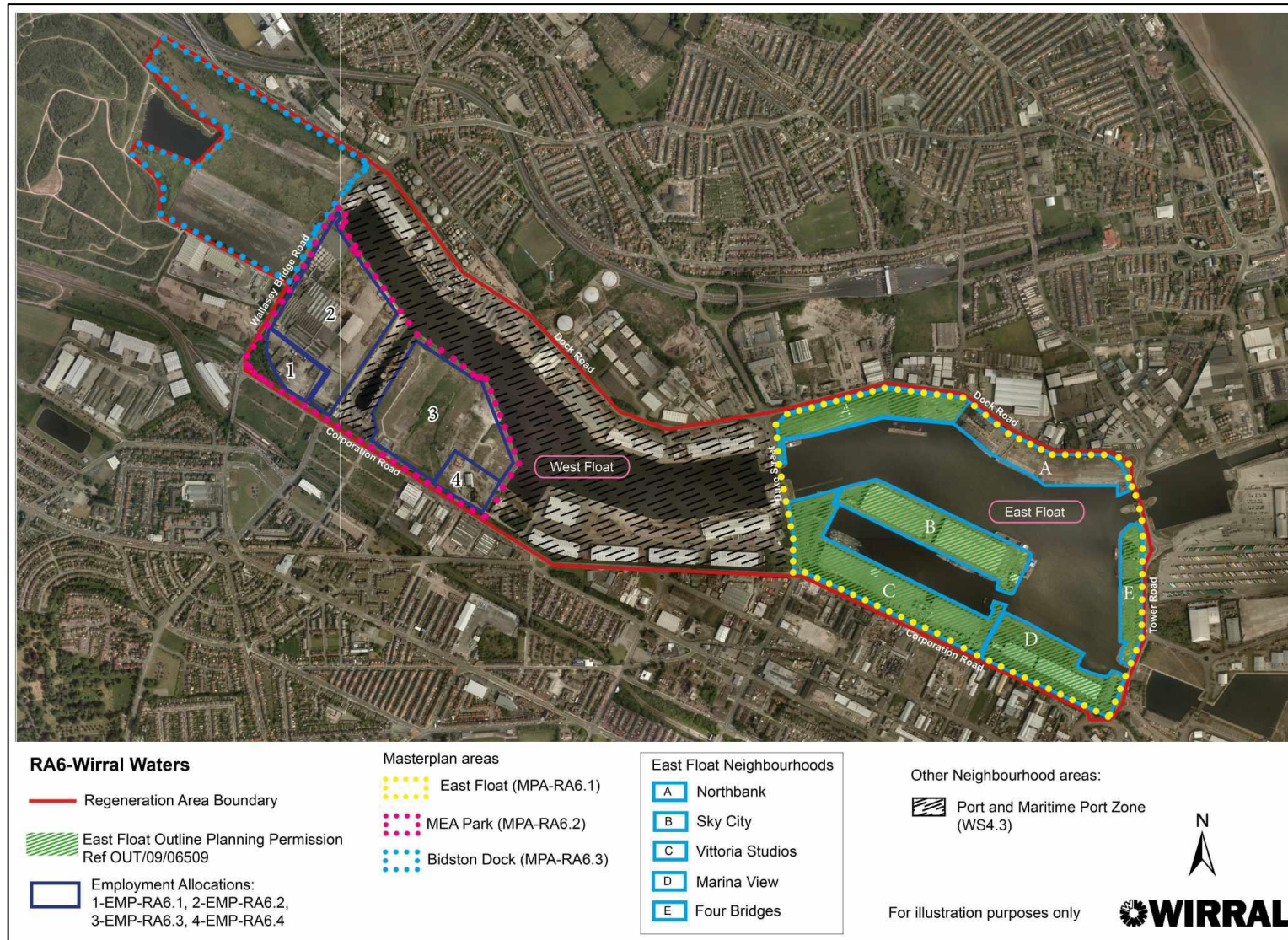
business case proposition, with revenue funding support from Homes England.

- 9.110 Peel Land and Property were awarded Green Heat Network Fund (GHNF) commercialisation funding by BEIS in early 2022 to develop a low carbon heat network to supply heat to the Vittoria Studios development taking heat from the East Float Dock (see also Birkenhead District Heating Network above). The ability to deliver a heat network to Vittoria Studios will strengthen the sustainable credentials of the development
- 9.111 As with Northbank the Council recognises the importance of providing 'last mile' public transport connectivity to Vittoria Studios to promote sustainable development and to provide frequent services to Birkenhead Town Centre and nearby Mersey Rail stations. The Council are developing proposals for a comprehensive mass transit system which will serve this area. If required a high quality bus service will be provided in advance of the implementation of the 1st Phase Mass Transit system (see Birkenhead Mass Transit above).

Delivery of other developable areas within regeneration area

- 9.112 There is no housing allowance for other developable areas identified by the Local Plan Submission Draft within the Wirral Waters Regeneration Area. However as noted above, the Local Plan Submission Draft only provides for the delivery of 2,200 dwellings out of a total capacity of 3,400 dwellings for Vittoria Studios over the life of the Plan. It is entirely feasible that the comprehensive regeneration of Birkenhead promoted through the Local Plan Submission Draft and the Draft Birkenhead 2040 Framework in the early years of the plan could lead to the Vittoria Studios delivery being accelerated with additional dwellings being brought forward into the Plan period.
- 9.113 It should also be noted that the original planning permission for Wirral Waters approved c13,000 dwellings. The Local Plan Submission Draft only provides for approximately 3,300 of these dwellings to come forward during the Plan period.

Figure 9.10: RA 6 – Wirral Waters Regeneration Area



RA7: Hamilton Park

Table 9.8: Proposed Housing Delivery within Hamilton Park Regeneration Area (RA7)

Housing Supply Source	Allocation Ref	Site Area	Dwelling Capacity	Estimated delivery date*
<u>Allocations</u>				
No allocations				
		Sub Total	N/A	
<u>Other developable areas within regeneration area</u>				
	Potential Brownfield Capacity		Anticipated Dwelling Delivery during plan period	
	1500		1025	2026/27
Total Dwellings delivered during Plan period			1025	

*See Local Plan Submission Draft Housing Trajectory for full details

9.114 Policy RA7 (B) of the Submission Draft Local Plan Submission Draft states that development within the Hamilton Park Regeneration Area will provide for approximately 1,025 new dwellings as set out in the table above.

Delivery of Housing Allocations

9.115 There are no housing allocations within this Regeneration Area.

Delivery of other developable areas within the Regeneration Area

9.116 The Housing Trajectory sets out that some 1,025 dwellings will be delivered in the Hamilton Park Regeneration Area but indicates that there is potential for some 1,500 new dwellings in the area. This reflects a cautionary approach having regard to complexity of bringing forward housing on brownfield sites in this area.

9.117 These housing figures are derived from work undertaken through the Draft Birkenhead 2040 Framework and the Draft Hamilton Park Neighbourhood Framework May 2021.

- 9.118 The ‘Hamilton Park’³⁰ Regeneration Neighbourhood lies to the west of Central Birkenhead. The southern part of the neighbourhood is largely residential in nature, with characterful Victorian properties fronting onto Park Road North, the Victorian terraced properties give way to interwar and more modern housing to the north. This part of the neighbourhood is predominantly made up of social housing stock including two high rise residential towers. The area suffers from significant levels of deprivation and anti-social behaviour.
- 9.119 The northern part of the neighbourhood comprises an area of generally poor quality industrial buildings, including open storage, scrap yards and vacant sites. The visual appearance of this area is poor and there is a sense of urban decline and decay. This detracts from and impacts on the social housing areas to the south of Price Street, the approach to central Birkenhead and the immediate environment of the proposed Wirral Waters Vittoria Studios development (RA6-RES-RA6.2)
- 9.120 Recognising the importance of this area the Draft Birkenhead 2040 Framework recommended the preparation of a Neighbourhood Framework which would consider the future role of this area having regard to the emerging proposals for Wirral Waters and Vittoria Studios and consider:
- The need for an improved interface with Wirral Waters and specifically the Vittoria Studios area, enabling improved pedestrian and cycle links between Wirral Waters and Birkenhead Park and Birkenhead Park Station;
 - The potential for a new vibrant mixed use area which could accommodate new, higher quality, urban density family housing, more consistent with the aspirations for regeneration at Wirral Waters;
 - A more balanced approach to business – retaining uses that complement and sit alongside wider plans for regeneration and housing delivery and improvement, alongside the implementation of a strategy to support and relocate businesses from the area into alternative locations across Wirral as appropriate; and
 - Addressing the need to improve the existing residential areas to the south of the area.
- 9.121 The Draft Hamilton Park Neighbourhood Framework May 2021 represents a detailed assessment of the issues and opportunities within the area and sets out proposals for transformational change in the area comprising four main areas of intervention as set out in Table 9.9 and Figure 9.11 below.

³⁰ It should be noted that this is an interim neighbourhood title and it is likely that the name of this area will be ‘rebranded’ as part of proposed masterplan work and as part of the wider branding and marketing exercise for Birkenhead.

Table 9.9: Summary of Potential Housing Delivery by area in the Draft Hamilton Park Neighbourhood Framework

Neighbourhood Framework Proposal	Estimated New Housing Capacity	Response by the Submission Draft Local Plan
<p>The Creation of a new exemplar higher density 'Britannia' residential led mixed use neighbourhood immediately to the south of the proposed Vittoria Studios (RES-RA6.2)</p> <p>To create a new residential interface with Vittoria Studios both facilitating the development of this major regeneration project but also to unlock its regenerative benefits to spread southwards linking to the existing residential areas south of Price Street. This would create a new neighbourhood of higher density apartment housing at the waterside at Vittoria Studios with reducing densities of family housing towards Price Street.</p>	1,150 dwellings in several phases	To identify the Britannia Sub Neighbourhood as a Masterplan Area (MPA-RA7.1) in Policy RA7.
'Dock Works' – Mixed Use Area	390 dwellings through redevelopment of existing employment sites as a new mixed use neighbourhood	To identify this area as a mixed use employment and residential areas (MUA-RA7.2) and MUA-RA7.3)
'Brickfields' – Predominantly retained employment use but with mixed use at the junction of Cleveland Street and Duke Street	90 dwellings through redevelopment of existing employment sites as a new mixed use neighbourhood at the junction of Cleveland Street and Duke Street	Majority of area designated as Predominantly employment in Policy WS4.2 but with a mixed use area (MUA-RA7.1)
Parkside Living and Conway Park Living	221 dwellings through Infill development within existing residential areas	No proposals identified
Total Housing potential identified	1,851 dwellings	

9.122 The Local Plan Submission Draft aims to deliver these housing numbers primarily through the preparation and delivery of the Britannia Residential Led Mixed Use Neighbourhood (MPA-RA7.1) which the Neighbourhood Framework has estimated as having a capacity of approximately 1,150 dwellings. However, there is also potential for an additional 390 dwellings to

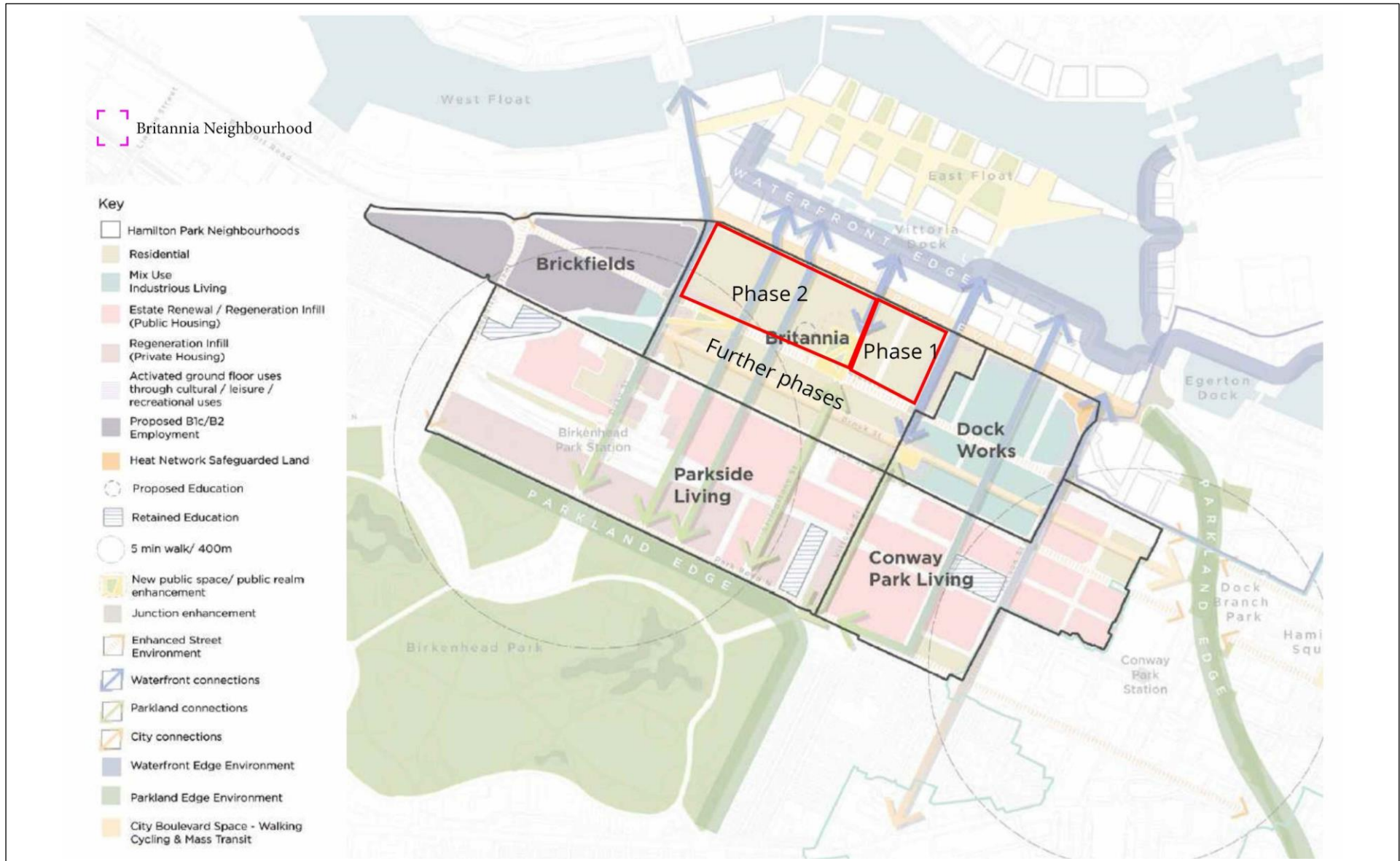
be delivered in the mixed use areas and 221 dwellings on infill sites located within existing residential areas in the south of the regeneration.

Delivering transformation through the Britannia Residential Led Mixed Use Neighbourhood (MPA-RA7.1)

- 9.123 In accordance with the proposals set out in the Birkenhead 2040 Framework, the Submission Draft Local Plan includes proposals for a new ‘Britannia³¹’ residential led mixed use neighbourhood. This will create a new exemplar higher density family orientated neighbourhood to address existing poor environmental conditions and to unlock the development potential of the Wirral Waters Vittoria Studios development (RA6-RES-RA6.2).
- 9.124 In recognition of this the Council has been working with Homes England and the Liverpool City Region Combined Authority to advance understanding of the project and develop a business case proposition for the Vittoria Studios site together with the adjoining ‘Britannia’ masterplan area.
- 9.125 The Council have commissioned consultants Mace, Amion and Thomas Lister to advance understanding of the project and develop a business case proposition, with revenue funding support from Homes England.
- 9.126 Although covering the whole masterplan area, priority for funding will be sought for an initial two phases on land bounded by Corporation Road, Cleveland Street, Duke Street and Vittoria Street (see Figure 9.11).
- 9.127 Using enabling funds from the LCRCA and the Council’s own capital resources the Council will commence a detailed masterplan process in early Spring 2022 and will begin detailed engagement with landowners and businesses at the same time. Overlapping with the masterplan process the Council will develop a detailed land assembly and business relocation strategy as required and have appointed consultants for this purpose.
- 9.128 It is anticipated that the 1st phase of housing delivery will be on land currently owned by the Council as indicated on Figure 9.11. Part of this phase is currently occupied by a Council Depot. The Council has commissioned a detailed architectural feasibility study to determine the feasibility and cost of relocating the depot to a new Council owned site north of Dock Road. It is anticipated that the new site will accommodate a ‘super depot’ allowing the consolidation of several smaller Council depots on to one efficient site. It is anticipated that the feasibility study will be completed by early summer 2022 with a decision by Council to be considered in late 2022 to commit to relocation. Currently it is expected that the costs of new super depot will be funded through Council Capital Borrowing subject to consideration by Members.

³¹ The naming of the new neighbourhood as ‘Britannia’ is provisional and is to be confirmed through the detailed masterplan process and is based on the famous Britannia Railway Engine works having been located nearby.



Figure 9.11: Hamilton Park Neighbourhood Framework Neighbourhoods






Hamilton Park

- Regeneration Area Boundary
- Britannia masterplan area (MPA-RA7.1)

- Mixed Use neighbourhoods (1-MUA-RA7.1, 2-MUA-RA7.2, 3-MUA-RA7.3)
-  Birkenhead Park Merseyrail Station
-  Heat Network Safeguarded Land (WS8.5)
- Existing Residential Neighbourhoods

- Key Public realm Improvements**

 - ⋯ Priority Green Streets/ Active Travel links
 -  Improvements to Birkenhead Park Merseyrail environs

- Primarily Employment Area (WS4.2)

For illustration purposes only



10. Housing Delivery within other Regeneration Areas

10.1 In addition to the eight Regeneration Areas within Birkenhead there are also three other Regeneration Areas identified in the Local Plan Submission Draft as set out below:

- RA9: Liscard;
- RA10: New Brighton; and
- RA11: New Ferry.

10.2 Housing delivery within each of these areas is explained in order below.

RA9: Liscard

Table 10.1: Proposed Housing Delivery within Liscard Regeneration Area (RA9)

Housing Supply Source	Allocation Ref	Site Area	Dwelling Capacity	Earliest Housing Completions*
<u>Allocations</u>				
Former Municipal Buildings, Seaview Road, Liscard	RES-RA9.1	0.84	100	2025/26
		Sub Total	100	
<u>Other developable areas within regeneration area</u>				
	Potential Brownfield Capacity		Anticipated Dwelling Delivery during plan period	
	210		100	2028/29
Total Dwellings delivered during Plan period			200	

*See Local Plan Submission Draft Housing Trajectory for full details

10.3 Policy RA9 (A) of the Submission Draft states that development within the Liscard Regeneration Area will provide for approximately 200 new dwellings as set out in the table above.

Delivery of Housing Allocations

- 10.4 Delivery of the Former Municipal Buildings (RES RA9.1) development which is a Council owned site (currently held within the Wirral Growth Company portfolio) will be undertaken through the identification of a preferred developer towards the end of 2022.

Delivery of other developable areas within regeneration area

- 10.5 The housing trajectory provides for approximately 100 additional dwellings to be delivered in the Liscard Regeneration Area with completions commencing in 2028/29.
- 10.6 Delivery of RES-RA9.1 and other developable areas will take place within the context set by the Liscard Neighbourhood Framework 2021: An Integrated Masterplan which was approved by the Council's Economic Regeneration and Development Committee in 2021.
- 10.7 The Neighbourhood Framework identifies a range of residential development opportunities and interest from the development industry but also highlights the market failure issue and the need for public sector support.
- 10.8 The Council has been successful in obtaining enabling funding from the LCRCA in late 2021 to bring forward the development of the Former Municipal Buildings and adjoining car park site.
- 10.9 The Council is currently in discussions with a developer regarding the sale of its freehold interest on Dominick House which is a vacant 1960's era office block to facilitate its conversion for 50 apartments under Permitted Development.

Figure 10.1: RA9 – Liscard Regeneration Area



RA10: New Brighton

Table 10.2: Proposed Housing Delivery within New Brighton Regeneration Area (RA10)

Housing Supply Source	Allocation Ref	Site Area	Dwelling Capacity	Earliest Housing Completions*
<u>Allocations</u>				
Former Grand Hotel	RES-RA10.1	0.15	12	2025/26
Egerton Street Playground, New Brighton	RES-RA10.2	0.13	13	2022/23
New Palace Amusements	RES-RA10.3	0.53	40	2026/27
		Sub Total	65	
<u>Other developable areas within regeneration area</u>				
	Potential Brownfield Capacity		Anticipated Dwelling Delivery during plan period	
	210		250	2029/30
Total Dwellings delivered during Plan period			315	

*See Local Plan Submission Draft Housing Trajectory for full details

10.10 Policy RA10 (A) of the Submission Draft states that Development within the New Brighton Regeneration Area will provide for approximately 315 new dwellings as set out in the table above.

Delivery of Housing Allocations

10.11 It is anticipated that delivery of allocations RES-RA10.1 and RES-RA10.3 will be by private led development. These sites are located in the Marine Promenade Area of the town which is an important location in urban design terms. In order to provide the design context to enable these sites to come forward together with other potential redevelopment sites in the vicinity the Council is currently preparing a masterplan for the marine promenade area (see Figure 10.2 below) to provide the necessary guidance on building heights, mass, and elevational treatment. This masterplan is expected to complete by summer 2022.

10.12 Allocation site RES-RA10.2 is currently under construction.

Delivery of other developable areas within regeneration area

10.13 The housing trajectory provides for approximately 250 additional dwellings to be delivered in other developable areas in the New Brighton Regeneration Area with completions commencing in 2029/30.

10.14 The Council has commenced the preparation of a comprehensive Neighbourhood Framework for the town which is seeking to deliver transformational regeneration of the town including the identification of new residential development opportunities. The Draft Neighbourhood Framework proposals are due to undergo public consultation in Summer 2022 with the Neighbourhood Framework finalised by the end of 2022.

10.15 An interim housing capacity study prepared as part of the Neighbourhood Framework Process has identified the potential for approximately 210 new dwellings. This could increase to over 600 dwellings subject to the final masterplan option agreed.

10.16 The majority of opportunity sites in the town outside of the Marine Promenade Masterplan area are owned by the Council.

Figure 10.2: RA10 – New Brighton Regeneration Area



RA11: New Ferry

Table 10.3: Proposed Housing Delivery within New Ferry Regeneration Area (RA11)

Housing Supply Source	Allocation Ref	Site Area	Dwelling Capacity	Earliest Housing Completions*
<u>Allocations</u>				
43 Bebington Road, New Ferry	RES-RA11.1	0.09	20	2024/25
Woodhead Street Car Park, New Ferry	RES-RA11.2	0.77	37	2024/25
Land at Grove Street and Bebington Road, New Ferry	RES-RA11.3	0.29	14	2024/25
Site of 78, 78A and 82 Bebington Road, New Ferry	RES-RA11.4	0.06	11	2024/25
100 New Chester Road, New Ferry	RES-RA11.5	0.26	27	2025/26
Total Dwellings delivered during Plan period			109	

*See Local Plan Submission Draft Housing Trajectory for full details

10.17 Policy RA11 (A) of the Submission Draft states that development within the New Ferry Regeneration Area will provide for approximately 110 new dwellings as set out in Table 10.3 above.

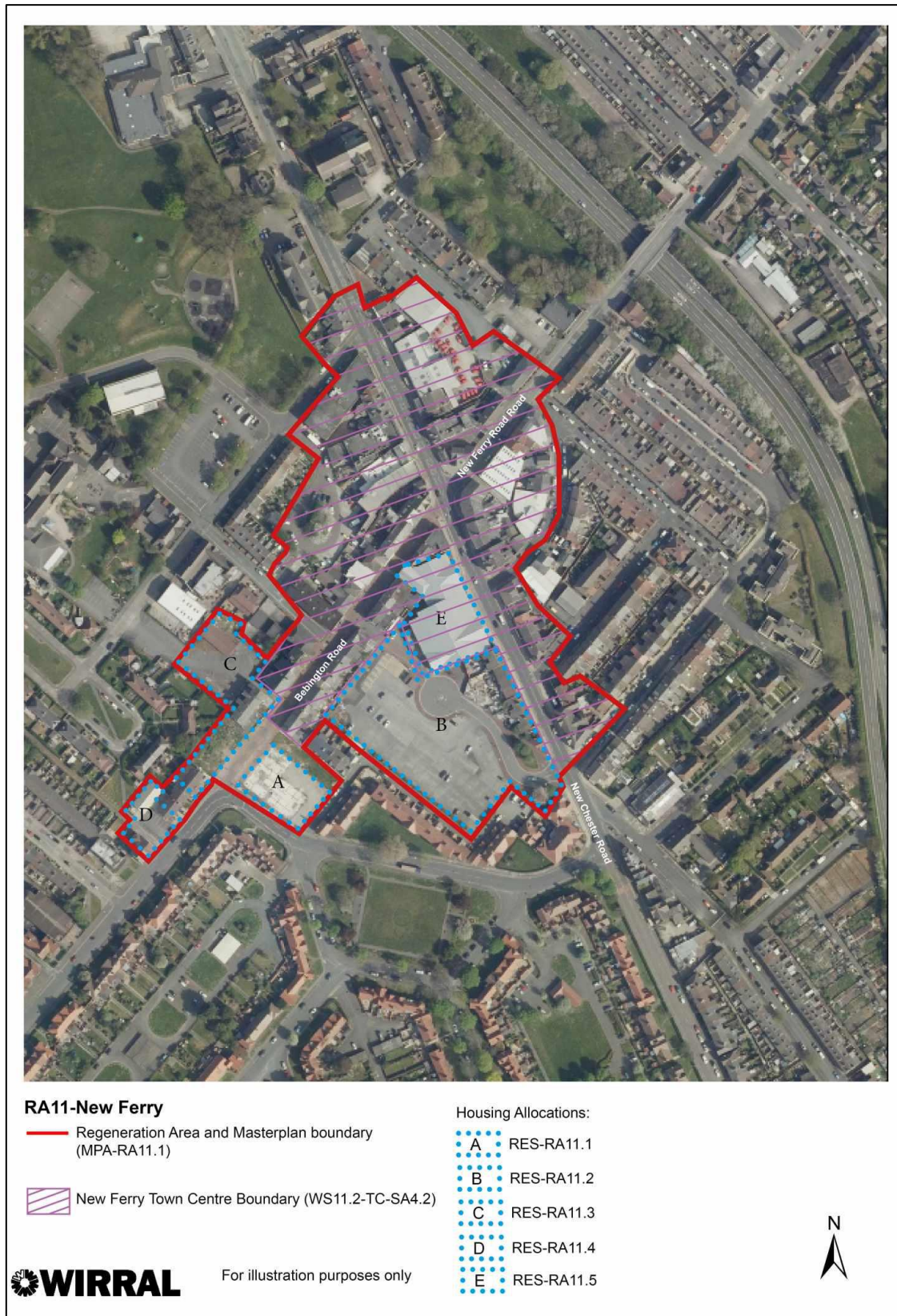
Delivery of Housing Allocations

10.18 Following the major gas explosion in March 2017, the Council has worked with Homes England and other stakeholders to develop a comprehensive regeneration strategy for the centre of New Ferry. The Council has the resources in place to enable the full land assembly of three development sites (reference RES-RA11.1, RES-RA11.2 and RES-RA11.3) and is authorised in making a compulsory purchase order if necessary. The Council was awarded £3.2M from the Future High Street Fund in 2019 to facilitate delivery. The Council has now identified a Preferred Developer, who will redevelop the three sites identified in the regeneration masterplan with construction due to commence in early 2023 with completion anticipated by the end of 2025.

10.19 The site (Reference RES-RA11.4) of 11 units is part of a planning application from a private company and will be delivered separately to the regeneration scheme.

10.20 A further site (Reference RES-RA11.5) has been identified as a strategic acquisition, which has been agreed by the Council. A planning application to bring forward and redevelop this site as part of the wider regeneration plans for the area will be prepared in 2022.

Figure 10.3: RA9 – New Ferry Regeneration Area



11. Appendices

Appendix 1 – Seacombe Memorandum of Understanding

Seacombe Corridor Masterplan

Memorandum of understanding

4th May 2021

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	Signed on behalf of <i>Magenta Living</i>	7
	Signed on behalf of <i>Wirral Borough Council</i>	7

1 Background

1.1 This Memorandum of Understanding sets out a joint collaborative approach between Wirral Borough Council and Magenta Living (the parties) to prepare a comprehensive masterplan for the Seacombe Corridor area of Wallasey as set out in Appendix 1.

2 Aims and objectives

2.1 The overarching aim of the collaboration is to prepare a masterplan which will set out proposals for the comprehensive regeneration of the Seacombe Corridor area of Wallasey as a new higher density, high quality, low carbon waterside neighbourhood. The primary focus areas for the masterplan are:

- Wallasey Town Hall, Guinea Gap Leisure complex, Riverside Primary School;
- Demense Street residential neighbourhood;
- Brighton Street;
- Existing Victorian Terraced Streets to the west of Brighton Street bounded by Brighton Street, Clarendon Road, Liscard Road and Borough Road; and
- Seacombe Ferry / EUREKA!

The draft masterplan boundary is set out in Appendix 1, but there will be provision in the brief for the masterplan to allow for adjustments to the boundaries, if agreed by both parties.

3 Activities

3.1 Activities to be delivered by the parties are:

- I. To prepare and agree a draft comprehensive masterplan for the area;
- II. To agree and undertake appropriate consultation on the draft masterplan;
- III. To agree a final masterplan including appropriate joint delivery mechanisms, subject to procurement considerations, phasing and responsibilities etc; and
- IV. To agree ongoing management arrangements for the area during and following regeneration activities.

3.2 The initial timeframe for the joint activities will be [2] years, commencing 4th May 2021. This Memorandum of Understanding will be reviewed by both parties after 2 years.

3.3 Activities will be reviewed every six months to ensure that they are being delivered as agreed, and that they are having the intended impact.

3.4 Each party shall keep confidential all documents and other information presented in confidence to it by the other in connection with the activities of the masterplan and shall not disclose or refer to such documents or information to any other person or body unless required to do so by law or with the written consent of the party that presented the said documents or information.

4 Designated leads

4.1 Each party will appoint a senior member of staff to lead on the work of the collaboration.

4.2 The designated lead member of staff for each party will be:

- Wirral Borough Council: Chief Regeneration Officer, Sally Shah,
- Magenta Living: Assistant Director, Strategy & Regeneration, Mark Armstrong

4.3 Both parties commit to provide replacement Leads in the event these members of staff are unavailable. Magenta Living's will be Assistant Director of Asset Management, Carmen Muir.

5 Partnership governance and oversight

5.1 The masterplan project will be managed by a Joint Steering Group (see Appendix 2).

Chair: Chief Regeneration Officer, Sally Shah, Wirral Borough Council or in her absence Keith Keeley, Head of Regeneration Strategy

Deputy Chair: Assistant Director, Strategy & Regeneration, Mark Armstrong, Magenta Living

Wirral Borough Council Representatives:

- Project Manager: Keith Keeley, Head of Regeneration Strategy
- Transport Lead: Julie Barnes, Lead Commissioner – Transport and Technology
- Housing Lead: Lisa Newman, Head of Housing
- Leisure Lead: Andrew McCarton, Assistant Director
- Assets Lead: Jeanete Royle: Senior Assets Manager
- Design and Heritage Lead: Rob Burns, Design and Heritage Adviser

- Planning Policy and Infrastructure: John Entwistle, Principal Planning Officer
- Development Management: Kath Lawless, Interim Head of Development Management
- Sustainability/Climate Change lead: Bryan Lipscombe, Sustainability Liaison Officer

Magenta Living Representatives:

- Project Manager: Project Manager, Planned Investment, Gareth Franklin
- Neighbourhood housing lead: Head of Housing Management, Clare Moore,
- Assets lead: Assistant Director, Assets, Carmen Muir,
- Climate Change lead: Asset Sustainability and Data Manager, Jon Daley
- New homes lead: Head of Development, Sian Blackman
- Community engagement lead: Head of Community Regeneration, Jamie Martin, (supported by Asset Management CLOs and Neighbourhood Housing Officers)

5.2 The Joint Steering Group shall meet at an agreed frequency.

5.3 WBC will report the actions and request key decisions from the Regeneration Programme Board and Council Committees where relevant. The Council's representatives shall have no authority to enter into legal commitments other than in accordance with the Council governance processes.

Magenta Living will report the actions and request key decisions from the Regeneration Programme Board to its Development and Regeneration Governance Group (DRGG) and recommend approval to ELT or Board, depending on the level of expenditure to be incurred. Magenta Living's representatives shall have no authority to enter into legal commitments other than in accordance with the internal governance processes of each party.

6 Procurement

6.1 The Council will procure a masterplan team via open competition using the Chest: North West Procurement Portal.

6.2 The Brief will be prepared and commissioned by the Council but with the input and agreement of Magenta Living.

6.3 The tender evaluation will be carried out by a panel comprising of 3 officers of Wirral Borough Council and with 2 officers of Magenta Living. The panel will be chaired

by one of the Wirral Borough Council officers. After giving full consideration to the findings of the tender evaluation panel, and after considering Magenta Living's input, the contract award will be a decision made by the Council on the basis that the services will be provided for the benefit of both the Council and Magenta Living.

7 Financial contributions

7.1 The budget for the initial masterplan will be [REDACTED]. Magenta Living agree to contribute a sum of up to [REDACTED] towards the cost of the masterplan. Wirral Borough Council's contribution reflects higher technical requirements in respect to future uses of Wallasey Town Hall and areas of land outside the control of Magenta Living. In the event that a satisfactory quotation is not received within the this budget the Council and Magenta will consider increasing the budget.

8 Masterplan Delivery

8.1 Both parties agree that potential joint working on delivery of masterplan proposals can only be determined once the preferred option/s are identified and will depend on the scope of development proposals including the scale and integration of potential redevelopment following the consultation exercise.

8.2 The Council and Magenta Living will consider agreeing appropriate joint delivery options, including the provision of Magenta Living new homes, subject to legal, procurement and other matters.

8.3 For the avoidance of doubt, nothing in this Memorandum of Understanding shall in any way fetter the Council in the performance of its statutory functions including (without limitation) its functions as a planning authority.

9 Disclaimer

9.1 It should be noted that by signing this document or by participating in the Joint Seacombe Masterplan, the parties are not committing to legally binding obligations. It is intended that the partners remain independent of each other and that their collaboration ' does not constitute the creation of a legal entity, nor authorise the entry into a commitment for or on behalf of each other nor establish a partnership in law between the parties.

Signed on behalf of *Magenta Living*

Yours sincerely,



**Mark Armstrong
Assistant Director
Strategy & Regeneration**

Date 6 May 2021

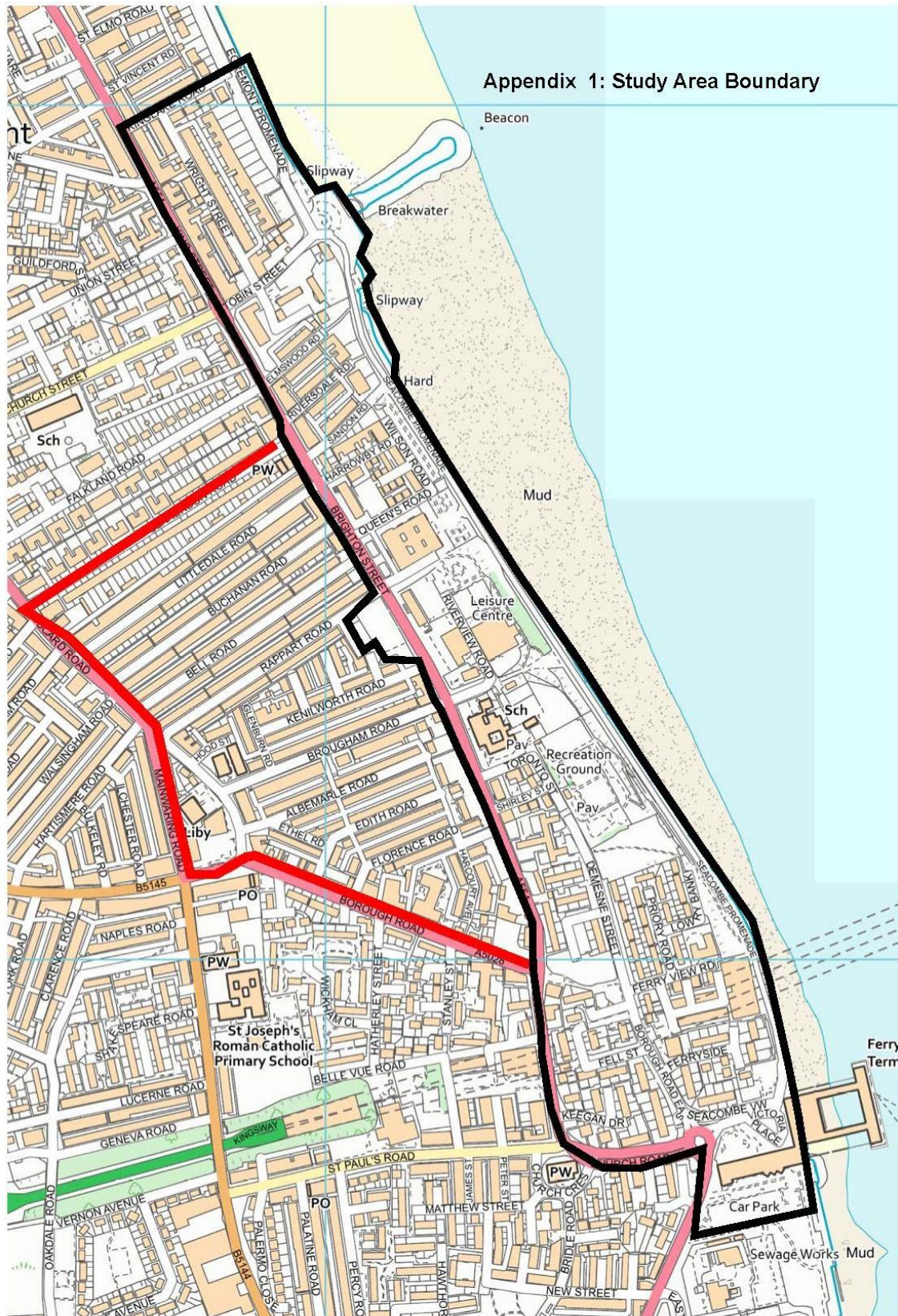
Signed on behalf of *Wirral Borough Council*



..... Director of Regeneration & Place.....

Date4th May 2021..... [NAME, POSITION]

Appendix 1: Masterplan Draft Boundary



Appendix 2:

Seacombe Corridor Masterplan Joint Technical Steering Group Terms of Reference

April 2021.

1. Role and responsibilities of the Joint Technical Steering Group

1.1. The key role of the Technical Steering Group will be to oversee the procurement and development of the Seacombe Corridor Masterplan project.

1.2 The responsibility of the group will be to:

- Oversee the appointment of consultants to undertake the project
- Provide technical advice and input to help inform the work of the consultants
- Provide a discussion forum and feedback to consultants during the project
- Formulate recommendations at key stages, for consideration by the Council relevant Committee and Magenta Living's Development and Regeneration Governance Group, ELT and Board.

2. Membership

The Steering Group shall be chaired by: Chief Regeneration Manager, Sally Shah, WBC.

Deputy Chair shall be: Assistant Director of Strategy and Regeneration, Mark Armstrong, Magenta Living.

2.1 The Technical Steering Group shall comprise the following members:

Technical Officers from the District Council

Technical Officers from Magenta Living

2.2 The Technical Steering Group may invite stakeholders, landowners and other interested parties to attend meetings, address it, answer questions, and/or discuss key matters.

3. Meeting/operating requirements

3.1 The Technical Steering Group will meet at key stages in the project to accord with the key stages of masterplan preparation. Additional meetings may be agreed by the Technical Steering Group, where this is deemed necessary to assist the project.

3.2 Meetings will be held alternatively at Wirral Borough Council and Magenta Living Offices. However, during the period that Covid-19 restrictions are in operation, meetings shall be held virtually via MS Teams and where agreed as being mutually convenient.

3.3 As set out in 1.2, the role of the Technical Steering Group will focus on discussion and the provision of technical advice and input to consultants and to reach decisions on/ make recommendations to relevant Council committees and Magenta Living's Development and Regeneration Governance Group, ELT and Board in respect to options/ preferred options/ additional studies etc.

3.4 Final decisions on preferred options for each geographic area will rest with Wirral Borough Council and Magenta Living for areas under their ownership, and in the event of comprehensive regeneration, jointly.

3.5 Membership of the Technical Steering Group may involve members gaining access to sensitive business information. Members should not disclose confidential information obtained during meetings or conversations with other group members to any person or organisations, unless they have prior consent of all of the other Steering Group member.

Appendix 2 - Peel Land and Property Delivery Statement

EDEN

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

E D E N

Project	Wirral Waters
Client	Peel L & P
Authorised	Becki Hinchliffe
Date	1st March 2022

This report has been prepared for the client by Eden Planning & Development Ltd with all reasonable skill, care and diligence, based on the information provided by the client and research undertaken as outlined in this report. This document (or part of it) must not be reproduced without the prior written approval of Eden Planning and Development Ltd.



EDEN

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Introduction

01

EDEN

Introduction

Introduction

- 1.1 Eden have been instructed by Peel L&P to prepare a high-level, delivery statement for the proposed housing allocations (RA6.2-RA6.5 and RA2) within the emerging Local Plan policies RA6 and RA2.
- 1.2 In accordance with paragraph 16 of the National Planning Policy Framework, Peel L&P has engaged with the Council to input into the draft Local Plan policies that relate to the comprehensive transformation of the Wirral Waters Regeneration Area.
- 1.3 Peel L&P have a proven and demonstrable track record for delivering transformational, large scale and complex regeneration projects across the UK. Regeneration lies at the heart of Peel L&P's ethos with projects such as MediaCity, Trafford City and Liverpool Waters standing testament to their ability to and create more prosperous and sustainable areas with a strong emphasis on place making.
- 1.4 Peel L&P has been working with Wirral Council since Peel's acquisition of the Mersey Docks & Harbour Company to bring forward the Wirral Waters proposal; the largest development in the Borough and with a strategic role in helping to realise the ambitions expressed in the Wirral Local Plan (WLP).
- 1.5 This report will explain the site's availability, suitability and achievability and therefore deliverability in the context of the National Planning Policy Framework.

Overview and Progress

02

E D E N

Overview and Progress

Overview

- 2.1 The WLP positions Wirral Waters as a potentially important component of the plan, particularly in relation to housing delivery and economic growth.
- 2.2 Given its importance to delivery of the WLP, a brief overview of Wirral Waters and the evolution of the concept through to delivery of development on the ground and the future proposals is set out below.

The Wirral Waters Vision

- 2.3 Wirral Waters was launched as a concept by Peel in 2006.
- 2.4 It is one of the largest private sector led regeneration projects in the UK, with a 30+ year build programme. It has the potential to deliver a comprehensive, mixed use redevelopment of the former Birkenhead Docks to create an exemplar in sustainable residential, commercial, cultural, leisure, logistics, industrial and educational destination, securing significant long-term regeneration and economic benefits for Wirral and the wider City Region.
- 2.5 Wirral Waters is comparable in scale to some of the largest regeneration projects being delivered in the UK such as Salford Quays and Kings Cross. It is a project of national significance, capable of attracting increased levels of inward investment into Wirral, ultimately delivering potentially thousands of new jobs and supporting an increased population residents. It can provide a new cultural, leisure and commercial destination, the benefits of which spread substantially beyond the Borough and into surrounding areas.
- 2.6 The scale of the project is unprecedented in Wirral and it is a once-in-a-lifetime chance to realise a transformational and sustainable step-change in the Borough's economic prosperity.
- 2.7 The project has secured central Government support over the years and is the only location in the UK to achieve both Enterprise Zone and Housing Zone status.
- 2.8 It is the subject of its own Strategic Regeneration Framework that provides a flexible CABE-endorsed masterplan that can respond to market needs together with the complexity, scale and timeframe of Wirral Waters over the lifetime of its development.
- 2.9 Wirral Waters was designed from the outset to act as a catalyst to drive the regeneration of the adjoining areas. These are referred to as the Partnership Neighbourhood Areas in the various Wirral Waters documents from 2010 (including those documents forming part of the main planning permissions through which Wirral Waters vision is being delivered) and across numerous Wirral Council documents (including the Birkenhead Integrated Regeneration Strategy and the emerging WLP).
- 2.10 The concept of 'repopulating Birkenhead' through the Left Bank Growth Point is well established.

- 2.11 The component neighbourhoods, as detailed in the original Wirral Waters Vision Statement, are described as Catalyst Neighbourhoods (comprising East Float, West Float and Bidston Dock), reflecting their role in realising regeneration and growth beyond planning application boundaries.
- 2.12 Sustainability has been at the heart of Wirral Waters from day one.
- 2.13 **East Float and Bidston Dock** are identified as Catalyst Neighbourhoods, vital to enabling the Wirral Waters vision to be achieved and will be the focus of the majority of private sector investment and development over the anticipated 30+year lifespan of the project. They will be developed for a mix of uses including residential, commercial, educational, retail, cultural and leisure.
- 2.14 **West Float** will be the ‘industrial / logistics’ element of Wirral Waters including for potential port-decant. These areas will be enhanced and developed to provide an employment location focused in part on the Maritime, Marine, Energy and Automotive sectors as well as supply chain logistics and will be the industrial heart of Wirral Waters. Known as MEA Park it will comprise a 24-hour waterside logistics, port and manufacturing, R&D and assembly campus potentially comprising c.1m sqft of commercial and industrial space.
- 2.15 Within the West Float masterplan are areas for port related facilities and **importantly provide space for those uses relocated / decanted from East Float**. The port function of the dock estate will be retained in a rationalised and consolidated form through a combination of relocating displaced tenants and/or relocating those businesses which do not require a port location away from the dock estate.

The East Float Outline Permission

- 2.16 Substantial parts of the Wirral Waters Catalyst Neighbourhoods benefit from outline or full planning permissions. This includes a major mixed use development at East Float and B2/B8/ Sui Generis uses at West Float.
- 2.17 The majority of the Wirral Waters development benefits from outline planning consent through the East Float permission (‘EFOP’) granted by Wirral Council in May 2012.
- 2.18 The EFOP comprises the development of upto 1.4m sqm of floorspace including residential (up to a maximum of c.13,000 homes), commercial, retail and leisure uses together with public realm. It includes provision for c.50,000 sqm of flexible uses (encompassing office/research and development, retail use (A1 –A5), hotel and conference facilities, culture, education, leisure community and amenity floorspace).
- 2.19 From the outset and as comparable with other regeneration projects of scale, it was anticipated to be delivered over a long-term timeframe (30+ years) through a variety of delivery mechanisms and the planning permission is structured accordingly.

- 2.20 Outline planning permission was granted in May 2012 for a mixed-use development to create a series of Quarters in East Float: SkyCity and the Point; Vittoria Studios; Marina View and Four Bridges; and Northbank East and West. All matters are reserved for subsequent approval.
- 2.21 The EFOP sits at the heart of the Wirral Waters project and provides a planning 'framework' for the lifetime of the development.
- 2.22 Following the grant of the EFOP, Peel has been working with partners to address the hurdles to delivery that beset this part of Wirral and to bring forward the first phases of Wirral Waters.

Wirral Waters Delivery Milestones – Projects Delivered/On Site

- 2.23 Significant preparatory works have been undertaken over recent years including the remediation of c. 60 acres of land in 4 separate remediation packages, investment in energy infrastructure, the demolition of over 20 acres of derelict buildings, the installation of new drainage infrastructure, delivery of significant environmental improvements through the planting of over 1,500 new trees, delivery of cycling and pedestrian infrastructure and securing the funding for a number of major public realm schemes.
- 2.24 These initiatives are all necessary to create the platforms for delivery and to start 'changing the place'. Peel have essentially been seeking to address and solve the significant 'market failure' and viability issues as the area suffers from acute lack of occupier and investor confidence. Some of the sites within the Dock area have been derelict for 45 – 50 years.
- 2.25 Collectively, the work done since the EFOP was granted has begun to turn the vision for Wirral Waters into a reality and deliver tangible and important benefits for the future of not just the Wirral Waters area, but the Partnership Neighbourhoods and Wirral as a whole.
- 2.26 The **Wirral Metropolitan Construction College** opened on Tower Road in 2015. This represented the first building development to be delivered at Wirral Waters by Peel L&P. The project won a number of RIBA Architectural Awards and set the tone for design quality. Peel continue to work closely with the college as Peel L&P's Further Education partner at Wirral Waters to ensure that its students benefit from the significant opportunities that are emerging at Wirral Waters.
- 2.27 The **Kingsgate office** building located within the Wirral Waters Enterprise Zone and delivered by and for The Contact Company was developed in 2015.
- 2.28 Works for the delivery of **public realm** (incorporating segregated pedestrian and cycle routes) along the Northbank East frontage of Dock Road have been completed.
- 2.29 Corresponding works along the Northbank West frontage of Dock Road have also been delivered.

- 2.30 Docksider walkways along Northbank and Northbank Green ‘pocket-park’ have also been developed. These infrastructure initiatives are important in setting design quality and informing the ‘place’ that is emerging at Wirral Waters.
- 2.31 Formally known as No1 Tower Road South, **Hythe** is the first Grade A office building to be developed speculatively on the Wirral for over a decade. The project, which comprises 33,539 sqft of commercial office development has now been completed and holds a high standard in sustainability with a BREEAM-Excellent rating, placing it in the top 10% of all buildings for green credentials.
- 2.32 Residential delivery has also begun at pace within the Northbank neighbourhood area of Wirral Waters with the first phase of the 50/50 joint venture between **Urban Splash and Peel L&P** starting on site in late 2021 following remediation of the site (November 2019 – July 2020). The first phase of development provides 30 modular family homes with communal gardens. The joint venture will deliver circa 350 homes at Northbank.
- 2.33 More recently, in January 2022, Pension Insurance Capital has been confirmed as Peel L&P’s investor partner for the £130million Wirral Waters One (WWO) project which will see 500 private rented sector dwellings start on site later in the year. This project was formerly known as the Legacy project.
- 2.34 Peel L&P have appointed contractor Grahams to build WWO with a construction time frame of 2.5 years.
- 2.35 Full planning permission was granted April 2018 for 72 bed spaces and 34 apartments as part of an Extra-Care village, catering for residents living with dementia. Development is due on site in Spring 2022, following remediation of the site (Nov 2019 - August 2020). The Care Village will be operated by progressive care operator **Belong Villages**.

Wirral Waters Delivery Milestones – Projects Commencing/Imminent

- 2.36 Additional proposals expected to be submitted for planning in the near future include:
- **Maritime Knowledge Hub** – a £23m Maritime Knowledge Hub, subject to funding, set to open in 2024 is a collaboration between Mersey Maritime, the local Universities, Wirral Council and Peel L&P. The Hub is industry led and combines the marine and maritime sectors with knowledge creation and skills development. It will ultimately include serviced business start-up space and support, tier one organisations, an offshore survival centre and marine simulation centre, and a state-of-the-art facility to help manufacturers design, test and build products or services. It is a project supported by the Shipping Minister and is part of Department for Transport’s Maritime 2050. A formal pre-application submission was made in Autumn 2021 and a planning application is being prepared. This is expected to be submitted in March / April 2022.

- **MEA Park** – The next phase of MEA Park is sited centrally within West Float. The proposal comprises the erection of 14 units varying in size from 2,750 sq ft to 12,000 sq ft, with a total combined floorspace of 69,000sq.ft / 6,410sq.m, as illustrated opposite. The units are designed to be flexible so if occupiers **require** larger spaces, units can be combined. MEA Park Phase 2 is intended for businesses within the engineering supply chain related to the energy, maritime and automotive sectors with flexible use across use class E (Commercial, Business and Service Use), B2 and B8 as required. A formal pre-application submission was made in Autumn 2021 and a planning application is being prepared. This is expected to be submitted in February/March 2022.
- **Vittoria Studios District Heat Network** – a formal request for pre-application advice from **Wirral Council** in relation to the proposed Energy Centre and District Heating Network (DHN) within the Vittoria Studios and Four Bridges quarters of Wirral Waters will be submitted in early February 2022 with an application, subject to confidence in funding, programmed to be submitted in March/April 2022.
- **Urban Splash Phase 2** – An application for the second phase of the Peel L&P/Urban Splash 50/50 **joint** venture scheme is currently being prepared in accordance with the masterplan for the site which has been subject to Places Matter Design Review Panel. The next phase of 50 modular, family homes will be positioned on Northbank West.

Infrastructure

- 2.37 It is vital that the level and distribution of growth proposed at Wirral Waters and beyond is underpinned by a co-ordinated and properly planned approach to the delivery of supporting infrastructure. This includes appropriate and transformational public transport and cycling, energy, communications, social, community, green and blue infrastructure, and waste.
- 2.38 In the context of Wirral Waters, much work has been delivered by the Council, in co-ordination with Peel and infrastructure providers to seek to properly understand:
- the baseline in terms of existing infrastructure; and
 - the requirements to support the proposed level of growth promoted by Peel L&P across the Plan Period and beyond.
- 2.39 Work is ongoing to ensure that the required infrastructure is being brought forward. This will be funded and delivered in different ways. It is recognised that some will be funded, in whole or part, by individual developments, whilst some will need to be funded (and delivered) by the public sector including the Combined Authority, Wirral Council and Mersey Travel together with other public bodies.

2.40 Peel L&P considers that the following infrastructure is required to enable Wirral Water's to properly realise its potential over the plan period:

- Sustainable transport: Last mile connectivity improvements are required to interlink Wirral Waters to transport nodes at rail stations and ferry terminals. Neighbourhoods where public transport, cycling and walking are the first transport choice, and significantly less reliance on car journeys, will enable an enhanced environment for future residents but will also require less space for car parking thus allowing development at increased density to take place. Priority actions remain as follows:
- Public Transport Connectivity: delivery of a scaleable, appropriate, affordable, transformational and sustainable solution to 'last-mile' connectivity is required in the form of the Wirral Streetcar (or equivalent) connecting residential, education and employment areas to the Merseyrail / Ferry terminals (and beyond).
- Cycle and pedestrian connectivity: completing the delivery of key cycle connections and for cycle hubs, changing and cycle lease schemes as per the WW's Active Travel and Cycling Action Plan, are required. Projects such as LCWIP and WP7 to be delivered in timely fashion. Some delivery of cycling / pedestrian schemes have taken place most notably along Dock Road and Tower Road.
- Green Infrastructure: high quality green infrastructure is integral to the Wirral Waters vision to create a distinctive sense of place which increases the attractiveness to future residents. This helps to continue the change of perceptions of inner east Wirral and the surrounding area. Continuation of leveraging in funding and delivery of projects is required to deliver large scale city greening, pocket-parks and high-quality streets which comprise key routes through / to Partnership Neighbourhoods.
- Energy generation: the ambition is to create exemplary low carbon neighbourhoods that include low and zero carbon technologies. To achieve this, regional and central government support to promote Wirral Waters as a demonstrator project for low cost, scalable, sustainable, energy infrastructure.

Funding

2.41 Project delivery is via a cocktail of funding via the private and public sectors including both debt and equity.

2.42 Peel L&P is an experienced property company with a proven track record in securing funding for transformational projects, most recently demonstrated at Wirral Waters with the successful investment of the Lloyds Bank Green loan into the 50/50 Joint Venture with Urban Splash and the £130m investment secured with Pension Insurance Capital which will help to deliver Wirral Waters One (formerly referred to as the Legacy Project).

E D E N

- 2.43 The Masterplan for Wirral Waters is a live document, which continues to provide the place-making foundations and ongoing efforts to integrate the project fully with other developments and regeneration initiatives. Through this process a routemap for the next 15 years has been established. This enables discussions with the Council and other public sector bodies with a responsibility for infrastructure planning and delivery to be informed by this plan. It also shapes discussions around funding (including public sector funding) and ensuring that appropriate investment and funding, including any required to overcome barriers to delivery, can be secured.
- 2.44 The deliverability and trajectories included in this document are predicated on the wider supporting infrastructure being delivered in conjunction with public sector partners including Wirral Council and the LCR Combined Authority in a coordinated and timely manner.
- 2.45 Homes England and the Department for Levelling Up, Housing and Communities (DLUHC) are integral to this and are closely involved in discussions on the future of Wirral Waters and the potential support required to accelerate delivery.
- 2.46 By the end of the plan-period, it is targeted that a substantial portion of Wirral Waters will have been built-out and established as new place to live, work, visit and play. Northbank will be completed as will the Four Bridges Neighbourhood areas together with some activity at MEA Park.

Deliverability

RES-RA6.2

Vittoria Studios

03

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Deliverability RES-RA6.2 Vittoria Studios

Availability

- 3.1. The Vittoria Studios features within the Wirral Waters Vision Statement and Design & Access Statements from 2010. The sites are held under option from Peel Ports.
- 3.2. The site is located within the application boundary of the EFOP and therefore benefits from an extant planning permission with a lifespan which covers the entirety of the Local Plan period.

Key Milestones

- 3.3. In line with the Council's timescales, Peel L&Ps emerging planning strategy and target delivery programme, subject to necessary funding to enable Port decant, is as follows:
 - July 2012 - Outline Planning Permission as part of the East Float Outline.
 - March 2022 - Formal pre-application submission for Vittoria Studios (Second Phase Reserved Matters) targeted.
 - May 2022 – Planning Application targeted for Vittoria Studios (Second Phase Reserved Matters)
 - 2023/24 – Infrastructure delivery at MEA Park to support decant (subject to funding including Freeport Tax site and Homes England)
 - 2024/25 – Tenant agreements and Port decant to MEA Park (subject to funding as above)
 - Late 2025 – Start on site (as above)
 - 2035 – Complete on site (as above)

Ownership

- 3.4. The entirety of the Vittoria Studios proposed allocation (RES-RA6.2 Vittoria Studios) is held under option by Peel L&P as part of the Peel Groups acquisition of the Mersey Docks and Harbour Company.

Decant required/ existing occupier strategy

- 3.5. Vittoria Studios currently accommodates Port tenants who are held on short term agreements leases.
- 3.6. There is a need to decant these occupiers into MEA Park to facilitate housing delivery at Vittoria Studios. Progress has been made in preparing the receptor site. The site has been cleared and remediated. New access points and active travel connections have been granted planning permission and are programmed to start on site in August 2022.
- 3.7. A formal pre-application submission for the next phase of development at MEA Park was submitted in Autumn 2021 and a planning application is currently being prepared for MEA Park phase 2. It is expected to be formally lodged in February/ March 2022.

Achievability

Technical constraints

Ecology

- 3.8. The following reports were prepared in support of the EFOP and confirmed that there are no ecological constraints that would preclude the use of the site for residential purposes:
 - Ecological Impact Assessment (June 2010)
- 3.9. Habitats within the Site were assessed as being widespread and commonly occurring, being characteristic of industrial use. Much of the site is dominated by buildings and areas of

hardstanding with areas of opportunistic scrub, ruderals and trees assessed as being of limited ecological value.

- 3.10. Areas of the Site were identified as having been subject to limited disturbance within recent years and having developed to extensive and dense scrub supporting self-seeded trees. This is most evident along the southern boundary of the Site where the former railway line has developed into a continuous band of scrub, with occasional areas of bare ground supporting patchy grassland and ephemeral species. Habitats are assessed as being of only 'site' value for nature conservation.
- 3.11. The EFOP is also subject to a planning condition which secures the submission a further full detailed survey of all bat roosts, breeding birds including active bird nests and bird roosting sites (including waterbirds and specifically Cormorant) within the site in support future applications for each phase of reserved matters submissions:
- Condition 81 (Detailed survey of all bat roosts, breeding birds including active bird nests and bird roosting sites (including waterbirds and specifically Cormorant)).
- 3.12. An updated, phase-specific Habitat Regulation Assessment and Ecological Survey would be required in support of future applications for residential development.

Heritage and Archeology

- 3.13. The Site lies within an area which has historically been used as docklands. Early evidence of prehistoric and post medieval activity within the study area has been found, though few sites have been investigated to fully determine their relative importance in the wider landscape. The prehistoric data available suggests little structured settlement within the study area, and post medieval activity is largely associated with the dock basin.
- 3.14. In the past, the construction of the dock complex itself will have had impacted upon archaeological remains from earlier periods. This significantly limits the potential for the survival of archaeological deposits.
- 3.15. In order to determine if any archaeological deposits have survived and to minimise damage to potential deposits, archaeological observations were recommended to be approved by the Merseyside Archaeological Service.
- 3.16. The construction activities may result in increases in both dust deposits and vibration. Appropriate measures will be taken to minimise the impacts of dust and vibration. A detailed construction vibration assessment will be undertaken and provisions such as fencing will be included to minimise dust deposits
- 3.17. The hydraulic accumulator tower (grade II) is located within the EFOP but within the Four Bridges neighbourhood area of Wirral Waters.
- 3.18. Immediately to the north of the site, but outside the site boundary of the EFOP, lie the two Grade II former grain warehouses. These have been converted to apartments.

3.19. There are a number of other listed buildings within the Left Bank Growth Point area including Bidston Hill Observatory, Hamilton Square station, Wirral Museum and Tunnel Ventilation buildings.

3.20. The following reports were prepared in support of the EFOP and confirmed that there are no heritage or archaeological constraints that would preclude the use of the site for residential purposes:

- Turley Heritage Statement – (June 2010)
- WSP Environmental Statement (December 2009)

3.21. In considering the application it was determined that the outline planning permission would deliver a significant number of very important heritage and regeneration benefits, which together, strongly counterbalance the adverse visual impact identified and provide significant material considerations in favour of the proposed development.

3.22. The EFOP is also subject to planning conditions which secure the submission of further, phase specific heritage assessment as well as a scheme of archaeological investigation to support future applications for each phase of reserved matters submissions:

- Condition 7 (Application Documents)
- Condition 74 (Scheme of Archaeological Investigations)

Noise

3.23. The following reports were prepared in support of the EFOP and confirmed that there are no acoustic constraints that would preclude the use of the site for residential purposes:

- ESP Environmental Statement – Chapter 8, Noise and Vibration (December 2009)

3.24. The EFOP is also subject to planning conditions which control future noise levels and secure the submission of further noise and vibration monitoring and assessment as well as a scheme of noise mitigation measures to support future applications for each phase of reserved matters submissions:

- Condition 14 (Noise Levels at Occupied Properties)
- Condition 15 (Noise Levels from Construction Work)
- Condition 16 (Scheme for Noise and Vibration Monitoring)
- Condition 17 (Internal Noise Standards)
- Condition 18 (External Noise Sources Mitigation)
- Condition 20 (Scheme of Detailed Mitigation Measures)
- Condition 21 (Compliance with Mitigation within Section 8 of ES)

Flood risk

3.25. The following reports were prepared in support of the EFOP and confirmed that there are no flood risk constraints that would preclude the use of the site for residential purposes:

- Flood Risk Assessment (FRA) (April 2010, Report No 11171217-IF1, Revision Final v3, WSP Development and Transportation)

3.26. The EFOP is also subject to a planning condition which secures the submission of further flood risk assessments to support future applications for each phase of reserved matters submissions:

- Condition 72 (Flood Risk Assessment)

Geo-environmental and Geo-technical

3.27. The site is currently covered by concrete hard standing and industrial sheds with self-seeded shrub across the southern and western boundaries. It is underlain by tidal flat superficial geology of marine origin over Chester Formation Sandstone bedrock. The Sandstone is classified as a principal aquifer and the site is in a groundwater source protection zone.

3.28. The site is at high risk of intrusive works encountering unexploded ordnance and the condition of the dock wall is unknown at present.

3.29. Historical use of the site may have resulted in some localised ground contamination including existence of an above ground fuel tank (still present).

3.30. There are potential geotechnical hazards which require further assessment; however the following reports were prepared in support of the EFOP and confirmed that there are no geo-environmental or geo-technical constraints that would preclude the use of the site for residential purposes:

- WSP Phase 1 Geo-environmental Assessment (December 2009)
- ESP Environmental Statement – Chapter 14, Ground Conditions, Hydrology and Contamination (December 2009)

3.31. The EFOP is also subject to a number of planning conditions which secure the submission of further assessments to support future applications for each phase of reserved matters submissions including:

- Condition 26 (Preliminary Risk Assessment)
- Condition 27 (Ground Contamination Survey)
- Condition 32 (Express Consent for Piling)
- Condition 33 (Soils and Infill Materials)
- Condition 79 (Unexploded Ordnance Survey)

Delivery Trajectory

Phase	Target Homes Delivered	Indicative Start	Indicative End
1	200	2025	2026
2	200	2026	2027
3	200	2027	2028
4	220	2028	2029
5	220	2029	2030
6	220	2030	2031
7	220	2031	2032
8	240	2032	2033
9	240	2033	2034
10	240	2034	2035
Total	2,200	2025	2035

- 3.32. This trajectory is predicated on the coordinated delivery of the wider supporting infrastructure in a timely manner, the support from Homes England and seed funding via Freeports to enable Port Decant.

Deliverability

RES-RA6.3

Northbank East

04

E D E N

Deliverability RES-RA6.3 Northbank East

Availability

- 4.1 The Northbank East (RES-RA6.3) site is currently being delivered for housing uses. There is no legal or ownership impediment to development.
- 4.2 The site is located outside the application boundary of the EFOP, however residential development is in full accordance with the Strategic Regeneration Framework for Wirral Waters and the vision for Northbank.
- 4.3 The site is immediately available and the land has been transferred in to the USP 50/50 joint venture partnership between Peel L&P and Urban Splash. The site is being progressed within the context of a wider masterplan for 350 dwellings split across RES-RA6.3 and RES-RA6.4.
- 4.4 Within RES-RA6.3 a full planning permission has been granted for the first 30 dwellings where work commenced on site in 2021 and is projected to complete in late 2022.

Key Milestones

- 4.5 In line with the Council's timescales, USP Joint Venture Partnership's emerging planning strategy and target programme is as follows:
 - January 2020 – Full planning permission granted for phase 1
 - Mid 2021 – Start on site
 - 2022 – Phase 1 to be completed in RA6.3
 - 2026 – Future Phases - anticipated completion on site (subject to market take up, funding and wider infrastructure delivery including public transport).

Decant required/ existing occupier strategy

- 4.6 There are no existing occupiers to be decanted.

Deliverable

Technical constraints

Ecology

- 4.7 The following report was prepared in support of the full application for the first phase of development, that has been granted permission but covers the wider RES-RA6.3 site boundary. This report confirms that there are no ecological constraints that would preclude the use of the site for residential purposes:
 - Ecological Impact Assessment (May 2019)
- 4.8 Habitats within the Site were assessed as being comprises a large area of hardstanding with some ephemeral vegetation and a small piece of amenity grassland of limited ecological value.
- 4.9 No birds were recorded nesting within the proposed site boundary though the habitats present have potential for breeding little ringed plover and ringed plover.

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- 4.10 Appropriate planning conditions could be implemented to ensure appropriate mitigation measure are in place to ensure that no nesting plovers will be affected by the works.

Heritage

- 4.11 The following report was prepared in support of the full application for the first phase of development, that has been granted permission but was influenced by the masterplan for the wider RES-RA6.3 site boundary. This report confirms that there were no heritage constraints that precluded the first phase of development:

- ShedKM Heritage Statement (May 2019)

- 4.12 Any future phases of development would need to be supported by a Heritage Statement to ensure that the potential impact of the proposal on the significance of the relevant heritage assets are understood.

Flood risk

- 4.13 The following report was prepared in support of the full application for the first phase of development and confirmed that there were no flood risk constraints that would preclude the use of the site for residential purposes:

- Flood Risk Assessment (FRA) (April 2019, Curtins)

- 4.14 Any future phases of development would need to be supported by a Flood Risk Assessment to ensure that the potential impact of the proposal is appropriately assessed.

Geo-environmental and Geo-technical

- 4.15 The site has been remediated and a completion report (Completion Report July 2020, Soilfix) has been submitted and approved by the Council in relation to Condition 14 of application reference DIS/20/01188.

- 4.16 A detailed Unexploded Ordnance (UXO) Threat Assessment was completed for the site prior to start of intrusive works by specialist ordnance company Dynasafe. The Site was identified to be of medium risk, with the exception of the infilled dock which was rated as a high UXO risk and a watching brief was implemented for the first week of excavation works. No potential UXOs were identified during remedial excavations within the Site.

Delivery Trajectory

Phase	Target Homes Delivered	Indicative Start	Indicative End
1	30	2021	2022
2	60	2024	2025
3	43	2025	2026

Deliverability

RES-RA6.4

Northbank West

05

EDEN

Deliverability RES-RA6.4 Northbank West

Availability

- 5.1 In line with its counterpart on Northbank East, Northbank West (RES-RA6.4) is included in the Wirral Waters Vision Statement and Design and Access Statement 2010 and it is confirmed that there is no legal or ownership impediment to development.
- 5.2 The site is located within the application boundary of the EFOP and therefore benefits from an extant planning permission with a lifespan which covers the entirety of the Local Plan period.
- 5.3 The site is immediately available and being brought forward through a 50 /50 joint venture partnership between Peel L&P and Urban Splash, within the context of a wider masterplan for 350 dwellings split across RES-RA6.3 and RES-RA6.4.

Key Milestones

- 5.4 In line with the Council's timescales, USP Joint Venture Partnership's emerging planning strategy and target programme, subject to market conditions and funding, is as follows:
 - March 2022 – Anticipate submission of full application for phase 2 (55 dwellings)
 - Late 2023 – Anticipate start on site
 - 2026/27 – Anticipated completion on site (subject to market take up, funding and wider infrastructure including public transport).

Decant required/ existing occupier strategy

- 5.5 There are no existing occupiers to be decanted.

Deliverability

Technical constraints

Ecology

- 5.6 The following reports were prepared in support of the EFOP and confirmed that there are no ecological constraints that would preclude the use of the site for residential purposes:
 - Ecological Impact Assessment (June 2010)
- 5.7 An updated, phase-specific Habitat Regulation Assessment and Ecological Survey would be required in support of a future full application for residential development.

Heritage and Archeology

- 5.8 The following reports were prepared in support of the EFOP and confirmed that there are no heritage or archaeological constraints that would preclude the use of the site for residential purposes:
 - Turley Heritage Statement – (June 2010)
 - WSP Environmental Statement (December 2009)

5.9 In considering the application it was determined that the outline planning permission would deliver a significant number of very important heritage and regeneration benefits, which together, strongly counterbalance the adverse visual impact identified and provide significant material considerations in favour of the proposed development.

5.10 An updated, phase specific heritage assessment would be required in support of future full application for residential development.

Noise

5.11 The following reports were prepared in support of the EFOP and confirmed that there are no acoustic constraints that would preclude the use of the site for residential purposes:

- ESP Environmental Statement – Chapter 8, Noise and Vibration (December 2009)

5.12 A phase specific noise assessment would be required in support of a future full application for residential development.

Flood risk

5.13 The following reports were prepared in support of the EFOP and confirmed that there are no flood risk constraints that would preclude the use of the site for residential purposes:

- Flood Risk Assessment (FRA) (April 2010, Report No 11171217-IF1, Revision Final v3, WSP Development and Transportation)

5.14 A phase specific flood risk assessment would be required in support of a future full application for residential development.

Geo-environmental and Geo-technical

5.15 The site has been remediated and a completion report (Completion Report July 2020, Soilfix) has been submitted and approved by the Council in relation to Condition 14 of application reference DIS/20/01188.

5.16 A detailed Unexploded Ordnance (UXO) Threat Assessment was completed for the site prior to start of intrusive works by specialist ordnance company Dynasafe. The Site was identified to be of low risk from UXO in the eastern half, and medium UXO risk in the western half, therefore a watching brief was implemented for the first week of excavation works. No potential UXOs were identified during remedial excavations within the Site.

Delivery Trajectory

Phase	Target Homes Delivered	Indicative Start	Indicative End
1	55	2022	2024
2	96	2025	2027
3	66	2027	2029

Deliverability

RES-RA6.5

Northbank East

06

E D E N

Deliverability RES-RA6.5 Northbank East

Availability

- 6.1 The Northbank East (RES-RA6.5) site is included in the Wirral Waters Vision Statement and East Float Design and Access Statement 2010 as a partnership neighbourhood within the Wirral Waters Regeneration Area.
- 6.2 The site is located outside the application boundary of the EFOP, however residential development is in full accordance with the Strategic Regeneration Framework for Wirral Waters and the vision for Northbank.
- 6.2 It is confirmed that there is no legal or ownership impediment to development.

Ownership

- 6.3 The site is immediately available and within the control of Peel L&P.

Key Milestones

- 6.4 The site known as Northbank East Phase 3 is sandwiched between the Belong development (underway) and the new Tower Road bascule bridge. It is close to the grade 2 listed Hydraulic Tower building – earmarked as the Maritime Knowledge Hub (imminent).
- 6.5 The site is earmarked for residential development delivering a minimum of 150 dwellings.
- 6.6 The intention is that given its location, it is a site that will come forward within the latter phases of the delivery of Northbank.
- 6.7 Design development will evolve the concept design towards in 2023 and delivery, subject to funding, thereafter.

Deliverability

- 6.8 The site has been remediated as part of the HIF project at Northbank.
- 6.9 Quayside pedestrian connectivity infrastructure has been delivered.
- 6.10 Dock Road cycling and pedestrian connections have been installed alongside street trees and green infrastructure.
- 6.11 There are no known or likely technical constraints to development.

Delivery Trajectory

Phase	Target Homes Delivered	Indicative Start	Indicative End
1	150	2024/25	2026/27

Deliverability

RES-RA6.6

Legacy

07

E D E N

Deliverability RES-RA6.6 Legacy

Availability

- 7.1. The Legacy site (RES-RA6.6) is currently being delivered for housing uses. There is no legal or ownership impediment to development. The site is located within the application boundary of the EFOP and therefore benefits from an extant planning permission with a lifespan which covers the entirety of the Local Plan period. All reserved matters have been approved and all pre-commencement conditions have been approved.
- 7.3 A main contractor has been appointed and work is commencing on site in March 2022 and projected to complete in late 2024.

Key Milestones

- 7.4 In line with the Council's timescales, Peel L&P's target programme is as follows:
- May 2020 – Reserved matters permission granted.
 - March 2022 – Start on site
 - Late 2024 – Completion

Decant required/ existing occupier strategy

- 7.5 There are no existing occupiers to be decanted.

Deliverable

Technical constraints

- 7.6 All technical constraints have been assessed and considered through reserved matters approval and formal discharge of planning conditions pertaining to both the EFOP and reserved matters permission.
- 7.7 There are no technical matters which would preclude development taking place.

Delivery Trajectory

Phase	Target Homes Delivered	Indicative Start	Indicative End
1	500	2022	2024

Deliverability RES- RA2.1

Land East of Birkenhead Road

08

E D E N

Deliverability RES-RA2.1 Land East of Birkenhead Road Phase 1

Availability

- 8.1 This allocation is also referred to as the Scott's Quay Regeneration Area Phase 1 (RES-RA2.1).
- 8.2 There are no legal or ownership impediment to development. See below for ownership summary.
- 8.3 Occupying a significant gateway site to the Wirral Waters regeneration area at Birkenhead Docks, this brownfield site is well placed to deliver a sustainable addition to the street scene and a valuable opportunity to further diversify the housing offer and transform perceptions within the locale.
- 8.4 The site is located outside the application boundary of the EFOP, however residential led development is in accordance with the Strategic Regeneration Framework for Wirral Waters and the vision for Scott's Quay Scott's Quay where it is identified as one of the placemaking partnership neighbourhoods.
- 8.5 A delivery option for the first phase is to partner with an RSL such as Magenta Living. Magenta Living is the largest registered housing provider in Wirral and a not-for-profit organisation, owning and managing just under 13,000 properties. The intention would be for some of these units to be secured as affordable homes to rent and some as a shared ownership model. The precise mix of tenure remains to be determined and will be informed by discussions with officers.
- 8.6 A proportion of the apartments are proposed to provide extra care housing for over 55s. The Magenta model provides independent living within one and two bedroom apartments with an on-site care team and offer a programme of activities for residents together with an element of shared resident facilities. Homes in this phase maybe delivered using Modern Methods of Construction (MMC).

Ownership

- 8.7 The site is in multiple ownership including Peel L&P and CETCO. Dialogue is underway to deliver vacant possession.

Key Milestones

- 8.8 In line with the Council's timescales, Peel L&P's emerging planning strategy and programme is as follows:
- February 2020 - Formal pre-application submission.
 - Late 2022 – Planning application to be anticipated. Delivery is conditional upon Brownfield Land grant via the Liverpool City Region Combined Authority. Peel L&P are going through the process to secure £5.2m from the Brownfield Land Fund (BLF).
 - Late 2023/24 – Anticipated start on site.
 - 2027 – Anticipated completion on site.

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Deliverability

Technical constraints

8.9 Technical assessments have not yet commenced and will be undertaken to support the anticipated planning application in 2022. Delivery is conditional upon funding and environmental constraints work that is being led by Wirral Council.

Delivery Trajectory

Phase	Target Homes Delivered	Indicative Start	Indicative End
1	191	2024	2025/26

Deliverability

RES-RA2.2

Land East of

Birkenhead

Road

09

EDEN

Deliverability RES-RA2.2 Land East of Birkenhead Road Phase 2

Availability

- 9.1 This allocation is also referred to as the Scott's Quay Regeneration Area Phase 2 (RES-RA2.2).
- 9.2 There are no legal or ownership impediment to development. See below for ownership summary.
- 9.3 Occupying a significant gateway site to the Wirral Waters regeneration area at Birkenhead Docks, this brownfield site is well placed to deliver a sustainable addition to the street scene and a valuable opportunity to further diversify the housing offer and transform perceptions within the locale.
- 9.4 The site is located outside the application boundary of the EFOP, however residential led development is in accordance with the Strategic Regeneration Framework for Wirral Waters and the vision for Scott's Quay where it is identified as one of the placemaking partnership neighbourhoods.
- 9.5 Peel L&P and partners are considering the use of Modern Methods of Construction (MMC). A number of suppliers are being considered including the Starship Group and Ilke Homes.
- 9.6 Peel L&P will partner with other RSL's such as Regenda Homes. Regenda Homes are a housing association managing over 13,000 properties in the North West. It works with a range of partner organisations to provide affordable housing and to achieve sustainable community regeneration. The precise mix of tenure remains to be determined and will be informed by discussions with officers.

Ownership

- 9.7 The site is in multiple ownership including Peel L&P and CETCO. Dialogue is underway to deliver vacant possession. Delivery is predicated on VP being secured.

Key Milestones

- 9.8 In line with the Council's timescales, Peel L&P's emerging planning strategy and programme is as follows:
- February 2020 - Formal pre-application submission.
 - Late 2022 – Outline Planning application anticipated. Delivery predicated on VP, environmental constraints and funding. Peel L&P are working towards securing £5.2m from the Brownfield Land Fund (BLF) secured from the Liverpool City Region Combined Authority).
 - Late 2025/26 – Anticipated start on site.
 - 2027 – Anticipated completion on site.

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Deliverability

Technical constraints

9.9 Technical assessments have not yet commenced and will be undertaken to support the anticipated outline planning application in 2022.

Delivery Trajectory

Phase	Target Homes Delivered	Indicative Start	Indicative End
1*	200	2025/26	2027/28

*Known as Phase 2 Scott's Quay

Conclusion

10

EDEN

Conclusion

Conclusion

- 10.1 Within this statement we have provided transparent statements outlining Peel L&P's intentions to continue to work pro-actively alongside other stakeholders to deliver transformational residential development at Wirral Waters.
- 10.2 Activity now on site is direct evidence of Peel L&Ps longstanding commitment and ability to deliver the homes in line with the Local Plan allocations. In fact, the proposals which have been emerging for some time, have reached a critical point in terms of delivery.
- 10.3 Subject to the Council's delivery of associated infrastructure, Peel L&P, together with funding and development partners are uniquely positioned to continue the momentum generated to date and deliver the new homes that are required as part of an exemplar regeneration project.

Appendix 3 – Hind Street Delivery Statement

HIND STREET REGENERATION AREA: DELIVERY STATEMENT

Purpose of the Statement

The Council has requested a short bullet statement explaining how the HSMLG’s proposals for the Hind Street Regeneration Area will be delivered, including progress and key milestones and funding.

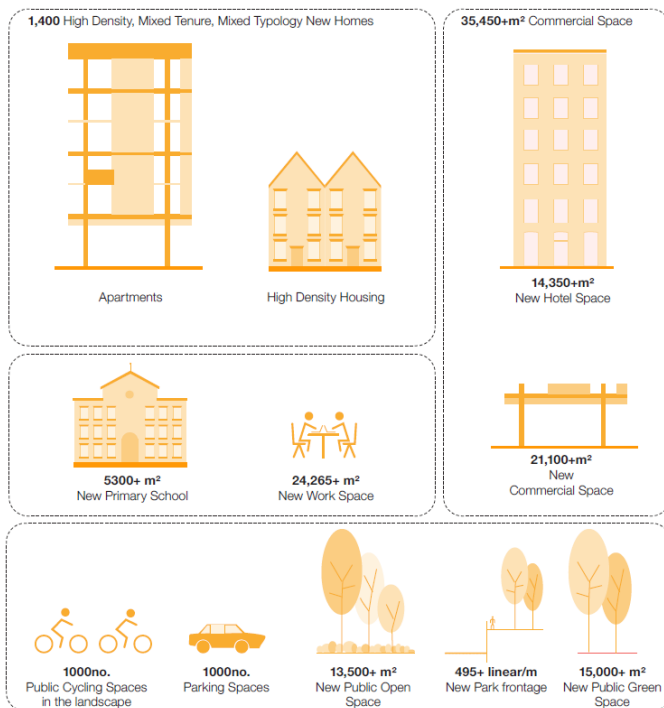
Overview and Progress

The Council propose to allocate the Hind Street Regeneration Area within the draft Local Plan for residential led mixed use development as a new urban garden village.

In accordance with paragraph 16 of the National Planning Policy Framework, the HSMLG has engaged with the Council to shape the draft Local Plan policies that relate to the comprehensive regeneration of the Hind Street Regeneration Area.

The HSMLG’s Local Plan engagement with the Council has been driven by the process of preparing a Concept Plan for the comprehensive regeneration of the Hind Street Regeneration Area. As part of this process a Concept Masterplan has been prepared to establish some of the key development approaches to the connections, urban grain, form and character, scale and use across the Regeneration Area in order to articulate the HSMLG vision.

The Concept Plan currently indicates the potential for the following development across the Hind Street Regeneration Area:



The new homes across the site are to be high-density, mixed tenure, and mixed typology. Current consideration includes a mix of 1, 2, 3, and 4 bed Mews, Town Houses, Terraced, Sawtooth Terrace, Mid-rise apartment blocks, High-rise apartment blocks. A minimum 40% of the market dwellings will be developed for larger dwellings of 3 or more bedrooms.

These new homes will be framed by a new sustainable infrastructure framework, including a new highway and movement grid that is closely aligned to significant new green infrastructure across the area.

The community and commercial uses are proposed to be predominantly located to the north of the Regeneration Area to complement and interface with the regeneration of the town centre, serving both the new residential community at Hind Street and the wider Birkenhead population.

It is important to recognise that the Concept Plan is the first stage of the development and design process that will demonstrate that the vision for Hind Street Regeneration Area is deliverable. The Concept Plan masterplan will form the basis of a Regeneration Framework, which in turn will inform a comprehensive masterplan that will form an integral part of a hybrid planning application that will be prepared and submitted for new development across the Regeneration Area. It is anticipated that the Regeneration Framework and Hybrid Planning Application with associated masterplan will be the subject of Planning Performance Agreements (PPA) with the Council.

Key Milestones

In line with the Council's timescales, the HSMLG's emerging planning strategy and programme is as follows:

- Q4 2021/22 through to Q1/Q2 2022/23 continued engagement with the Council related to Local Plan Regulation 19 evidence base and representations to Regulation 19 consultation;
- Q3/Q4 2022/23 continued engagement with the Council related to Local Plan evidence base and participation in the Examination in Public;
- Q3/Q4 2022/23 – Q1/Q2 2023/24 preparation and submission of first planning application and Masterplan;
- 2023/24 further engagement with the Council related to Local Plan adoption including any required modifications;
- 2025 – 2034 planning applications and delivery of the remaining phases of development.

Funding & Phasing

The HSMLG has developed a high-level cost plan of the Concept Plan and associated remediation and infrastructure requirements, which has informed an initial development appraisal that provides a high-level overview of viability. The outcome of this initial holistic high-level appraisal confirms that delivery will require significant public sector to support infrastructure provision and address the current market failure so that Hind Street's undoubted potential can be achieved, meaning that it can act as a catalyst for the wider transformation of Birkenhead and make a significant contribution to the Council's strategy to meet its development needs entirely within existing urban areas.

Public sector funding has already been allocated for the initial phase of the off-site infrastructure, which includes the removal of flyovers and associated highway works and the relocation of gas infrastructure. Discussions are ongoing with public sector stakeholders to identify sources for the remaining elements of the works, particularly the indirect infrastructure costs that will benefit the Town Centre regeneration more generally.

The delivery of family homes within early phases of development within the Hind Street Masterplan Area will not be dependent on the major public sector funding requirements for the larger scale infrastructure works that will benefit the wider Town regeneration, however some of these broad infrastructure works will be required to be completed to facilitate the later phases of development within the northern areas of the Hind Street Masterplan Area.

The aim of the initial phases of the development is to create a new market for high quality residential development in Birkenhead Town Centre and redress the current market failure which is impacting on viability. Accordingly, it is envisaged that whilst the initial phases will offer a mix of tenures to encourage occupation by a broad demographic the scheme is not targeting an affordable market as doing so would increase the viability gap.

The viability gap due to abnormal costs and market failure the initial phases of delivering family homes is at a level consistent with similar schemes elsewhere in the region.

HSMLG has taken the Concept Plan proposals forward in close collaboration with public sector funding partners including Liverpool City Region and Homes England, who both recognise the strategic importance of the Hind Street proposals. This has resulted in ongoing dialogue to identify the appropriate programmes which will be able to provide grant and potentially loan support for the delivery of both the early identified viability shortfall for the initial phases of delivering family homes and the funding of wider large scale infrastructure works.

This approach is consistent with the Council's own approach to delivering the ambitious regeneration of Birkenhead that is at the heart of a wider regeneration programme for the 'LeftBank' of the River Mersey stretching from New Brighton to Bromborough. The Council recognises that the scale of regeneration needed in Birkenhead will require a bespoke delivery vehicle and funding programme and is working with the Department for Levelling Up, Housing and Communities (DLUCH) to explore appropriate delivery models including the potential establishment of a form of Urban Development Corporation. The HSMLG fully supports and endorses this approach and is committed to assisting the

Council and their public sector partners achieve their regeneration objectives through the delivery of the Hind Street Regeneration Area proposals as set out in their Concept Plan.

An initial phasing strategy and housing trajectory for the proposed 1,400 new homes has also been produced. Indicative phases of development are illustrated on a plan at Appendix 1 and the anticipated housing trajectory for each of these phases is set out in the table included at Appendix 2.

Based on an assumed delivery rate for Phase A and B of an average of 11.02 units per month following completion of infrastructure, it is anticipated that these two initial phases of new homes can be delivered in the first 5 years of the Local Plan period (from the point of adoption). The overall delivery rate for the delivery of all new homes across the Regeneration Area is 11.17 units per month.

Appendix 2: Indicative Phasing and Anticipated Housing Trajectory

Phase (indicative)	Development Quantum	Typology	Indicative Timing/Completions
A	77	Houses	2025
	23	Apartments	2026
	39	Houses	2026
B	21	Apartments	2026
	45	Houses	2026
	98	Apartments	2027
	80	Houses	2027
	30	Apartments	2028
	116	Houses	2028
C	113	Apartments	2029
	32	Houses	2029
	122	Apartments	2030
	13	Houses	2030
D	71	Apartments	2031
	8	Houses	2032
	240	Apartments	2032
	174	Apartments	2033
E	77	Apartments	2034
	29	Apartments	2035

LOCAL PLAN

This document has been produced by
the Director of Regeneration and Place,
Wirral Council, PO Box 290, Wallasey
CH27 9FQ

For enquiries please email
localplan@wirral.gov.uk