

Hamilton Park Neighbourhood Framework

June 2021



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For and on behalf of Avison Young (UK) Limited

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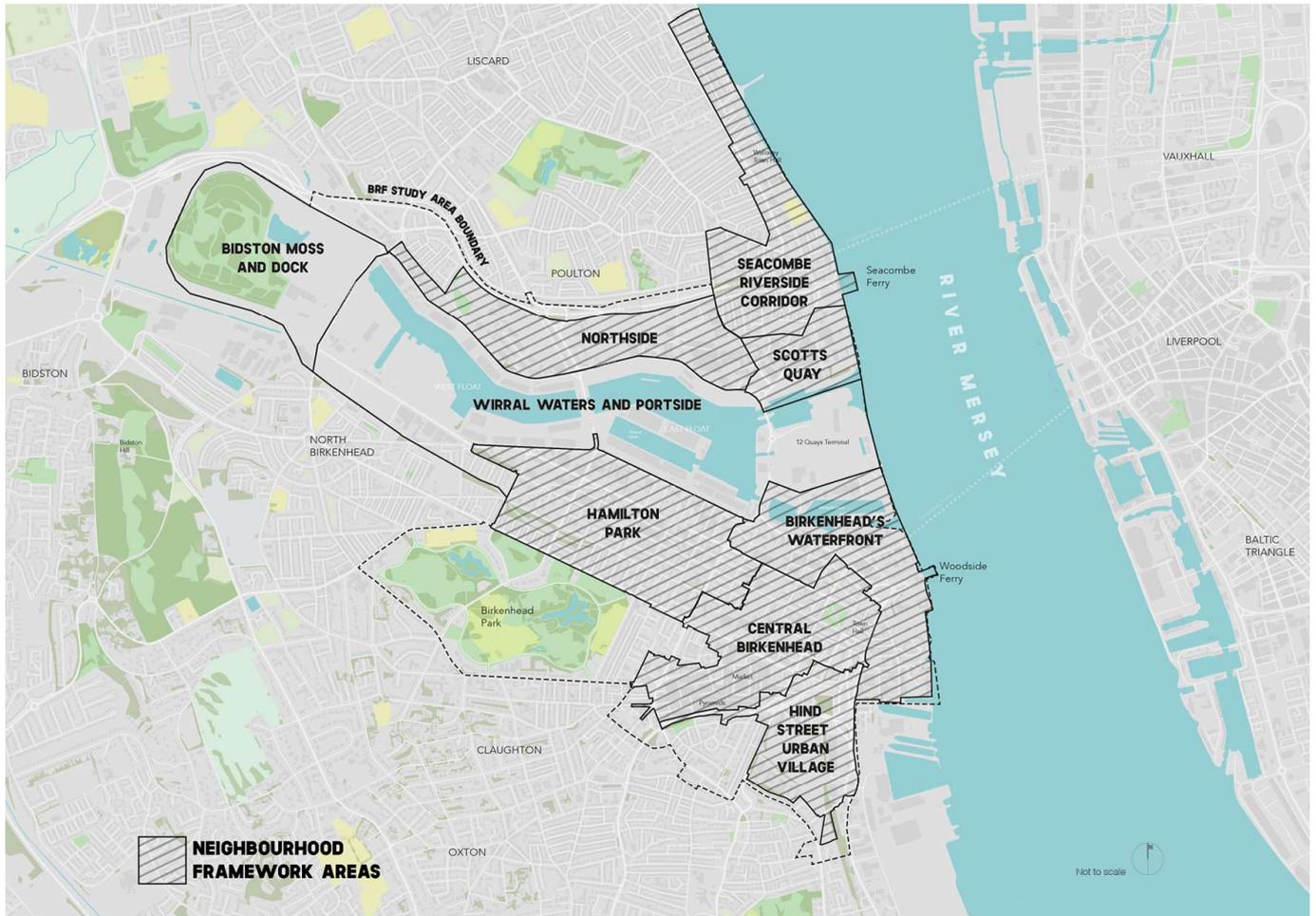
1. Introduction

- 1.1 This Neighbourhood Framework (NF) for Hamilton Park has been produced by Avison Young with Optimised Environments and Mott Macdonald on behalf of Wirral Council. It is one of a series to be prepared as part for the Birkenhead 2040 Regeneration Framework ('the BRF').
- 1.2 The NF document has been produced to consider the strategic recommendations of the BRF in more detail at the neighbourhood level. Its preparation has enabled greater focus on the delivery strategy associated with the ambitions of the BRF, at the neighbourhood scale and below.

Birkenhead 2040 Framework

- 1.3 This NF for Hamilton Park has been prepared in the context of the BRF. The BRF sets out an overarching strategy for the regeneration of the Birkenhead urban area. This includes the identification of nine neighbourhoods, each with their own character and contribution to the programme. The BRF establishes a draft vision and high-level strategy for potential land use change across these neighbourhoods, including scale of potential brownfield housing, alongside supporting public realm and infrastructure requirements, all to be tested further through NF production as appropriate.
- 1.4 The BRF specifically recommends the preparation of NFs for seven of the nine neighbourhoods identified, illustrated in Figure 1.1.

Figure 1.1: Birkenhead 2040 Neighbourhoods



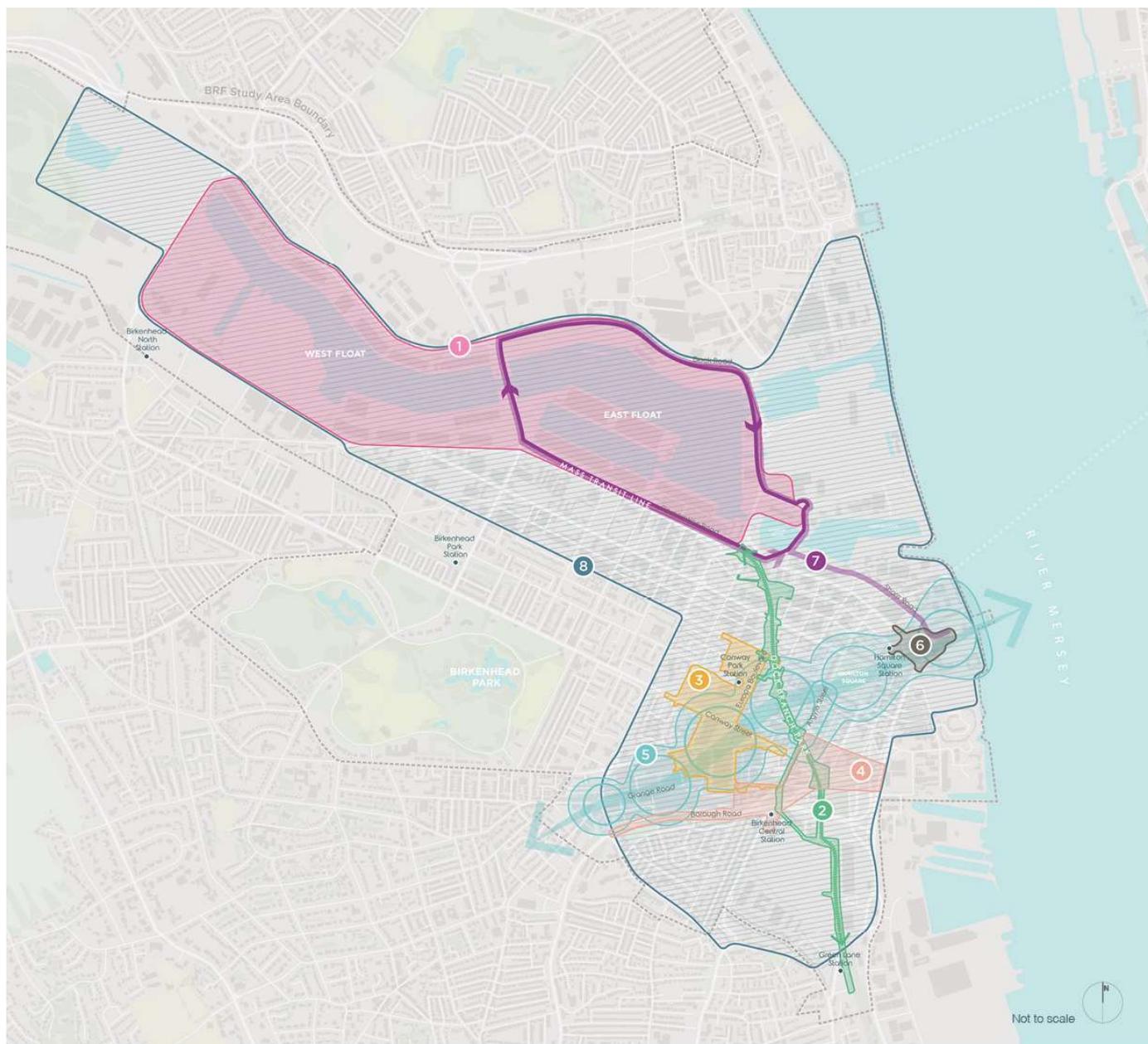
1.5 This NF, for Hamilton Park, has been developed having regard to the BRF Vision and Objectives. It has further had regard to the wider strategy of the BRF, including the prominent role of this particular neighbourhood within the wider strategy. Hamilton Park is a critical neighbourhood within the context of the spatial priorities of the BRF, including:

- Intensifying and re-populating our grid: The Laird grid is an incredibly distinct feature of the Hamilton Park neighbourhood. The BRF identifies the potential to create character through the intensification of uses across this highlight legible street layout, supported by critical prioritisation of investment in the street environment to ensure safety and high-quality environments; and
- A clear economic strategy: In part linked to the above, the BRF articulates an economic strategy which supports the continued importance (and growth) of the Port, but notes that it is important to concentrate associated business units in the strongest locations – in the context of the urban area identified to be within the Northside area. The balance between redevelopment and retention of business uses in Hamilton Park alongside the robust and sustainable introduction of a residential offer in this area and adjacent at Wirral Waters, are key considerations to be progressed at the more localised NF scale.

Interface with the Catalyst Projects

- 1.6 The BRF identifies a significant degree of underutilised and vacant brownfield land across Birkenhead on which development can and should be delivered in line with the principles and spatial priorities set out.
- 1.7 But it also recognises that there is a reason why these sites are not coming forward currently in this way as a result of the market failures that exist across Birkenhead. There is no one factor preventing high quality development being delivered, but it is known that viability and market perception is having a material impact.
- 1.8 The Framework addresses this issue head on – through the identification of a number of catalyst projects, all of which are progressing, to address structural place or market issues, and ultimately create the right conditions for investment and value growth.
- 1.9 These catalyst projects, as show in Figure 1.2 and summarised in the text in no particular order, are strategically important for Wirral – underpinning and reconnection, reimagination, and rediscovery of Birkenhead.

Figure 1.2: Catalyst Projects



Key

- 1 Wirral Waters
- 2 Dock Branch Park
- 3 Birkenhead Commercial District
- 4 Birkenhead Landing
- 5 East-West Cultural Axis
- 6 Woodside Gyratory
- 7 Potential Phase 1 Route for Mass Transit
- 8 Birkenhead District Heating Demand Zone Boundary

Dock Branch Park

- 1.10 Dock Branch Park is a transformational project, running through the heart of the urban area to the south of Wirral Waters in its first phase. The Phase 1 park, designed to bring back to life the disused railway cutting between Wirral Waters and Argyle Street, will be delivered to create a vibrant open space environment facilitating active travel and accommodating cultural and creative activities. This includes proposals to accommodate a new museum offer within the north of the Central Birkenhead neighbourhood, close to Hamilton Park, spilling into the park environment.
- 1.11 In its first phase the park's northern extent touches Hamilton Park – arriving at the A5029 and A554. Its design will encourage a 'spill-out- of street treatments to the east and west, with specific opportunities to improve east-west active travel networks including through to Hamilton Park. Specific potential to improve routes to connect through includes Cleveland Street, Brook Street and Price Street.
- 1.12 The design has been informed by the desire to not just deliver a new linear park within Birkenhead, but also to leverage wider regenerative impact – including ensuring connections to Hamilton Park, Hamilton Square, the Commercial District, and unlock development sites along its stretch. The nature of the park and associated development potential will have a material impact on Birkenhead more widely – creating a unique new community and fundamentally changing the character of the core of the town.
- 1.13 A masterplan has been produced for Phase 1 of Dock Branch Park, which has in turn informed the preparation of a landscape design approach, cost plan and planning strategy. Dock Branch Park has been included within the Birkenhead Town Deal programme, the subject of a current funding bid to Government in early 2021.

Birkenhead Commercial District and Mixed-Use Quarter

- 1.14 The Commercial District and Mixed-Use Quarter lies right at the heart of Central Birkenhead and is a critical project to kick-start the restructuring and diversification of the extensive and dysfunctional retail core of the area, and change perceptions and value offer of the wider urban area.
- 1.15 The direct physical change that will result from the delivery of the proposals being developed by Wirral Growth Company (WGC) will materially change the physical environment of the retail core, diversify land uses, directly improve footfall of office-based employees, and create new attractions and experiential offer in the centre of Birkenhead.
- 1.16 Phase 1 will see the delivery of the first two buildings of the Commercial District – including 150,000 sq. ft. of office space including a new home for Wirral Council employees alongside private sector occupiers. Early years delivery

will see the demolition of the existing market building and temporary relocation of traders to St Werburghs Square, before they are permanently housed in a new market building within the core of the Commercial District.

- 1.17 Wider proposals include early year aspirations to deliver new homes at the north of Europa Boulevard on car parking land owned by the Council, and longer-term potential for mixed use delivery in key locations along Europa Boulevard – which will improve the context for change at Hamilton Park.

Wirral Waters

- 1.18 Wirral Waters, which benefits from an outline planning permission, is a catalyst project for Birkenhead and Wirral, but with a reach beyond that of the BRF, this NF and the emerging Local Plan given its scale.
- 1.19 The BRF recognises key projects being progressed within the Wirral Waters that will have a fundamental and catalytic impact on the regeneration process. In combination they address significant portside decline and bringing valuable sites back into vibrant use, and developing embryonic markets including new high quality residential development of a mixed tenure nature in this unique waterside setting, alongside the establishment of new Grade 'A' Office accommodation on Tower Road. Other key components of Wirral Waters include Northbank, MEA Park, Vittoria Studios, Marina View, Tower Road South (including the delivery of transformational public realm as an early phase investment) and Four Bridges. Vittoria Studios is of key significance to the Hamilton Park NF given its location immediately north of Corporation Road.
- 1.20 The BRF has had regard to delivery potential across Birkenhead across mix of uses and house types in the context of the Wirral Waters extant planning permission. Creating a balance will be key to the overall sustainability and resilience of the LeftBank urban area, and will be tested further through the progression of the NF documents.
- 1.21 The strongest interface between Wirral Waters and the BRF programme is noted at Hamilton Park – which sits immediately adjacent.
- 1.22 Early phase delivery across Wirral Waters will be key to delivering the full ambition and scale of development captured within the outline permission, but as importantly will underpin market development and drive private sector investor confidence in the wider Birkenhead urban area. The BRF recognises that change is necessary in Hamilton Park to maximise the potential of key elements of the Wirral Waters programme, including specifically at Vittoria Studios. Vice-versa, the continued successful delivery of Wirral Waters will support future investment within the Hamilton Park area – either directly through public realm and community provision, or by encouraging private sector investment in development plots.

'Birkenhead Landing'

- 1.23 The BRF identifies the need and opportunity to bring down both flyovers that currently cut across Hind Street, severing this new neighbourhood from Central Birkenhead. The environment around the flyovers is heavily engineered and has a significant negative visual and physical impact. This is particularly pronounced in the area

outside Birkenhead Central Station and on land north of Hind Street, where the town centre is severed from neighbourhoods to the south. Additionally, the flyover structures are surplus to requirements as there is capacity to use alternative routes to connect to Queensway Tunnel. In time they will also present a major maintenance liability.

- 1.24 The flyover removal programme will have a direct impact on wider infrastructure located between Birkenhead Central Station and the core of the Central Birkenhead neighbourhood, referred to as 'Birkenhead Landing' – removing infrastructure currently as wide as a motorway in parts severing the centre from the existing and future residential communities to the south.
- 1.25 This comprehensive approach is needed to unlock the key additional development opportunity for a new exemplar Urban Village at Hind Street. This is an essential project to address severance and the 'concrete collar' that sits around the Central Birkenhead core area and will enable the simplification of infrastructure across the area. The removal of the flyovers will also provide the opportunity to create a new public space outside of Birkenhead Central Station, which will enhance the attractiveness for and viability of a new residential neighbourhood connecting it to the adjoining St Werburgh's area.

The East-West Cultural Axis

- 1.26 Supporting and developing the continued expansion of the cultural and creative economy is fundamental to the BRF. Geographically this will focus on the Central Birkenhead and Waterfront areas – building on existing offer, business clustering, and the physical attributes of in particular the heritage assets at Hamilton Park, the Priory and the Waterfront – with the potential to run as a network of spaces and buildings as an axis connecting these two neighbourhoods.
- 1.27 The axis has at its heart the ambition to bring the core of the urban area closer to the newly imagined waterfront area. It will include the implementation of an activation strategy which will be fundamental to driving footfall within the retail core, and generally creating vibrancy and attract visitors to the centre. This experiential consideration of the core will be fundamental to the long-term sense of place across Birkenhead, and in particular will underpin its retail, food and drink and leisure offer in the future, including incremental uses delivered across neighbourhoods such as Hamilton Park.

Woodside Gyratory

- 1.28 One of the key considerations within this NF is how to create better connections between the core of the urban area and its waterfront. It is crucial that through the delivery of the regeneration programme that the right conditions are created for investment in Birkenhead – and it is clear that the separation (physical and psychological) between Central Birkenhead and the Waterfront is one of the key dysfunctions of the area currently. The presence of the Woodside gyratory is one of the fundamental reasons for this separation – and its removal will be a key driver of the two key areas connecting and being continuous in terms of development, public realm, function and crucially feel.

- 1.29 Whilst not immediately adjacent to the Hamilton Park neighbourhood, the potential works to the Woodside Gyratory will improve the arrival of Cleveland Street to the Waterfront – being the direct spine through from the Hamilton Park community.

Mass Transit System

- 1.30 A mass transit system for the Central Birkenhead and Wirral Waters areas of the Borough have been discussed for several years. Through recent feasibility work undertaken on behalf of the Council, a wider mass transit system prospect has been identified, serving key regeneration zones such as Wirral Waters, Seacombe Riverside and the south of Central Birkenhead.
- 1.31 The mass transit network is needed due to the absence of ‘last mile’ high-quality public transport alternatives connecting to and between planned regeneration and the high quality Merseyrail system. In some cases, such as Wirral Waters, there is a need to overcome an existing impasse in which large-scale or high-density development on brownfield land is hindered by constrained public transport accessibility, but at the same time provision of public transport has not been previously considered feasible due to lack of demonstrable demand. This ‘Chicken & Egg’ paradigm is presently being examined through preparation of a Mass Transit Delivery Strategy and Business Case, which is being prepared to recommend ways in which this impasse can be overcome.
- 1.32 Whilst work is still underway to test the Business Case for the mass transit system, for Hamilton Park it is notable that potential routing includes connectivity along Corporation Road – the northern edge of the neighbourhood and point of interface with Vittoria Studios.

Birkenhead District Heat Network

- 1.33 Investment in Birkenhead must be future proof. New energy infrastructure is needed if development across the area is to contribute to achieving net-zero carbon emissions to help avert the climate crisis. During 2021 the Council will be working with the Department for Business, Energy and Industrial Strategy to develop a detailed business case for the implementation of a comprehensive heat network for Central Birkenhead. The emerging Local Plan will include policies to safeguard key sites to facilitate the delivery of this project and require major developments to connect to the system where feasible.
- 1.34 The District Heat Network proposals will be developed alongside a greater understanding of the development potential across all of the BRF neighbourhoods. The success of the Network will ultimately depend on its ability to connect into new development and existing areas of activity – including at Hamilton Park.

Document Structure

1.35 The remainder of this document is structured as follows:

- Section 2: Hamilton Park Context: Summary of baseline analysis to present snapshot of context for the NF within the Hamilton Park neighbourhood, including SWOT analysis summary;
- Section 3: Vision and Objectives: Setting the vision and principles for the Hamilton Park NF in response to the context, drivers and opportunities identified;
- Section 4: Hamilton Park Neighbourhood Framework: Proposed mix of land uses, and identification of key projects coming forwards as a result of the NF process; and
- Section 5: NF Delivery Strategy and Next Steps: Including project action plan, phasing plan, consideration of funding, delivery vehicles and governance.

1.36 This Hamilton Park NF is supported by technical evidence informing the process undertaken including:

- Place and Movement Baseline; and
- Demographic and Market Baseline.

2. Hamilton Park Context

- 2.2 Hamilton Park covers a significant and complex area, with its boundary shown at Figure 2.1. This section describes the key characteristics of the area and identifies the key issues and opportunities which the Neighbourhood Framework will need to address. It summarises more detailed analysis captured within the Hamilton Park NF Place and Movement Baseline report, and the Hamilton Park NF Demographic and Market Baseline report.

Figure 2.1: Hamilton Park NF Boundary



- 2.3 Hamilton Park covers an area of 82 hectares sat between the internationally recognised and strategically significant heritage and open space asset of Birkenhead Park to the south and the docklands of Wirral Waters to the north.
- 2.4 The southern part of the neighbourhood is largely residential in nature, with characterful Victorian properties fronting onto Park Road North. These Victorian terraced properties give way to interwar and more modern housing as you move north through the neighbourhood. Moving away from Birkenhead Park towards the centre of the neighbourhood is predominantly made up of affordable housing stock including two mid to high rise residential towers and maisonette blocks alongside lower density suburban semi-detached offer.
- 2.5 The northern part of the area closer to the docks historically consisted of heavy industry, manufacturing and processing as well as open storage associate with port operations. Historic industrial uses have left physical scars including vacant sites and legacy industrial uses of varying quality. There are numerous vacant and underutilised buildings and sites across the north of the area.
- 2.6 Whilst there are several notable industrial buildings and historic public houses that add to the character and identity of the neighbourhood, the industrial land uses predominately turn their back to the street scene, with vacant sites and industrial activities including scrap merchants, breakers yards and vehicle storage that often reinforce a sense of decline and decay.
- 2.7 These streets to the north of Price Street and Cleveland Street are generally of poor physical environment provide the backdrop to the waterfront of Wirral Waters (East Float) and the proposed development areas of Vittoria Studios and Sky City.
- 2.8 Employment uses to the west beyond Duke Street are of a generally better quality and have a strong interface with proposed employment uses at West Float and MEA Park.
- 2.9 Access to the rail network is excellent, with Birkenhead Park Station within the neighbourhood to the west and Conway Park Station a short distance to the east. The area is also well served by a number of strategic bus routes that connect the area to the wider borough and beyond.
- 2.10 Over the last ten years a series of traffic calming and tree planting works have taken place along the length of Price Street, Duke Street and Watson Street, some of the strongest remaining historic street grid evident across Birkenhead – softening the impact in part of the car and HGV across the grid.

The Demographic and Market Context for Change

- 2.11 Baseline analysis of existing demographics and market context within the Hamilton Park area and its wider catchment supports the need for change within the area. Alongside significant opportunity for investment there remains a fundamental justification for direct intervention to improve conditions for private sector investment and improve lives and fortunes of existing residents and businesses.

- 2.12 The key drivers for change are summarised in the remainder of this section and documented further within the baseline reports supporting this NF.

An uncertain outlook: Impact of COVID-19

- 2.13 This document has been prepared throughout the COVID-19 pandemic and is therefore cognisant to the fact that future land use requirements need to remain flexible to account for changing patterns of demand.
- 2.14 At the time of writing the extent of the impact on town centres or the wider economy is simply not known. Considerable job losses are forecast across the country, and across sectors, albeit we have seen some interesting commercial trends which do support increased transactions and values relating to distribution and a positive outlook for last-mile delivery and localised amenity provision to support neighbourhood based growth. The challenging trading environment for many businesses is recognised particularly under any future lockdowns, and that many may have ceased trading entirely during 2020 and early 2021.
- 2.15 There is also evidence of strong residential market activity, with a resurgence in prices occurring immediately after the first lockdown¹; primarily driven by pent up demand and perceptions of people wanting to live in more suburban or less urban locations as a potential shift towards homes with greater outdoor space and access to local amenity. The market has also been buoyed by the Stamp Duty holiday introduced by the Government during the pandemic and due to run to 30th June 2021.
- 2.16 The direct implications of COVID-19 are visible on the built environment already – with significant investment having been delivered in increasing public space, outdoor seating areas, and active travel routes throughout the pandemic, with many outdoor seating areas remaining and thriving even as we see hospitality re-open. This will have a lasting impact on how the spaces between buildings are planned, and for movement within urban centres specifically.
- 2.17 Through 2021 considerable market and economic uncertainty is likely as the UK continue to operate under restrictions resulting from COVID-19 and the full impacts of leaving Europe take effect. However, the sites identified as priorities in this NF document will remain priorities in this wider context. During such periods it is important to recognise that opportunities will exist for public funding support, and indeed anticipate potential to leverage

¹ <https://www.theguardian.com/business/2020/nov/06/uk-house-prices-jump-as-average-home-tops-250000-for-first-time-covid>

greater intervention through this NF under the 'Levelling Up' Government agenda, in partnership with the Liverpool City Region.

Existing and Multifaceted Deprivation

- 2.18 The unemployment rate in this area is 15.4%, nearly 5 times the local and national average. Having a very small proportion of the population in consistent work presents means that there is limited income generated within the community to generate direct and induced employment or lead to direct spent within businesses within the Hamilton Park area.
- 2.19 Of the economically inactive population, over 43% are disabled or suffer with a long-term illness, twice the Wirral average and nearly 3 times the UK average.
- 2.20 Hamilton Park appears in the first decile of the most deprived areas in England for education, employment, health, crime, living environment and barriers to housing and services. Hamilton Park ranks amongst the most deprived communities in England for income, employment and health. The only measure where Hamilton Park performs well is barriers to housing and services, where it is in the 9th decile and living environment where it ranks in the 5th decile. This may reflect the low house prices in the area as well as close proximity to the town centre with good access to essential support services.

An Ageing Community

- 2.21 The age demographic of the Hamilton Park is currently skewed to older residents – who make up 21.4% of the population of Hamilton Park. By 2038 the older population in this area will make up 30% of the total population of Hamilton Park. To respond to this growth in ageing population the service provision in the area will need to directly address this part of the community, homes will be needed that suit an ageing population and we will need to ensure we have an environment that is easy to navigate and move around for those with impaired movement.

Limited Social Mobility

- 2.22 Within Hamilton Park, 62.8% of the population are within the lowest social grade DE, double the Wirral average. Conversely, the proportion within the highest social grade (AB) is just 2.2%. This suggests Hamilton Park is characterised by a resident population who work in predominantly semi-skilled and unskilled manual occupations, with very few if any of the population working in highly skilled or professional occupations.
- 2.23 Over half of the working population (53.5%) have no official qualifications, over double the Wirral and UK average. Those with Level 4 qualifications or above, equivalent to A-level qualifications, make up just 5.7%, 5 times fewer than the Wirral average and 6 times fewer than the national average.

- 2.24 The most common types of occupation in Hamilton Park are 'elementary occupations' (20.8%), 'process, plant and machine operatives' (16.9%) in 'skilled trade occupations.' Those in professional occupations make up just 2% of the workforce in the area.

Heavy Industrial Legacy

- 2.25 The Hamilton Park area is typified by low density, low value and low-quality employment uses. The area was historically intrinsically linked to the port which drove its economic function, and the housing typically accommodating dock workers. Changes to port operations means there is now only a small percentage of the population of Hamilton Park living in the area and still working in port related activities. Changes in port operations mean that focus more on quay side maritime activities mean that the Hamilton Park area has been left behind, and its role and identify as an employment location within Birkenhead less clear.
- 2.26 There are a number of underutilised sites across the Hamilton Park neighbourhood, with many standing empty for years, with cleared sites often being turned over to incidental and opportunistic open storage. Heavy uses also prevail including scrap metal processing.
- 2.27 Industrial occupiers are increasingly demanding modern good quality industrial space, moving away from the characteristically poorer quality second-hand units which are prevalent throughout Hamilton Park. Despite this demand, there has been limited development activity in Hamilton Park. This has resulted in stagnation of rental growth in the area with headline rental values of £6 sq. ft. Older secondary and tertiary space that is the dominant stock within Hamilton Park is found to be on the market longer due to its poor condition and location. If the market is unable or unwilling to bring forward modern Grade A office space in the area, then a more interventionalist approach will be required to bring forward employment within Hamilton Park that needs modern occupier demands.
- 2.28 The most recent Wirral Employment Land and Premises Study 2017 , which is currently subject to review, states that the industrial sector is driving demand in the local commercial property market; commercial agents reported strong demand for smaller units up to 2,300 sqm / 25,000 sq. ft., but particularly up to 930 sqm / 10,000 sq. ft. At present, there is not any Grade A industrial space available within Hamilton Park. Birkenhead needs more Grade A industrial space in addition to the proposals being brought forward by Peel Holdings at MEA Business Park. The proposed MEA Business Park directly to the north west of Hamilton Park is being brought forward speculatively by Peel Holdings Ltd as part of their West Float proposals. The new industrial units will range from 2750 sq. ft to 6,000 sq. ft.

Housing Market Failure

- 2.29 In Hamilton Park, nearly 70% of people live in socially rented housing, over four times the Wirral and national average. Conversely, just 13.5% of houses are owner occupied. There is a clear divide between the social housing

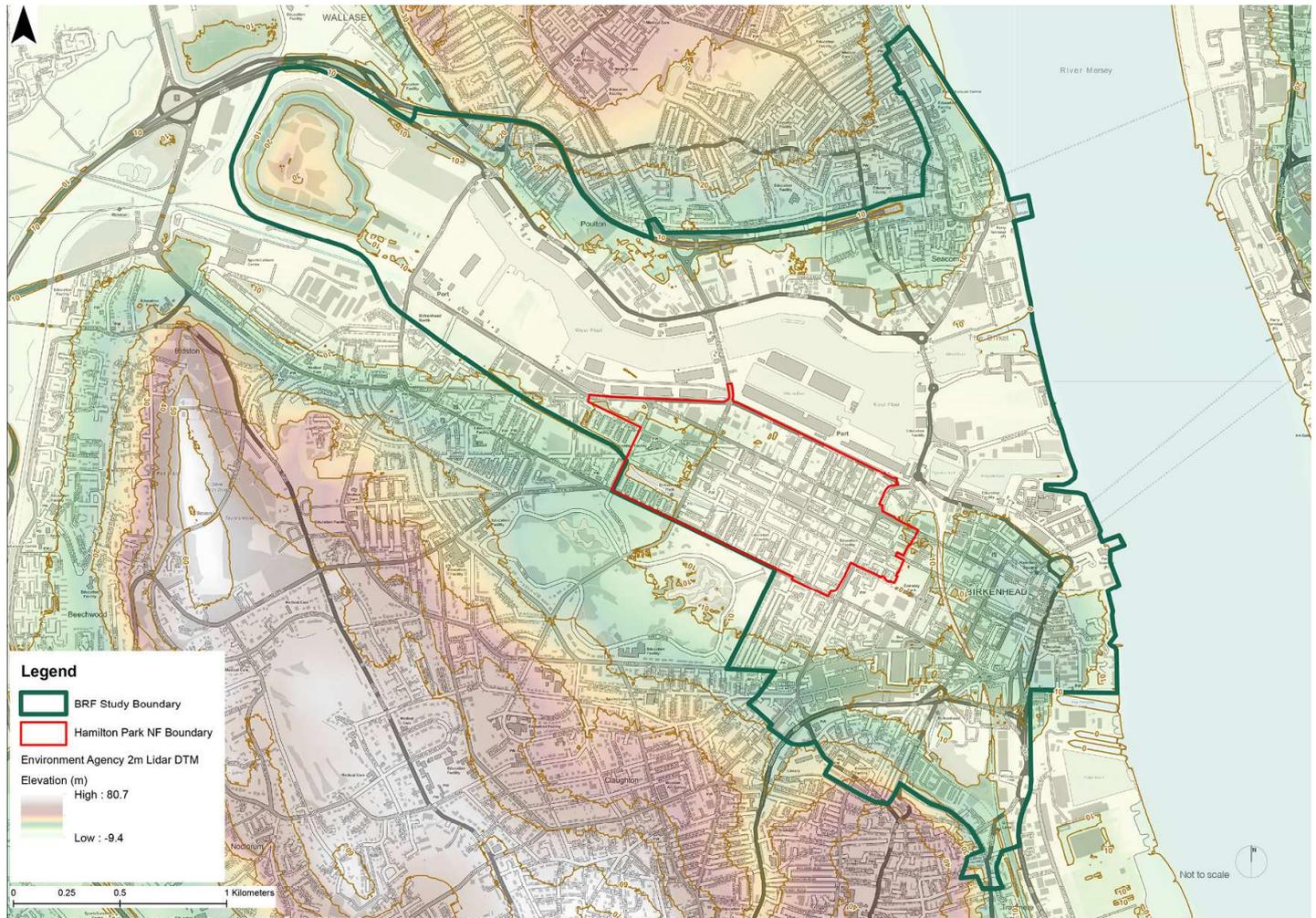
which is focused in the centre of area adjoining the industrial uses, and the private housing which is located in the south of the area adjoining Birkenhead Park. Consistently across the two types of housing, condition is identified as a potential issue.

- 2.30 The nature and quality of the social housing stock across the area is noted to be particularly varied. Different periods and styles of social housing intervention are clearly identifiable as you move through the area. From tower blocks and tenement buildings, through to family houses and bungalows, Hamilton Park provides a variety of housing choices.
- 2.31 The nature of some of the design choices and materials that were made to deliver affordable housing in the past in Hamilton Park mean that large numbers of properties will require upgrading and interventions in the coming two decades – very common in ageing social housing stock. Changes in environmental certification and standards as well as changes to how tower blocks and houses in multiple occupation mean that a simple repair and upgrading programme might not be sufficient to address stock condition issues.
- 2.32 In 2017, consultancy BRE undertook a series of modelling exercises on housing stock across the Wirral to produce an integrated stock model which include Energy Performance Certificate (EPC). Within the study Hamilton Park falls within the 'Birkenhead and St James' area and concludes that a number of the properties in this area are in need of improvement to address key indicators of cold, fall hazards and disrepair. This includes properties which suffer from excess cold, fall hazards, disrepair, fuel poverty and low incomes.
- 2.33 There is little in the way of private residential transactional activity within the area. This is in part a reflection on the lack of private homes for sale in Hamilton Park and an overall reflection of the market in the area. By house type, the average price for a terraced home in the area is £96,000, a semi-detached is £159,000, and flats averaging at £129,000. Flats (33%), account for a third of the whole market of purchased properties within the area.
- 2.34 Rental prices vary from a low value of £325 pcm for a 1 bedroom flat to a maximum of £750 for a 2-bedroom flat, surpassing the maximum for a terraced house at £650 pcm. There are currently low levels of homes available to rent in Hamilton Park which may deter PRS developers with homes to rent more likely to come forward via social housing managed by a registered provider.

Urban Design Analysis

2.35 Hamilton Park occupies low lying land with the core of the neighbourhood falling within a flood zone. The topography of the area leading from Birkenhead Park down to the docks means that there is an additional medium to high risk of surface level flooding.

Figure 2.2: Elevation Analysis



2.36 In response the finished floor level of residential development within areas with exposure to fluvial flooding must be 600mm above floods level. General finished floor levels across Hamilton Park should be 300mm above flood levels. Materials that have low permeability (materials that water cannot pass through, for example, impermeable concrete) will be encouraged to reduce surface flooding.

Figure 2.3: Fluvial Analysis

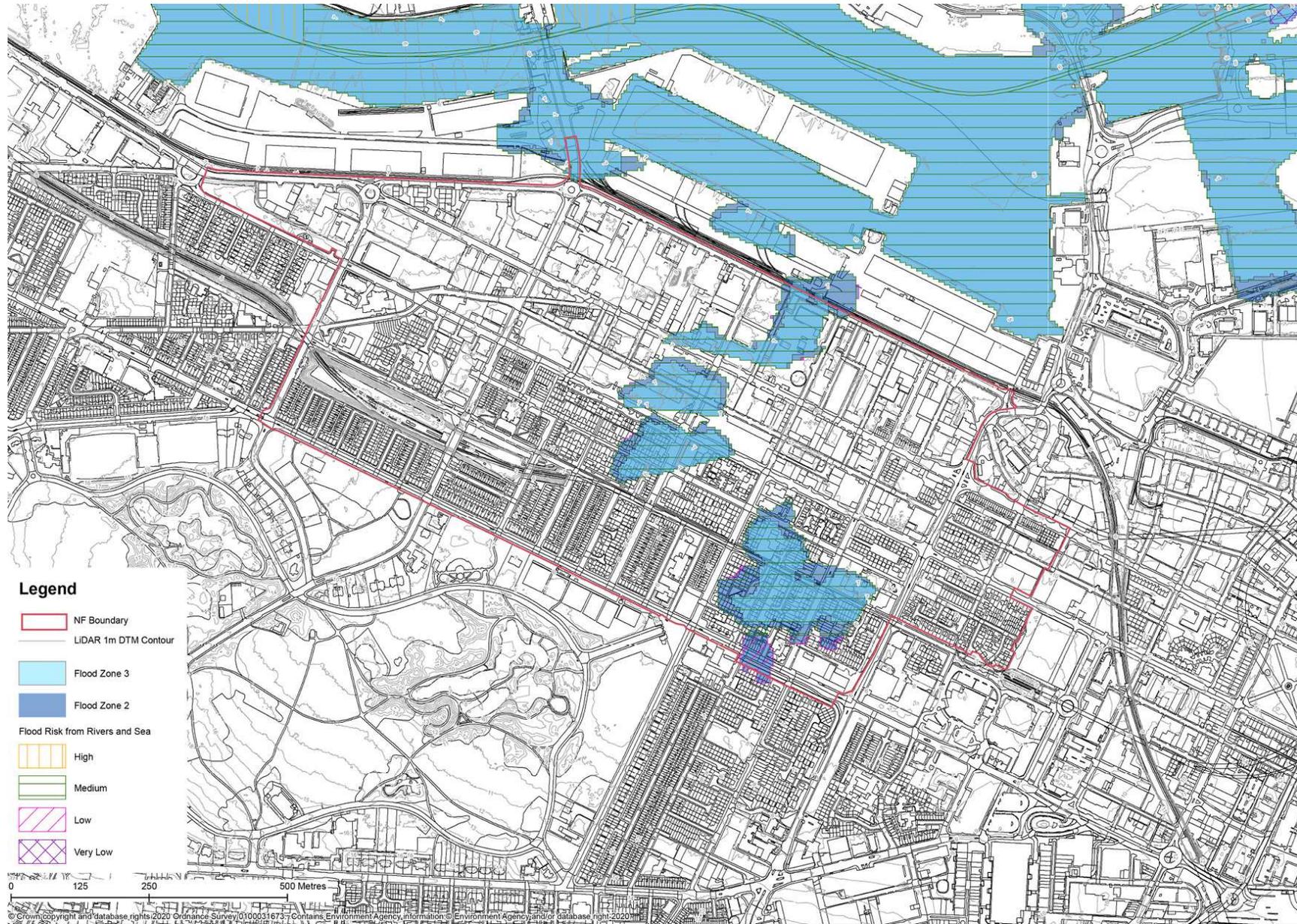
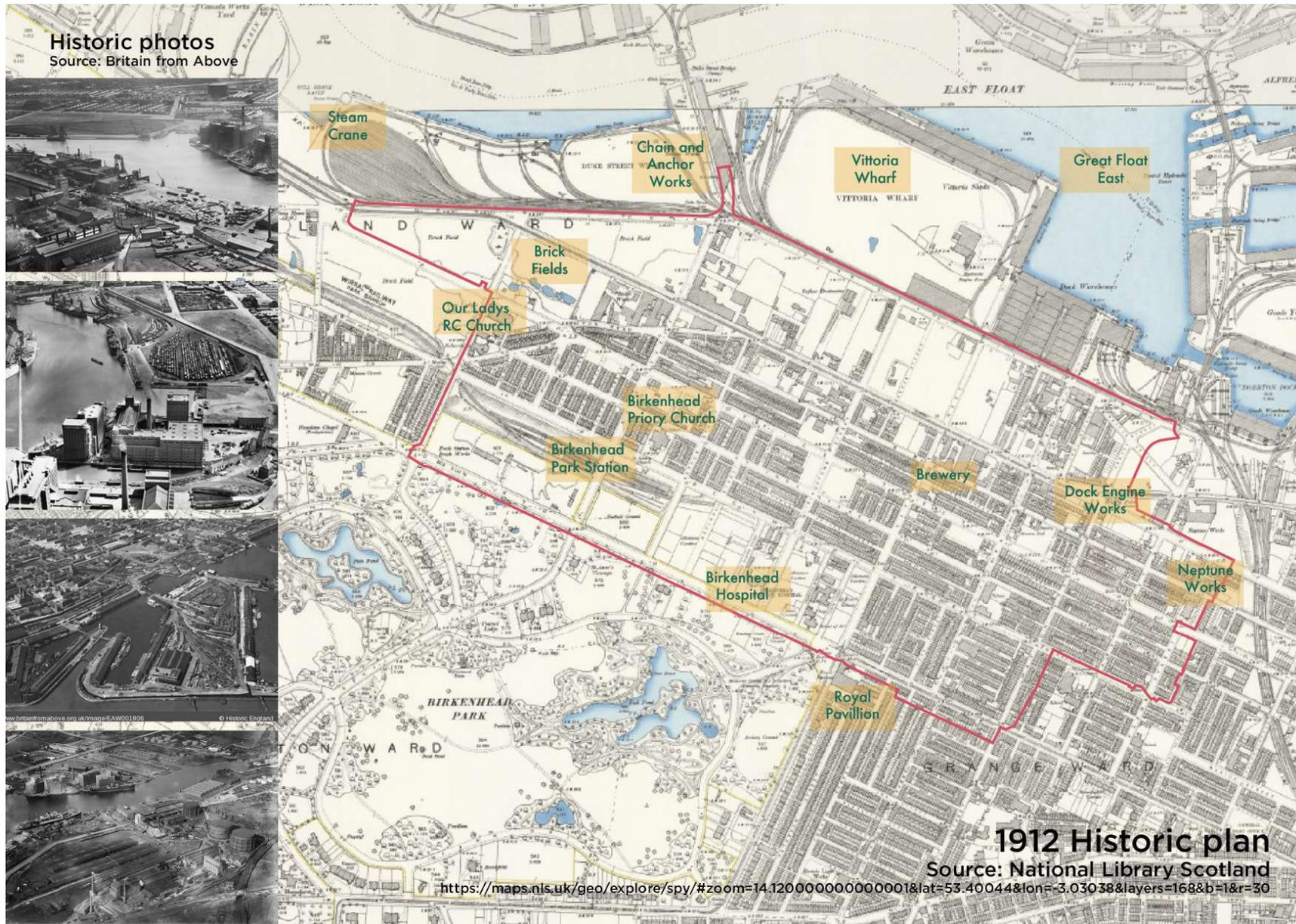


Figure 2.4: Surface Water Run Off



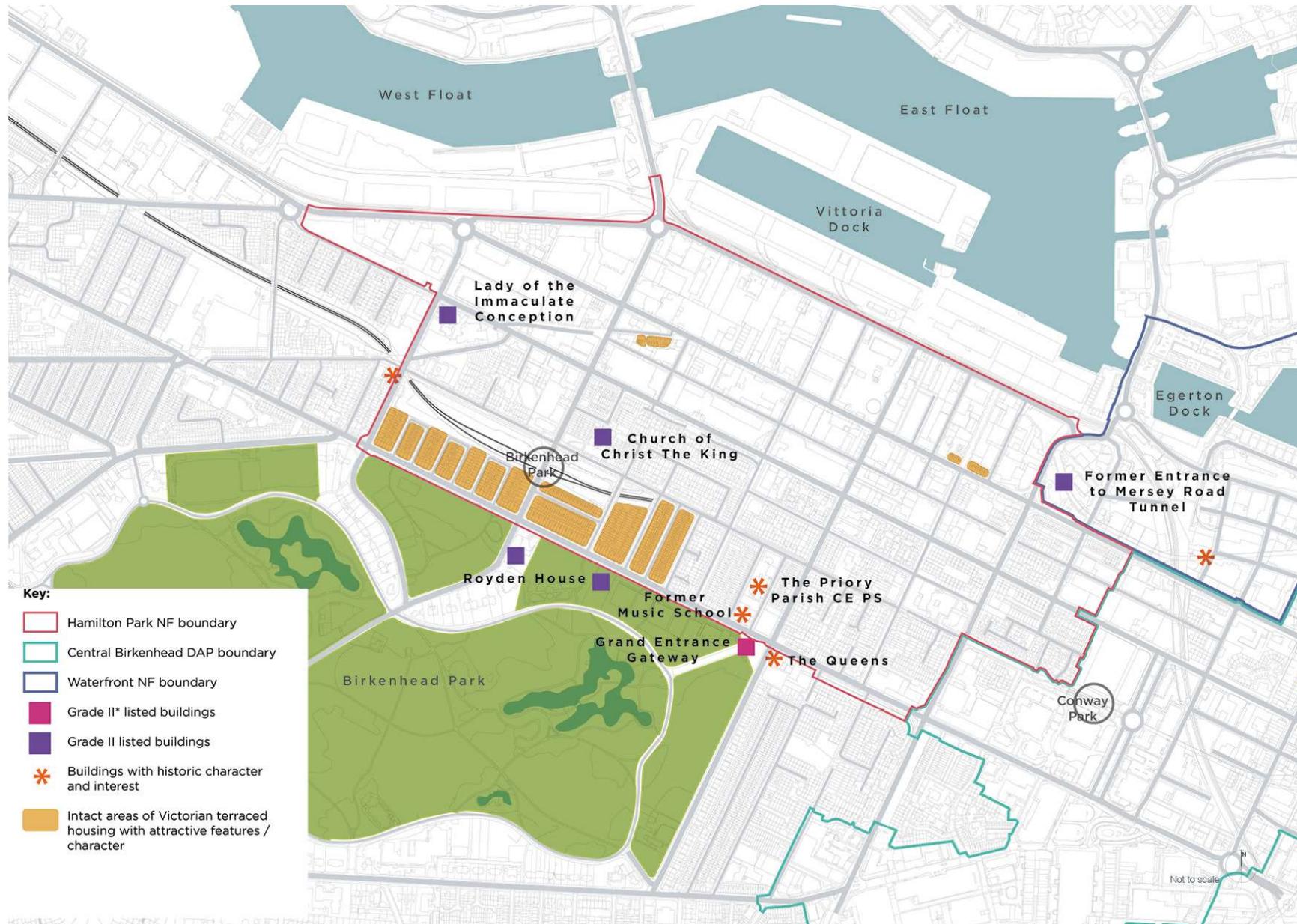
2.37 The legacy of the Laird Grid is most prevalent in this neighbourhood of Birkenhead. It dominates the neighbourhood. The adjacency of Birkenhead Park and East Float together with the rail line through the neighbourhood in a cutting that reinforces the linear form of the area and introduces a further barrier to north south movements through Hamilton Park.

Figure 2.5: Historic Character



- 2.38 Price Street marks a definitive break between predominantly residential uses to the south and industrial uses to the north – this ‘clean break’ feels arbitrary and unnecessarily artificial, preventing north-south integration. The area north of Hamilton Park Price Street is inactive at night due to current employment land uses. There are numerous large format uses / expansive occupiers that create large impenetrable blocks especially the large block to the north west corner of Hamilton Park which is dominated by open storage and gated plots.
- 2.39 Fragmented ownerships and multiple phases of redevelopment of sites and buildings has resulted in an ad-hoc feel to the environment as owner-occupiers have sought to address their own buildings, service arrangements and car parking provision.
- 2.40 Prior to the creation of the Great Float in the 1850s the area was home to numerous shipyards, iron works and other port related businesses. The laying of the Laird Grid and the industrial revolution saw port related and other industries expand across the area. The laying out of Birkenhead Park from 1847 and the introduction of the railway and a station at Birkenhead Park in 1888 saw the growth of housing to the south of the area.
- 2.41 Whilst Hamilton Park lacks a wealth of listed assets associated with other parts of Birkenhead, it still contains a history which is told through its built form and some individual buildings. From the characterful terraced housing fronting Birkenhead Park, to the setting of Birkenhead Priory Church on Beckwith Street and the Priory Parish Primary School, Hamilton Park tells a story of the great expansion of Birkenhead in the late 19th Century.

Figure 2.6: Heritage Assets

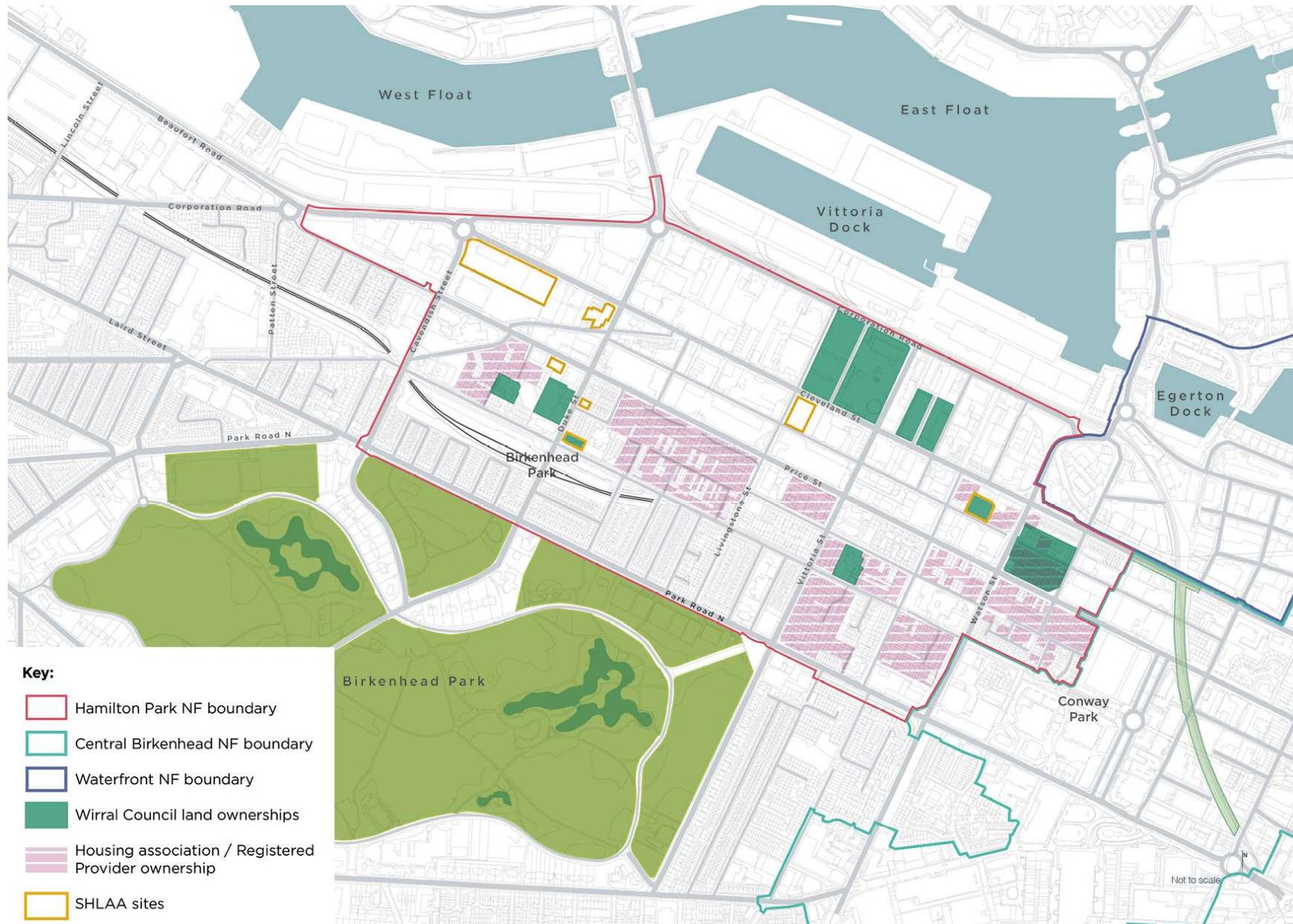


2.42 Birkenhead Park provides a truly outstanding, world class green space that adjoins this neighbourhood, but this remains the only area of significant public green space in the area. Whilst Hamilton Park is afforded views through to East Float there are limited opportunities for physical connection with the docks which is currently operational port land.

Land Ownership

2.43 The Council has a series of ownerships within Hamilton Park and controls a series of vacant sites around Livingstone Street and Berner Street (albeit it is noted that the site on Livingstone Street / Berner Street is owned in conjunction with Wirral Methodist Housing Association). The Council also controls a series of occupied sites including the Wirral Technical Services Department and Site Depot on Vittoria Street – Corporation Road.

Figure 2.7: Wirral Council Land Ownership



Strategic Connectivity

- 2.44 The Laird Grid set the movement of workers and goods to/from the docks. Over time, the grid was evolved and redefined around the motor car and a clear hierarchy of vehicles movement prevails across the area. Now, east-west links such as Cleveland St, Price Street and Conway Street have priority over most north-south routes, whilst Duke Street and Watson Street bookend the area linking to dock crossing points. The area has a strong public transport offer, with high-frequency bus and rail connections. Around 65% of households do not have access to a car, which is an indication of demographics, as well as strong levels of accessibility and proximity to local services. Birkenhead Park rail station sits within Hamilton Park providing direct connections to the wider Mersey Rail Network, with Conway Park Station a short walk to the south west of the NF area. A series of interventions into key routes through the area including Duke Street and Price Street have seen the introduction of street calming, tree planting and a series of on road and segregated cycle lanes being provided.
- 2.45 There is a relatively high rate of road traffic collisions in the area, with particular clusters located around Duke Street, Cleveland Street and Conway Street. All travel collision data for 2014-2018 indicates that the highest level of serious collisions take place along Park Road North and Cleveland Street. There are also other serious collisions noted along Corporation Road. Casualties involving children drawn from activate travel collision data for 2014-2018 are focussed on the stretch of Duke Street between Birkenhead Park Station and Birkenhead Park, with a further collision being identified on Corporation Road. The majority of these collisions occur where there are uncontrolled crossings. Collisions involving those on foot or cycle cluster around Birkenhead Park railway station, and the junction of Cleveland Street/ Vittoria Street. Several major junctions, as well those on key desire lines, have little or no facilities for pedestrians or cyclists. Over 40% of people in Hamilton Park are disabled or suffer with a Long-Term Health Condition (LTHC). Rates of disability and LTHC are a key indicator of the movement needs of a local area.
- 2.46 Price Street is a key east west route running through the heart of the area. Historically the street was flanked on both sides by residential development, the remnants of which remain to the southern side of Price Street along St Anne's Place. Much of the post war housing along Price Street provide for their principal entrances onto Price Street, whilst most of the post war industrial premises have limited or no engagement with Price Street. The area to the north of Price Street is characterised by low quality, low density, low value industrial premises together with several sites given over to open storage and processing.

Figure 2.8: Street Hierarchy



Figure 2.9: Public Transport Accessibility



Figure 2.10: All Collisions Analysis



Figure 2.11: Active Travel Collisions Analysis



SWOT Analysis

2.47 The baseline analysis undertaken and summarised above has fed into a SWOT analysis, set out in Table 2.1 and Figure 2.12 and Figure 2.13 below.

Table 2.1: SWOT Summary

Strengths	Weaknesses	Opportunities	Threats
Uncertain outlook: Impact of COVID-19			
Regeneration framework already underway at time of COVID-19. Early Council response through Economic Resilience group. Strong Chamber of Commerce and BID networks.	Over-exposure to public sector employment within the local economy. Unknown resilience of existing businesses across NF area, and of impact of COVID on their operations.	Government funding programmes emerging during the COVID-19 pandemic. Potential to address long term issues within NF including physical environment and extent of vacant stock. Greater control through distressed commercial assets,	Uncertain outlook as to ongoing threat of COVID-19 and any future lockdowns required. Longer term impact of COVID-19 not yet fully understood from a market perspective – including potential changing working practices which could impact on the long-term resilience of business uses in this area.
Complex Land Use and Ownership Mix			
Council has a degree of control within early phase delivery where it owns assets with potential for redevelopment, and across the highways network.	Wider land ownership and land use mix is complex – with multiple ownerships identified in most development plots, and varying quality of uses (including extent to which businesses remain operational and/or maximise the potential of the land in use).	Consolidation of land uses through strategic land assembly (by public or private sector) to create development zones of sufficient critical mass to influence wider market appeal and values.	Speculative investment which could delay or block comprehensive approach to deliver change required across this neighbourhood.
Urban Core Living			
Accessibility of existing service and amenity provision within the town centre creating potential for greater residential offer across the urban area. Early delivery at Wirral Waters is creating market interest and improving local values.	Limited evidence of urban density residential delivery for sale across the area. Poor quality environment across the area generally. Low values within the local area and dominance of social housing stock of varying quality.	Significant underutilised brownfield land with the potential to deliver new housing development.	Viability of early development phases. Poor quality design in early phases would undermine aspirations to develop a strong residential offer. If community provision is not delivered alongside residential including schools and health provision market demand and sustainability could be undermined.

Strengths	Weaknesses	Opportunities	Threats
Heritage Legacy			
<p>Multiple important heritage assets across Birkenhead including The Priory, Birkenhead Park, Hamilton Square, and St Werburgh’s Church. Laird Grid remains intact and prominent across the urban area and most prominent within this neighbourhood.</p>	<p>Poor quality environment generally across the urban area does not do justice to the heritage assets that exist.</p>	<p>Potential to improve wider environment and connections between the assets to bring them back to life and increase community use and enjoyment of them.</p>	<p>Lack of investment over a sustained period could see the assets lost to the community.</p>
Connectivity and Physical Environment			
<p>Number of important sustainable movement nodes including two Merseyrail stations within / proximate to the NF area – at Birkenhead Park and Conway Park. Key routes running through and adjacent to the area include Corporation Road, Park Street North, and Price Street east to west, and Duke Street, Watson Street and Vittoria Street running north to south.</p>	<p>Dominance of road infrastructure locally creates barriers for localised non-vehicular movement – on foot and cycle, detracting from these short journeys being made sustainably. The neighbourhood represents a poor quality ‘gateway’ to the town centre. Strategic green infrastructure at the park, but limited presence of green across the wider neighbourhood area, and insufficient obvious signposting of the proximity of the park generally.</p>	<p>Enhanced localised connections and physical environments around sustainable transport hubs will encourage use. Potential to deliver residential development within the neighbourhood in a location proximate to sustainable travel hubs and the core of the town centre encouraging no car culture and localised movements. Potential to improve environment through creation of more pedestrian friendly residential environment.</p>	<p>Without strong policy relating to car parking provision as part of new residential development there is the risk that reliance on car travel will preserve. Without progression of the wider regeneration and development plans, improvements to sustainability connectivity could create greater out commuting from Birkenhead.</p>

Figure 2.12: Composite Issues Analysis

- Key:
- Hamilton Park NF boundary
 - Existing street network
 - Surrounding buildings
 - Birkenhead Park
 - Railway line
 - Train stations
 - Listed buildings with taller townscape features (spires, clock towers)
 - Buildings of scale and height
 - Lack of connection and access between uses (physical & visual)
 - Poor quality gateway / arrival point
 - Flood risk area
 - Areas of existing residential of varying quality
 - Areas of lower quality residential development
 - Separation from the dockside due to proliferation of low-grade uses such as car garages and scrap metal / breakers yards
 - Contour lines at 1m increments
 - Streets with a poor quality public realm and pedestrian environment
 - Areas characterised by poor quality open space consisting of large surface car parks, derelict land and / or imposing unsightly infrastructure
 - Streets that lead to cul-de-sacs or dead ends which erode the permeability of the Laird grid

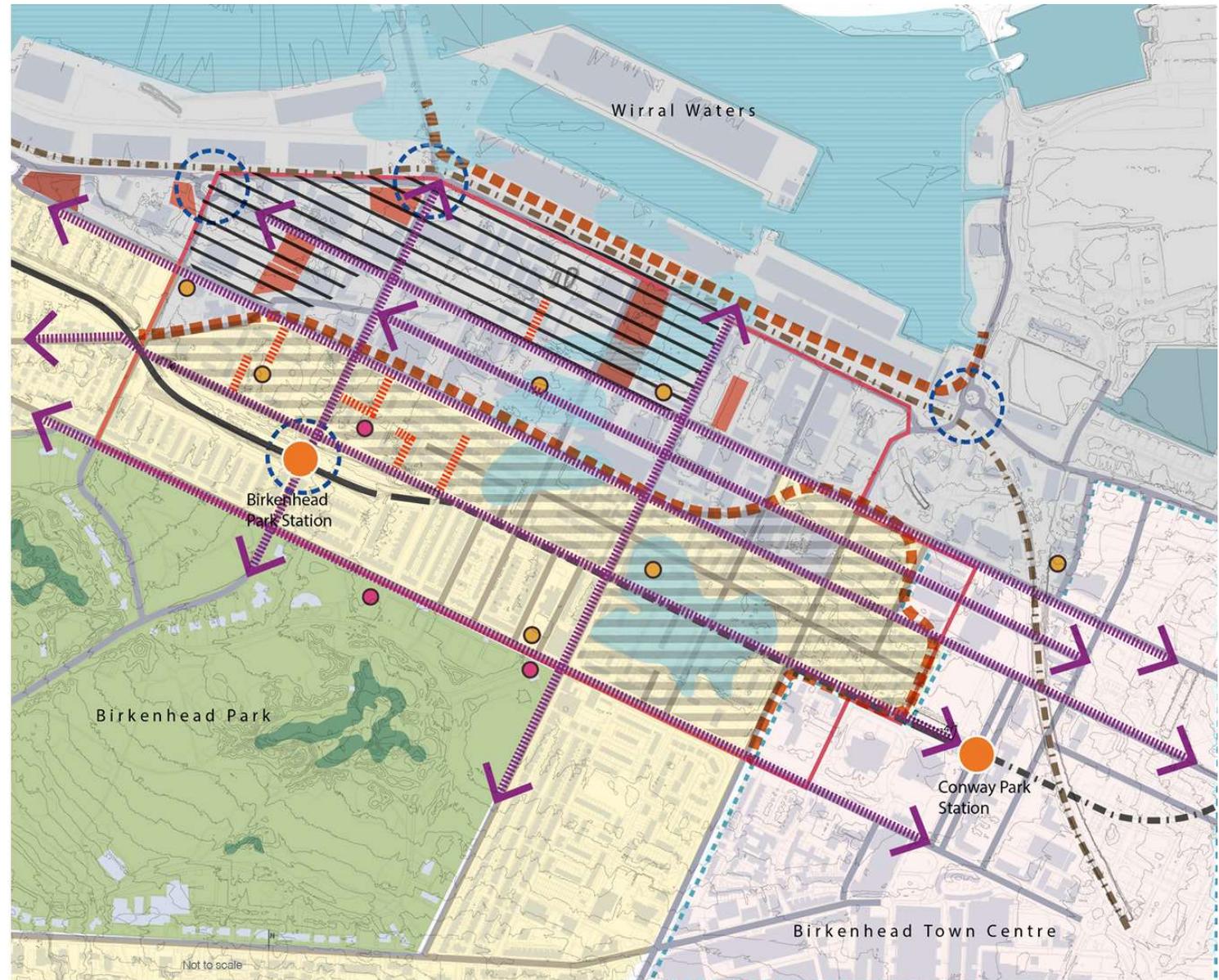
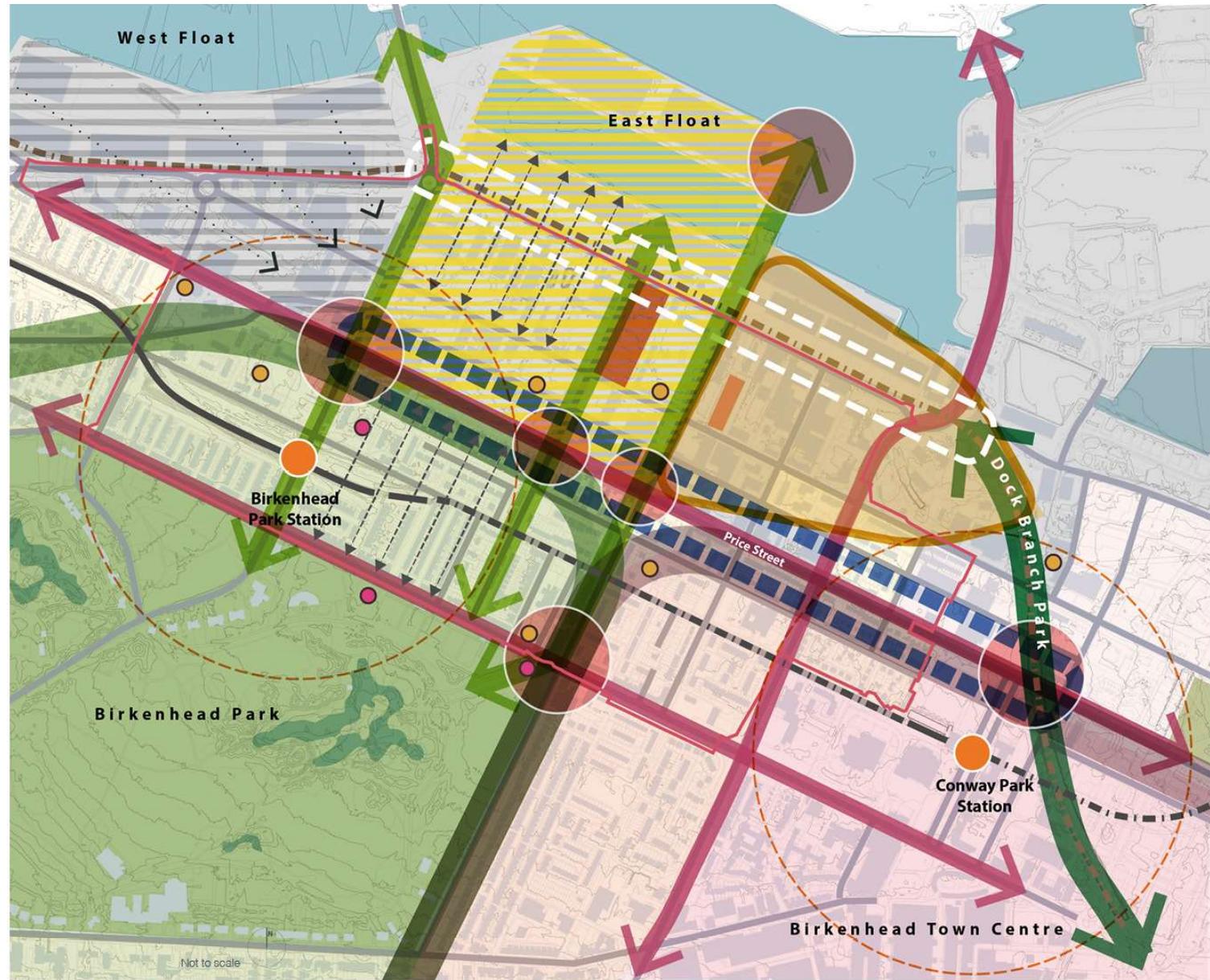


Figure 2.13: Composite Opportunities Analysis

- Key:
-  Hamilton Park NF boundary
 -  Existing street network
 -  Surrounding buildings
 -  Birkenhead Park
 -  Railway line
 -  Train stations
 -  5 minute walk / 400m radius from station
 -  Key strategic links
 -  Improved green connections between Birkenhead Park and the Docks
 -  Listed buildings with taller townscape features (spires, clock towers)
 -  Buildings of scale and height
 -  Existing & proposed employment areas forming part of Duke Street corridor
 -  Corridor improvements to Corporation Road and mass transit route
 -  Community connector along Price Street
 -  A diverse and varied environment focused around Dock Branch Park, Docks and A554 approach
 -  Improved character and integration with Wirral Waters
 -  Creating more permeable street network to reinforce the Laird Grid
 -  Areas of interest and character defined by built form and public realm
 -  Potential to improve existing amenities and housing stock which integrates with the town centre
 -  Potential to improve existing amenities and housing stock which integrates with Birkenhead Park



3. Vision and Objectives

Vision

- 3.1 Building on the high-level vision, the NF baseline analysis has recognised Hamilton Park as being a place that needs a distinctive new character and identity. Whilst Hamilton Park is a place between other neighbourhoods, this should not define Hamilton Park's future role. Hamilton Park must become an identifiable community within Birkenhead and its role and contribution needs to be clear to residents, businesses and visitors.
- 3.2 The Birkenhead 2040 Framework process identifies the challenges that existing within Hamilton Park today as a result of the conflicts between residential and employment uses; and the impact low quality industrial uses have on the overall environmental quality of the area.
- 3.3 The Framework makes it clear that the nature of employment uses in the area must change to improve the overall quality of life for existing residents and support the wider regeneration ambitions including the implementation of the Wirral Waters proposals.
- 3.4 Hamilton Park must become an attractive and desirable neighbourhood for families as well as a place for creativity in modern, clean business premises in suitable locations within the neighbourhood.
- 3.5 The greening of the streets and buildings with new street trees and new public spaces, high quality public realm and pocket parks will be needed to further improve the environmental quality and sustainability of the area, complementing the programme of delivery at Wirral Waters.
- 3.6 The dominance of vehicle movements must be addressed, and the area must become safe and attractive environment for pedestrians, cyclists and those using public transport, encouraging active travel throughout.
- 3.7 The vision for Hamilton Park is rooted in working with the area's assets and strengths, maximising its potential to become an innovative, family-oriented residential-led neighbourhood. The vision looks to support and accelerate the delivery of ambitions for Vittoria Studios at East Float whilst delivering much needed quality family housing into urban core of Birkenhead.
- 3.8 On that basis, the following vision for Hamilton Park has been identified:

In 2040, Hamilton Park is a place of family-oriented urban-fringe living. It is an environment known for being modern and vibrant connecting Birkenhead Park to Wirral Waters and the Birkenhead Dock area.

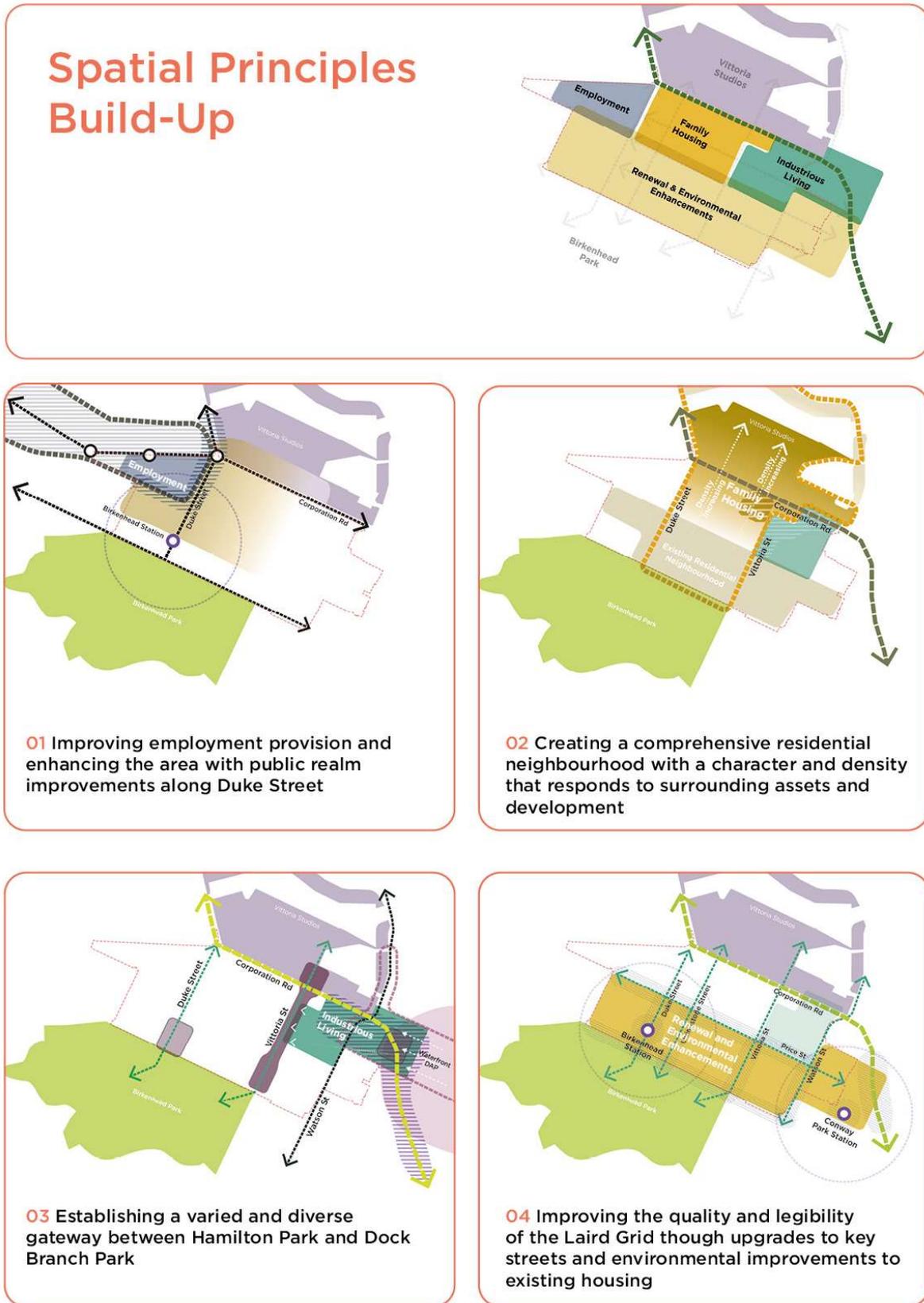
Hamilton Park Objectives

- 3.9 Sitting beneath the vision are a number of objectives – identified to guide investment and change specifically in the context of the baseline conditions established, and a means against which to establish a robust monitoring framework to test the impact of implementation.
- 3.10 The Hamilton Park NF objectives must span the complexities of this neighbourhood and address both the employment and residential needs of the existing and future communities of this area.
- 3.11 In no particular order:
- **Delivery of innovative family housing:** actively seeking to accommodate higher density family housing within this neighbourhood.
 - **A balanced approach to business:** retaining uses that complement and sit alongside wider plans for regeneration and housing delivery, whilst facilitating the relocation of non-complimentary industrial uses to other parts of the Borough and new clean business users.
 - **Green streets as key connecting routes:** through an interventionist approach to the adoption of sustainable urban drainage and the introduction of street trees, new public spaces and high-quality public realm, strengthening north-south connections between Wirral Waters and Birkenhead Park.
 - **Investment to improve the existing housing stock:** to improve both the quality and the offer of housing that exists within the area.
 - **Creation of a clear and logical street hierarchy:** to humanise the street pattern and spaces altering the hierarchy of movement and create active travel routes for residents and visitors to the area, important in changing overall perceptions of Hamilton Park as an attractive place to live and work.
 - **Creation of an accessible and safe street environment:** to meet the needs of all residents in the future.
 - **Accelerate regeneration:** complement and encourage the redevelopment of a new waterside community at Vittoria Studios including shared and complementary amenity delivery between the neighbourhoods.

Place Principles

3.12 The NF focuses on the build-up and overlay of a number of key place principles:

Figure 3.1: Spatial Principles



Delivery of Human Streets

- 3.13 Creating a clear and logical street hierarchy that will humanise the street pattern and spaces altering the hierarchy of movement. area will be important in changing overall perceptions of Hamilton Park as an attractive place to live and work.
- 3.14 Brook Street has been identified as a key pedestrian and cycling priority spine that runs through the area connecting Hamilton Square and Birkenhead Town Centre to the east, with community facilities along Duke Street. Brook Street is a narrow street within the grid along which there are limited quality frontages, thereby providing an opportunity to deliver enhancement. Either side of this Price Street and Cleveland Street with targeted improvements to key junctions and crossing points to be delivered to ensure vehicular access is carefully balanced with the needs of residents, visitors and business users.

Creating Living Links

- 3.15 Through tree planting and other greening intervention to connect the major environment assets of Hamilton Park and the dock water spaces beyond this area, making use of the strong north-south connection offered by the existing street grid.
- 3.16 Through tree planting and public realm enhancements these key routes will deliver a greener setting for new and existing residents, businesses and visitors. They will link communities to existing and future public transport connections and emphasise the role of Birkenhead Park as a key amenity resource within the urban environment for local residents, workers and visitors. and opening up new links through to East Float and direct access to the waterfront. With Birkenhead Park being a key amenity space for future residents of Vittoria Studios, strong, safe and inviting links are essential.

Connecting to Dock Branch Park

- 3.17 The former rail freight line is to be transformed into a linear park and active/sustainable transport corridor through the Birkenhead 2040 Framework. Although situated outside of Hamilton Park, it runs along its eastern extent, connecting to east-west streets through the area, offering a new amenity for residents and businesses. Dock Branch Park will provide a world-class diagonal environment across the grid, physically and psychologically linking the Borough's biggest regeneration projects.
- 3.18 Dock Branch Park terminates immediately to the east of the Hamilton Park neighbourhood. The Corridor will provide for enhanced movement and connectivity. The potential to deliver a Mass Transit System on part or all of the route, with links to the north of Hamilton Park is being explored.
- 3.19 This catalyst project has the potential to positively impact on residential values in the area as well as providing a safe and convenient route directly into the town centre away from the existing road infrastructure which would be appealing to pedestrians and cyclists. The NF needs to consider the potential to deliver safe and green connections to Dock Branch Park ultimately linking to Hoylake along the River Birket which will support the delivery of family

housing by improving sustainable movement connections to community infrastructure available beyond the neighbourhood.

Ensuring an accessible, safe and active street environment

- 3.20 Small changes can make a big difference to accessibility; interventions like widening currently narrow footways, resurfacing, drop kerbs, tactile surfacing, introducing parking controls to key streets and junctions together with decluttering of pavements will help improve conditions for those with mobility needs or visual impairment.
- 3.21 Issues of health deprivation, disability, low incomes and high accident rates need to be addressed through the implementation of a series of measures to reduce traffic flows and speeds throughout Hamilton Park, together with a series of public realm and junction improvements to reprioritise movements of pedestrians and cyclists on key routes through the area. This is particularly important in this area given the low car ownership levels identified within this neighbourhood.

Strong and Legible Spines

- 3.22 The grid system in Hamilton Park provides a multiplicity of routes and therefore a high degree of permeability, but correspondingly also creates an unclear hierarchy of streets. Improvements should be focused upon key spines, to create a more legible pattern of key routes to focus pedestrian movement.

Delivering Green and Blue Infrastructure

- 3.23 The public realm, pedestrian and cycling connections between the water bodies at Vittoria Studios and the key green amenity space of Birkenhead must be improved. These north south links need to be improved as well as looking to enhance links within Hamilton Park to connect communities to these assets as well as improved greened connections to Birkenhead Park Station, Conway Park Station and the proposed Dock Branch Park space.

Supported Communities

- 3.24 Successful communities have access to the right type and nature of supporting infrastructure – including shops, pubs, restaurants and cafes, public transport provision, open space and amenity, schools and health provision. Hamilton Park is well located in this context – being proximate to Central Birkenhead – but physical connectivity needs to be improved to encourage patronage. Future provision will be needed to meet additional demand arising from new homes in this area but needs to be considered alongside the delivery strategy for Wirral Waters. Delivery of shops will be convenience driven and should be located to support both Hamilton Park and Vittoria communities. The Birkenhead 2040 Framework identified the need to accommodate primary school provision in Hamilton Park, again to serve community needs within Wirral Waters as well as Hamilton Park.

4. Hamilton Park Masterplan

Establishing the Masterplan: Option Testing

4.1 In response to the Birkenhead 2040 Framework, NF baseline analysis, vision, objectives and spatial framework established; alternative options for change and delivery within Hamilton Park have been identified and tested. Three alternative options have been captured within this process – with the testing to ultimately inform the preferred option for land use and intervention across Hamilton Park. The options were developed to test and inform the Local Plan brownfield first strategy and its delivery potential within this neighbourhood:

- Low intervention: focused on bringing forward sites within public sector control together with sites already being promoted for residential development in the area;
- Medium intervention: selective redevelopment of additional sites, building on the first option, focused on testing a greater extent of land use change in the north of the neighbourhood, alongside selective intervention and investment within the existing housing areas to the south; and
- High intervention: building on the low and medium interventions, capturing the highest level of change envisaged across the neighbourhood both in terms of land use and scale of change.

4.2 All three options sought to test the ability to address the dominance of vehicle movements across Hamilton Park, and to build on the scale and nature of change identified within the Birkenhead 2040 Framework for the Hamilton Park NF area. Birkenhead 2040 identified an initial number of opportunity sites with the capacity for just over 1,000 new homes to be tested further through the NF process.

4.3 Through the NF process a number of additional opportunity sites have been identified on the basis of being underutilised, vacant, being promoted for development, and/or being owned by the Council (including vacant and non-vacant Council assets) – with the NF allowing for more localised analysis to be undertaken than through the Birkenhead 2040 process.

4.4 Concurrently with considering potential associated with individual sites, public realm, landscape and movement interventions and strategy have been considered under each option.

Option Testing

4.5 Having established alternative options Hamilton Park, all have been tested through consideration of:

- Contribution to strategic objectives and the framework vision;
- Leverage of private sector investment, i.e. the extent to which the options will enable and attract private sector investment;

- Viability – cost/value considerations, considered in the context of wider dialogue regarding potential public sector funding support that may be available;
- Technical assessment – high level assessment of technical viability in terms of highways, sustainability, heritage, planning, any known abnormalities around contamination and the need for remediation; and
- Deliverability – land ownership, reliance on public sector funding, planning risk, and potential for public – private partnership delivery.

4.6 The outcome of the option testing process is summarised in the following table – applying a RAG (red/amber/green) rating and explanation for each consideration.

Table 4.1: Option Appraisal Summary

	Low Intervention		Medium Intervention		High Intervention	
	RAG Rating	Comment	RAG Rating	Comment	RAG Rating	Comment
Contribution to vision and objectives		Focus on existing vacant sites alongside Council ownership and SHLAA identified sites delivers some change but is in effect piecemeal with limited wider impact and no demonstrable delivery against the BRF vision for a residential-led mixed use neighbourhood. No structure provided to enable wider impact investment in existing housing stock in the south of the neighbourhood.		Option starts to create more meaningful change at the heart of the neighbourhood, including some rationalisation of industrial uses in the north of the area. More meaningful intervention is envisaged within the public realm of the neighbourhood which starts to address more materially the conflict between road users and pedestrians strengthening key strategic links. Greater alignment between wider strategy for change and investment in existing housing stock is evident.		The scale of change captured within the high intervention option enables the strongest alignment with the vision and objectives. It enables a greater introduction of new uses into key locations, supporting wider regeneration delivery including at Wirral Waters and Dock Branch Park. This option delivers the most alignment with this wider context and addresses the street environment more fully than the alternatives.
Private sector leverage		Whilst this option would enable private sector investment on the sites identified for development purposes, it has the potential to undermine wider private sector leverage. Specifically, it does not support the wider regeneration strategy including Peel Holdings proposals at Wirral Waters, and does not influence investment in existing housing stock in the south of the neighbourhood.		This option starts to see a critical mass in terms of change in the northern area of Hamilton Park, but the nature of change proposed leaves some non-compliant / conflict uses in the north of the area that is likely to undermine wider ambitions for private sector housing delivery on the underutilised land identified. Intervention needs to be of a scale and nature that supports these wider ambitions giving confidence to the market to support their investment decisions.		The extent of change envisaged within the third option will have a meaningful impact on perception of this neighbourhood – particularly ensuring it shifts from being a vehicle dominated mixed business location, to a place with greater human scale and scale navigable streets that will support a diversified land use across the area. This is especially important to support the wider regeneration ambitions, but also to raise the bar and encourage

					investment within the area. This option is scored 'amber' against this criteria
Viability		Given the lower scale of ambition and intervention, including across the public realm where projects are lighter touch and more associated with individual development plots, viability considerations for Option 1 relate primarily to the viability of development within Birkenhead. Market-led development is generally not viable across Birkenhead, and values do not support intervention in sites with any delivery complexity. If development could be progressed on the sites identified – generally noted to be unencumbered / extant permissions / in public ownership the quality of development and in terms of residential development specifically the tenure mix, is unlikely to be acceptable in line with the Framework and the NF.		The combination of greater intervention in the public realm and greater land use change across the area increases the viability gap across the Hamilton Park programme. The modelling recognises that early phase development in particular is likely to see the greatest need for funding support as the conditions are created to leverage private sector investment and increase the attractiveness and therefore viability of development in this neighbourhood.	As for Option 2 but more pronounced here, the combination of greater intervention in the public realm and greater land use change across the area increases the viability gap across the Hamilton Park programme. The modelling recognises that early phase development in particular is likely to see the greatest need for funding support as the conditions are created to leverage private sector investment and increase the attractiveness and therefore viability of development in this neighbourhood. Under Option 3 the long-term value uplift potential is considered to be higher given the more material character change envisaged across the neighbourhood.
Technical Assessment		The majority of the sites included within Option 1 are taken from the SHLAA or are available development plots / require minimal intervention to enable development on them in the future. That said, ground condition is a potential risk generally across Hamilton Park based on historic uses. More widely, plot access will need careful consideration given the strong grid layout, and individual developments are likely to need to		The inclusion of more sites in active use within Option 2 increases the technical constraints to delivery. In particular this option sees the greater need for business decant from the area and assumes delivery on land currently in use including for uses likely to require remediation e.g. recycling. The retention of some business uses as part of the strategy could enable 'intelligent distribution' to reduce the need for as intensive site works before development in	The assessment of Option 3 mirrors that of Option 2, but to a greater extent given the larger scale of change envisaged. The greater residential development output from Option 3 suggests a greater need for land remediation generally to enable that type of development to be progressed. No site surveys (desk based or intrusive surveys have been undertaken as part of the NF process – once undertaken they may downgrade

		<p>contribute to an element of calming and improved pedestrian environment generally across the area.</p>		<p>some instances. As with Option 1, site access will need careful consideration and individual developments will need to contribute to delivering the movement strategy for the area. No site surveys (desk based or intrusive surveys have been undertaken as part of the NF process – once undertaken they may downgrade this assessment subject to their findings).</p>		<p>this assessment subject to their findings).</p>
<p>Deliverability</p>		<p>The sites identified are either being promoted through the planning process (SHLAA) sites or are in public sector ownership. There is some need to secure vacant possession on the public sector owned land, but this is not considered a material barrier to delivery.</p>		<p>Feedback through engagement with the Council and Peel Holdings questioned the extent to which delivery of residential-led mixed use development on the scale envisaged is realistic. In particular, concerns were raised regarding the extent of business retained alongside the residential uses. It is recognised that this option will be heavily dependent on public sector intervention in the early phases of delivery – in particular requiring significant funding support and potential use of statutory powers may be required to achieve full delivery of this option.</p>		<p>Feedback through engagement questioned the extent to which delivery of residential-led mixed use development on the scale envisaged is realistic. This observation is more pronounced under Option 3 than in Option 2. In particular, concerns were raised regarding the extent of business retained alongside the residential uses. It is recognised that this option will be heavily dependent on public sector intervention in the early phases of delivery – in particular requiring significant funding support and potential use of statutory powers may be required to achieve full delivery of this option.</p>

4.7 Key conclusions and observations drawn from the option appraisal carried into the Stage 1 NF masterplan include:

- Delivery against the vision and objectives will require significant involvement by the public sector – including use of existing owned assets as a catalyst for wider investment and change, funding support, and likely additional direct intervention to enable a comprehensive approach to progress. This is evident for both options beyond Option 1. This highlights the importance of a robust phasing strategy being progressed, of sufficient scale and appropriate nature and location to ensure the right platform for longer term investment and private sector involvement is created. This will need to be supported by a robust funding programme and dialogue with partners, certainly within the first phase of delivery;
- Whilst Option 1 is identified to be the ‘easiest’ alternative to progress, it does not leverage wider value from the catalyst projects identified in the Birkenhead 2040 Framework, and it does support delivery of those projects – including at Wirral Waters specifically. Material concern has been raised about the existing nature of the uses in the northern part of Hamilton Park and their impact on investment plans at Vittoria Studios – only a material degree of intervention will address these issues of conflicting uses;
- Both Option 2 and 3, whilst being higher intervention and creating a more meaningful character change across Hamilton Park, are found to have potentially significant delivery challenges beyond the need for material public sector investment and reliance on funding. Concern was raised through engagement on the options regarding the balance between business retention as part of a residential-led mixed use proposition, and the extent to which this can credibly be delivered on this scale within this location. Whilst there is support generally for this approach and land use mix, the extent to which it can achieve the mix of homes desired within the neighbourhood is questioned – with both options showing a high proportion of apartments vs houses being delivered in this way; and
- Only a higher level of intervention is considered likely to result in material investment, and integrated investment, in the existing housing stock to the south of NF area including areas of considerable affordable housing or Right to Buy properties. Whilst we would expect to see some investment in the housing stock where it is under the ownership of a Registered Provider, only a more ambitious strategic masterplan for this area is likely to create sufficient context for a more meaningful housing renewal programme to be delivered. This is especially important in Hamilton Park because the affordable homes across the neighbourhood are themselves in multiple ownership across a number of Registered Providers. Barriers to much needed investment include concerns about delivery and need for new homes to meet the needs of residents who may need to be relocated from their existing homes – supporting both a high intervention strategy, and a strategy that will deliver family housing within this location; and
- Taking all of the above into account, the NF optioneering process has identified the importance of early and ongoing strategic engagement with key partners, in this context the Combined Authority, Homes England, Peel Holdings and Peel Land and Property, major businesses and landowners, and the Registered Providers with assets across the neighbourhood, to inform the NF masterplan delivery strategy and ultimate implementation.

4.8 In addition to the optioneering observations made, during the NF optioneering process two key specific opportunities have emerged to be accommodated within the Hamilton Park preferred option:

- Birkenhead District Heating Energy Centre: Wirral Council have been engaged with the Department for Business, Energy and Industrial Strategy (BEIS) and the Heat Networks Delivery Unit (HNDU) to develop a feasibility study for the Birkenhead District Heating Network catalyst project. As part of this process, a site has been earmarked within Hamilton Park which needs to be safeguarded through the NF process; and
- Expo Village: A project concept developed and included within the Stage 1 Town Deal Investment Plan put forward to Government in January 2021, with the aspiration to create a three year 'laboratory' for testing homes of the future. If successful in securing funding through the Town Deal process, the project will showcase innovative methods of building homes and new places for the 21st Century on a site within Hamilton Park currently in partial Council ownership with vacant possession secured and on which landowner agreement is considered possible. The long-term legacy use for the EXPO Village site after three years will be new, permanent innovative open market and affordable homes.

Introduction to the Masterplan

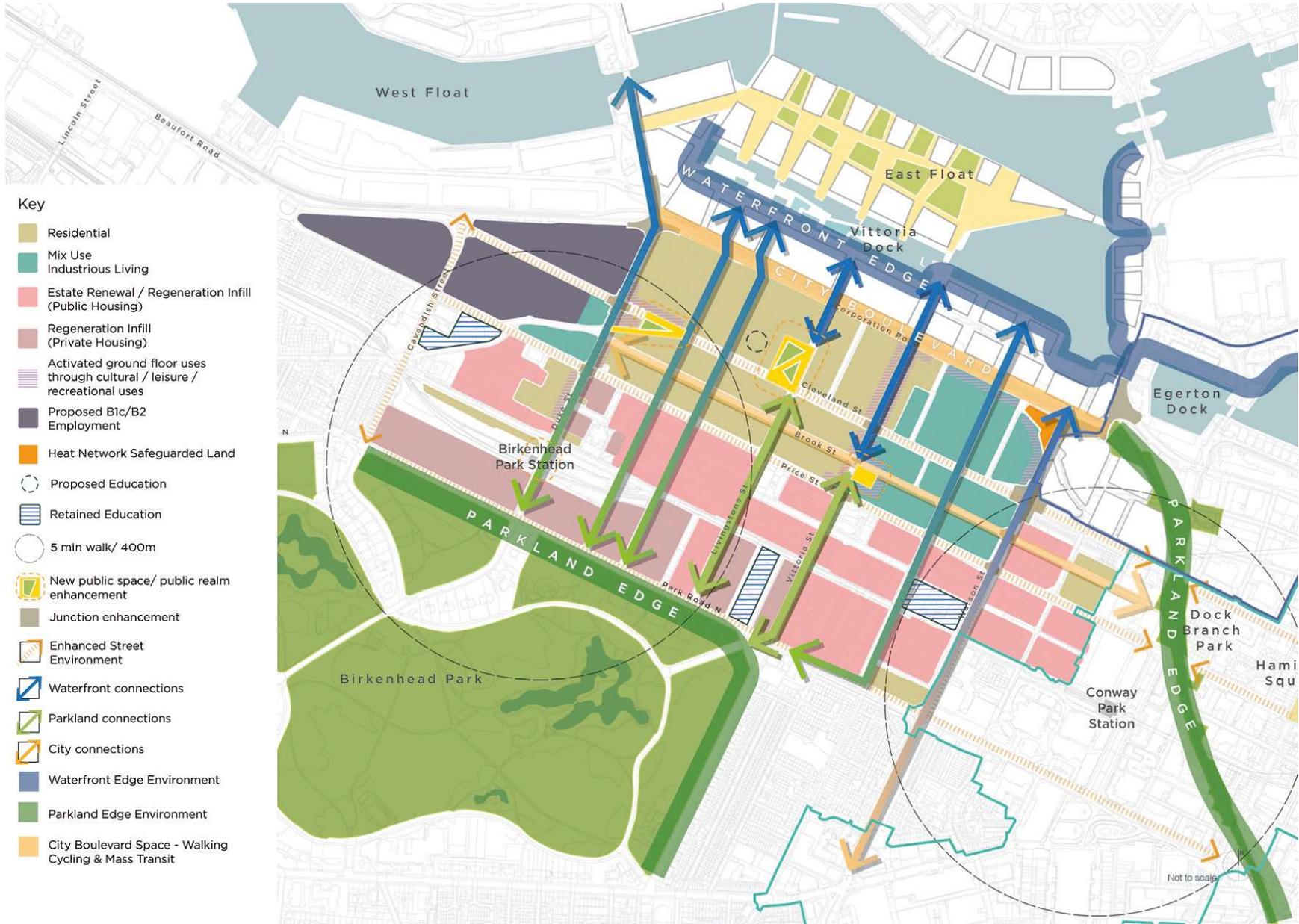
4.9 The masterplan for Hamilton Park is unapologetic in its ambition to see this important neighbourhood transformed. The masterplan responds to the inherent assets and strengths of the area, addresses land use change to create the right conditions for better utilisation of the brownfield assets across the neighbourhood and reduces conflict between uses to enable the creation of a residential-led community, and supports the wider delivery of regeneration across Birkenhead.

4.10 The masterplan for Hamilton Park is shaped around:

- Leveraging the potential associated with the Council owned assets within the area, and taking a pro-active approach to further public sector land assembly to deliver a critical mass of change within this key neighbourhood of Birkenhead;
- Supporting Peel in implementing their established development proposals at Wirral Waters, particularly enabling the delivery of Vittoria Studios through removing land use conflict within this neighbourhood;
- Working in partnership with registered providers across Hamilton Park to improve living conditions, diversify tenure and modernise their asset base alongside wider sustainability and place investments; and
- Creating the right conditions for investment through addressing public realm, open space and movement issues as a priority across Hamilton Park.

4.11 The full extent of the masterplan when delivered has the potential to generate material change in the centre and support adjacent key regeneration projects with total alignment to the Birkenhead 2040 Framework. This includes the potential to unlock a significant amount of development opportunity.

Figure 4.1: Masterplan for Hamilton Park



4.12 The key development opportunities and areas of major change within the masterplan are:

- Creating a green and safe urban residential street environment: addressing known physical issues including the extent of hard standing, parking and servicing areas through consolidated or condensed arrangements, removal of existing street clutter and signage and the introduction of green infrastructure and new areas of public realm to improve the visual amenity of and to capture surface water run-off, emissions and particulates, and creating dedicated pedestrian and cycle provision, which is safe and comfortable to use, moving these street users to the top of the movement hierarchy;
- Redevelopment of Council owned assets to catalyse a wider land use shift across the neighbourhood – complementing development in Wirral Waters and Central Birkenhead, and the delivery of Dock Branch Park connecting through to the Waterfront and Hamilton Park neighbourhoods; and
- Material improvement to existing homes within Hamilton Park, ensuring that living standards are improved for residents within the area, and that the existing homes feel part of the same community and neighbourhood as the new homes proposed within the area. Investment should also improve the sustainability of the existing neighbourhoods as an asset base for the Registered Providers who own homes within this area and enhance connections to Birkenhead Park as a strategic open space asset.

Figure 4.2: Masterplan Land Use Strategy

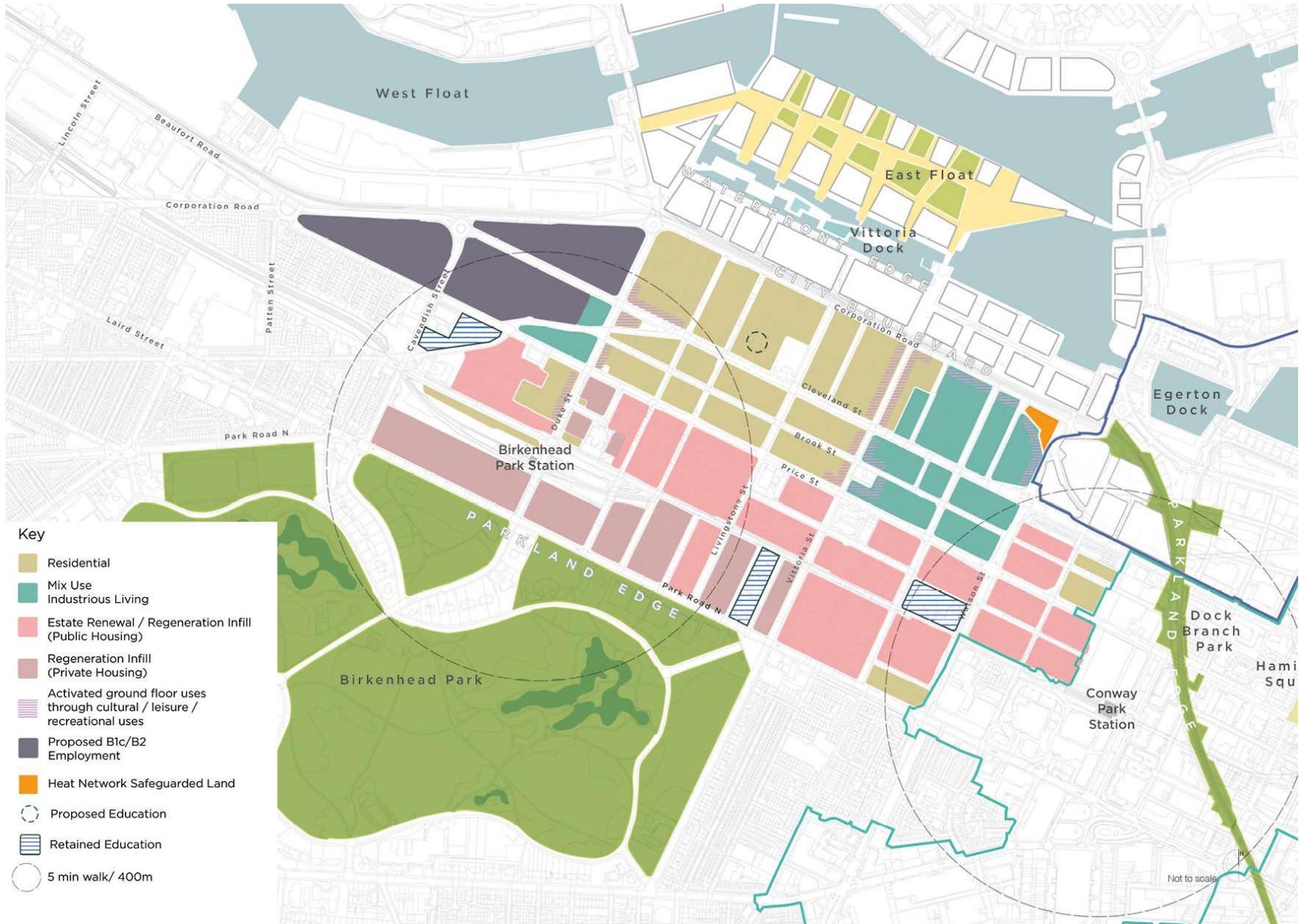


Figure 4.3 Masterplan Movement Vision

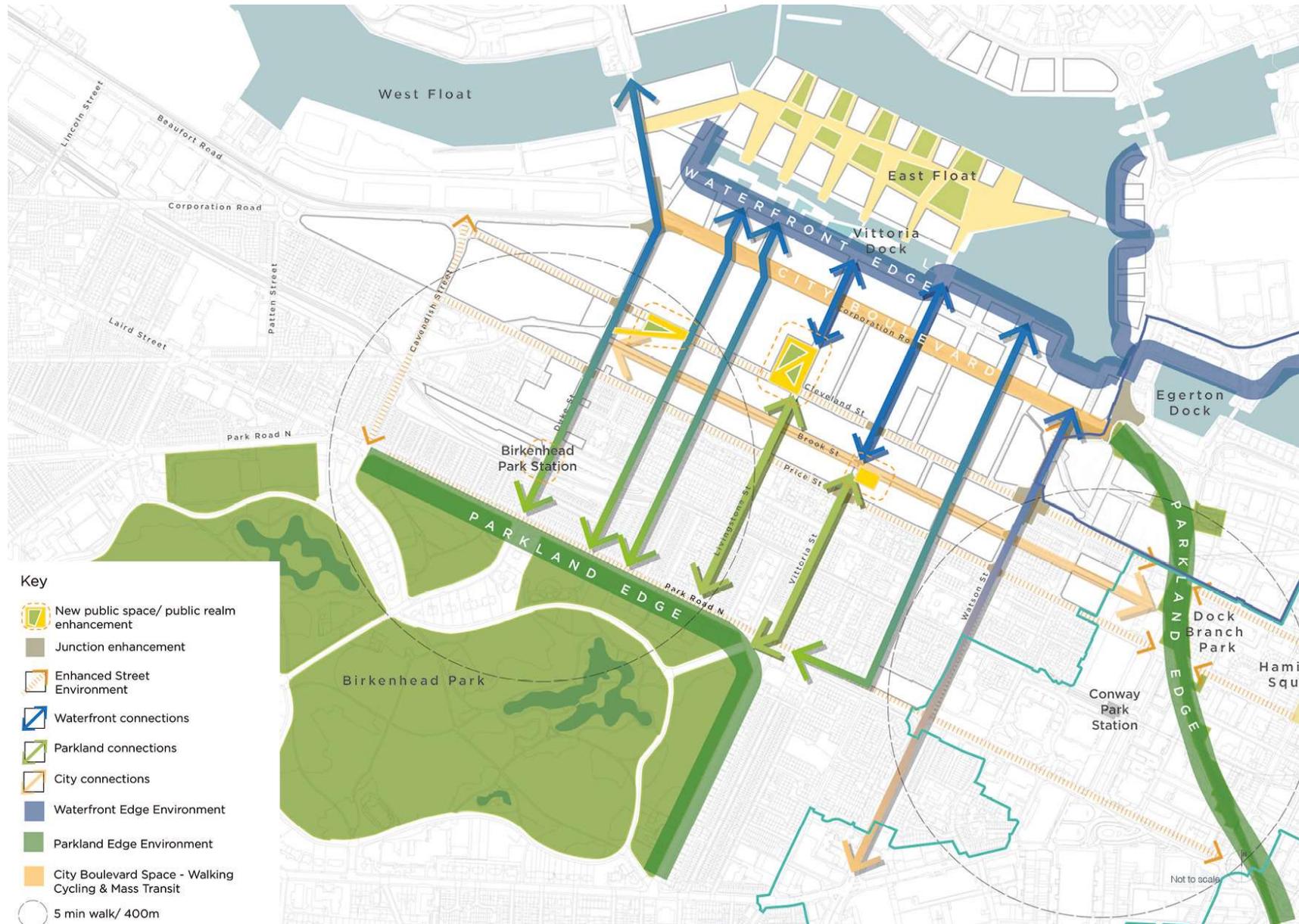
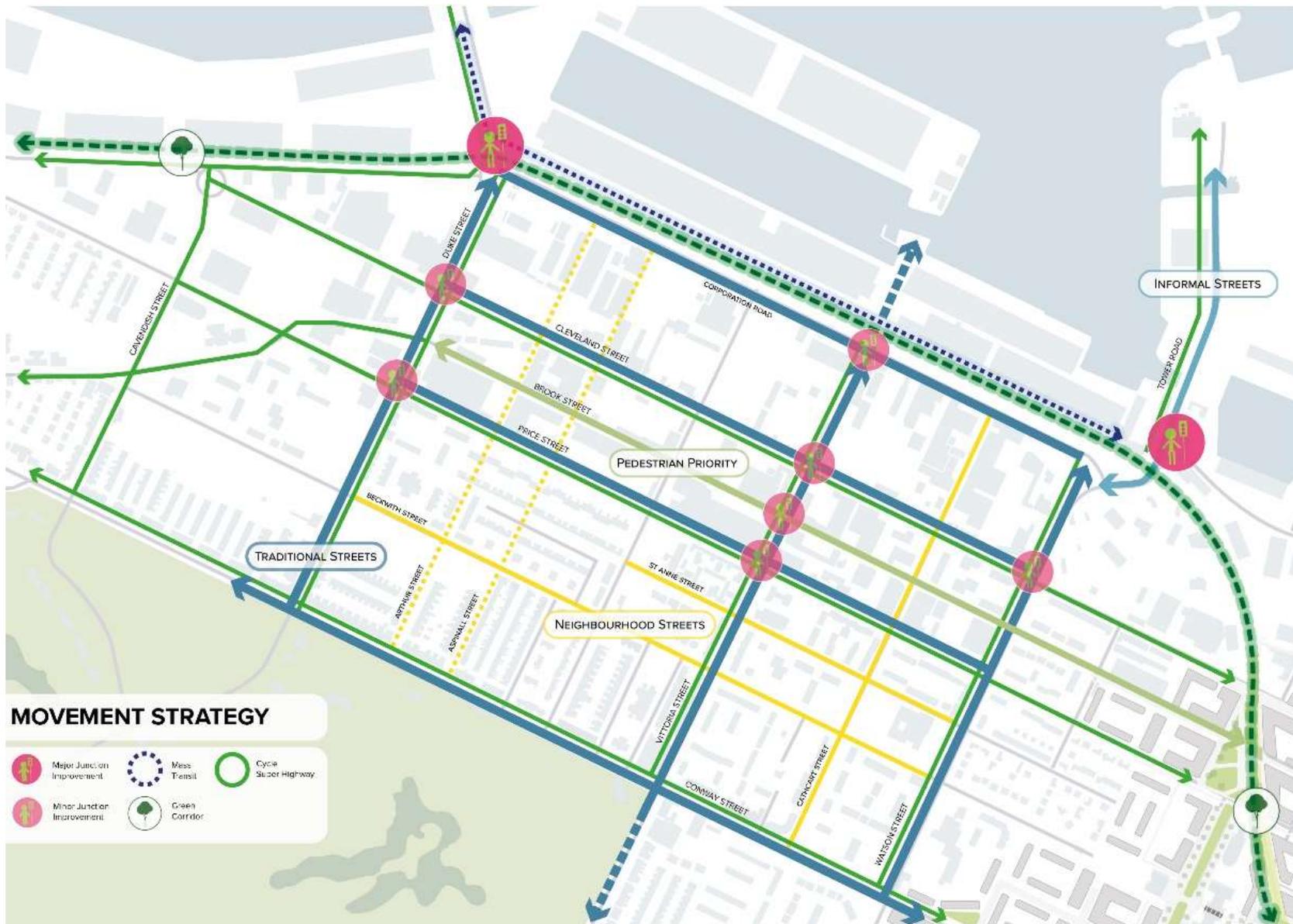
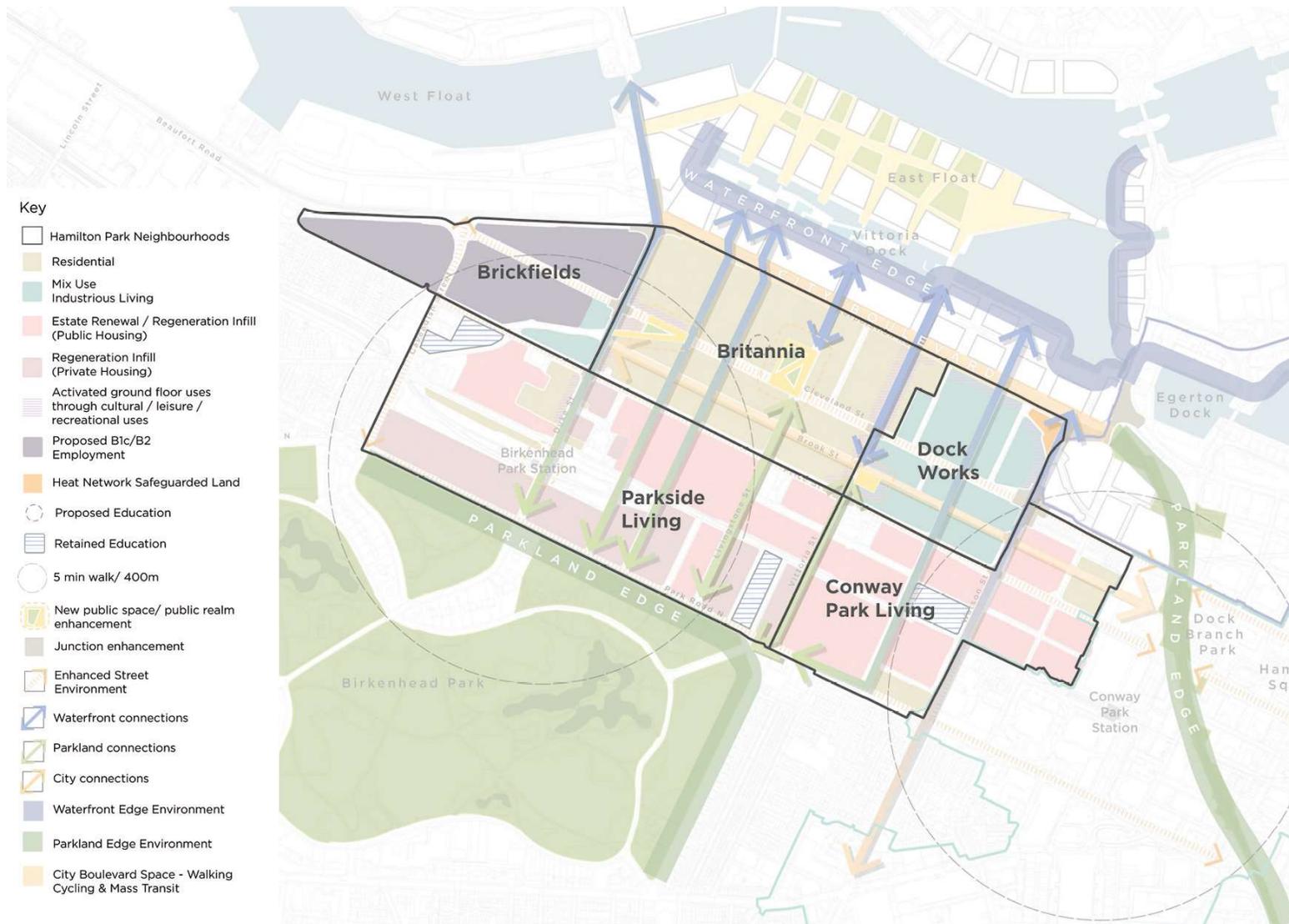


Figure 4.4: Masterplan Movement Technical Plan



4.13 The masterplan advocates for the introduction of a more sustainable mix of uses across the area, creating five new sub-neighbourhoods within the wider Hamilton Park area – Britannia, Dock Works, Parkside Living, Conway Park Living, and Brickfields.

Figure 4.5: Sub-Neighbourhood Area Boundaries



Britannia

- 4.14 A strategic opportunity to comprehensively address a key zone within Hamilton Park – addressing the poor-quality environment, low value and ‘unfriendly neighbour’ uses, within a ‘super-plot’ with the potential to support a high quality sustainable residential neighbourhood, complementing the Vittoria Studios proposals to the north.
- 4.15 The neighbourhood takes its name from the Steam Crane Factory ‘Britannia Works’, founded by James Taylor in 1852 on Cathcart Street and visible on historic maps.

Figure 4.6: Britannia Masterplan Strategy

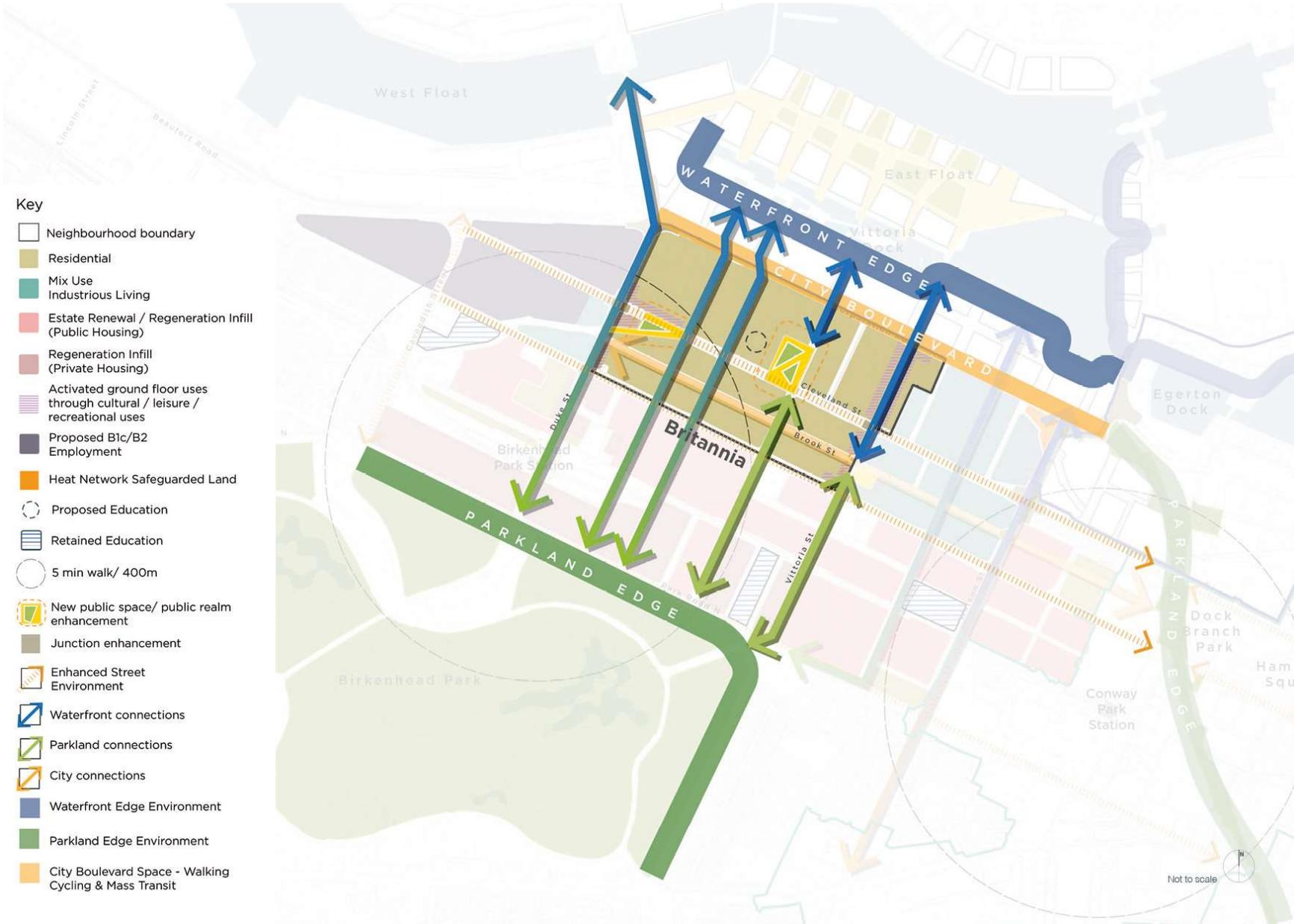


Figure 4.7: Britannia Precedent Images



Dock Works

- 4.16 A mixed use zone, where the masterplan envisages clean and 'friendly neighbour' business retention, alongside intensification through the introduction of a complementary and innovative housing offer, of a higher density form than envisaged within Britannia, connecting through to the mixed use corridor between Canning Street and Cleveland Street linking down to the Waterfront via Hamilton Square.

Figure 4.8: Dock Works Masterplan Strategy

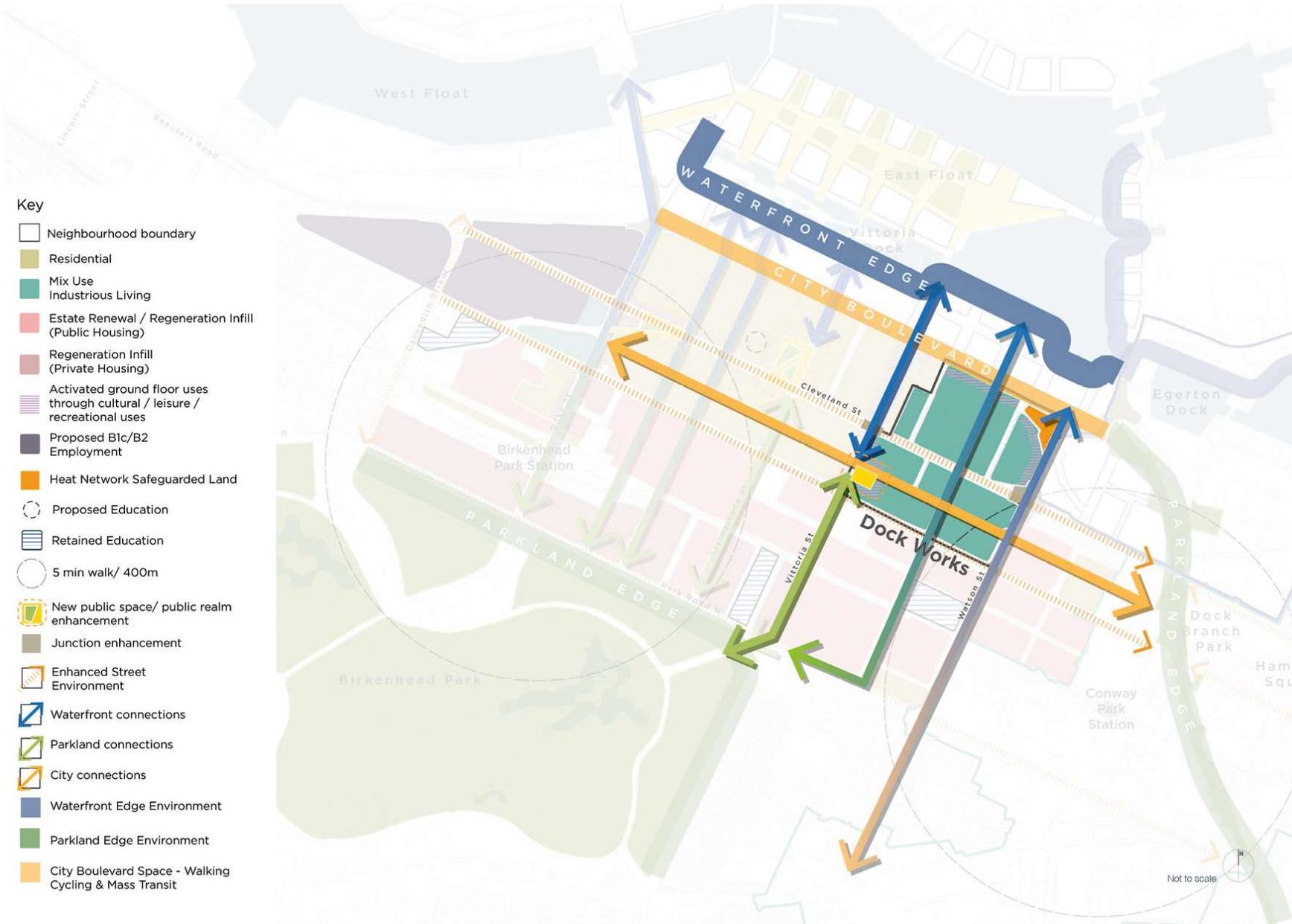


Figure 4.9: Dock Works Precedent Images



Parkside Living and Conway Park Living

- 4.17 Areas where the masterplan envisages a focused approach to the renewal of existing housing stock, demolition and redevelopment where stock condition or more detailed masterplanning requires, physical improvements including improved north-south connectivity, and infill development where appropriate, including tenure and type diversification across the residential offer in these important neighbourhoods. The distinction between the two sub-neighbourhoods reflects the wider assets that they have the strongest relationship with – Parkside Living to Birkenhead Park, and Conway Park Living to the Conway Park station and Central Birkenhead beyond.

Figure 4.10: Parkside Living Masterplan Strategy



Figure 4.11: Parkside Living Precedent Images

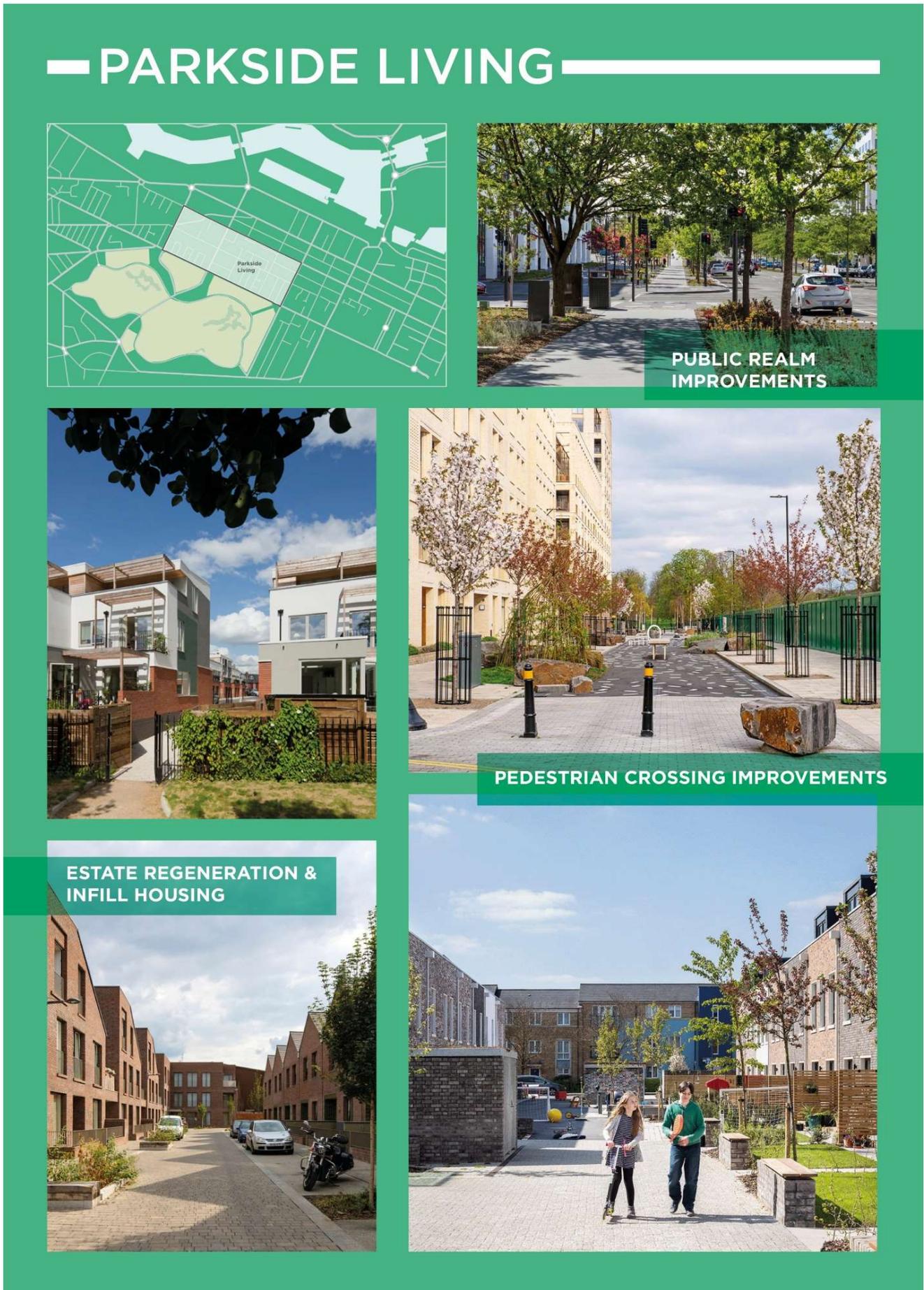


Figure 4.12: Conway Park Living Masterplan Strategy

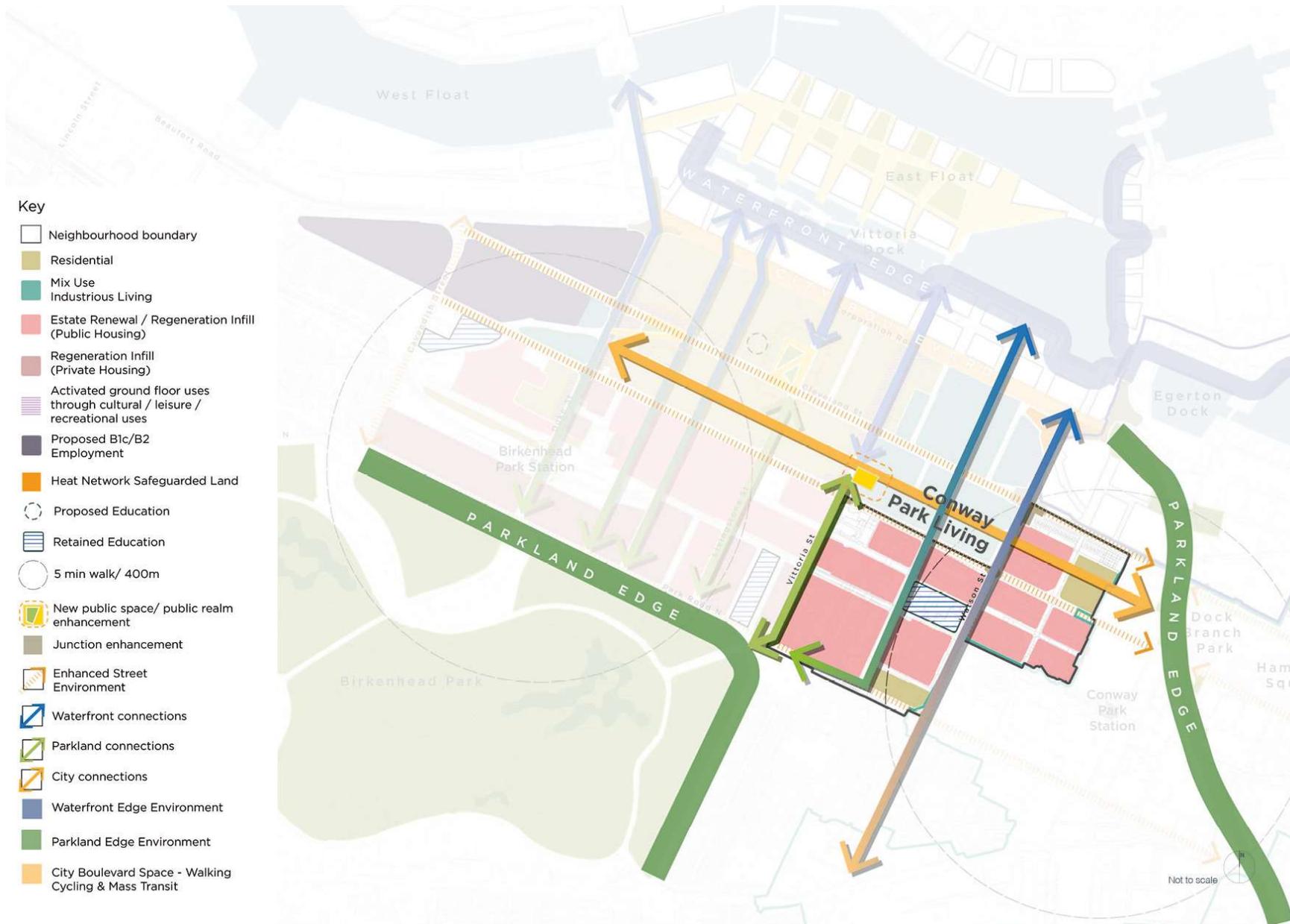


Figure 4.13: Conway Park Living Precedent Images



Brickfields

- 4.18 The NF identifies the protection and intensification of business use at the Brickfields sub-area of the neighbourhood as an important part of the wider neighbourhood mix.

Figure 4.14: Brickfields Masterplan Strategy

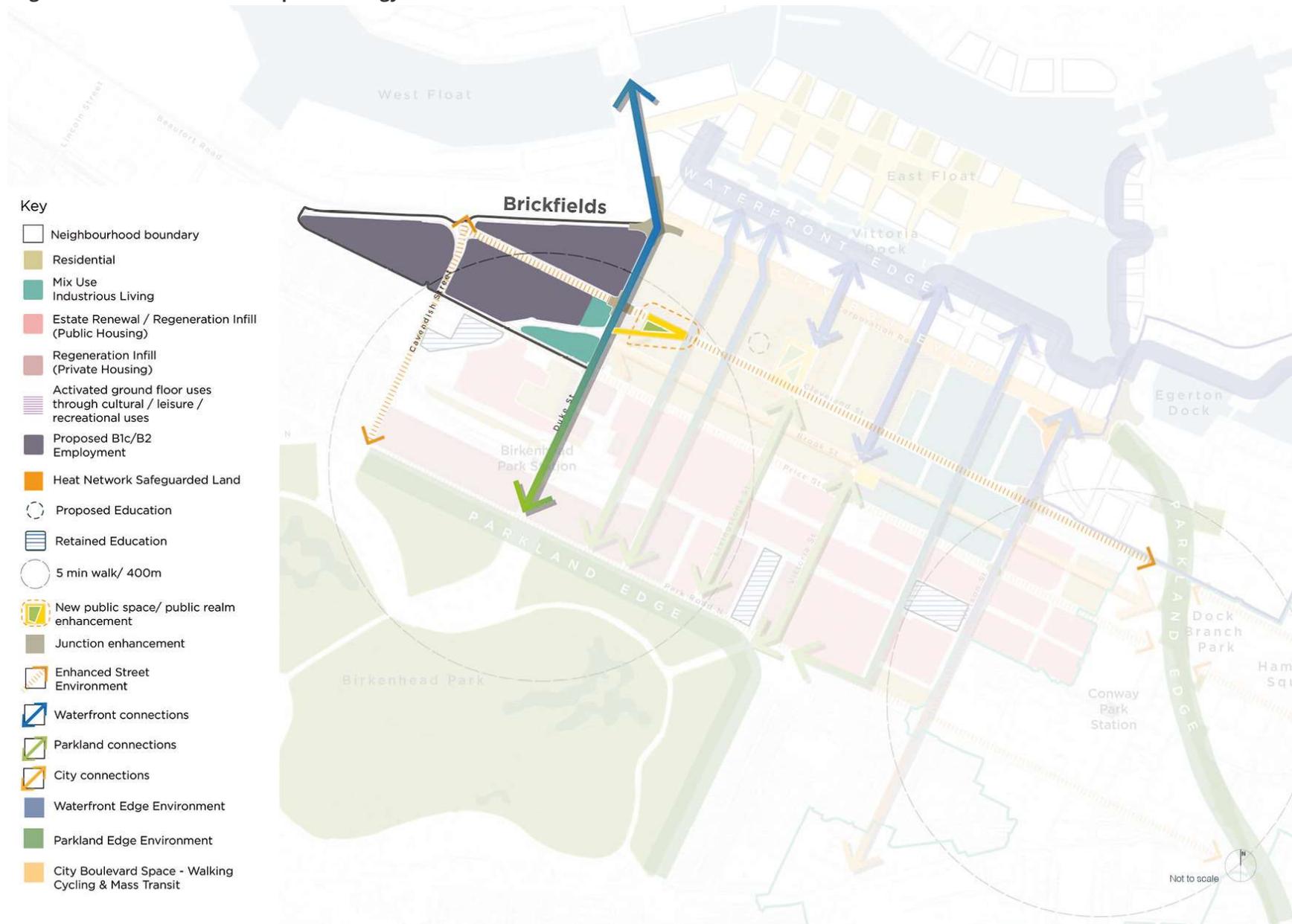
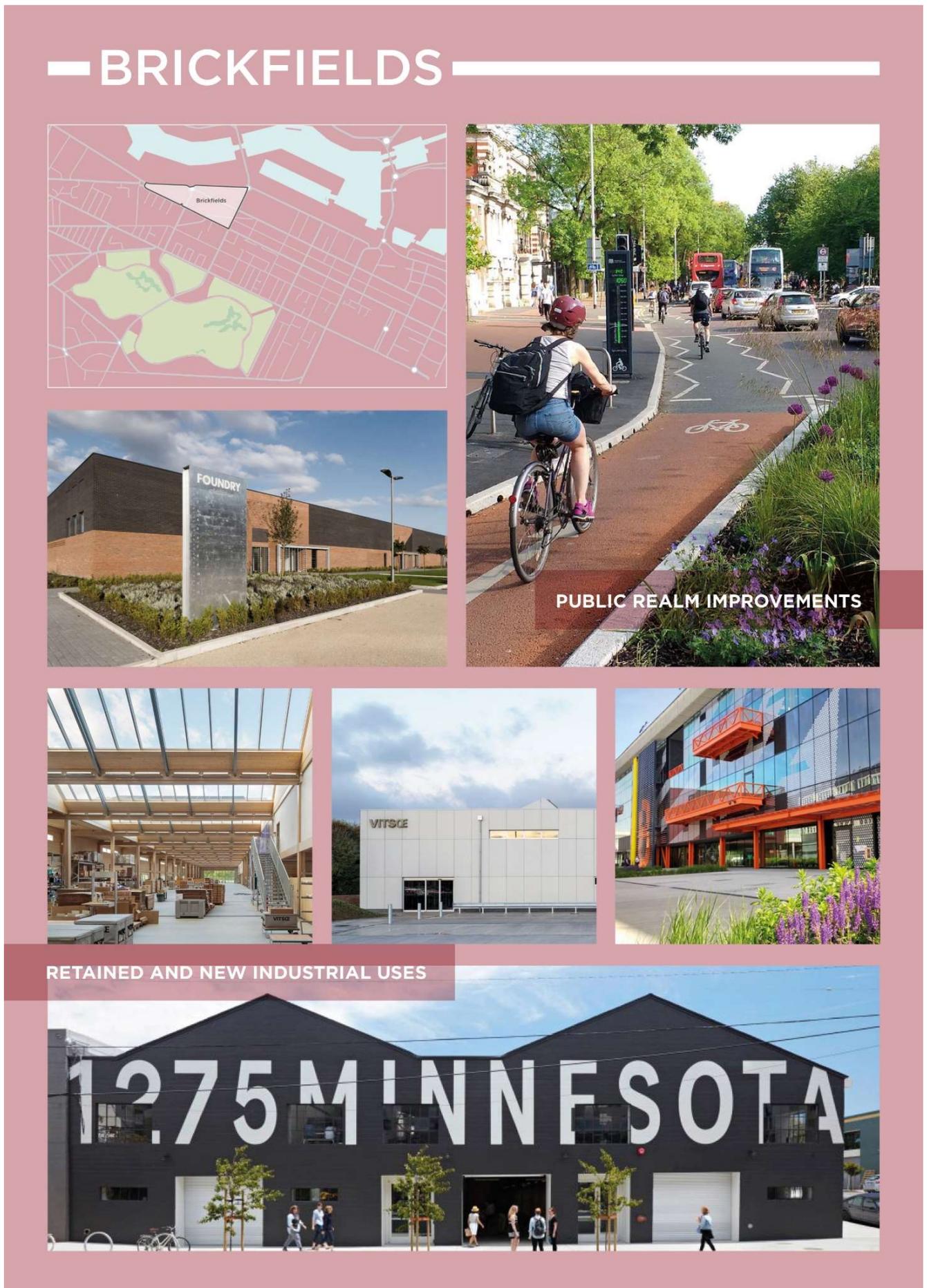


Figure 4.15: Brickfields Precedent Images



Approach to Density

- 4.19 The BRF outlines an overarching approach to density across the regeneration programme. This approach recognises that there needs to be a balanced approach to delivery of new homes across Birkenhead – ensuring family housing delivery alongside higher density. This is fundamental to ensuring that housing needs are met across the plan period.
- 4.20 The BRF is ambitious in this context – it assumes relatively high density for homes, but it includes examples of where this has successfully been delivered. This strategy is intention, to create a vibrancy within the urban area, and to maximise the potential of the brownfield assets identified.
- 4.21 The residential development outputs assumed across the plots identified in the NF have been considered in the context of the BRF approach to density. Development outputs are presented for each plot, including assumed density. These density assumptions are not fixed but do illustrate an assumed balanced cross the programme between apartments and houses.
- 4.22 In line with the BRF, the NF has included a range of densities from 50dph to 240dph. These densities have been identified in the BRF as being appropriate across Birkenhead, with the overarching ambition to achieve the noted desired balance between apartments and houses – particularly relevant in this neighbourhood because of the strong grid layout, the high density development being progressed at Wirral Waters immediately to the north, and the existing residential communities and scale of development in place. The specific mix assumed in applying these densities at plot level (allowing for variation in density within plot to achieve an overall average) includes:
- 50 dph: contemporary 2 storey 3 and 4 bed terraced family housing
 - 60 dph: 2 and 3 story Contemporary terraced family housing
 - 85 dph: predominantly 3 storey contemporary terraced family housing and low-rise apartments
 - 135 dph: higher density 3 and 4 storey multigenerational housing with some ground floor garden space including shared courtyard gardens and 5 storey apartment blocks
 - 180 dph: higher density stacked housing with private outdoor space (e.g. patio or balcony and shared courtyard garden) and 6 storey apartment blocks
 - 240 dph: minimum 6 storey apartment-led development with some dual aspect ground floor apartments with outdoor space

5. Delivery Strategy

Introduction

- 5.1 The preceding sections of this report have outlined the context and drivers for change within the Hamilton Park NF area culminating in a vision and objectives for change and have then set out the option process followed to establish the preferred Neighbourhood Framework option for regeneration.
- 5.2 The NF for Hamilton Park has identified the need for considerable change over the next 15 years. This includes the potential to deliver over 2,000 new homes alongside significant investment in the public realm across the historic Laird Grid to support an offer which will attract a diverse range of households including families into the urban area.
- 5.3 The remainder of this section sets out further detail on how the masterplan will be delivered including specific actions required to be progressed by the Council and key partners. These are grouped as follows:
- Overarching actions – being those that address the NF generally; and
 - Key actions by neighbourhood – being those that are required to ensure delivery is achieved in line with or exceeding that set out in this NF.
- 5.4 It should be noted that no site surveys relating to land conditions or detailed topography have been undertaken to inform the Hamilton Park NF. Progression of both on a neighbourhood-wide basis would add considerable confidence to the delivery strategy and viability analysis included herein.
- 5.5 Successful implementation of the NF requires the progression of the following, in no particular order:
- Infrastructure delivery;
 - Future sub-area masterplanning to be progressed;
 - Additional key actions by neighbourhood;
 - Establishing a robust planning framework;
 - Land assembly and business relocations;
 - Place management and long-term stewardship;
 - Governance, delivery vehicles and partnerships;
 - Strategic approach to securing funding;
 - Delivery of the catalyst projects;
 - Delivery of supporting actions identified within the Birkenhead 2040 Framework; and
 - Monitoring framework.

Neighbourhood Framework Outputs

- 5.6 The masterplan includes areas of development, redevelopment and retention of existing buildings including new homes. In the case of the latter, key areas are earmarked for improvements to improve conditions for existing residents and to support the longer term renewal of housing stock across the area including tenure and type diversification aligned with the wider brownfield housing delivery strategy being progressed across Birkenhead.
- 5.7 The masterplan assumes the following headline outputs:
- Over 2,000 new homes, including over 1,200 apartments and over 800 houses;
 - A single-form entry primary school to support residential development within this neighbourhood and Wirral Waters;
 - Potential for just under 35,000sqm new non-residential floorspace, including clean light industrial and flexible business floorspace; and
 - Renewal of homes including affordable and privately owned properties across an area measuring over 22 hectares with the potential to improve as many as 800 homes subject to future more detailed masterplanning.

Hamilton Park by Phase

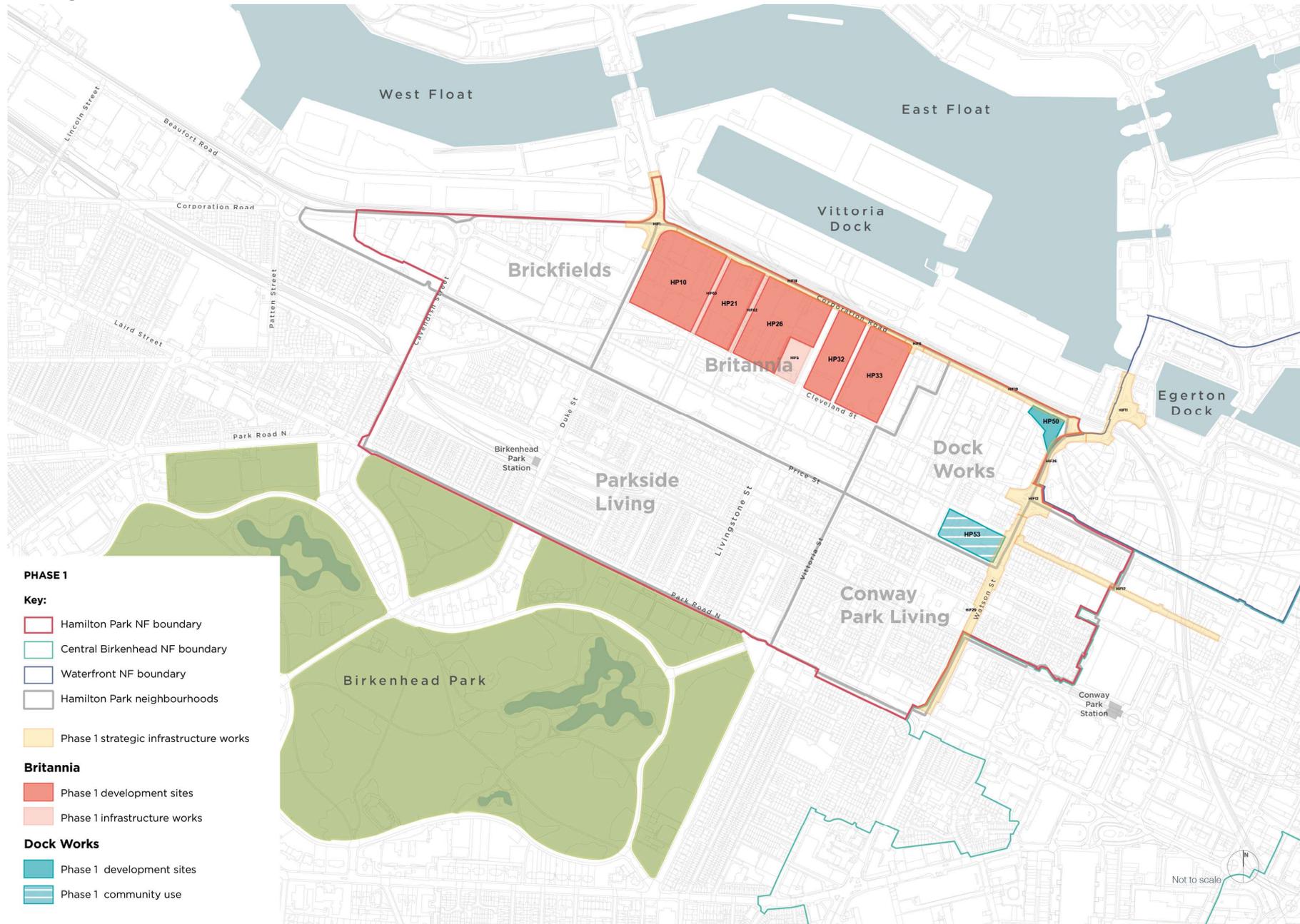
- 5.8 The NF process has identified an intended phasing plan associated with the Hamilton Park masterplan. Phasing has been considered across three periods, all building on the baseline, Phase 0, being the existing built landscape of Hamilton Park:
- Phase 1 is assumed to be captured within a delivery period up to year 5;
 - Phase 2 is assumed to be captured from years 6 to 10; and
 - Phase 3 is assumed to be captured from years 11 and beyond.
- 5.9 The masterplan is identified as a programme of change for a 15-year period, but it is recognised due to market forces that the ultimate implementation of change could extend beyond year 15.
- 5.10 The phasing plan is not intended to be a rigid or fixed programme in this context – rather it is a means to understand prioritisation of activities, funding discussions, and public sector intervention, and ensures a clear narrative as to the build-up of change in Hamilton Park.
- 5.11 The phasing is linked to an understanding of viability and funding requirements, and the need for public sector intervention to commence the programme in early years. Specifically, the phasing builds up to enable greater viability within later phases – following delivery of the catalyst projects and other early years project delivery. There are instances therefore where sites could be delivered within an earlier phase, where market conditions allow.

- 5.12 This acceleration of delivery would be supported, assuming implementation is in line with the wider ambitions established within the Birkenhead 2040 Framework and the Hamilton Park NF – specifically in relation to the design standards that are expected.
- 5.13 A Hamilton Park-wide reference plan is included at Appendix 1. The plan illustrates references for development plots and infrastructure projects identified within the NF for Hamilton Park. Figures 5.1 to 5.5 illustrate these same references, by project area.
- 5.14 The subsequent text considers the residential development potential and supporting infrastructure projects on a phase by phase basis, broken down by project area.

Phase 1: Selective Catalytic Delivery, Laying the Foundations

- 5.15 Distinct from the other neighbourhoods across Birkenhead, Phase 1 is less about meaningful development delivery, and more about commencing a number of undertakings to enable comprehensive delivery in following years. This is not to say that significant development cannot commence, and that change will not occur within this period, but it does highlight key interventions and key enabling investments identified within the masterplan as holding the potential to have material wider positive impact.
- 5.16 The delivery identified within Phase 1 of the Hamilton Park NF, supported by future landowner and community engagement, is identified to be especially important to positively support wider investment and delivery including:
- Improving conditions within and the physical appearance of the north of the masterplan area encouraging investment to progress at Vittoria Studios, including crucially a development that looks out positively to the south based on confidence of delivery of the masterplan;
 - Intensification of business use at Northside including supported business relocations where possible and appropriate; and
 - Key public realm intervention to ensure direct connectivity and improved street environment to connect through to Dock Branch Park, Central Birkenhead, and early Wirral Waters delivery at East Float including the improved Tower Road South corridor and upcoming investment at the Maritime Knowledge Hub as early phase development and investment programmes outside of Hamilton Park.

Figure 5.1: Phase 1 Hamilton Park NF



5.17 Key investments and developments unlocked within Phase 1 are identified to include:

Phase 1 Britannia:

- 5.18 The masterplan recognises the importance of the commencement of development across the Britannia sub-neighbourhood area, to create a comprehensive, sustainable and high quality urban residential neighbourhood. It also however recognises that early year delivery is going to be challenging – given the complexity of land ownership and existing uses across this area that will need to be supported and where possible retained elsewhere within the borough. The progression of a NF for the Northside neighbourhood is considered to be a particularly important undertaking to support the proposals and ambitions for the Britannia area on this basis.
- 5.19 The NF assumes the prioritisation of land assembly to the north of Cleveland Street given Phase 2 prioritisation of development areas but does not preclude assembly beyond this defined area.
- 5.20 Within Phase 1 however some delivery within this area is considered possible – on land owned by the Council including HP33 (on which vacant possession will need to be secured). In addition subject to agreement with Wirral Methodist Housing Association, HP32 (where vacant possession is already secured).
- 5.21 HP32 is currently earmarked for the EXPO Village proposals included within the Stage 1 Town Investment Plan developed by the Birkenhead Town Deal Board, submitted to Government in January 2021. Subject to the success of that funding bid, this site could be delivered as an EXPO Village in early years, therefore removing the site from the initial housing trajectory, or could be delivered for residential development as an early years' development site.
- 5.22 In the event that the EXPO Village proposals are successful in securing funding, it is still assumed and intended that this site will be delivered as a housing site – but in a later phase (Phase 2) and most likely as an exemplar site to demonstrate methods of modern construction as a legacy of EXPO.

Table 5.1: Phase 1 Britannia Residential Trajectory (assuming HP32 progressed in Phase 1 subject to TIP)

Project Reference	Project Description	Assumed Density (dph)	Phase Output					
				Yr1	Yr2	Yr3	Yr4	Yr5
HP33	Residential development plot either independent of or linked to proposed EXPO Village	135	176			125	42	9
HP10	Residential development plot – Early phase 'superplot'	135	259				142	117
HP21	Residential development plot – Early phase 'superplot'	135	139				97	42
HP26	Residential development plot – Early phase 'superplot'	135	224				142	82
HP32	EXPO Village Legacy housing development	135	115				81	34
Total			913	0	0	125	504	284

- 5.23 Alongside the development plots identified, the NF has identified integral infrastructure investment required to be delivered. This includes interventions that are assumed will be delivered as part of development proposals on a plot by plot basis.
- 5.24 Within the Britannia 'superplot' this includes the delivery of new strategic public realm and open space (HIF5) and the creation of 'new neighbourhood streets' at HIF62 and HIF63 to create better north-south links and reflect the wider grid layout of Hamilton Park. The alignment of these two new streets is important to integrate into wider proposals – specifically to ensure a linkage down to Birkenhead Park via Arthur Street and Marshall Street.

Table 5.2: Phase 1 Britannia Infrastructure Delivery

Project Reference	Project Description
HIF5	New strategic public realm / open space within 'superplot' development area
HIF62	New neighbourhood street within 'superplot' development area – to connect into Arthur Street alignment
HIF63	New neighbourhood street within 'superplot' development area – to connect into Marhsall Street alignment
Plot not specified	Single form entry primary school

- 5.25 Although not recorded as a development output, critical additional undertakings relating to Britannia in Phase 1 include the progression of land assembly including supporting business relocations (requiring therefore early progression of the Northside NF). This may include ensuring a robust planning framework to support land assembly including Supplementary Planning Document and/or the progression of a strategic planning application for this sub-neighbourhood.

Phase 1 Dock Works:

- 5.26 Similarly to Britannia, the NF recognises that early phase delivery within the Dock Works sub-neighbourhood may be challenging. It is assumed within the delivery strategy that meaningful implementation of the ambitions for this area will require comprehensive intervention – but given the lack of public sector land within this area, early development is considered very unlikely.
- 5.27 The Phase 1 masterplan recognises that the progression of the Birkenhead District Heat Network – if feasibility is demonstrated and funding secured to enable its delivery – could require the delivery of the energy centre earmarked for HP50.

Table 5.3: Phase 1 Dock Works Infrastructure Delivery

Project Reference	Project Description
HP50	Birkenhead District Heat Network Energy Centre

Phase 1 Parkside Living / Conway Park Living:

- 5.28 The extent to which delivery will be possible across the Parkside and Conway Park Living sub-neighbourhoods will depend entirely on detailed masterplanning recommended to be progressed, the nature of intervention identified based on this more detailed exercise (including engagement with existing residents), and the ability to secure a partnership delivery approach across the Registered Providers with assets in the area, plus funding and/or business case for investment.
- 5.29 Given the complexities associated with the delivery of estate renewal – in advance of any community engagement and especially where it is assumed that this cross-partner delivery will be key, and that residential relocations may be required, the NF has not identified any specific areas where redevelopment is expected. Linked to this, the NF has not identified any specific infill development opportunities within Phase 1 – again expected to be informed by the more detailed masterplanning. These infill development plots could be key to enabling early residential relocations and so must not be considered independently of the wider strategy.
- 5.30 The progression of this masterplanning within Phase 1 is absolutely critical to enable delivery strategy groundwork to commence, especially important given the noted complexities within this area specifically. To support the masterplan the NF assumes that a degree of stock condition survey work will need to be progressed across the existing housing stock across the Parkside Living and Conway Park Living sub-neighbourhoods.
- 5.31 The NF identifies development potential at HP08 within Phase 2. This is a privately owned site and is in principle deliverable within Phase 1. However, given uncertainty around proposals within Phase 1 across the wider Parkside Living neighbourhood, and the need to ensure that the tenure of any development on the site including the importance of high quality private tenure, it is assumed that this is more likely to progress and be supported in Phase 2.

Brickfields

- 5.32 The NF does not assume any material change within the Brickfields sub-neighbourhood within Phase 1, although given it also assumes private sector delivery of this area it does not preclude development coming forward where it is in accordance with the NF ambitions of increasing density and quality of employment activities.
- 5.33 In the absence of material change in the wider Hamilton Park area within Phase 1, it is assumed that the private landowners within this area will not be incentivised commercially within the early years to deliver meaningful development within this sub-neighbourhood, but in the event of business closures or significant lease breaks this may occur.

5.34 It is important within Phase 1 that the landowners across the Brickfields sub-area are engaged and encouraged to invest in accordance with the NF strategy. Given the work that will be progressed to enable business relocation within the borough on adjacent sites, it is suggested that this is extended to include the Brickfields area where landowners see potential to intensify and improve business activity within the area.

Strategic Infrastructure Delivery:

5.35 In order to support development all of the NFs identify strategic infrastructure delivery within the early phase delivery programme. The delivery of these infrastructure proposals is considered to be very important to create the right conditions for high quality development and investment within Birkenhead – including in many cases genuinely changing the perceptions and physical environment of the urban area.

5.36 This is no different within the Hamilton Park NF, where the following Phase 1 infrastructure projects are identified for implementation, subject to securing funding:

- HIF01: Major junction improvements at Duke St - Corporation Road Junction, including the delivery of the conversion of the existing roundabout to create a signalised junction, with full pedestrian and cycle facilities ensuring a strong and safe crossing environment and improved connectivity to the wider Wirral Waters development area – and recognising the importance of the Corporation Road corridor including the need to safeguard for potential future delivery of a mass transit system;
- HIF11: Major junction improvements at Tower Rd - Rendel St Junction, including the removal of roundabout and conversion to signalised T-junction, with full pedestrian and cycle facilities. The design and implementation of this project needs to align with both the recent programme of investment at Tower Road, and the proposals for Dock Branch Park and the delivery of enhanced pedestrian and cycling connections between the Town Centre and the Wirral Waters regeneration area;
- HIF18, HIF19, HIF26, HIF29: 'Traditional Street' investment to create streets where the public realm has been improved and restrictions on pedestrian movement (e.g. guardrails) have been removed but conventional traffic controls largely remain. The traditional street network across Hamilton Park will feature traditional kerbs and normal traffic engineering, but will also see improved materiality, introduction of appropriate landscaping and furniture and pedestrian facilities to encourage safe movement.
- Within the 'Traditional Street' network delivered within Phase 1, a number of smaller junction improvements are identified including at HIF6 and HIF12:
 - HIF6: Improvements to junction of Corporation Road and Vittoria Street to include a raised table with material change to indicate entry points; and
 - HIF12: Improvements to junction of Cleveland Street and Watson Street to include implementation of full pedestrian facilities at signal junction.
- HIF17: 'Pedestrian Street' investment to directly connect into Dock Branch Park at Wood Close / Brook Street East including punching through existing barriers to movement for pedestrian and cycle use only. This will include interventions that ensure pedestrians feel that they can move freely anywhere and where drivers

should feel they are a guest. This network will include materials that enable no kerbs and minimal traffic signage.

Table 5.4: Phase 1 Strategic Infrastructure Delivery

Project Reference	Project Description
HIF01	Major junction improvement at Duke Street and Corporation Road
HIF 11	Major junction improvements at Tower Rd - Rendel St
HIF18, HIF19, HIF26, HIF29	'Traditional Street' investment at Corporation Road and Watson Street
HIF6	Improvements to junction of Corporation Road and Vittoria Street
HIF12	Improvements to junction of Cleveland Street and Watson Street
HIF17	'Pedestrian Street' investment at Wood Close / Brook Street East

Phase 2: New Neighbourhood Establishment and Initial Residential Renewal

5.37 Phase 2 sees more material delivery across Hamilton Park following the work progressed during Phase 1 to create the right conditions for this development to take place. This includes ensuring public sector direct control over delivery, but also the encouragement of progression of other investment capitalising on early phase improvements through infrastructure delivery.

Figure 5.2: Phase 2 Hamilton Park NF



Phase 2 Britannia:

- 5.38 Given the intervention along Corporation Road progressed within Phase 1, plus the early phase delivery outlined previously and the prioritised targeting of land assembly has required (including the potential use of Compulsory Purchase Order Statutory Powers by Wirral Council or Homes England as appropriate), the NF assumes that by commencement of Phase 2 significant public sector control has been secured within this area, business decant (where required) has been completed including potential relocations into the Northside area, and the initial conditions for delivery will be sufficient to enable more meaningful development to progress – including the implementation of the public realm works identified within Phase 1.
- 5.39 Phase 2 sees the completion of the development potential at this ‘superplot’, creating a significant new residential neighbourhood within the urban area with strong alignment to Vittoria Studios to the north and creating a high-quality gateway to the Hamilton Park and Central Birkenhead areas.
- 5.40 Within Phase 2 at Britannia it is assumed that delivery will be balanced between public sector direct delivery where land assembly has been progressed, and private sector delivery building on Phase implementation where proposals can be delivered as high quality and comprehensive and aligned with the NF masterplan.
- 5.41 Of critical importance within Phase 2 Britannia is the connectivity between the early phase Britannia delivery and improvements in the residential area to the south in Parkside. The blocks between Price Street and Cleveland Street are important ‘bridging blocks’ between these two communities – one established and one new.

Table 5.5: Britannia Phase 2 Residential Trajectory

Project Reference	Project Description	Assumed Density (dph)	Phase Output					
				Yr6	Yr7	Yr8	Yr9	Yr10
HP11	‘Old Bidston Square’ residential	240	29				29	
HP12	‘Old Bidston Square’ residential	135	54		54			
HP13	Brook Street residential	85	53					53
HP22	Maddock Street residential	65	24	24				
HP23	Arthur Street residential	65	23		23			
HP27	Cleveland Street residential	65	46		46			
HP28	Price Street residential	65	44			44		
HP34	‘Livingstone Street North’ residential	85	67	67				
HP35	‘Livingstone Street South’ residential	85	66		66			
HP40	Mixed use residential development	85	59			59		
Total			465	91	189	103	29	53

5.42 Given the noted important connecting role of development across these blocks, the associated infrastructure delivery is of critical importance to ensure the success of the wider NF – including ensuring community integration across this important Birkenhead neighbourhood.

Table 5.6: Phase 2 Britannia Infrastructure Delivery

Project Reference	Project Description
HIF03	Old Bidston Square – strategic public realm infrastructure delivered following the closure of the Old Bidston Road between Duke Street and Cleveland Street
HIF13	Pedestrian street improvements – Brook Street
HIF14	Pedestrian street improvements – Brook Street
HIF15	Pedestrian street improvements – Brook Street
HIF40	Arthur Street neighbourhood street improvements
HIF61	Marshall Street (South) – new road delivery – new neighbourhood street
HIF67	Minor junction improvements, Price Street and Arthur Street
HIF68	Minor junction improvements, Price Street and Marshall Street (South)

Phase 2 Dock Works:

5.43 Similarly to Britannia, it is assumed that by the commencement of Phase 2 the delivery of intervention along Corporation Road and the junction works at Watson Street, plus the improvements along Watson Street itself, alongside strategic land assembly between Corporation Road and Cleveland Street, will enable development at Dock Works.

5.44 Unlike Britannia, Dock Works is envisaged as a mixed-use neighbourhood, linking into the wider mixed-use corridor running down to the Waterfront neighbourhood. As such, residential development is intended to come forward integrated with clean business uses including flexible business, workshop and light industrial / urban scale distribution floorspace. The development trajectory assumes residential delivery incrementally across the plots, but in reality, and subject to future masterplanning, the mix of uses could be distributed differently across this neighbourhood – albeit the same development scale is envisaged. The NF encourages a mix of uses to be honoured on a plot by basis if viable.

Table 5.7: Phase 2 Dock Works Residential Trajectory

Project Reference	Project Description	Assumed Density (dph)	Phase Output					
				Yr6	Yr7	Yr8	Yr9	Yr10
HP41	Mixed use residential development	135	20				20	
HP42	Mixed use residential development	135	93		65	28		
HP49	Mixed use residential development	135	44		44			
HP51	Mixed use residential development	240	89	89				
Total			246	89	109	28	20	

Phase 2 Parkside Living / Conway Park Living:

- 5.45 In the absence of the more detailed masterplanning, it is not possible to identify any specific development trajectory relating to areas of redevelopment or associated infill development potential across the Parkside Living and Conway Park Living sub-neighbourhood areas.
- 5.46 That said, the neighbourhoods do include some more apparent development plots that are assumed to be deliverable within Phase 2 that do not require significant residential displacement. This includes development opportunity specifically at HP08, HP56, HP61, and HP62.
- 5.47 Beyond these identified development plots, the NF assumes based on high level review that the majority of intervention within the Conway Park Living existing residential area will be focused on retaining and improving the existing housing stock, rather than reflecting a more material programme of intervention which could include some clearance and redevelopment of stock. As such therefore, subject to funding, it is assumed that this programme of investment would be progressed within Phase 2 – reflecting the generally easier delivery strategy without the need for any residential displacement or land assembly (subject to the nature of works identified).
- 5.48 It is assumed during Phase 2 that the delivery strategy for the renewal of the existing housing areas within the Parkside Living and Conway Park Living sub-neighbourhoods is progressed. Subject to the findings of the detailed masterplanning it is recognised that this may include the need to support existing residents into new homes to enable the preferred investment strategy to be implemented.

Table 5.8: Phase 2 Parkside Living / Conway Park Living Residential Trajectory

Project Reference	Project Description	Assumed Density (dph)	Phase Output					
				Yr6	Yr7	Yr8	Yr9	Yr10
HP08	Parkside Living infill residential	240	96	96				
HP56	Conway Park Living infill residential (Conway Street)	50	23					23
HP61	Conway Park Living infill residential (Wood Street / Brook Street East)	50	10					10
HP62	Conway Park Living infill residential (Brook Street East / Price Street)	50	20					20
Total			149	96	0	0	0	53

5.49 Delivered concurrently with these development plots, the NF assumes improvements to the physical environment across the neighbourhoods, supporting the delivery of residential development and investment and ensuring good connections back into Central Birkenhead and to Dock Branch Park.

5.50 As such it also assumes the delivery of the following infrastructure alongside investment in the residential environment generally:

Table 5.9: Phase 2 Parkside Living / Conway Park Living Infrastructure Delivery

Project Reference	Project Description
HIF52, HIF53, HIF55	Neighbourhood street intervention at Cathcart Street
HIF51, HIF54	Neighbourhood street intervention at Dover Close and Beckwith Street East
HIF50, HIF55	Neighbourhood street intervention at St Anne Way
HIF28	Traditional street intervention at Price Street

Phase 2 Brickfields:

5.51 As within Phase 1, the NF does not make any specific assumptions regarding delivery of development within Brickfields, which is assumed to be 100% employment floorspace in nature.

5.52 As noted within Phase 1, given it is assumed that investment will be delivered by private landowners, the NF strategy does not preclude development coming forward where it is in accordance with the NF ambitions of increasing density and quality of employment activities.

5.53 In the absence of material change in the adjacent Hamilton Park area within Phase 1, it is assumed that the private landowners within this area will not be incentivised commercially within the early years to deliver meaningful development within this sub-neighbourhood, but in the event of business closures or significant lease breaks this may occur.

5.54 As noted within Phase 1, engagement with landowners and occupiers should be extended to the Brickfields area, not to acquire land, but to enable private sector investment to progress in line with the NF strategy.

Strategic Infrastructure Delivery:

5.55 Similarly to Phase 1, Phase 2 identifies strategic infrastructure delivery which sits outside of plot specific delivery or sub-neighbourhood areas. They are interventions that sit across these development areas, to have a wider neighbourhood impact.

5.56 The following infrastructure projects are identified for implementation during Phase 2, subject to securing funding:

- Cleveland Street:
 - Traditional street intervention including the following identified stretches of Cleveland Street: HIF27, HIF25, HIF23, HIF22, HIF21
 - Small scale junction improvements to include raised table with material change to indicate entry points at HIF65 and HIF66
- Duke Street:
 - Traditional street intervention including the following identified stretches of Duke Street: HIF20, HIF39, HIF36
 - Duke St - Cleveland St junction improvements including the delivery of full pedestrian facilities at signal junction: HIF02
 - Duke St - Price St junction improvements including the delivery of full pedestrian facilities at signal junction: HIF04
- Beckwith Street:
 - 'Existing Neighbourhood Street' intervention to ensure streets have a clear residential character, where vehicular access will be permitted but not prioritised. More space will be dedicated to active travel, green infrastructure and opportunities for play, along identified stretches of Beckwith Street: HIF42, HIF43, HIF48, HIF64
 - Small scale junction improvements to include raised table with material change to indicate entry points at HIF69 and HIF70
- Vittoria Street:
 - 'Traditional Street' improvements along Vittoria Street including stretches HIF24, HIF31, HIF32, HIF34
 - Cleveland St - Vittoria St junction improvements including conversion to fully signalised junction with full pedestrian facilities at HIF07
 - Small scale junction improvements to include raised table with material change to indicate entry points at HIF08 and HIF10

- Dock Works infrastructure delivery to encourage private sector investment to be progressed without material public sector intervention:
 - 'Traditional Street' improvements along Cleveland Street at HIF25, HIF27
 - 'Existing Neighbourhood Street' intervention along Cathcart Street at HIF56, HIF57 and HIF58
 - 'Pedestrian Street' intervention along Brook Street at HIF16

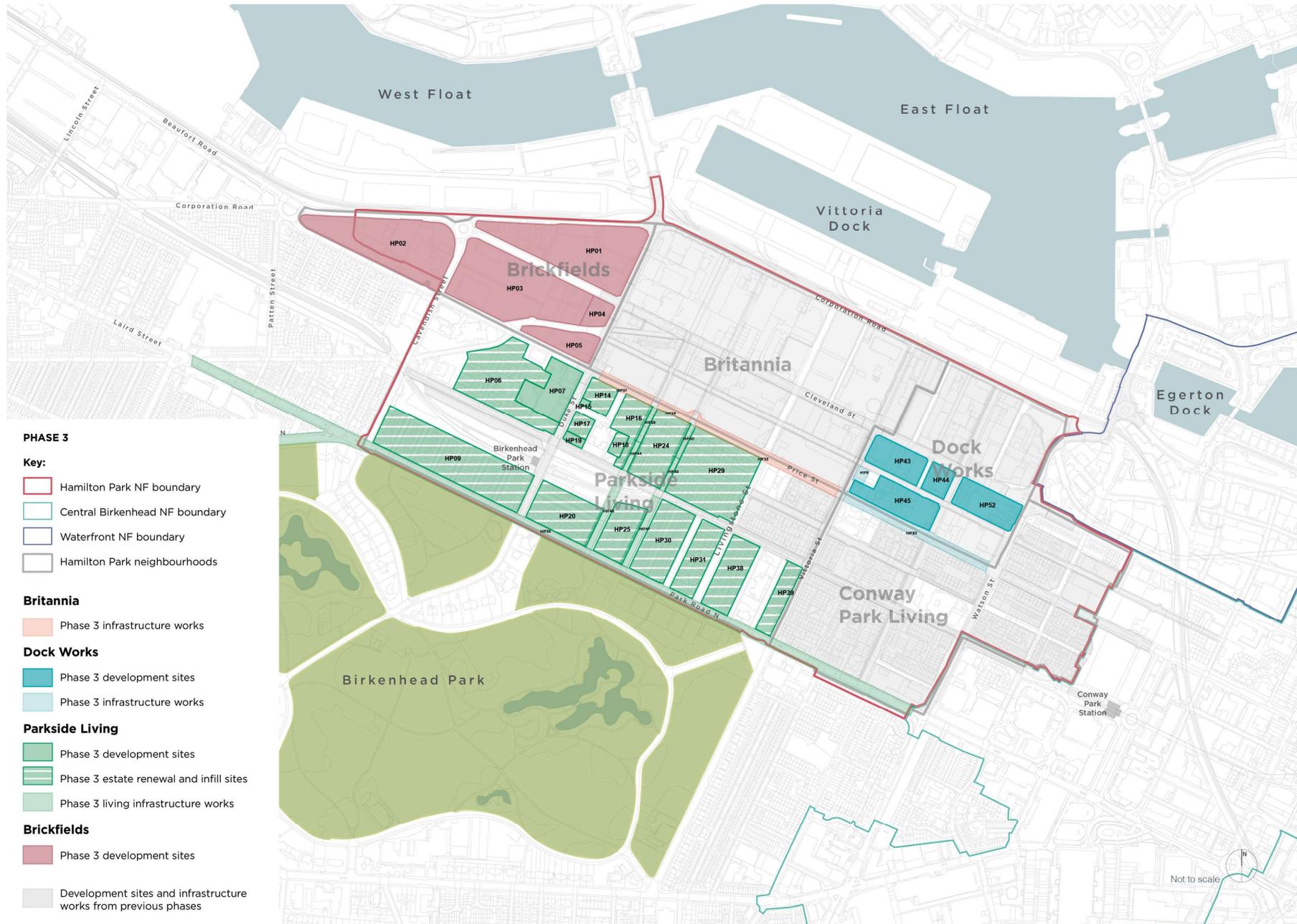
Table 5.9: Phase 2 Strategic Infrastructure Delivery

Project Reference	Project Description
HIF65 and HIF66	Small scale junction improvements, Cleveland Street
HIF27, HIF25, HIF23, HIF22, HIF21	Traditional street intervention along Cleveland Street
HIF04	Duke St - Price St junction improvements
HIF02	Duke St - Cleveland St junction improvements
HIF20, HIF39, HIF36	'Traditional Street' improvements along Duke Street
HIF69 and HIF70	Small scale junction improvements, Beckwith Street
HIF42, HIF43, HIF48, HIF64	'Existing Neighbourhood Street' intervention along Beckwith Street
HIF24, HIF31, HIF32, HIF34	'Traditional Street' improvements along Vittoria Street
HIF07	Cleveland St - Vittoria St junction improvements
HIF08, HIF10	Small scale junction improvements, Vittoria Street
HIF56, HIF57, HIF58	Cathcart Street existing neighbourhood street interventions
HIF16	Brook Street pedestrian interventions
HIF25, HIF27	Cleveland Street traditional street improvements

Phase 3: Delivering our Full Potential

- 5.57 Phase 3 sees the completion of the Hamilton Park NF programme of development and intervention. By this period, it is assumed that the major public sector intervention and support has completed, and market circumstances have developed as a result of earlier intervention to make development viable and led by the private sector.
- 5.58 There remains a core number of strategic infrastructure projects within Phase 3, that are assumed would be delivered in the early years of the phase to support the final development proposals to be progressed and ensure strategic connections between the sub-neighbourhoods are secured.

Figure 5.3: Phase 3 Hamilton Park NF



Phase 3 Brickfields:

5.59 Within the Brickfields sub-neighbourhood whilst the focus is on employment development, it is assumed that some mixed-use development would be delivered to Duke Street, providing frontage and strong interface with the Britannia sub-neighbourhood. Active uses would be encouraged to the street frontage, with potential for residential development on levels above.

Table 5.10: Brickfields Phase 3 Residential Trajectory

Project Reference	Project Description	Assumed Density (dph)	Phase Output					
				Yr11	Yr12	Yr13	Yr14	Yr15
HP04	Duke Street Residential Mixed-Use Development	135	15					15
HP05	Duke Street Residential Mixed-Use Development	135	32					32
Total			47	0	0	0	0	47

Phase 3 Dock Works:

5.60 Within Phase 3 it is assumed that the landowners at Dock Works, similarly to Britannia, will progress development in their own right on a comprehensive and high-quality basis – responding to the wider context of regeneration across the neighbourhood area. The following plots are identified to complete the development potential within the area:

Table 5.11: Dock Works Phase 3 Residential Trajectory

Project Reference	Project Description	Assumed Density (dph)	Phase Output					
				Yr11	Yr12	Yr13	Yr14	Yr15
HP43	Mixed use residential development – industrious living, south of Cleveland Street	135	39			39		
HP44	Mixed use residential development – industrious living, north of Price Street	135	17				17	
HP45	Mixed use residential development – industrious living, south of Cleveland Street	135	50				50	
HP52	Mixed use residential development – industrious living, south of Cleveland Street	135	44			44		
Total			150	0	0	83	67	

5.61 Delivered concurrently with these development plots, the NF assumes improvements to the physical environment including:

Table 5.12: Phase 3 Dock Works Infrastructure Delivery

Project Reference	Project Description
HIF09	Strategic open space / public realm delivery as part of development of HP45
HIF30	Traditional street intervention, Price Street

Phase 3 Parkside Living / Conway Park Living:

- 5.62 By Phase 3, and as noted within Phase 2, it is anticipated that the required intervention within the existing residential areas of Parkside Living and Conway Park Living sub-neighbourhoods has been completed.
- 5.63 Across the Parkside Living sub-neighbourhood in particular based on the high-level analysis undertaken as part of the NF process it is anticipated that this programme of change will be more interventionist than across the Conway Living sub-neighbourhood. This is based on an external review of condition and engagement with the Registered Providers who own assets within the area but requires more detailed analysis and survey work to inform conclusions and any preferred option for intervention.
- 5.64 As noted previously, no specific development plots have been identified within the Parkside Living area for residential development purposes (where they relate to the potential redevelopment of existing homes), in advance of more detailed masterplanning being undertaken. However, a series of in-principle infrastructure delivery projects have been identified to be tested further through the masterplanning process, documented in the following table, and the following infill plots are noted to have development potential once their relationship with renewal areas has been established.

Table 5.13: Parkside Living / Conway Park Living Phase 3 Residential Trajectory

Project Reference	Project Description	Assumed Density (dph)	Phase Output					
				Yr11	Yr12	Yr13	Yr14	Yr15
HP07	Duke Street infill residential	85	64	64				
HP15	Duke Street infill residential	85	2	2				
HP19	Duke Street infill residential	85	6	6				
Total			72	72	0	0	0	0

- 5.65 Delivered concurrently with these development plots, the NF assumes improvements to the physical environment including:

Table 5.14: Phase 3 Parkside Living / Conway Park Living Infrastructure Delivery

Project Reference	Project Description
HIF35	Park Road North improvements – traditional street intervention
HIF59, HIF44, HIF46	Existing street improvements, Arthur Street
HIF47, HIF45, HIF60	Existing street improvements, Aspinall Street

Infrastructure Delivery

- 5.66 Appended to this main report is a schedule of infrastructure projects and intended delivery strategy including estimate of budget (subject to more detailed design and cost plans being produced) (Appendix 2).
- 5.67 The NF recognises the importance of infrastructure delivery – including investment in roads, the pedestrian and cycle environment, and public realm and landscaping – to support wider aspirations.
- 5.68 The NF recognises the important role for Wirral Council in taking a leading role in implementing the infrastructure programme – including the use of public funding as a catalyst and noting the dominance of highways infrastructure and associated land which is under Council control.
- 5.69 There is also an existing maintenance backlog across Hamilton Park and development proposals will be required to consider how this can be addressed where capital projects won't be delivered and there is likely to be additional detriment. Impact of proposed development on the existing highways network will be tested through the planning application process.
- 5.70 The NF also recognises the need to secure strategic funding to enable this programme of works to be implemented on a timely basis. For optimum delivery it is also recognised that land assembly may be required.
- 5.71 Detailed delivery strategies should be developed and progressed for each infrastructure project identified.

Sub-Area Neighbourhood Masterplanning

- 5.72 Key sub-areas identified within Hamilton Park which require more detailed masterplanning are:
- Parkside Living and Conway Park Living – ideally to be progressed as a single comprehensive masterplan developed in partnership including the relevant Registered Providers with ownership across the area. Initial engagement with the RPs during the NF process has identified support for this process, recognised as being important to enable sufficient investment case / business case for intervention to be established (including strategic funding support and collective approach to resident relocation to be established);

- Britannia – to support comprehensive delivery including the appropriate location for strategic public realm, open space and a new single form entry primary school, with the potential need for the masterplan in due course to inform SPD or an outline planning application as part of a wider strategic land assembly approach across Hamilton Park; and
- Dock Works – to enable delivery of aspirations in the long term including the potential need for the masterplan in due course to inform SPD or an outline planning application as part of a wider strategic land assembly approach across Hamilton Park.

5.73 The NF does not preclude private landowners progressing sub-area masterplans as part of the development of proposals for engagement with the Council and other partners but identifies the above as priorities based on scale and nature of change identified within the Framework. Where landowners progress individual masterplans, their compliance with the NF will have to be demonstrated, including how they can demonstrate delivery will be comprehensive.

Additional Key Actions by Neighbourhood

5.74 In addition to the general actions identified through the BRF and the more detailed masterplanning noted for each project area, neighbourhood specific Wirral Council actions have been identified to ensure delivery is progressed. These are documented below in no particular order, presented by phase within each neighbourhood. Actions are only identified for Phases 1 and 2, laying the foundation for progression of Phase 3 without the need for further intervention.

Brickfields

- Landowner engagement around the NF strategy to include where appropriate occupier engagement to secure vacant possession where landowners intend to progress compliant intensification proposals. The NF has identified the potential to include occupiers within this sub-neighbourhood with the wider business relocation and land assembly strategy to be progressed across Hamilton Park and Birkenhead more widely.

Britannia

- Progression of a strategic masterplan to support comprehensive delivery of proposals for this sub-neighbourhood with potential to be progressed as SPD and/or an outline planning application to support strategic land assembly process.
- Wirral Council to secure vacant possession on land owned within neighbourhood to enable early phase delivery to progress.
- Wirral Council to work in partnership with Town Deal Board to secure funding for EXPO Village and Dock Branch Park.
- Continued engagement with Peel Holdings to secure their buy-in and support to Hamilton Park proposals, and to encourage progression of Vittoria Studios proposals in response to demonstration of progress in Hamilton Park.

Dock Works

- Progression of a strategic masterplan to support comprehensive delivery of proposals for this sub-neighbourhood with potential to be progressed as SPD and/or an outline planning application to support strategic land assembly process.

Parkside / Conway Park Living

- Establish a collaborative working group across the Registered Providers who own stock within Hamilton Park, including agreement of a brief for a comprehensive masterplan for the two neighbourhoods, and formation of a steering group to progress the process.
- In partnership with the working group, design a programme of resident engagement to run alongside and feed into the masterplan process.
- In partnership with the working group, devise and implement stock condition survey programme to run alongside and feed into the masterplan process.
- Progress engagement with MHCLG and Homes England regarding estate renewal funding to feed into masterplan funding and implementation strategy.

Establishing a Robust Planning Framework

- 5.75 The BRF has a critical role in the emerging Wirral Local Plan. It forms a key part of the evidence supporting the Local Plan Preferred Urban Intensification spatial option, by identifying the potential scale of brownfield development in Birkenhead. The BRF will be subject to consultation during the early part of 2021 before being finalised and endorsed as the Council's Regeneration Strategy for Birkenhead.
- 5.76 This Neighbourhood Framework is one of a series recommended by the BRF. It has been prepared to provide further detail to the initial neighbourhood vision and spatial concepts set out in the BRF and to provide evidence of potential brownfield housing delivery for the emerging Local Plan.
- 5.77 The Local Plan will set out a series of Regeneration Areas. Each of these Regeneration Areas will have a specific Local Plan policy which will be informed by this Neighbourhood Framework and other NFs. Development proposals within the Regeneration Areas will need to comply with the Local Plan policy. Where appropriate, and as informed by this and other NFs the Local Plan Regeneration Area policies may require further detailed site or sub area masterplans which have been recommended. Development will also have to have regard to the Birkenhead Design and Public Realm Guide Supplementary Planning Document which the Council is to prepare as part of the delivery strategy for the BRF.

Land Assembly and Business Relocations

- 5.78 The Council has a degree of control within early phase delivery – including at least partial control of some plots within the Phase 1 delivery programme, and of highways project delivery across the road network. However, the

extent of change advocated within the NF requires much greater control – enabling comprehensive delivery to address market failure.

- 5.79 Within Hamilton Park this includes the critical need to address issues of complex land ownership and supporting business relocations to enable development potential whilst retaining as much economic activity as possible within the urban area. The BRF identifies the specific opportunity to support business relocations from the Hamilton Park neighbourhood to the Northside neighbourhood as part of a programme of land assembly – with a key role for the public sector (Council and partners) within this process.
- 5.80 The NF recognises the need to ensure a robust approach to land assembly and business relocations across Hamilton Park. It supports the recommendations made within the BRF in this context including the preparation of:
- Business Decant Strategy – To enable the full brownfield land ambition to be realised across the Framework, there is a need for a comprehensive business decant strategy – enabling the positive relocation of businesses and retention of their activity within the borough as part of the regeneration delivery process.
 - Strategic Land Assembly Strategy – opportunity and need for public sector land assembly runs throughout the Framework, to enable a comprehensive approach to be taken. This includes a critical need to consider the right approach to take; including use of statutory powers including Compulsory Purchase Orders to ensure they are not progressed on a piecemeal basis; enabling efficiencies and programme-wide confidence.
- 5.81 The Council will progress engagement with key stakeholders including Homes England and the Combined Authority to identify land assembly priorities, responsibilities and approach (including funding sources and appropriate use of Statutory Powers as required), and commence strategic land assembly in this context in order to deliver Phase 1 of the NF.

Place Management and Stewardship

- 5.82 The NF recognises the importance of place management and long term stewardship in ensuring that the benefits of intervention are felt in the long term – and to ensure that early phase development creates and maintains the right conditions to support enhanced viability and conditions for delivery across Hamilton Park in later development phases.
- 5.83 The NF requires management and stewardship to be considered at the outset of the design process across the Hamilton Park area – informing physical design, use (formal, informal and meanwhile), and materiality of individual projects and development.
- 5.84 Consideration must be given to the interface between different projects, ensuring a continuous high-quality management regime exists across land ownerships and development boundaries.
- 5.85 The Council will expect a demonstrable consideration of management to be included within planning applications across the Hamilton Park area, including within evidence of management having been factored into design evolution captured within Design and Access Statements supporting planning applications. Planning applications

will be required to include evidence of place management and stewardship strategy to be applied across development within the Hamilton Park area.

- 5.86 On land within its control, the Council will ensure a positive and long term view of management is taken, and will positively engage with all stakeholders and landowners across the area to ensure a seamless relationship between public and private assets and management approaches to ensure a whole-place approach to management is delivered.

Governance, Delivery Vehicles and Partnerships

- 5.87 There is a significant level of excitement and commitment within the Council and strategic partners to deliver this comprehensive, long-term and strategically important regeneration strategy.
- 5.88 The Council recognises that the scale and ambition of the LeftBank regeneration programme, covering Birkenhead and the wider urban area reaching from New Ferry to New Brighton, means that it needs to adopt an enhanced, bespoke delivery vehicle model.
- 5.89 It further recognises the importance of its own role, and the need for clear leadership within the delivery of the NF infrastructure programme and key projects, including the catalyst projects identified in the BRF. The Council will undertake this leadership role to leverage private sector investment and involvement in the delivery programme.
- 5.90 Wirral Council is in dialogue with the Ministry for Housing, Communities and Local Government (MHCLG) to explore alternative delivery models for the Birkenhead 2040 and wider LeftBank programme. It is expected this process to take in the region of 18-months to scope and design the right delivery model for the LeftBank programme, including delivery of the interventions captured within this NF. At the time of writing the preferred model for LeftBank is not fixed but will be instrumental in delivering the town centre ambitions. This process will further complement existing resource within the Council – adding additional skills and capabilities, with a specific focus on commercial, delivery and urban design capabilities to enable implementation of the Birkenhead 2040 Framework.
- 5.91 Since January 2020 Wirral Council has operated a joint steering group with Homes England and the Liverpool City Region Combined Authority to oversee the development and delivery of the LeftBank programme including a senior Homes England Programme Lead in support.
- 5.92 Within the Council a newly established Regeneration and Place Board provides oversight of the LeftBank and Local Plan programme and co-ordinates the operation of external partnership groups.
- 5.93 The Council has established a project management hierarchy that will be in place for the duration of the NF programme and indeed across LeftBank. The Council has recently established a new Regeneration and Place Department which brings together regeneration, asset management, strategic transport, planning, housing, and PMO disciplines into a single delivery unit. It is critical that the Council assembles project teams to implement key projects, on a multi-disciplinary basis, including the catalyst projects.

- 5.94 In the Wirral Growth Company, the Council has an established partnership to deliver development relating to assets it owns or acquires in the centre – should it be the preferred method of delivery. The WGC itself can acquire assets to develop out or hold as investment. Under the Wirral Growth Company Partnership Agreement, several sites were identified within an option agreement – which the WGC can draw down once certain thresholds and development principles have been agreed with the Council. Additional assets can be brought into the option agreement – following agreement by both parties. Under the Partnership Agreement it is encouraged that the WGC cross-subsidise unviable development sites through the delivery of higher value developments – this could be a mechanism which is applied to address at least in part the viability gap identified in key development sites across the NF area.
- 5.95 In addition to the WGC, the Council understands the importance of wider partnerships to enable delivery across the NF programme. There is a key role for appropriate developers who share the Council's vision and ambitions for redevelopment of brownfield land. The Council will be looking to establish a developers' forum including Registered Providers to deliver the programme.
- 5.96 As has been noted, the Council is exploring a strategic partnership with Homes England. The Council would consider establishing future partnerships with the private sector – on a project by project basis subject to formal procurement– and recognises this does not have to mean establishing Joint Ventures. The Council realises the importance of acting positively within its statutory responsibilities – and will seek to ensure Planning Performance Agreements are in place across all major projects where appropriate and or requested to facilitate these working arrangements.

Strategic Approach to Securing Funding

- 5.97 Mixed tenure and type residential development is currently not viable within Hamilton Park – a significant market failure which is prohibiting the comprehensive and high quality renewal of the neighbourhood.
- 5.98 The implementation of the BRF and Hamilton Park NF will address this market failure – through targeted intervention to create critical mass of development opportunity, requiring high quality design, alongside the delivery of the catalyst projects that will fundamentally change the character and appeal of the urban area. The NF preferred option has not been identified based on it being the most viable, but rather being the best strategy for the central neighbourhoods.
- 5.99 Development viability is therefore an important consideration in early phase delivery, and the maximisation of public funding to enable early phase delivery will therefore be key – focused specifically on addressing the viability gap within early phase development. It is crucial that early phase delivery creates the right conditions to ensure development becomes more viable over time, this must include:
- demanding quality in design across both buildings and public realm and ensuring robust long-term management and stewardship across the built realm;

- delivering comprehensive change and creating critical mass – recognising that infill developments won't lift the market; and
 - delivering the catalysts – creating new Central Birkenhead neighbourhoods which, through their own unique identity, command higher values, setting new headlines, and attracting new private sector interest and investment.
- 5.100 The Council are in close dialogue with Homes England and the Liverpool City Region Combined Authority to ensure a long term and strategic approach to funding is established to support the full BRF programme.
- 5.101 More widely, the Council have progressed specific dialogue to support early phase delivery of the BRF programme, including:
- Over £21.5m of infrastructure funding the subject of current Full Business Case development for submission to the Liverpool City Region Combined Authority under the Transforming Cities Fund and Government under the Town Deal Fund, specific to A41 North and Phase 1 of Dock Branch Park;
 - Successful approval of £8m funding from the Liverpool City Region Combined Authority to enable the demolition of the Borough Road flyovers;
 - Successful approval of just under £25m Future High Street Fund allocation by the Ministry for Housing, Communities and Local Government in December 2020; and
 - Up to £45m Town Deal Fund sought, with Stage 1 Town Investment Plan submitted to Government in January 2021.
- 5.102 This is in addition to the funding mechanism in place through the Wirral Growth Company – where the Council will support the headlease on 150,000 sq. ft. Grade A B1a office floorspace within Phase 1 of the Commercial District; with the surplus capital from the investment sale potentially available for capital investment in line with the NF programme.

Securing Catalyst Project Delivery

- 5.103 The BRF identified seven catalyst projects. These catalyst projects are required to be delivered to enable and accelerate delivery of the full ambition and scale of change captured within the BRF. The Hamilton Park NF has a key interface with a number of the catalyst projects identified including Mass Transit System, Dock Branch Park, Wirral Waters, and Birkenhead District Heat Network in particular, with the potential to more widely benefit from market impacts on of the East-West Cultural Axis, Commercial District and Mixed Use Quarter, Birkenhead Landing, and Woodside Gyrotory.
- 5.104 The projects range from development projects to infrastructure delivery projects, and each has its own delivery strategy and critical pathway to success. The projects are at different stages of progression – but all are being progressed meaningfully at the time of writing. The BRF sets out the headlines of the delivery strategy for each of the catalyst projects identified – including lead responsibilities, key partner relationships, next steps and critical

pathway to securing delivery. It is critical to the NF that these actions are progressed, and the catalyst projects are delivered.

Delivery of Birkenhead 2040 Supporting Actions

5.105 Within the BRF several critical workstreams are identified to progress developments and strategies to support positive investment (public and private sector) across the Birkenhead urban area. These are set out in the BRF action plan, to give an indication of the breadth of actions required and to inform early actions which need to be implemented as early as possible in the programme. It is critical to the NF that these actions are progressed in line with the action plan within the BRF.

Other Actions:

5.106 It should be noted that no site surveys relating to land conditions or detailed topography have been undertaken to inform the Hamilton Park NF. Progression of both on a neighbourhood-wide basis would add considerable confidence to the delivery strategy and viability analysis included herein.

Monitoring Framework

5.107 SMART KPIs will be used to measure performance against the identified objectives. A table is included at Appendix 3 including proposed KPIs aligned with the NF objectives including proposed method for measurement and frequency.

Next Steps

5.108 The BRF provides the overall strategy for the regeneration of the Birkenhead urban area and sets the spatial and infrastructure context for the delivery of strategic development and investment accordingly. It enables the prioritisation of public sector intervention and funding and enables positive engagement with the private sector as delivery partners for the ambitions articulated. It is the prospectus for the transformation of Birkenhead.

5.109 When complete the Framework and its NFs will be approved by the Council as the Regeneration Strategy for Birkenhead. The Framework and NFs will be 'live' documents. The Council will keep them under regular review to respond to what may be rapidly changing market and political environments and newly identified opportunities and challenges.

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