



03

10 goals

Chapter Three | 10 goals

10 Goals

- 3.1 The Wirral Waters ‘Neighbourhoods and Quarters’ and ‘City Structure’ approach set in place the starting point for the Vision. The scale of the ambition, the 30+ year timescale for delivery and the ability of Peel Holdings to co-ordinate the delivery of Wirral Waters with other energy, waste, transport and regeneration projects within the Ocean Gateway, present the opportunity to create a truly unique, sustainable, exemplar project.
- 3.2 In considering how to provide solutions to the wider regeneration challenges in the immediate locality, an approach was required that:
- Responds to all aspects of the sustainable communities agenda in promoting housing and economic growth
 - Considers how Wirral Waters will act as a trigger for regeneration in Wirral and wider City Region
- 3.3 In consultation with Wirral MBC and other stakeholders, the Wirral Waters Team has translated all aspects of the sustainable communities agenda into 10 Goals that are tailored and specific to this project.
- 3.4 The 10 Goals are explored through this Chapter and considered in further. Together with the Wirral Waters ‘Neighbourhoods and Quarters’ and ‘City Structure’ they provide the overarching vision within which more detailed ideas and concepts, and individual projects, can be considered for Catalyst and Partnership Neighbourhoods.

Vision and 10 Goals: Delivering the sustainable communities agenda

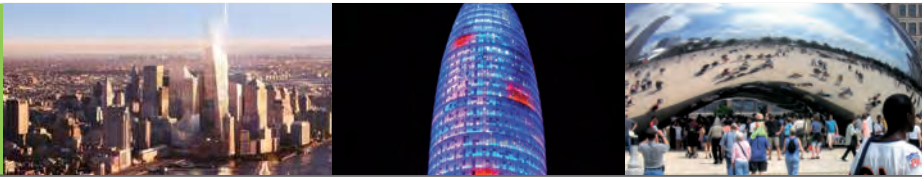


01



Celebrating the past, shaping places for the future

02



Creating an internationally recognisable city waterfront

03



Creating places of distinction, destinations and market concepts for the 21st century

04



Creating a dynamic, prosperous Inner Wirral at the heart of the City Region

05



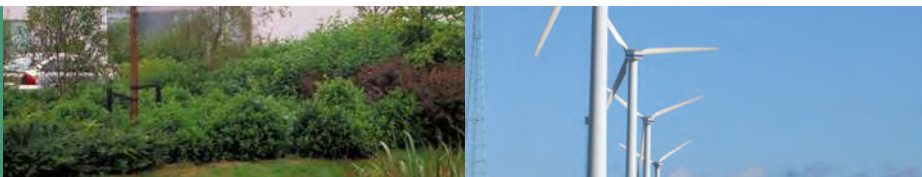
Creating world class connections, and access for all

06



Sharing prosperity, health and well-being

07



Creating an exemplar regional environment resource

08



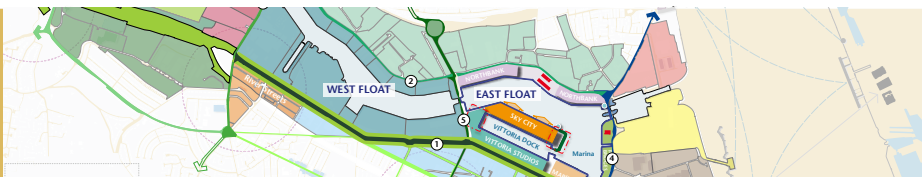
Securing long term success, starting today

09



Engage and inspire

10



A robust delivery network

01

Celebrating the past, shaping places for the future

The scale and drama of the 'Great Floats' is unique. They remain as a powerful reminder of the historic role of docks as a seam of innovation and enterprise, connecting the surrounding neighbourhoods together.

Due to their pivotal location, scale and prominence they are well placed to act as the focus for a new city waterfront. They provide a useful 'stepping stone' that is capable of reconnecting the Wirral peninsula, the Laird Town Plan and the River Mersey 'City Reaches'.

We want to celebrate the diversity and wealth of underlying Wirral peninsula and Laird Town identities to shape and inform new identities that are distinctly 'of this place'.

Today

- 3.01.1 The Great Floats are stunning. Whether glimpsing a view passing along the enclosing dock roads, or seeing a framed panora when crossing the Bascule Bridges, they form a most memorable visual event.
- 3.01.2 It is their unique scale and meandering nature that makes them so memorable. In comparison to other dock systems, which are often reclaimed from the banks of a wide estuary, the Great Floats' are shaped by the sanious alignment of the River Birket. This is the river inlet and tributary to the Mersey which was contained to form the docks.
- 3.01.3 The construction of the Great Floats is intrinsically linked to the construction of the visionary and pioneering Laird Town Plan. The Floats form the northern edge of the Laird Town – anchored by the streets connecting them to Birkenhead Park and Hamilton Square.
- 3.01.4 The Laird Town gridiron, with its subtle deflections and deviations, and the meandering Great Floats, are the culmination of a global vision fashioned by local geography, topography, geology, economics and politics. In this regard, they are distinctly 'of Wirral' and 'of this place'.
- 3.01.5 Whilst the underlying fabric of the docks and the Laird Town of the gridiron infrastructure are present and intact, they remain masked by the incremental erosion of their fabric and the encroachment of poor quality industrial development.
- 3.01.6 Their drama and scale is somewhat undermined by the inappropriate scale and quality of piecemeal development along the River Birket corridor.
- 3.01.7 The opportunity is to reveal these underlying distinctive qualities, allow them to shape the future identity of Wirral Waters and reconnect with the ambitions and vision of the past.

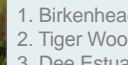
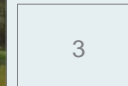
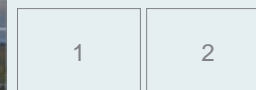


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1. Bascules Bridge: Duke Street
2. Bascule Bridge, Birkenhead Docks, 2009
3. Grain Warehouses
4. East Float, 1890s

Wirral Peninsula

- 3.01.8 The Wirral Peninsula is full of contrasts, with an enduring imbalance between the sought after west and the more deprived and less well recognised east.
- 3.01.9 Wirral for 150 years has been recognised for its fine landscape and recreational assets, experiences and lifestyles. Its established residential neighbourhoods overlooking the Dee Estuary are highly sought after, and its recreational havens and natural landscapes receive international recognition, including the hosting of the Open Golf Championship. These inherent landscape assets continue to attract inward investment and interest.
- 3.01.10 In contrast, the landscape and recreational assets of east Wirral are contained to its promenades, parks and natural outcrops and features – most notably Bidston Hill and the more recent Bidston Moss. These assets are masked by deprivation and physically, by the more extensive and overwhelming industrial buildings, structures and vacant and underused land. The poor social-economic and physical fabric continue to deter inward investment and confidence.
- 3.01.11 The Great Floats remain as prominent reminders of the fractured connections to the wider Wirral Peninsula and the underlying landscape identity of the River Birket corridor. Looking more closely, there are further clues.
- 3.01.12 The 'northbank' has a distinct identity with its meandering alignment and winding historic routes linking west Wirral to River Mersey ferries and waterfront. The 'southside' is defined by the structure and order of the Laird Town gridiron and associated development parcels
- 3.01.13 **Our vision is to bring the historically recognised lush landscape identity of the Wirral Peninsula into the heart the City Region to reveal the underlying landscape identity of the River Birket landscape and the contrasting identities of the northern and southern 'riverbanks'.**



1. Birkenhead Docks, 1850
2. Tiger Woods at the Open Championship, Royal Hoylake, Wirral
3. Dee Estuary from Thurstaston Common, Wirral

Laird Town

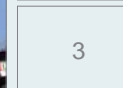
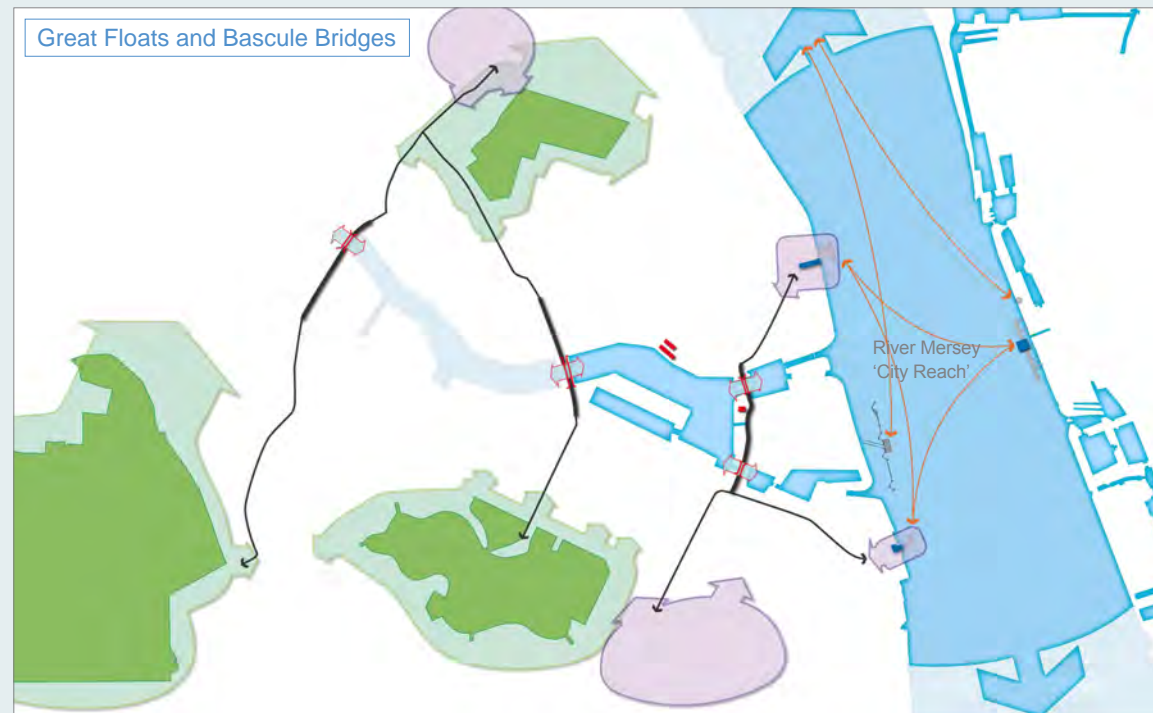
- 3.01.14 The 1824 Laird Town Plan has set in place an exceptional city structure connecting the Great Floats, Birkenhead Park, Birkenhead Town, Bidston, Hamilton Square and Woodside.
- 3.01.15 Its true grandeur and potential has yet to be realised. The Plan, designed by James Gillespie Graham, is a clear translation of the Edinburgh New Town, upon which Gillespie also worked. The scale of its streets was intended to provide the setting for buildings and structures of a much more substantial and dramatic scale.
- 3.01.16 The quality and distinction of Birkenhead Park, with its tree lined avenues, boathouses and lakes, and Hamilton Square with its civic grandeur and immaculate lawns, provide an insight into the intended sense of place that was to be created to rival Liverpool across the water. Birkenhead Park has an international reputation, having inspired the design of Central Park, New York. The Great Floats provide a remarkable conclusion to the Laird Town Plan.
- 3.01.17 Beyond Birkenhead Park and Hamilton Square, the scale and quality of the built form has never been realised. The piecemeal development that has emerged throughout the nineteenth and twentieth century is of inappropriate scale and quality, and the streets and spaces across the gridiron are underwhelming and indistinct as a consequence.
- 3.01.18 There is a recognition that these areas do currently play a role in employment provision by underpinning the fragile, local industrial economy.
- 3.01.19 The gridiron remains as a robust, legible and flexible city structure to shape and direct a shift towards a more appropriate scale and quality. The Great Floats remains as the northern extents and an integral component of the Laird Town.
- 3.01.20 **Our vision is to realise the latent potential of the Great Floats as the setting for a cityscape of scale and drama, informing and informed by a renewed Laird Town gridiron.**



1. Aerial view of Laird Town Plan, Birkenhead
2. Birkenhead Park, Birkenhead
3. Hamilton Square, Birkenhead

Great Floats and Bascule Bridges

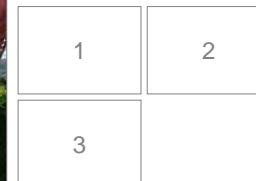
- 3.01.21 Crossing the Great Floats is a memorable event. Unlike the more familiar waterfront experience of moving along the edges of a linear sequence of docks, the three historic north south crossing points are unique. Passing through the frames of the Bascule Bridges, and the exposure to the higher water levels all add drama and distinction to the experience.
- 3.01.22 The raising of the Bridges to allow ships to pass between the Floats and the River Mersey causes passing drivers, pedestrians and cyclists alike to stop and spectate as vessels are manoeuvred, through the narrow bridge abutments. This animation provides a constant reminder of the on going commercial port activities in the heart of the City Region.
- 3.01.23 The location of the Great Floats is defined from a distance by the historic dock buildings and structures – the Grain Warehouses, Hydraulic Tower and loading cranes. Their presence and profile on the skyline provides a valuable orientation point from other places across the River Birket valley, Birkenhead town, Woodside and the River Mersey waterfront.
- 3.01.24 The docks, buildings, bridges and structures, together with the historic tram linking Woodside to East Float, all remain powerful reminders of the port as a seedbed of innovation and groundbreaking technological ingenuity that emerged during the construction of the Birkenhead and Liverpool docks. They formed the blueprint for the construction of other dock systems around the world.
- 3.01.25 From our consultations with local communities, it is clear that the decline of port activity, and the current lack of access to the dock wharves and waters edge, is a source of disappointment and regret.
- 3.01.26 **Our vision is to restore the Great Floats as a ‘seam’ of waterside activity – an animated waters edge offering a sequence of destinations, meeting and crossing points and animated docksides reconnecting local communities.**



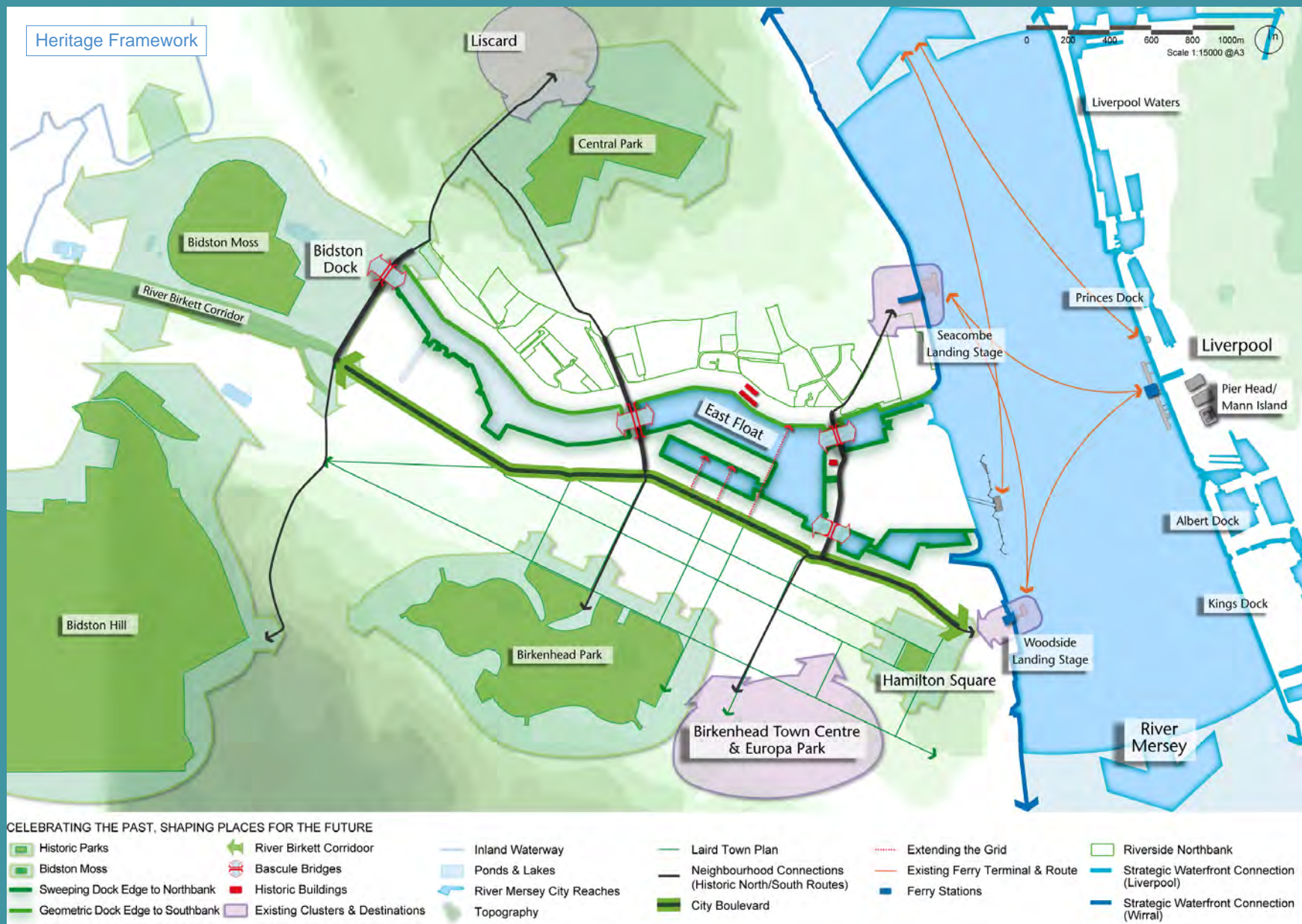
1. Grain Warehouses, Birkenhead Docks
2. View to Hydraulic Tower, across East Float
3. Raised Bascule Bridge, Birkenhead Docks

City Boulevard

- 3.01.27 The underlying route and topography of the southern bank of the River Birket has shaped the Laird Town gridiron. These deflections both geometrically distort and contain the regular grid.
- 3.01.28 The most distinctive are the sequence of diagonal streets creating the connection between St James' Church and East Float. The sequence of deflected streets define the northern extent of the gridiron.
- 3.01.29 These deflected streets contour along the southern riverbank connecting Bidston Moss to Birkenhead and Woodside. Together, they create a wide, linear strategic east west connection of over 3.5 km in length. The streets end at the point where the River Birket corridor, approaching the Docks from the west, enters a culvert.
- 3.01.30 Its historic role as a strategic corridor serving Inner Wirral is evident from the remaining rail tracks along the northern edge of these streets – Corporation and Beaufort - part of a wider network connecting Woodside and Cammell Laird to Bidston and beyond.
- 3.01.31 They also form the historic transition between the Laird Town gridiron and the dock estate. As the activity and bustle brought by dockers and workers has declined, so has the activity along this sequence of streets. They remain as poor quality environments creating a barrier between the docks and the neighbourhoods to the south. The remnant railway line and dock walls emphasise this disconnection.
- 3.01.32 These streets connecting the southern edge of the dock estate remain intact and are well placed to play a strategic role in reconnecting neighbourhoods and waterways.
- 3.01.33 **Our vision is to create a City Boulevard that forms a landscape and public transport corridor 'seam' reconnecting East Float to the neighbourhoods to the south, and Bidston, and the River Birket in the west to East Float, Woodside and the Mersey waterfront to the east.**



1. Aerial Photo of City Boulevard from Bidston to River Mersey
2. Existing view of Beaufort Road, part of the proposed City Boulevard alignment
3. Zhongshan Shipyard Park



The ambitions, principles and delivery of this Goal are considered in further detail in the following supporting documents.

- Guiding Principles: 4. Sustainable Transport
- Guiding Principles: 14. Cityscape
- Guiding Principles: 15. Landscape, Waterfront and Public Realm



To celebrate the past and shape places for the future, we are committed to:

- 1 Revealing the contrasting identities of the Wirral Peninsula through the 'Wallasey Pools', and the northern and southern riverbanks
- 2 'Completing' and responding to the Laird Town gridiron
- 3 Restoring the Great Floats as a 'seam' of waterside activity
- 4 Creating a City Boulevard

02

An internationally recognisable city waterfront

We want to transform perceptions of Inner Wirral and shape new identities to attract new employers, residents, visitors and investment.

We want to create one river with two internationally recognised waterfronts, with world renowned skylines, signature buildings, public realm and events.

Our city waterfront will face in all directions - to the River Mersey 'City Reaches' and Liverpool waterfront to the east, to the lush wetlands, woodlands and coastlines to the west, the residential neighbourhoods to the north and Birkenhead Park, Birkenhead Town and Europa Boulevard to the south.

Today

- 3.02.1 There is a huge disparity between the western and eastern banks of the River Mersey 'City Reaches', reflective of the lack of investment in Wirral and the on going renaissance of the Liverpool waterfront.
- 3.02.2 Wirral Waters is located within the shallow valley of the River Birket. Given the scale of the river setting, the higher woodlands and tree groups of Bidston Hill as a backdrop, and the recent developments shaping the Liverpool skyline, Wirral's skyline lacks any significant profile, recognisable identity or presence.
- 3.02.3 The Great Floats are significant and structural elements of the urban structure of Inner Wirral. They follow the natural and historic alignment of the River Birket and are enclosed by two distinct street networks – the organic, free form 'radial routes' to the north and the structured gridiron of the Laird Town Plan to the south.
- 3.02.4 The buildings set within these street networks are fragmented and inconsistent. There is no clear sense of approach and arrival, or recognisable waymarkers. The quality of the place and public realm is poor. Access to the waters edge is limited.
- 3.02.5 The most recognisable buildings and structures of the Wirral skyline from the River Mersey are the cranes and structures of the Cammell Laird shipyard, the Ventilation Shafts, Wirral Museum (the former Town Hall), Hamilton Square Station, the Hydraulic Tower, the Pumphouse Tower and Wallasey Town Hall. The ability of future proposals to be informed by and be sensitive to existing assets is important.
- 3.02.6 The opportunity is to create a new cityscape that is capable of defining an international profile, recognisable identity and visual presence from the River Mersey, creating clear waymarkers and sense of arrival, re-animating the waters edge, and responding to existing assets.

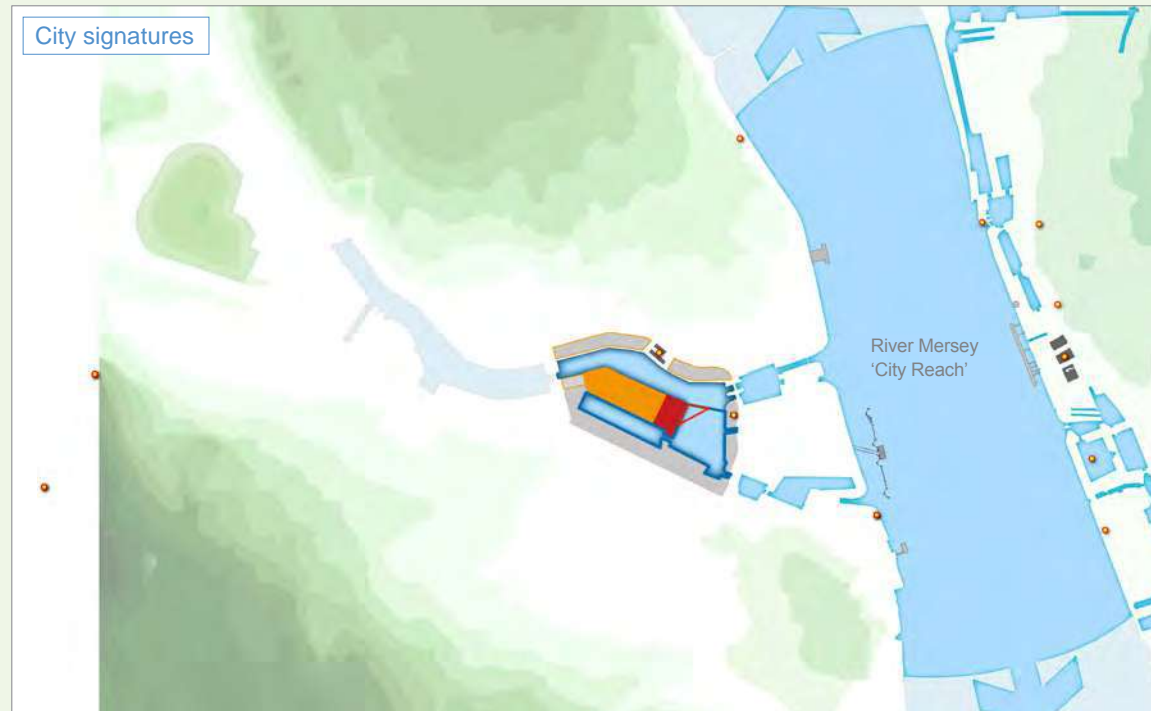


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1. Proposed Freedom Tower, New York
2. Aerial view, Birkenhead Docks
3. City of London skyline and Gherkin Building, London
4. Cloudgate Sculpture, Millennium Park, Chicago
5. Vancouver Waterfront, Vancouver

City signatures

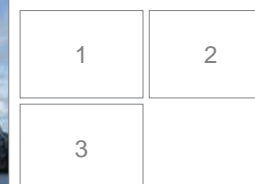
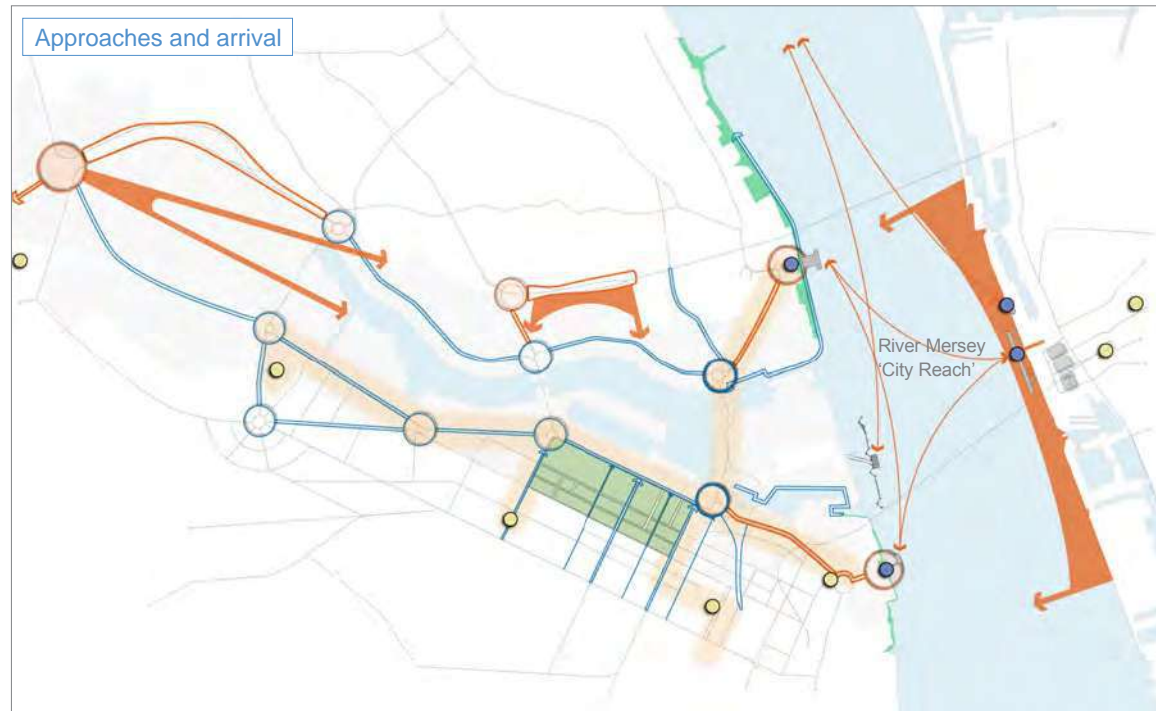
- 3.02.7 The setting and scale of the Great Floats provides an ideal location to create a new cityscape of international profile. The setting within the River Birket valley requires a tailored approach, able to contrast with other international city skylines and tall building clusters that have evolved along riverbanks overlooking wide rivers – including the Liverpool waterfront.
- 3.02.8 Within East Float, Vittoria Wharf forms a central 'peninsula' orientated towards the River Mersey. It stands alone, set amidst the scale and grandeur of the open water of the Float and against the backdrop of the River Birket and wider Wirral peninsula. It is ideal as the centrepiece for a new city skyline connecting the Wirral Peninsula to the River Mersey waterfront.
- 3.02.9 New city skylines shaped by the introduction of immediately recognisable buildings and structures act as beacons of regeneration and bring new identities that displace historic perceptions. The skylines of Rotterdam, London, Manchester and Liverpool have been redefined in recent years, playing significant roles on reshaping the image and identity of the city, and raising profiles with international investors and employers.
- 3.02.10 The wharves enclosing East Float and Vittoria Wharf are more connected to and informed by their immediate context. To the north, the wharves meander as they follow the contours of the northbank of the river valley. To the south, the layout of the wharves and Vittoria Dock follow the rigour and structure of the Laird Town Plan. They present the opportunity to create a cityscape that provides a transition between taller building clusters on Vittoria Wharf to the surrounding neighbourhoods.
- 3.02.11 **Our vision is to create an internationally recognised city skyline centred upon East Float – an arrival point for the Ocean Gateway, with signature buildings and structures set against the backdrop of tall building clusters and the Wirral peninsula landscape.**



1. Rotterdam
2. Kop van Zuid, Rotterdam
3. Indianapolis Waterfront, Indianapolis

Approaches and arrival

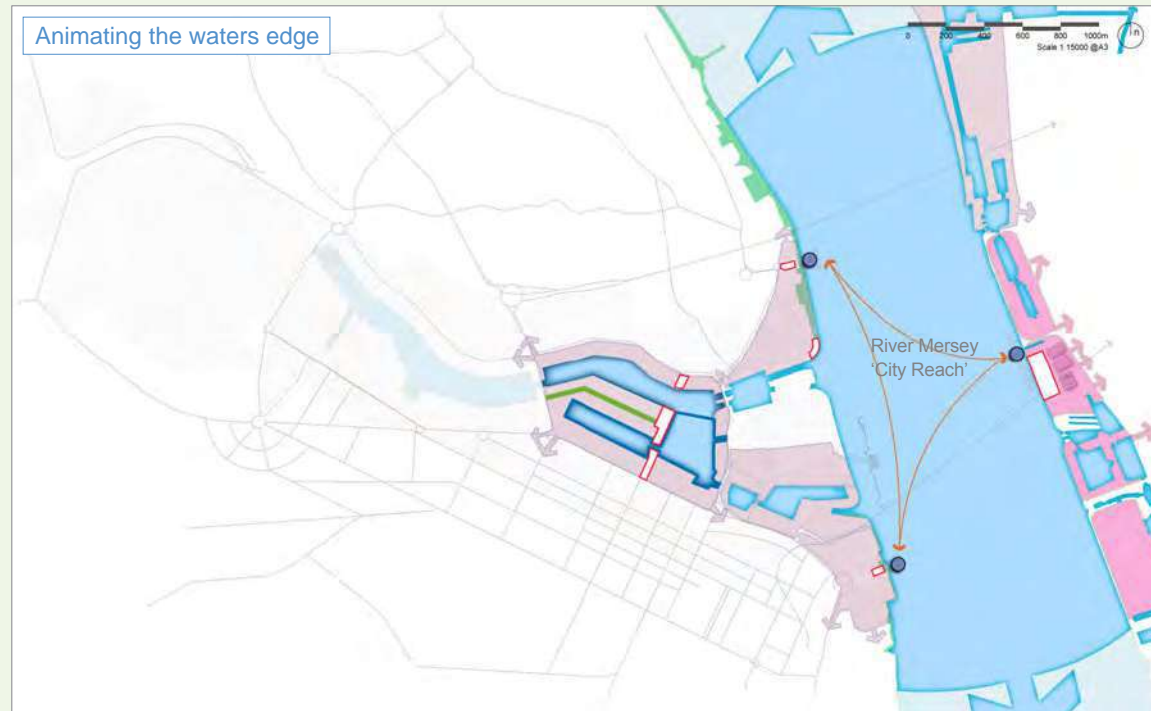
- 3.02.12 When approaching the Great Floats from a distance, you must cross over, or under, wetlands or rivers. The most dramatic approaches are from the east on the River Mersey ferries, from the Liverpool Pierhead to the Seacombe or Woodside Landing Stages. The transition from the dark enclosure of the Mersey tunnels and return to daylight is equally as memorable. From the west, the elevated Bidston viaducts, and the rail and cycleway connections, cross over the low lying wetlands of the River Birket.
- 3.02.13 Whilst these 'river crossings' are memorable, there are few clues to assist in orientation and marking the way to key destinations and events. The location of the Great Floats is difficult to pin point from key approaches, and even more so when entering the industrial surroundings.
- 3.02.14 Creating a new cityscape is an opportunity to create a sequence of waymarkers and arrival points to allow people to enjoy exploring and finding their way around. There is a need to 'face in all directions' and provide significant visual way markers to distinguish those more strategic approaches and arrival points crossing the River Mersey in the east and the River Birket in the west, together with more local neighbourhood waymarkers and arrival points.
- 3.02.15 **Our vision is to create an easily understood cityscape, with clear approaches and arrival points - through well placed tall buildings providing recognisable waymarkers and arrival points to allow people to enjoy exploring and finding their way around.**



1. Mersey Wave, Speke, Birkenhead
2. Beetham Tower, Manchester
3. Erasmus Bridge, Rotterdam

Animating the waters edge

- 3.02.16 World class waterfront cities have a world class waters edge. These offer a sequence of destinations and attractions that are animated and capable of attracting world class events and recognition. Many such waterfronts are a blend of dramatic cityscapes and city squares, well managed and well known as the setting for programmed and spontaneous events that attract many visitors time and time again.
- 3.02.17 The Liverpool waterfront is recapturing its position as an international city waterfront. This is being enabled by the collective actions and cumulative momentum generated by a sequence of destinations along the waters edge. Significant improvements to the clarity and quality of public realm connections, linking destinations to the wider city and its public transport and other arrival points, are playing a pivotal role.
- 3.02.18 The Great Floats provide a truly unique experience, offering a more enclosed and contained setting in contrast to most other riverfront or seafront cities. The characteristics of the East Float and Vittoria Dock provide the opportunity to create waterside experiences to complement those emerging in Liverpool. In particular, the scale and grandeur of East Float and Vittoria Wharf provides the opportunity to deliver a pivotal world class destination at the waters edge.
- 3.02.19 Whilst set back from the River Mersey waterfront, the Egerton and Alfred Docks provide the opportunity to reconnect East Float to the River Mersey, and deliver clear, safe and well managed waterside connections to the Seacombe and Woodside Landing stages
- 3.02.20 **Our vision is to create a world class waters edge – a sequence of attractive, animated, well managed city squares and boardwalks capable of hosting international events and reconnecting to the River Mersey waterfront.**



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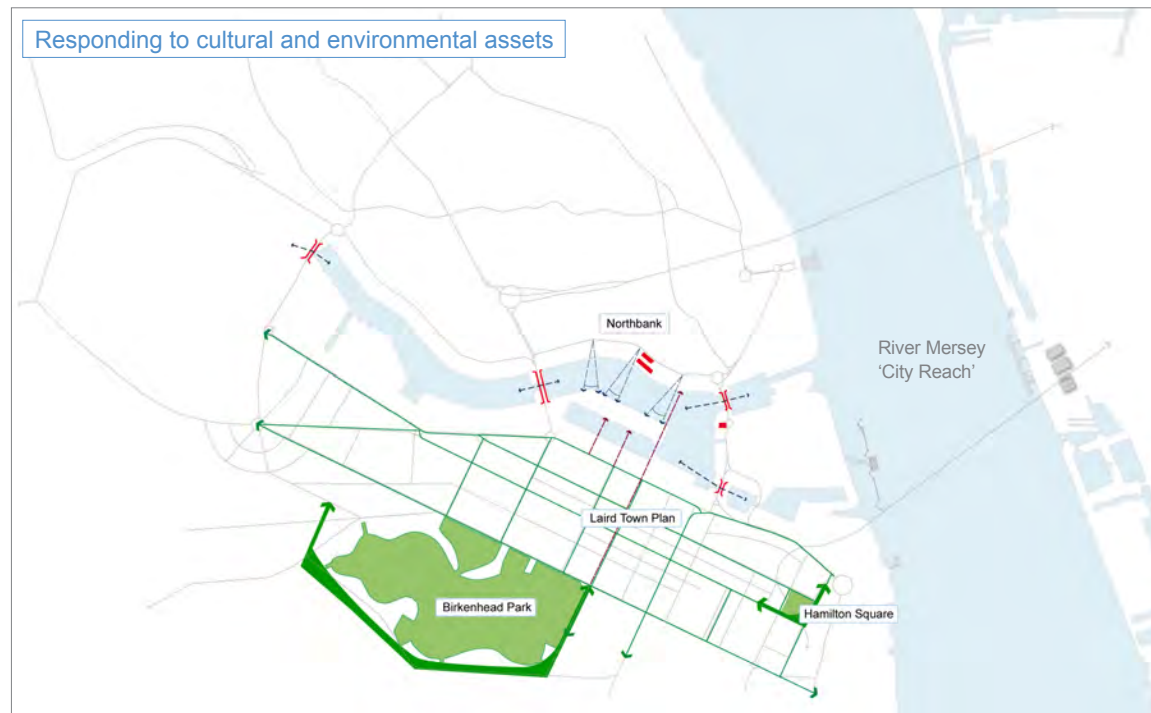
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1. Seacombe Promenade, Wirral
2. Hafen City Waterfront, Hamburg
3. Copenhagen Harbour, Copenhagen

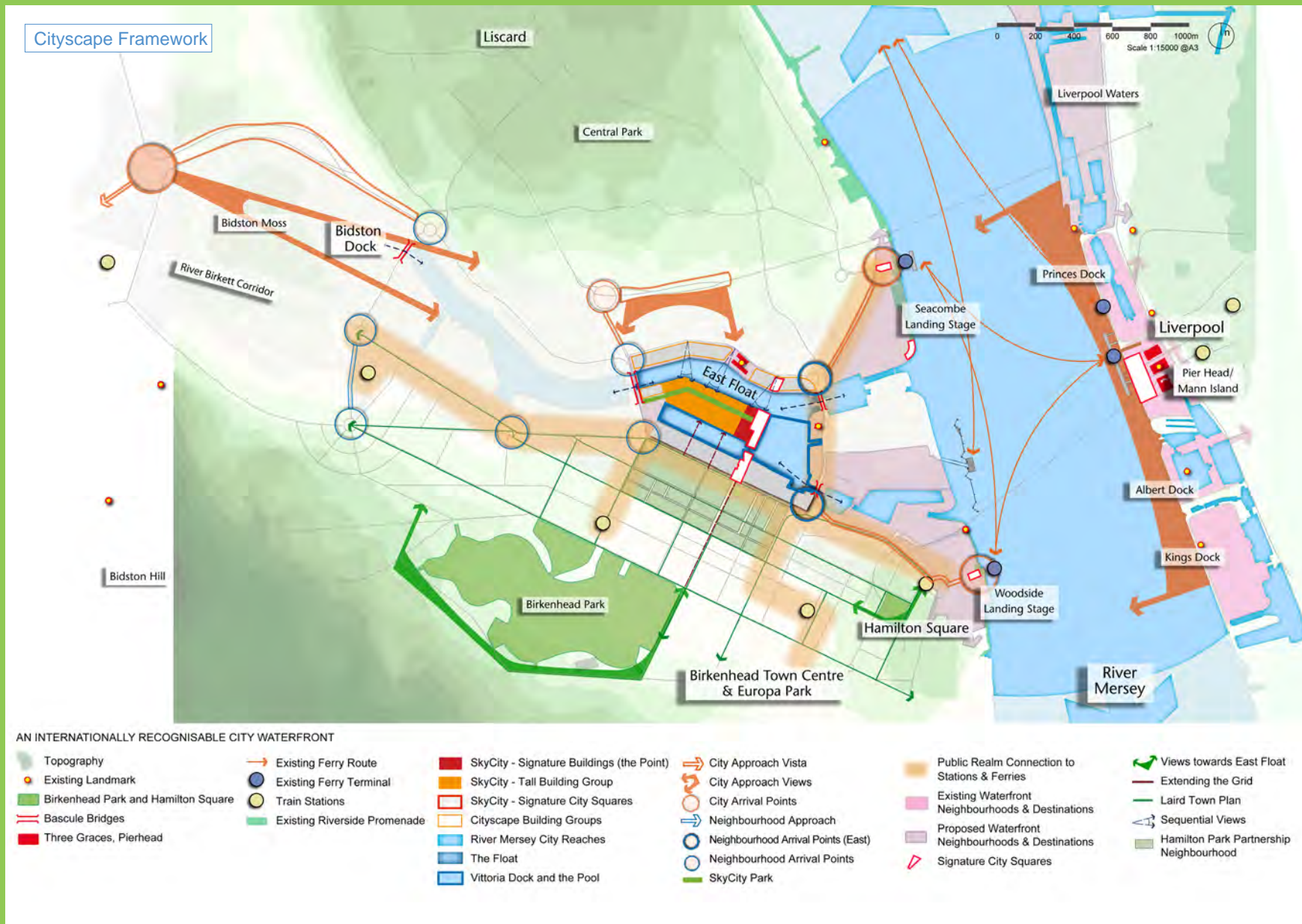
Responding to cultural and environmental assets

- 3.02.21 The underlying landscapes of the Wirral Peninsula, River Birket and River Mersey valleys, and the way the Laird Town Plan, Birkenhead and Wallasey docks have been shaped by this setting, has created many of the special characteristics and features that make Wirral a special place.
- 3.02.22 Whilst the condition of many of these components are poor, and their strength of character has been eroded, they remain valuable assets to be restored and strengthened with a key role to play in shaping the next stages of growth and regeneration.
- 3.02.23 There are clear ways in which these assets are able to shape future development in different ways. The organic and free form characteristics of the 'northside' sets in place a sequence of turning points and framed views to be captured and revealed. The structured characteristics of the southside sets in place a rigour of views and vistas to be framed or closed. The Bascule Bridges and historic north south crossing points provide memorable approaches and events to be contained and strengthened. The remaining historic buildings provide set pieces that can be celebrated and whose settings are to be respected.
- 3.02.24 The opportunity to renew and strengthen the historic fabric is significant in relation to individual buildings and structures and also in reconnecting historic relationships that have been fractured. Re-defining clear relationships between the Great Floats, Laird Town, Birkenhead Town and Park, Hamilton Square and Woodside is the most significant opportunity.
- 3.02.25 **Our vision is to respond to cultural and environmental assets, with due consideration of key views and vistas, the settings of key buildings, structures, parks and squares and the inherent characteristics of the Laird Town Plan.**



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1. Bascule Bridge, Birkenhead
2. Old Mill Street, New East Manchester
3. Grain Warehouse, residential conversion



The ambitions, principles and delivery of this Goal are considered in further detail in the following supporting documents.

- Guiding Principles: 6. Markets & Futures
- Guiding Principles: 14. Cityscape
- Guiding Principles: 15. Landscape, Waterfront and Public Realm



To create an internationally recognisable city waterfront, we are committed to:

- 1 Creating signature skylines, buildings and structures to create beacons of regeneration and new images of the City Region
- 2 Creating city approaches and arrival points
- 3 Creating a world class waters edge
- 4 Responding to cultural and environmental assets

03

Creating places of distinction, destinations & market concepts for the 21st Century

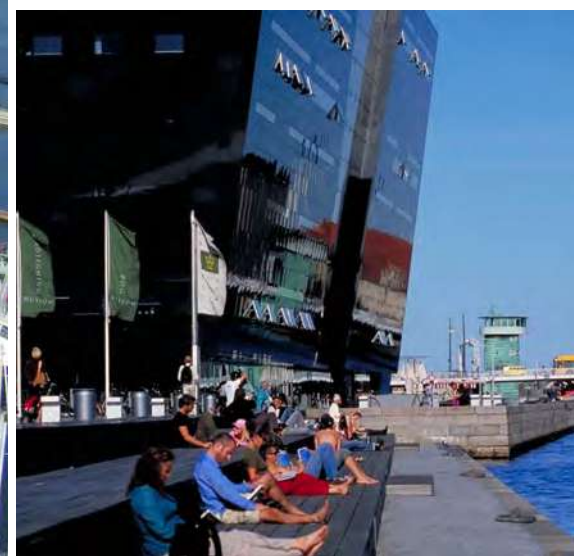
We want to define Wirral Waters as an International and European destination through the creation of an unrivalled 21st Century lifestyle offer, capable of attracting a wide spectrum of new markets.

We want to create places of distinction, contrast and innovation, offering a vibrant mix of living, working, leisure and cultural experiences to complement existing locations and offers.

In particular, we want to achieve a scale, critical mass and momentum of development through catalyst neighbourhoods capable of delivering a **transformational shift in perceptions** and triggering the regeneration of wider partnerships, neighbourhoods and communities.

Today

- 3.03.1 The vision set out for Wirral Waters responds to the scale of the challenges faced by those seeking to bring about a transformation change and set in place a long term, sustainable future for Inner Wirral.
- 3.03.2 Looking at Inner Wirral today, there are immediate and long standing characteristics. There is an absence of economic triggers and drivers, with a low density weak economic base, of limited scope and diversity, dependant upon low growth or declining sectors. There is a lack of distinction, diversity and quality, of both building product and economic activities.
- 3.03.3 Historic investment has put in place a pattern of piecemeal development and fragmented land ownership. The decline of the operational port and associated industries has left extensive tracts of vacant, underused and derelict buildings and sites. The limited economic opportunities and steady decline and has encouraged those who are able to relocate their homes, families and businesses elsewhere to enjoy better environments across the borough and City Region. This has resulted in the 'hollowing out' of the area, both its resident population and economic sustainability. Most of all, there is a lack of sustained investment, an accelerating decline in some indicators and a contracting public sector funding landscape to bring about any major change.
- 3.03.4 In this context, the agenda is to bring about a transformational change through private sector led regeneration. The scale of the Birkenhead and Wallasey Dock estate, its single ownership by Peel Holdings, a long term strategy and the pivotal location in connecting the Wirral Peninsula and Inner Wirral to the River Mersey waterfront, presents a once in a lifetime opportunity.
- 3.03.5 Underpinning this opportunity is the ability to create a diversity of places that are intrinsically unique to Wirral, strengthened by their proximity and relationships with each other and capable of attracting a diversity of markets and target audiences, to strengthen existing and attract more diverse communities.
- 3.03.6 The opportunity is to set in place an agenda to bring about a scale of transformational change capable of challenging long held perceptions of Inner Wirral and attracting a sustained programme of further investment, action and delivery.
- 3.03.7 The scale of the challenge is not underestimated and will require a step change approach in thinking big, taking opportunities and working together to a shared regeneration vision.



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1. Vancouver Marina, Canada
2. Yuenna Buena, San Francisco
3. Canalside, Copenhagen
4. Millennium Park, Chicago
5. Parc Diagonal Mar, Barcelona
6. Broadgate, London

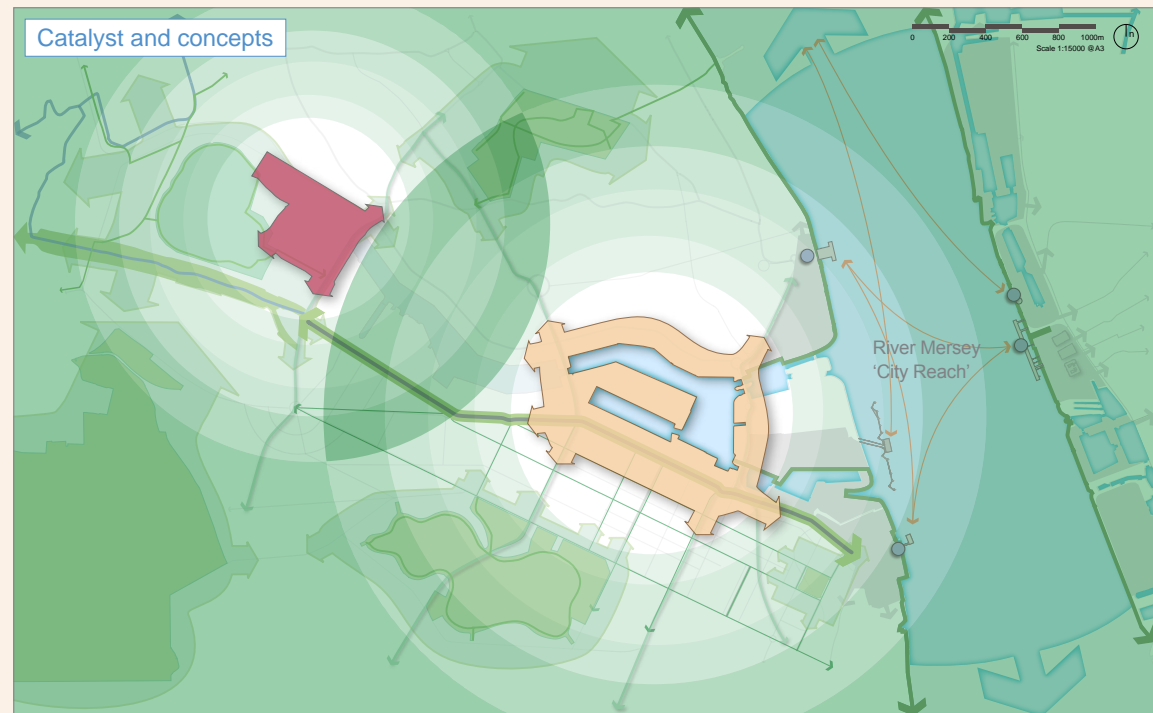
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Catalyst and concepts

- 3.03.7 Given the scale of challenges facing Inner Wirral, there is a need to bring forward developments that are capable of 'creating their own context' and new markets. This requires coordinated delivery and sustained investment.
- 3.03.8 One of the most significant aspects of Wirral Waters is the single ownership of the Birkenhead and Wallasey Dock Estate. This provides the ability to target and coordinate significant investment across large scale developments, in those locations considered to be ideally placed to attract interest and target audiences.
- 3.03.9 Through a review of the Dock Estate, those sites considered to be best suited for new development are East Float and Bidston Dock. The scale of the sites and the investment proposed will create a critical mass over time and act as catalysts in prompting and shaping change in the adjacent 'partnership' neighbourhoods. Connecting these neighbourhoods together is essential.
- 3.03.10 In considering their individual characteristics, localities, and proximity to each other, existing destinations and community hubs, and the Liverpool waterfront, it is essential that each contributes in a bespoke and unique way.
- 3.03.11 East Float is well placed to add to the richness, diversity, and identity of the River Mersey City waterfront. Bidston Dock is well placed to create a new hub and attractions to the recreational and tourism offer of the Wirral Peninsula and Liverpool City Region.
- 3.03.12 Early proposals will need to create new and innovative concepts and experiences to attract those investors and target audiences who are unaware of Wirral's location, or lack confidence in Wirral as a place to locate and invest.
- 3.03.12 The scale of the landholding and the pivotal location of both East Float and Bidston Dock provide the opportunity to create new places and destinations that are capable of transforming perceptions



of Inner Wirral. As investment and development gathers pace, these catalysts neighbourhoods will prompt change and investment in the wider partnership neighbourhoods.

- 3.03.12 This will in part be driven by the need to accommodate those employment industries that are best located some distance from residential neighbourhoods to the northside of East and West Float, the opportunity to improve the range of uses and quality of development along key approaches, and the commitment to encouraging a broad range of employment and housing offers to complement those being delivered in the catalyst neighbourhoods.

- 3.03.13 **Our vision is to create a critical mass of investment centred upon the 'catalyst' neighbourhoods of East Float and Bidston Dock, bringing new ideas and ways of living, working, learning and playing, that are capable of creating new markets and triggering the wider regeneration of adjacent 'partnership' neighbourhoods.**



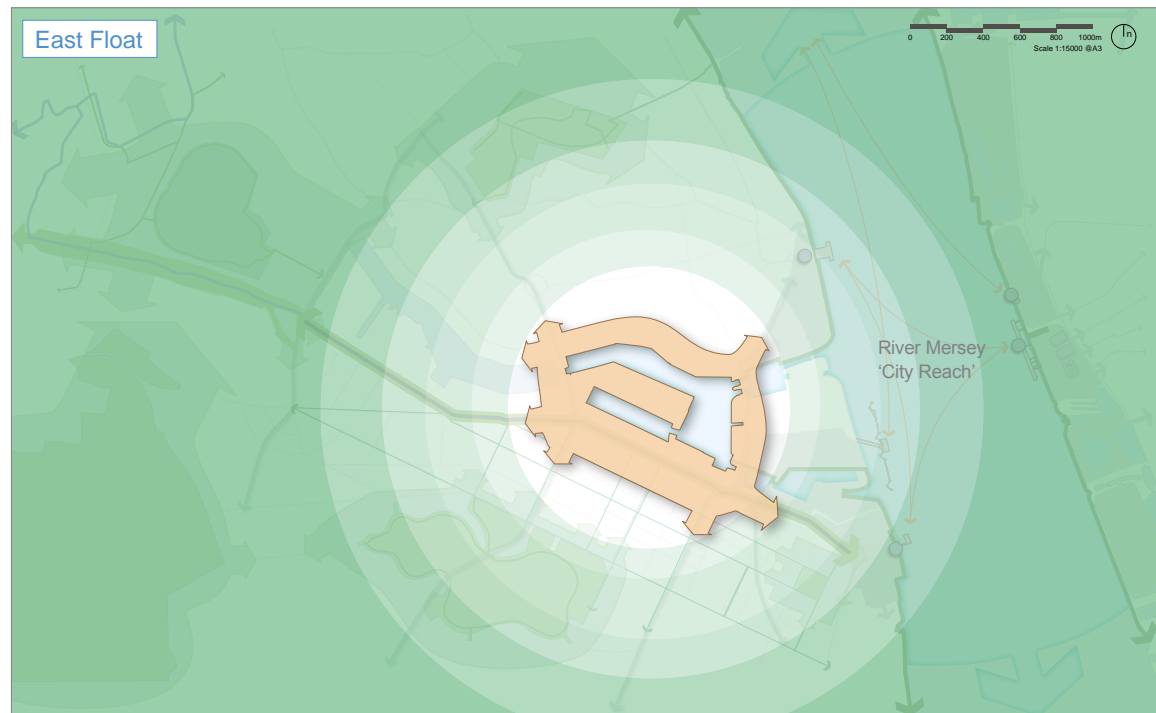
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2

1. Rotterdam
2. Millennium park, Chicago

East Float

- 3.03.14 The scale of the East Float and the inherent and distinctive qualities across the Float requires a sophisticated approach. To create a diversity of opportunities with the widest possible appeal, East Float is essentially a cluster of distinct city quarters, each with a particular offer, role to play and waterside experience.
- 3.03.15 East Float is to be transformed into an international city waterfront, centred upon 'SkyCity' – a world class commercial and residential tall building cluster and cultural destination centred upon Vittoria Wharf, to attract global and european audiences. This requires a significant critical mass and density of economic and social activity.
- 3.03.16 SkyCity is an appropriate setting for a tall building cluster. There is the opportunity to create a new skyline for Wirral to complement Liverpool's internationally recognised waterfront, with a unique identity to create an equally recognised waterfront and business destination.
- 3.03.17 A diversity of more contextual quarters are centred around SkyCity. They provide the opportunity to explore new ways of living, working and playing to attract those looking to locate into or return to the area.
- 3.03.18 Where relevant, the roles and identities of these enclosing quarters are aligned to strengthen formative communities and investments that are ongoing.
- 3.03.19 The 'Northbank' quarter across the northern dock wharves creates opportunities for relatively high density, sustainable living, targeting a very diverse group of residents, strengthening the new residential community created by the conversion of the Grain Warehouses. To the east, Marina View and Four Bridges create opportunities for new civic and educational uses, well places to connect to Wirral Metropolitan College, Conway Park and Europa Boulevard, and Birkenhead Town Centre. To the south, Vittoria Studios is well placed to attract new and local firms looking for a flexible, mixed use place to work and live.



- 3.03.19 The unique aspects of East Float, most notably the expansive waterside setting, close proximity to the both Liverpool City Centre and the Wirral Peninsula, and immediate access to the destinations and attractions across the adjacent quarters of Wirral Waters are ideal for creating new ways of living in the heart of the City Region. As Wirral Waters is being brought forward by a single landowner, there is the opportunity to deliver innovative, cohesive, exemplar residential, commercial and cultural proposals that translate celebrated contemporary ways of city living and working from northern Europe and beyond to Inner Wirral.

- 3.03.20 **Our vision is to define East Float as an international city waterfront, contributing to the creation of a western anchor for the Ocean Gateway – a 'catalyst' neighbourhood with a diversity of distinctive urban concepts and destinations capable of triggering the regeneration of adjacent 'partnership' neighbourhoods.**



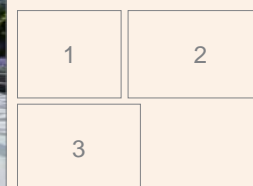
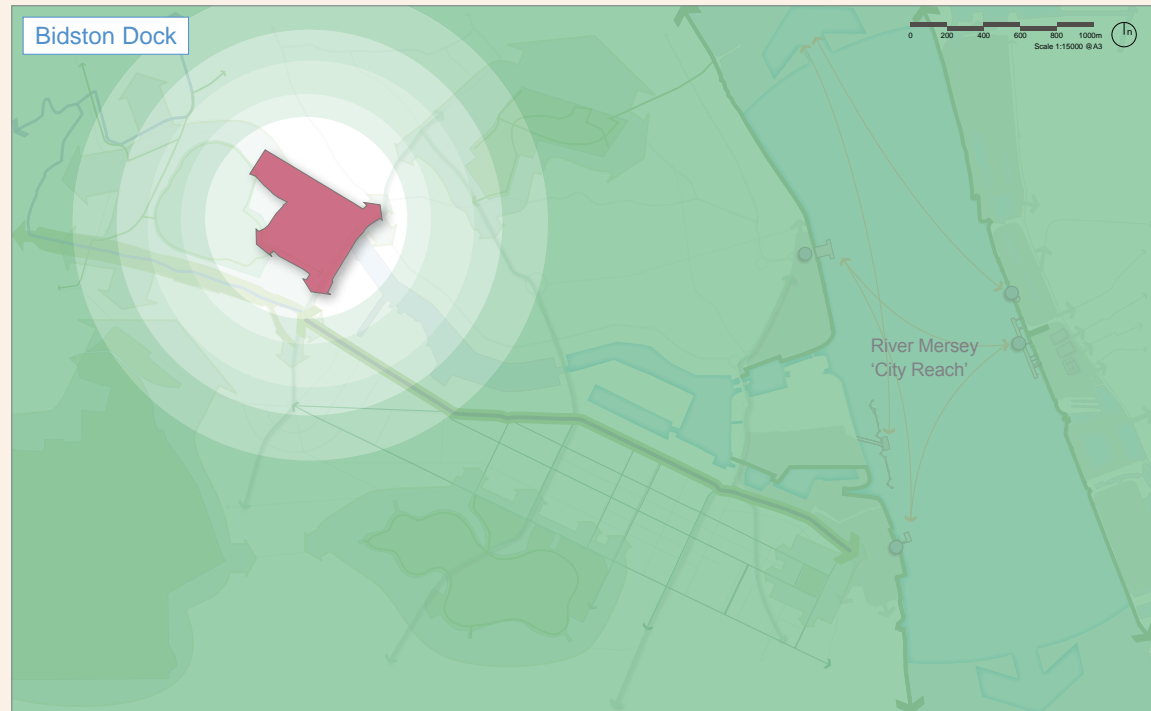
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1. Apple Store, Sydney
2. Canary Wharf, London

Bidston Dock

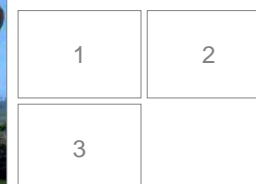
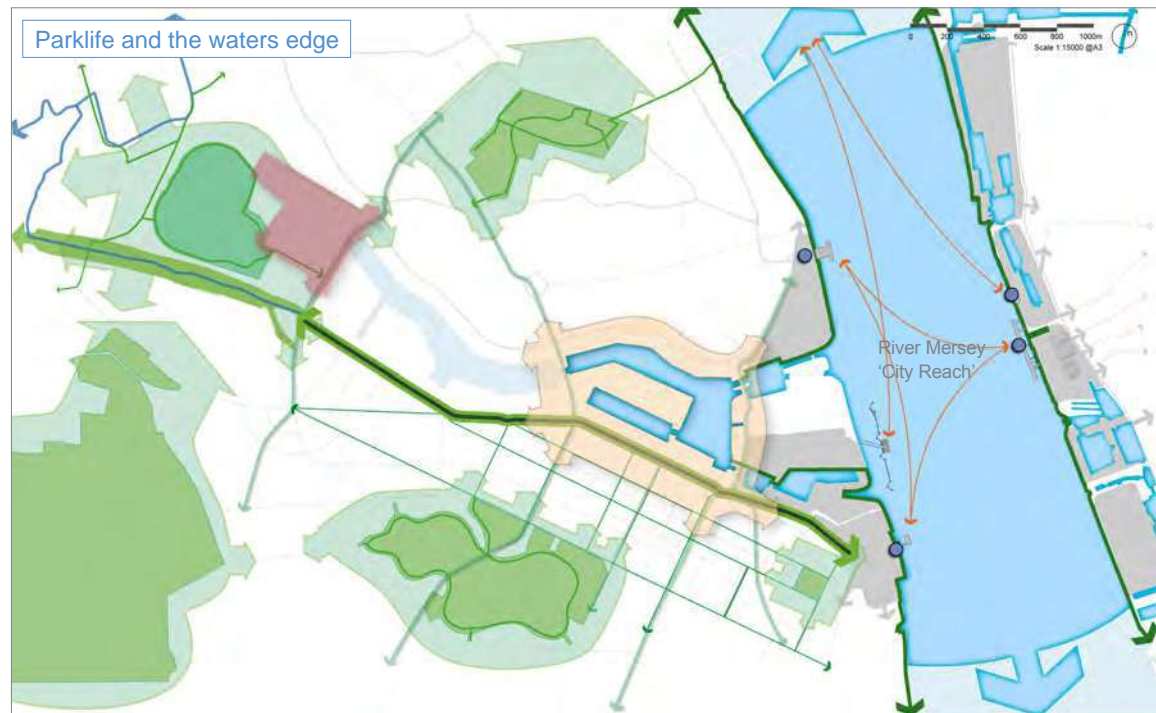
- 3.03.21 Whilst smaller in scale relative to East Float, Bidston Dock is a significant site. Its location and setting are its most remarkable qualities.
- 3.03.22 Bidston Dock is located at the historic transition from the river valley in the west to inner urban area in the east. As a consequence, Bidston Dock, now infilled, defines the western extents of the Birkenhead and Wallasey Dock system. It is separated from West Float by Poulton Bridge, a historic north south connection across the river and more recently the Great Floats.
- 3.03.23 The landscape setting has been dramatically shaped by the construction of the M53 and rail infrastructure channelled into the valley connecting Inner Wirral to the wider Wirral Peninsula and beyond. More recent additions include the landfill site of Bidston Moss, now a community woodland.
- 3.03.24 This setting, amongst many of east Wirral's historic and contemporary transport routes, defines Bidston Dock as a strategic crossing point. It is also the meeting point of the canalised River Birket and proposed City Boulevard.
- 3.03.25 The opportunity is to realise the benefits of these strategic connections, and the setting between Bidston Moss, the wetland landscape to the west and inner Wirral to the east.
- 3.03.26 **Our vision is to define Bidston Dock as a distinctive, leisure and retail destination - a 'catalyst' neighbourhood to complement existing destinations, that is capable of reconnecting Birkenhead to the wider recreational landscape to the west, and triggering the regeneration of adjacent 'partnership' neighbourhoods.**



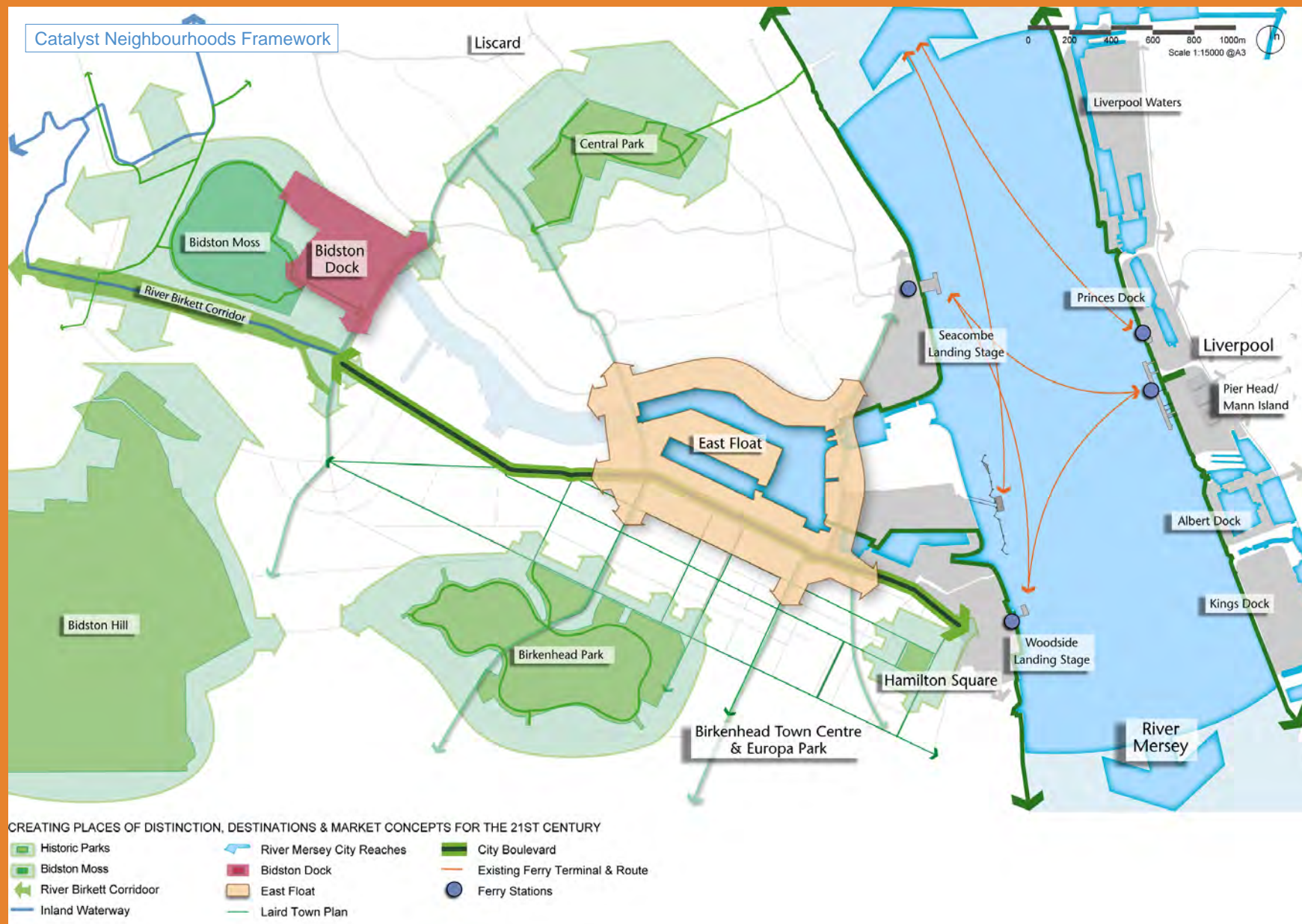
1. Cycling
2. Sainsbury's Greenwich
3. Yuenna Buena, San Francisco

Parklife and the waters edge

- 3.03.27 The 'connecting thread' linking west Wirral, Bidston Dock, West Float, and East Float to the River Mersey is water. In many places this is masked or hidden, in others it provides a dramatic setting and memorable experience.
- 3.03.28 The high water levels within the Floats provide the ability to be close to the water. The scale and drama of the meandering Floats, the enclosure created within the natural, shallow valley, and the woodland backdrops of Bidston Moss and Bidston Hill merge to create an underlying 'sense of place' that is unique.
- 3.03.29 The opportunity is to strengthen this sense of place by revealing these underlying landscape characteristics, and allow them to shape and create a diversity of places that are intrinsically unique to the Wirral and Wirral Waters.
- 3.03.30 By extending this landscape and waters edge experience through East Float to the River Mersey waterfront, the opportunity is to create a new and innovative city living environment, in a landscape setting that offers 'room to breathe'. The added bonus is the ability to access all that East Float, the River Mersey waterfront and Liverpool City Region have to offer 'on the doorstep'.
- 3.03.31 **Our vision is to create new ways of living, working, learning and playing within a lush parkland setting, with direct access to a diversity of waterside experiences – all right in the heart of the City Region.**



1. Zhongshan Shipyard Park, Hong Kong
2. Harbourside, Bristol
3. Parc Diagonal Mar, Barcelona



The ambitions, principles and delivery of this Goal are considered in further detail in the following supporting documents.

- Guiding Principles: 6. Markets and Futures
- Guiding Principles: 8. Retail and Leisure
- Guiding Principles: 9. Enterprise
- Guiding Principles: 11. Housing



To create places of distinction, destinations and market concepts for the 21st Century, we are committed to:

- 1 Creating a critical mass of investment centred upon the 'catalyst' neighbourhoods of East Float and Bidston Dock capable of triggering the wider regeneration of the adjacent 'partnership' neighbourhoods and beyond
- 2 Defining East Float as a new city waterfront with internationally recognisable skyline and business destination
- 3 Defining Bidston Dock as a new destination in the heart of the Wirral Peninsula
- 4 Creating opportunities for new ways of living, working, learning and playing within a lush parkland and waterside setting – all right in the heart of the City Region

04

A dynamic, prosperous inner Wirral at the heart of the city region

We want to breathe new life into the Wirral Peninsula and ensure that Inner Wirral plays its part in the success and diversity of the Liverpool City Region.

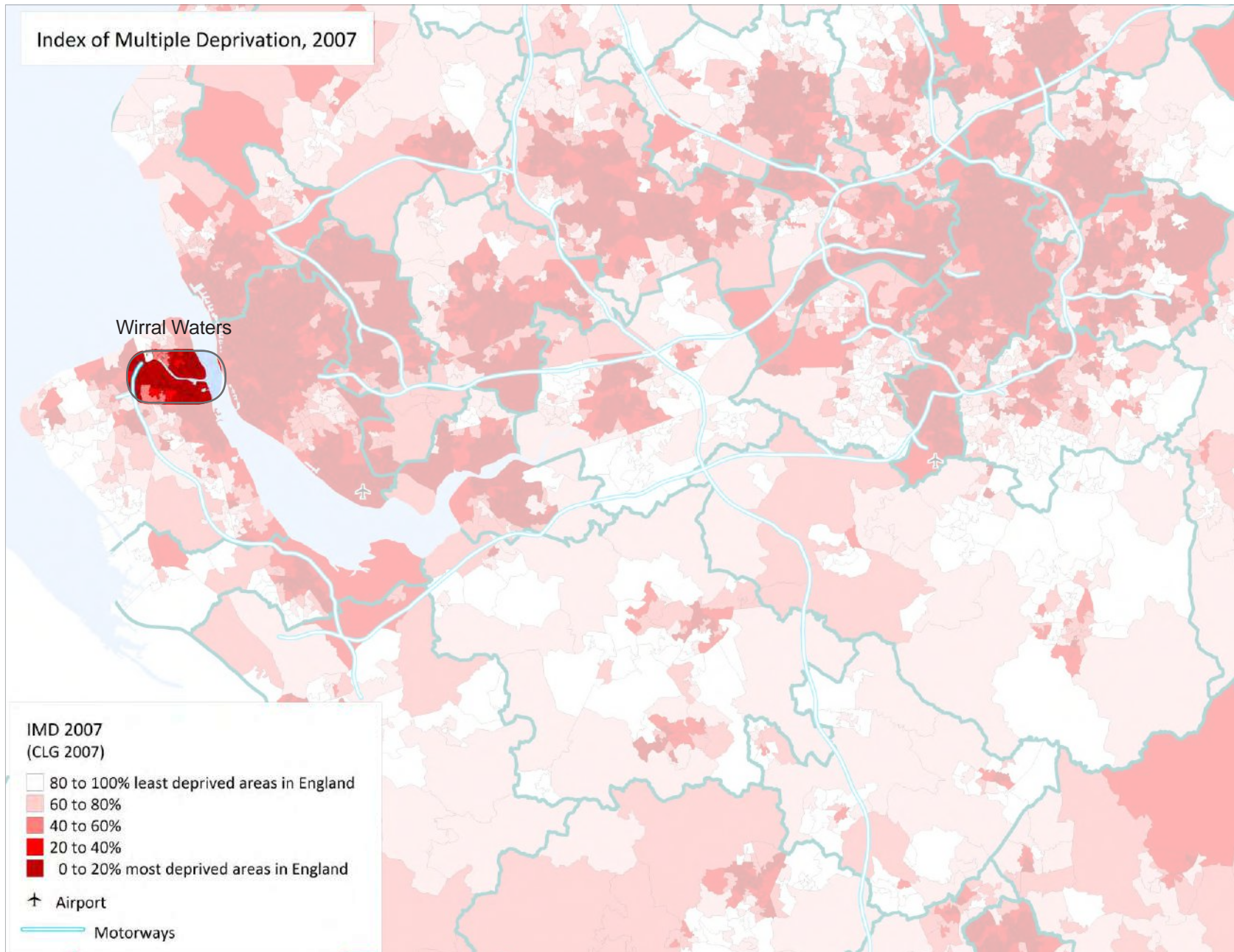
We want to increase economic activity and broaden the range of economically successful sectors.

We want to ensure that the benefits and critical mass of the 'catalyst' neighbourhoods trigger and shape change across the 'partnership' neighbourhoods, delivering recognisable changes in the day to day lives of local communities.

Today

- 3.04.1 Despite an extended history of regeneration initiatives, Inner Wirral continues to face many long standing social, economic and environmental challenges.
- 3.04.2 Many of these challenges are a consequence of the decline of industrial and maritime activities, and as such are focused around the Birkenhead and Wallasey Dock system, and Birkenhead in particular.
- 3.04.3 There are widely held, deeply embedded perceptions of Inner Wirral that are founded upon the economic, social and physical decline of the docks and their 'industrial hinterlands', or outdated images, such as Bidston landfill – now an established community woodland.
- 3.04.4 Wirral benefits from some unique and valuable assets which form solid and vital foundations for the delivery of Wirral Waters. The benefits of many successful regeneration initiatives and well known environmental assets – Europa Boulevard and Conway Park, Wirral College, Hamilton Quarter, Birkenhead Park - remain masked by these preconceptions.
- 3.04.5 From our extensive consultations, many of the communities we have spoken to are deeply loyal to their neighbourhoods. They choose to remember the docks as vibrant places of activity and interaction, and are passionate about bringing new investment and employment opportunities to Inner Wirral.
- 3.04.6 The opportunity is to work with partners to ensure that the benefits and critical mass of the 'catalyst neighbourhoods' promote new ways of thinking about Inner Wirral and trigger the regeneration of adjacent 'partnership neighbourhoods'.

Index of Multiple Deprivation, 2007

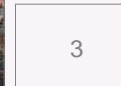
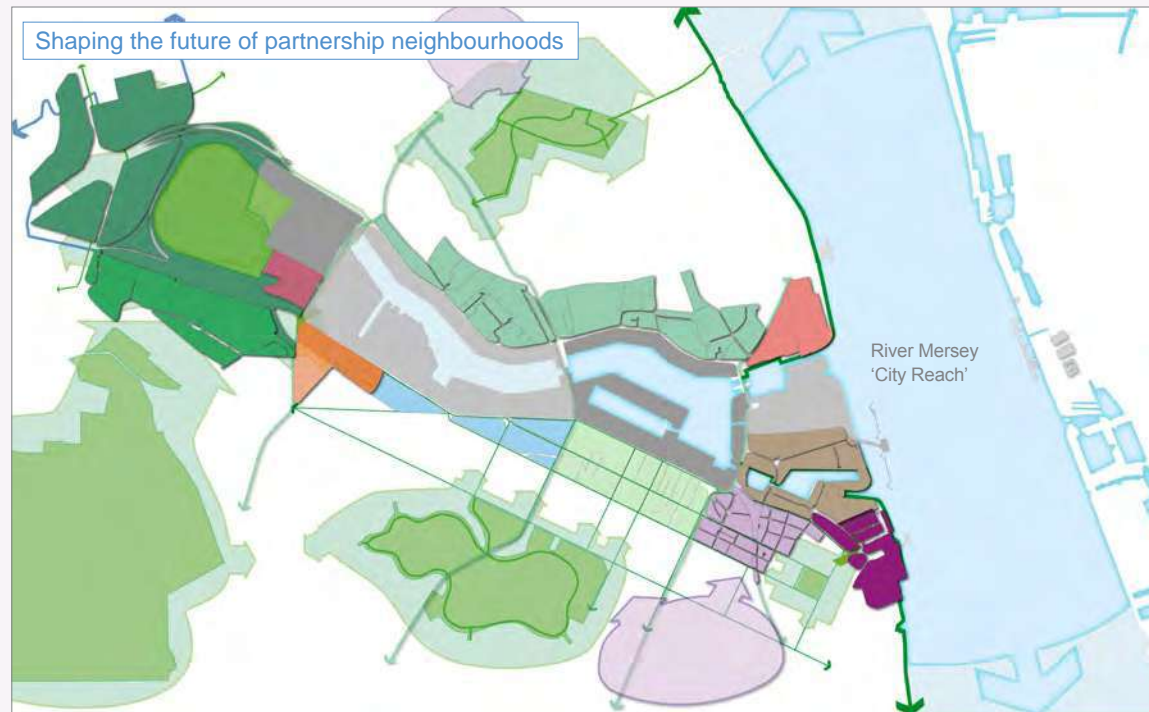


1. Birkenhead Town Hall
2. Conway Park Railway Station



Shaping the future of partnership neighbourhoods

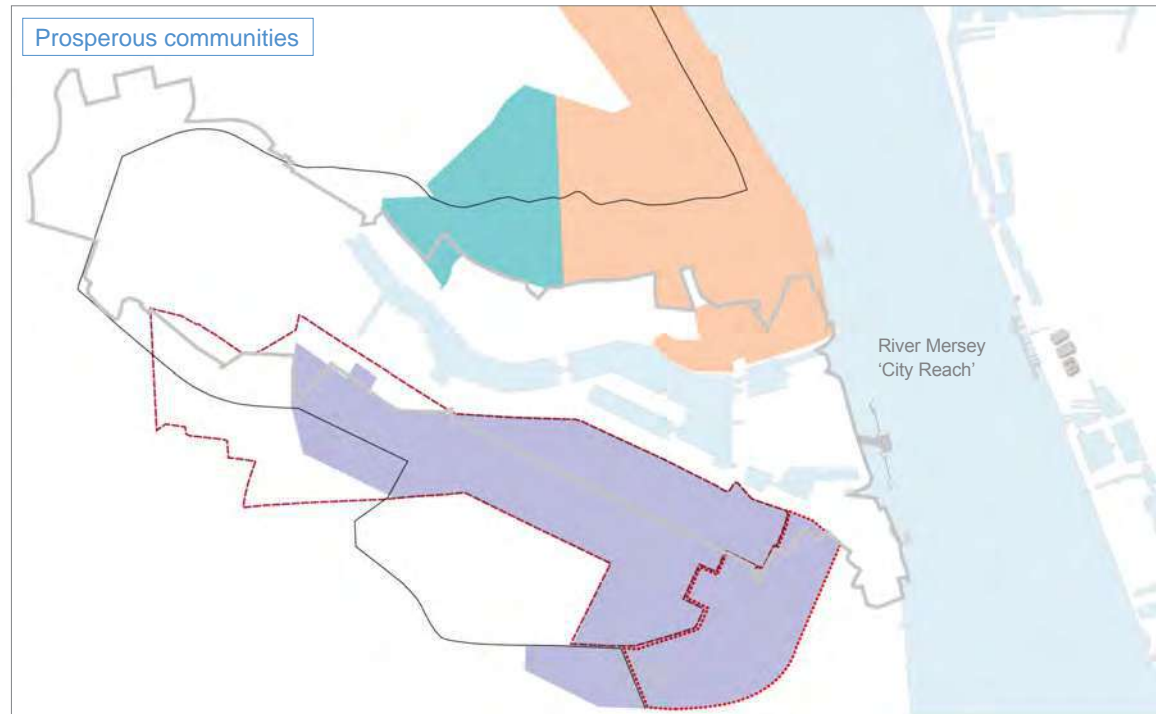
- 3.04.7 The early ideas set out in the Initial Vision (launched in October 2006) have been expanded through a placemaking and neighbourhood approach. This has set in place a diversity of proposed neighbourhoods across Wirral Waters and its immediate setting as the framework for future regeneration.
- 3.04.8 East Float and Bidston Dock are 'catalyst' neighbourhoods, the focus for significant investment and change. The scale of proposed change is capable of long held perceptions of Inner Wirral. The intended roles and identities of the 'catalyst' neighbourhoods are positioned to prompt and trigger change in the surrounding 'partnership' neighbourhoods.
- 3.04.9 As the 'partnership' neighbourhoods are beyond the Birkenhead and Wallasey Dock Estate and landownership of Peel Holdings, the proposed roles and identities set out in this Vision Statement are offered as an initial framework to be progressed by Wirral MBC and partners (including Peel).
- 3.04.10 To the north, the Northside partnership neighbourhood is proposed as an employment neighbourhood. To the east, Scott's Quay, Woodside and Conway Park are proposed as commercial and residential neighbourhoods. Twelve Quays South could remain as a commercial neighbourhood. To the south, Hamilton Park, Rivers Streets and Valley Road are proposed as live-work neighbourhoods, and Southside as an employment neighbourhood. Western Approaches can be a focus for landscape, leisure/ recreation and public art.
- 3.04.11 **The vision is to shape clear roles for 'partnership' neighbourhoods – to deliver a more diverse employment portfolio and 'lifetime' neighbourhoods offering a choice of homes and tenures.**



1. Green park, Reading
2. Paintworks, Bristol
3. Residential Street, Hamburg

Prosperous communities

- 3.04.12 Wirral Waters, together with the wider residential neighbourhoods and Birkenhead Town Centre, is set within the boundaries of a number of public sector regeneration strategies and initiatives that pre date the launch of Wirral Waters.
- 3.04.13 These projects include the Inner Wirral Housing Market Renewal Initiative (HMRI) which defines three Neighbourhood Action Plans for Poulton and Egremont Seacombe to the north, and Birkenhead to the south.
- 3.04.14 Given the long term, 30+ year delivery time frame for Wirral Waters, it is inevitable that these wider regeneration strategies will evolve and change, as the positive impacts of Wirral Waters are considered, and government agendas and funding streams change.
- 3.04.15 It is essential for the Wirral Waters Team to work closely with Wirral MBC and their partners to strengthen existing communities within Inner Wirral.
- 3.04.16 **The vision is to support adjacent regeneration proposals and initiatives through partnership working, joined up thinking and actions – most immediately with the Housing Market Renewal Initiative and with new regeneration strategies as they emerge.**



1	2
3	

- 1. Sevenoaks, Wirral MBC Housing Market Renewal
- 2. Staiths South Bank, Tyneside
- 3. Malmo, Sweden

Prosperous port

- 3.04.17 The Wirral Waters 'catalyst' and 'partnership' neighbourhoods provide the framework for shaping investment and regeneration over the 30+ year delivery timescale.
- 3.04.18 As a 'catalyst' neighbourhood, East Float is a central and fundamental component of the Wirral Waters. To enable the development of East Float, and to support the contributions of the Birkenhead and Wallasey Docks and 12 Quays Roll On – Roll Off (Ro-Ro) Ferry Terminal to the Ocean Gateway concept, West Float is to be progressed as the focal point for operational and associated port activities.
- 3.04.18 Commercial vessels will reach West Float by navigating through Alfred Lock and East Float. The Port Harbour Master has been involved in design development to ensure that commercial shipping needs are incorporated into the wider proposals. This passage of commercial vessels will continue to animate the dock complex, including the raising of bascule bridges and the punctuation and spectating this brings. The scale of the ships passing through East Float will bring a distinctive experience to the new waterside residential, commercial and cultural quarters.
- 3.04.19 The restructuring of West Float, in parallel with the wider consideration of the employment 'partnerships' presents the opportunity to potentially relocate businesses, both those who do and those who do not require direct access to the waters edge. The focus is upon dock side sites for port related activities, and consolidating those who require a wharf into West Float. This will ensure the maritime economy is retained in the area, whilst freeing up major investment potential.
- 3.04.20 Peel Ports are part of the Peel Group. Peel Ports operate a number of port facilities around the country and is an important part of the Peel Group. For the first time in history, the Ports of Liverpool and Birkenhead and MSC are owned and operated by a single company.

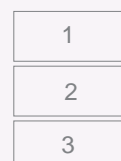


There is a recognition of the employment generating potential of port activity.

- 3.04.21 With its waterside access, location within the heart of the port, direct access to the Manchester Ship Canal and M53, and protected rail access – West Float is well placed to play a central role in the Wirral Waters infrastructure strategy.



- 3.04.22 **The vision is to redefine West Float and 12 Quays as operational port facilities and associated uses and infrastructure location – key transport, and logistical components of the Ocean Gateway.**



1. Freight Barge, Manchester Ship Canal
2. Peel Mersey Ports
3. Freight Barge, River Mersey

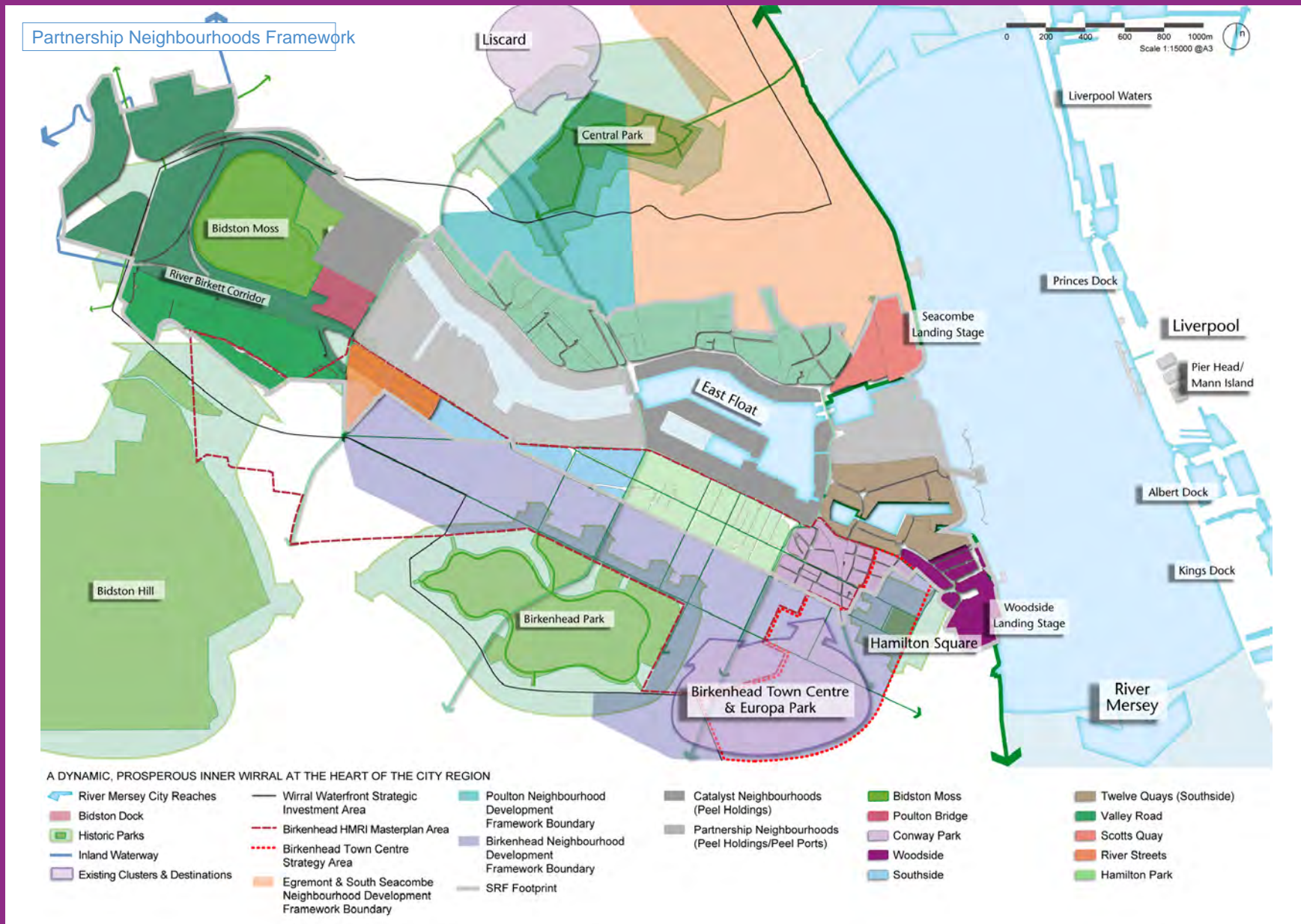


Skills and training

- 3.04.23 There are major challenges in parts of Wirral arising from low levels of skills and employability. The issue is no starker than in the Wirral Waters area, where local communities have suffered long term economic decline and loss of skilled population. In response, major public funding streams are being directed to tackling these challenges. Wirral is the recipient of one of the country's largest Working Neighbourhoods Fund allocations, operating as the 'Working Wirral' initiative.
- 3.04.24 Like many aspects of social and economic performance, the skills and employability issue is at its most challenging in the areas immediately surrounding the docks. However, within the wider area of the Wirral peninsula and the Liverpool City Region, there is a large and highly skilled workforce that is mobile and able to access Wirral Waters. This labour pool gives Wirral Waters a significant advantage in attracting investment and employment.
- 3.04.25 Peel Holdings brings extensive experience of enabling long term, unemployed residents to gain the confidence and skills to access employment through apprenticeships and partnership working with training and employment agencies. The most significant examples is MediaCityUK, Salford.
- 3.04.26 Wirral Waters provides an opportunity to create the demand for employment where it is needed most. This will cover a wide range of sectors, from retail and services through to high value knowledge based activities.
- 3.04.27 **The vision is to work in partnership with the Council, skills and training agencies and other partners, to ensure that local people are able to access new employment opportunities arising.**



1. Electronic Arts, European Headquarters, Surrey
2. Epping Forest College, Epping
3. Student at a Business Academy



The ambitions, principles and delivery of this Goal are considered in further detail in the following supporting documents.

- Guiding Principles: 5. Ports
- Guiding Principles: 6. Markets and Futures
- Guiding Principles: 9. Enterprise
- Guiding Principles: 10. Skills and Employability
- Guiding Principles: 11. Housing



To create a dynamic, prosperous Inner Wirral, we are committed to:

- 1 Shaping clear roles for the 'partnership' neighbourhoods as vital components diversifying the economic base of Inner Wirral to secure long term economic growth
- 2 Supporting adjacent regeneration proposals and initiatives through partnership working, joined up thinking and actions
- 3 Defining West Float and 12 Quays as long term operation port facilities
- 4 Working in partnership with skills and training agencies