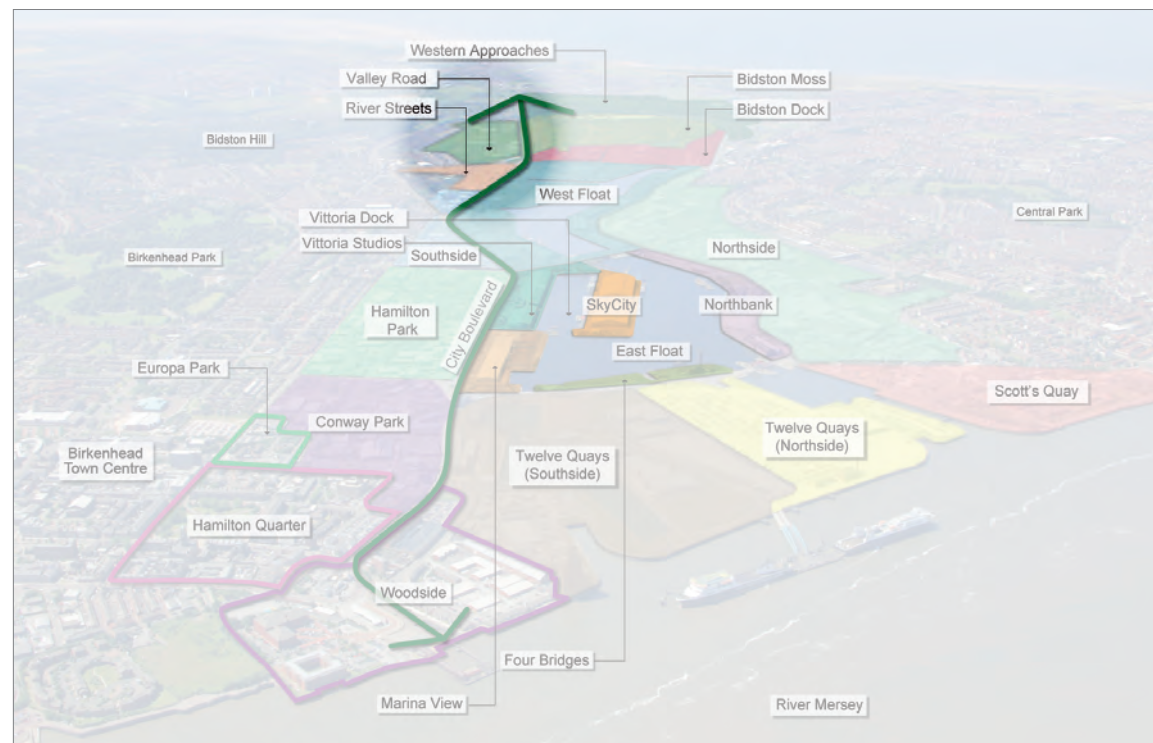


BIDSTON PARTNERSHIP NEIGHBOURHOOD

Valley Road Pen portrait

Today

- 4.129 The neighbourhood occupies low lying ground and is enclosed by established tree groups and woodlands. It has an indistinct frontage and profile, and is screened from strategic highways. The frontage onto the River Birket corridor and Bidston Moss is particularly poor. The result is a lack of any clear role, identity or ownership of this locality which remains hidden and dislocated from the surrounding neighbourhoods.
- 4.130 There are two poorly defined access points, both serving culs-de-sacs. The first leads to a large food (Tesco) retail store and the second leading to stand-alone leisure (Tennis Centre and playing fields) and employment (Valley Road Foods) developments. There is a distinct lack of pedestrian movement, particularly in the evenings. These characteristics limit awareness of established uses and activities, and discourage access and through movement, resulting in underused greenspace around isolated developments. This arrangement interrupts connections between the residential communities of Birkenhead North and Bidston Moss, and reduces the advantages that the close proximity to Bidston Station across the Bidston Link Road should bring to these communities.



What could this place be?

- 4.131 Valley Road may be an exemplar residential led development initiating the regeneration of housing markets within North Birkenhead. The location is well placed to enable an innovative, family orientated residential neighbourhood focusing upon the River Birket and Bidston Moss. The landscape setting is an opportunity to create a wetland parkland, providing a recreational and educational resource for the wider neighbourhoods, linked to the management of the River Birket.
- 4.132 The residential neighbourhoods enclosing Valley Road to the south are home to some of the most deprived communities in the North West. They are now part of the investment priority programme of the Inner Wirral Housing Market Renewal (HMRI) Programme. This position between the HMRI projects and Bidston Moss presents the opportunity to deliver a new residential neighbourhood that brings the two together.



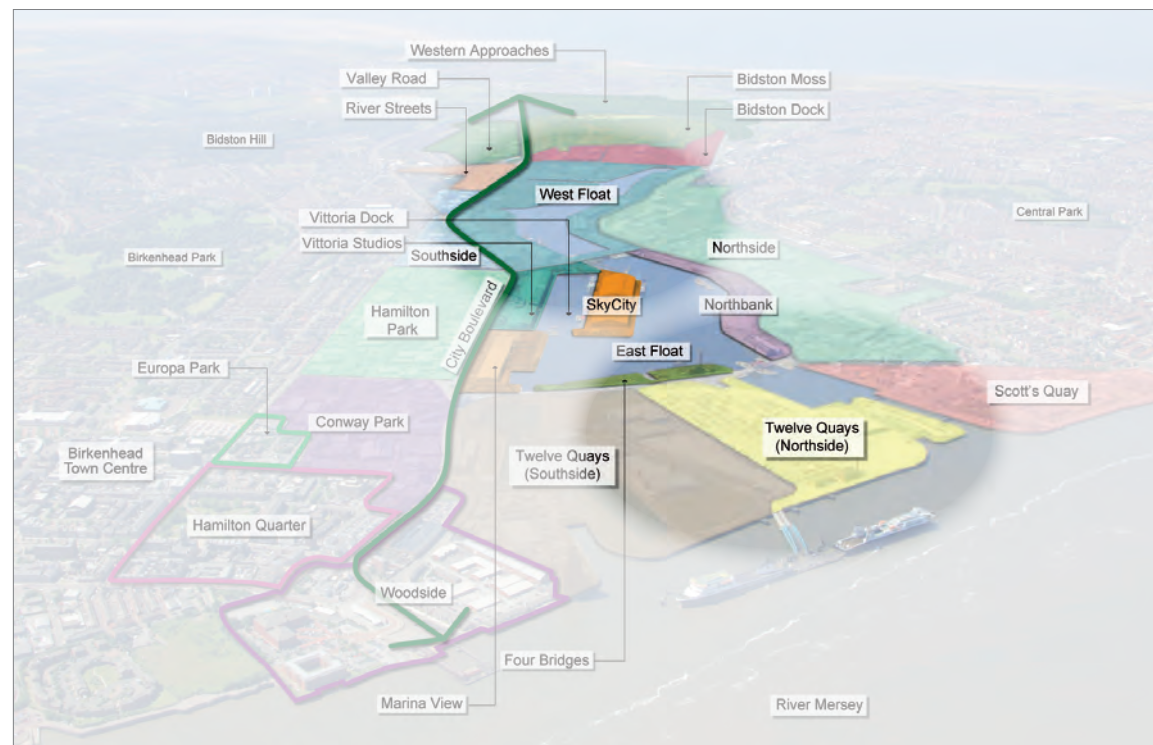
<p>living</p> <ul style="list-style-type: none"> First Time Buyers Older People Families Young Professionals 			
<p>working</p> <ul style="list-style-type: none"> Homeworking Light Industry / Workshops 			
<p>meeting</p> <ul style="list-style-type: none"> Local Community Hub 			
<p>playing</p> <ul style="list-style-type: none"> Cycling Running and Walking 			
<p>learning</p> <ul style="list-style-type: none"> School Visits 			

WEST FLOAT

West Float and 12 Quays Pen portrait

Today

- 4.133 The 12 Quays Ro-Ro Terminal is a recent addition to the waterfront, and provides transfer facilities for freight and passenger connections to Northern Ireland and Ireland. Development is limited to a terminal building, with the remaining land parcel being open hard standing with lighting and security fencing.
- 4.134 The Quays occupy a central, strategic position on the Mersey waterfront facing the Pierhead and 'Three Graces' building group. As a recent and successful investment, its medium term future is committed. Port security precludes any opportunities for pedestrian/cycleway connections within the port area or along the River Mersey frontage. As such, opportunities for improved north-south pedestrian/cycleway connections are only available along Tower Road.
- 4.135 West Float supports a range of local and international port related businesses, providing employment for local communities. There are also parcels of undevelopment, redundant land which form part of West Float. These are identified as potential receptor sites for port companies affected by Catalyst proposals. Port management requires an ability to respond quickly to emerging and changing market demands, facilitated through permitted development rights for operational port development. A responsive approach to site planning within flexible parameters is paramount.



What could this place be?

- 4.136 The operational port and Twelve Quays Ro Ro Ferry are important parts of the Port of Liverpool and the 'SuperPort' concept to be retained. They are to play an enhanced role by accommodating port uses from East Float. Set within the wider framework of neighbourhoods and City Structure, the opportunity is to improve their environmental performance, visual quality, safety and security and access for local workers.
- 4.137 The scale of the landholdings, single ownership and commitment to long term stewardship is an opportunity to introduce a co-ordinated programme of green infrastructure and energy/waste/water infrastructure. Proposals may include the creation of linked pockets of wetland, grassland and tree planting.
- 4.138 Operational port and security will be of paramount and overriding importance.



1
2

1 – 2. Urban tree planting in port and industrial settings

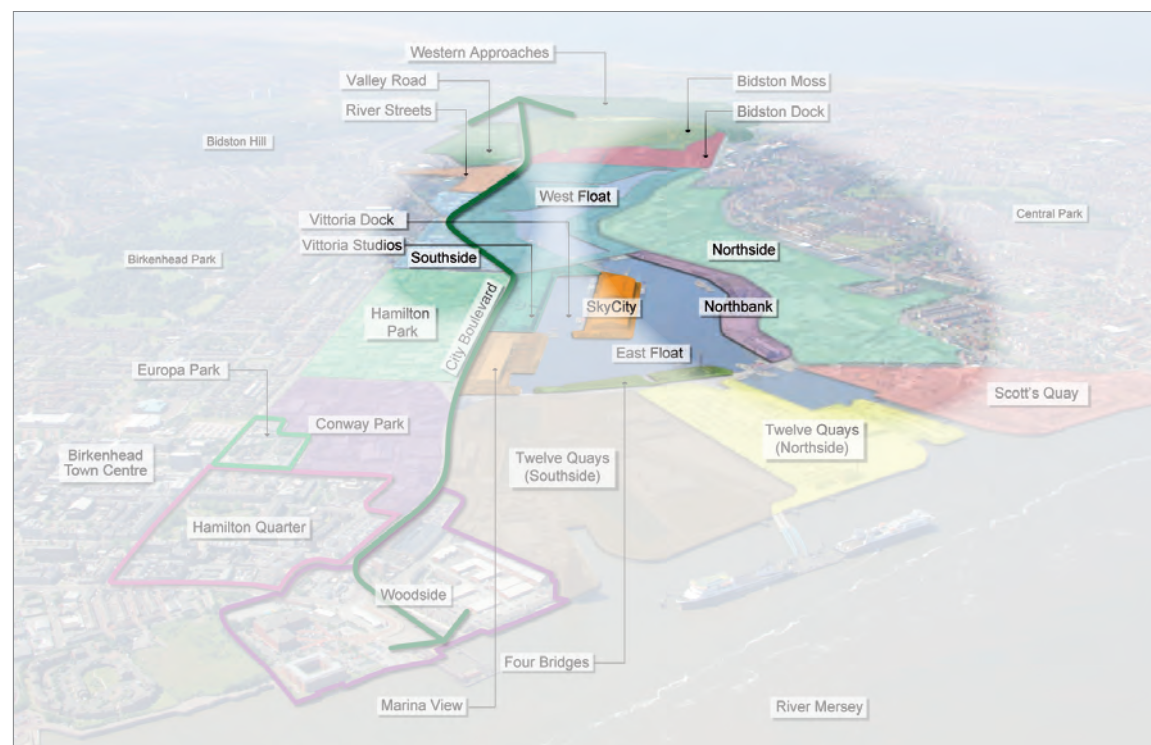
WEST FLOAT PARTNERSHIP NEIGHBOURHOOD

Northside:Southside Pen portrait

Today

4.139 As a consequence of limited investment activity, minor scale, piecemeal development, low aspirations and lack of a coherent approach, there is no clearly defined role and identity for these area at present. These neighbourhoods are dominated by poor quality industrial buildings, structures, storage areas and derelict sites – along prominent and strategic approaches from the M53 corridor. The neighbourhood also creates a physical and perceptual barrier between the Great Floats and the residential neighbourhoods to the north. Whilst a choice of bridge connections across the Kingsway Merseytunnel access is present, the land uses, visual quality and fragmented development pattern fronting onto the roads between the bridges and the Great Floats, present a barrier to movement and limits opportunities for pedestrian connections. The fragmented land ownerships also impede delivery of a more structured approach.

4.140 Northside currently provides a role for smaller, local companies seeking functional, cost effective B1/B2/B8 accommodation but in a poor quality environment.



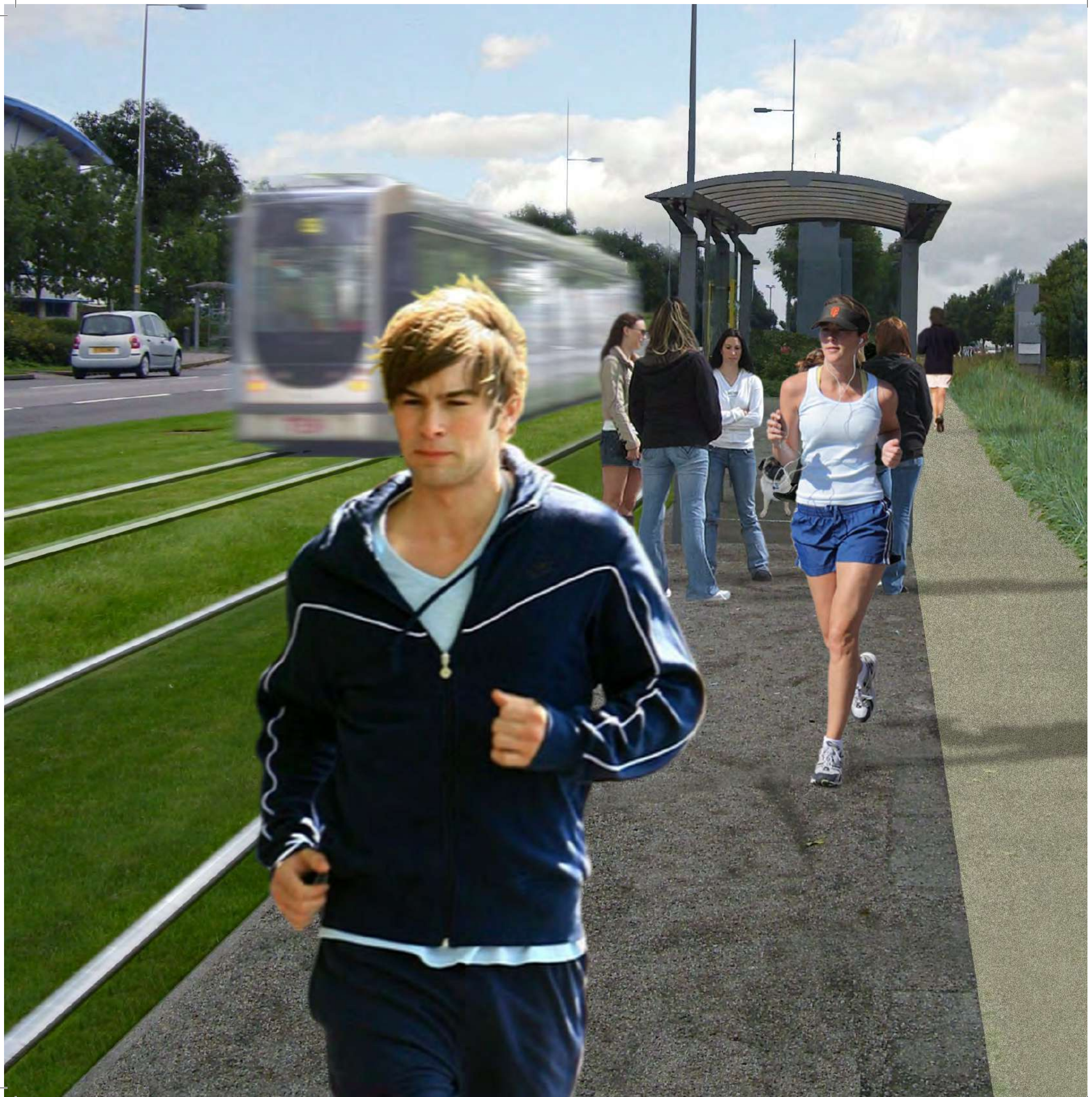
What could this place be?

4.141 These wider neighbourhoods are important transitions connecting East Float to Poulton, Seacombe, Wallasey and Birkenhead. As such, they form important approaches and 'first impressions'. A 'greening the city' approach of coordinated, green infrastructure proposals will create higher quality, flexible employment neighbourhoods that are capable of supporting light industrial and commercial business in the heart of the City Region.

4.142 The focus of both neighbourhoods is creating safer, more secure small and medium scale employment accommodation to support operation port related activities and local industrial businesses looking to expand or relocate. Currently vacant sites may be brought forward as receptor sites for relocations seeking affordable and accessible accommodation. The environment may be improved through large scale tree and biomass planting opportunities around site boundaries and along key access routes and frontages to improve environmental and visual quality.



1 – 3. Urban tree planting in port and industrial settings





05

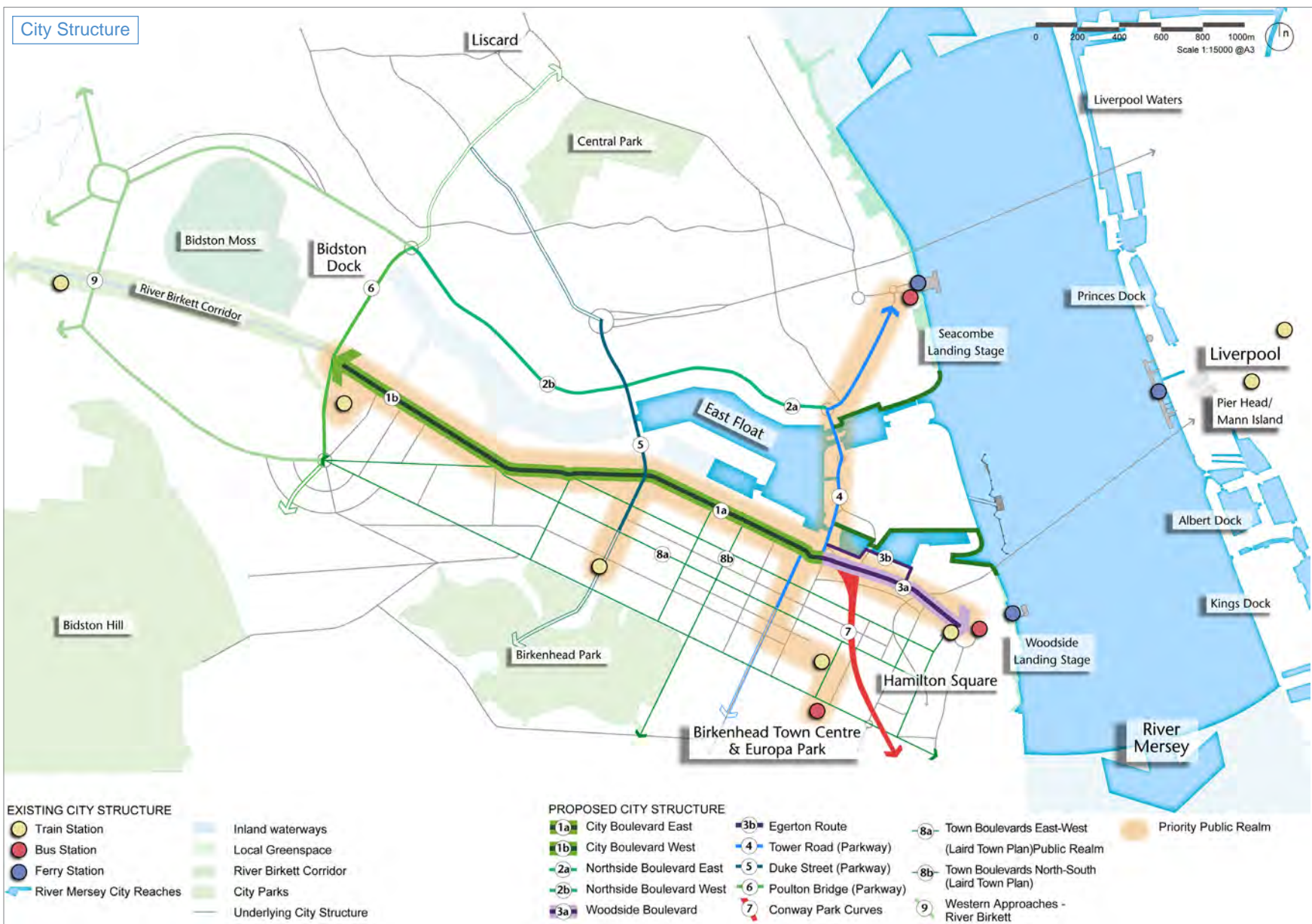
City Structure

Chapter five City structure

Making the Connections

- 5.1 Wirral Waters will create a 21st century city landscape, waterfront and public realm. This will require a shift beyond approaches driven by the “quantity” of greenspace; towards quality, function, distinction and diversity. This is fundamental in creating world class destinations, robust environments for port and industrial activities and high density city living and working.
- 5.2 The ‘Green Infrastructure’ approach provides an appropriate platform to bring together all aspects of this landscape, waterfront and public realm strategy in a holistic way including:
- Healthy living, sports and recreation
 - Safe, attractive ‘walkable neighbourhoods’ and connections
 - Increase ecology and biodiversity
 - Infrastructure – innovation in waste, drainage, energy, transport
 - Adapting to climate change
- 5.3 The opportunity is to create a ‘City Structure’ of strategic streets and places that are sufficiently robust and flexible, and of a scale that is capable of connecting Wirral Waters to the surrounding communities. The potential also exists to connect the existing environmental assets of Inner Wirral, the wider Wirral Peninsula and Liverpool City Region to East Float and Bidston Dock. This presents an unparalleled opportunity to create waterfront destinations and green infrastructure on a city scale.
- 5.4 The proposed connections creating the City Structure are set out on the following pages.





City Boulevard

A strategic east-west high quality public transport and landscape connection linking Bidston and the communities of Inner Wirral to East Float and the Mersey waterfront

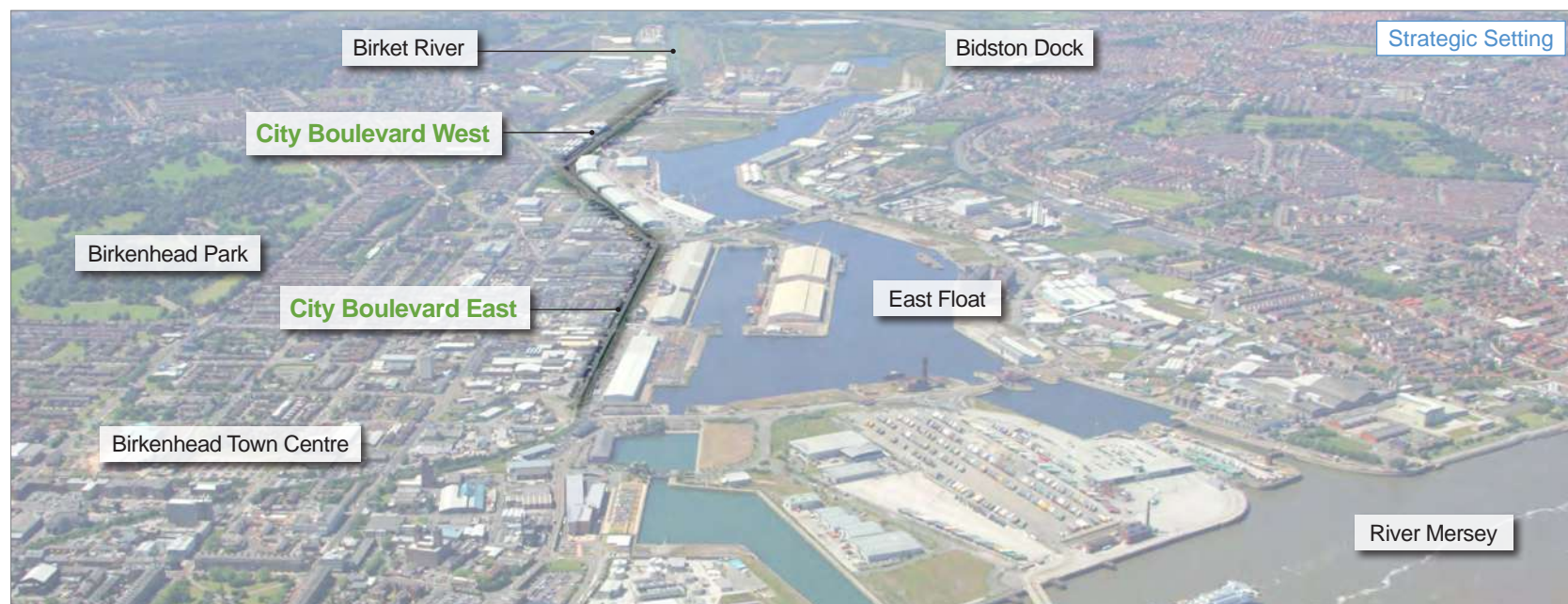
5.5 City Boulevard is the spine of the City Structure network. At over 2.5km in length and nearly 40m across at its widest point, it delivers the strategic east west public transport and pedestrian/cycleway along the southern edge of the West and East Floats and provides the connection linking Birkenhead to Bidston.

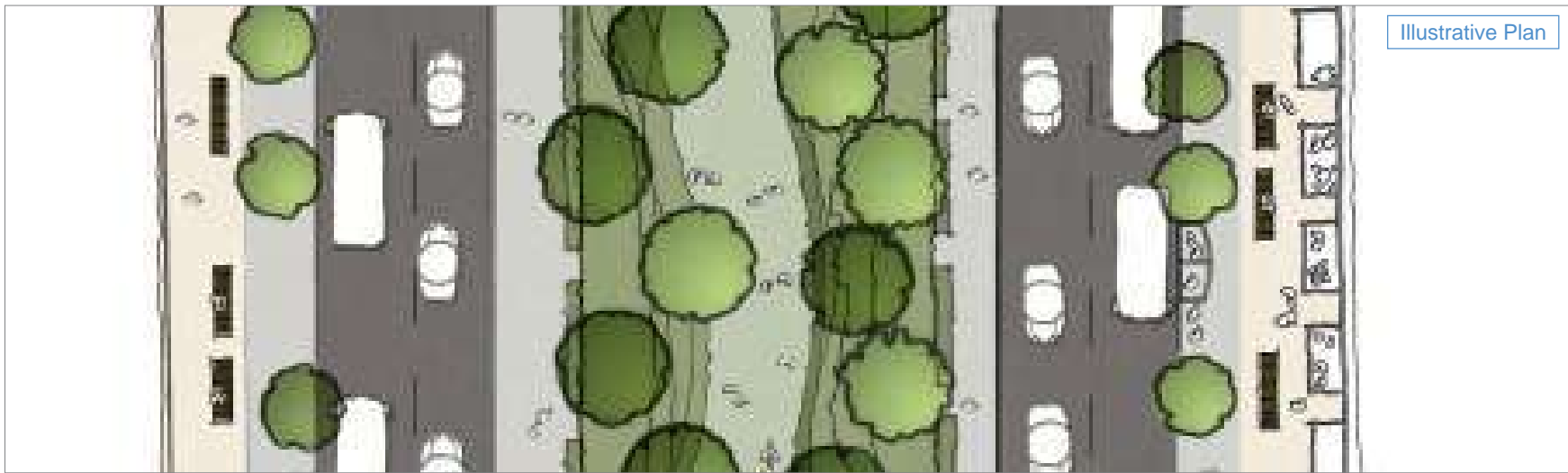
5.6 To the west, the River Birket corridor is brought to an abrupt end as it passes Bidston Moss and the waterway is culverted en route to West Float. This is the starting point for the City Boulevard. Its scale provides the platform for bringing “wetland swales” and urban drainage into Inner Wirral together with large scale tree planting and avenues to act as an environmental buffer and corridor.

5.7 City Boulevard connects the River Birket to Tower Road and Woodside Boulevard to the east, forming a transition between mixed use neighbourhoods in the south and East Float to the north. This alignment presents the opportunity to create informal, recreational and community facilities as a sequence of events leading to Bidston Moss. It also affords the opportunity to accommodate light transit public transport initiatives.

5.8 City Boulevard provides the most strategic connection across many neighbourhoods within the Wirral Waters SRF. In doing so, a key principle is creating a ‘neighbourhood seam’ bringing a diversity of activities and identities appropriate to the neighbourhoods through which it passes. The starting point for development through future spatial masterplans is the two strategic components forming City Boulevard. They are:

- City Boulevard West – from the River Birket to Duke Street. Here, the focus is upon creating a robust landscape, recreational, public transport and ecological corridor that is capable of withstanding the more open employment and operational port environment.
- City Boulevard East – from Duke Street to Tower Road. Here, the focus is upon creating a connecting thread through potential new urban quarters. City Boulevard defines the transition from the higher density city blocks of East Float in the north to the lower scale regeneration of the proposed Hamilton Park neighbourhood to the south.

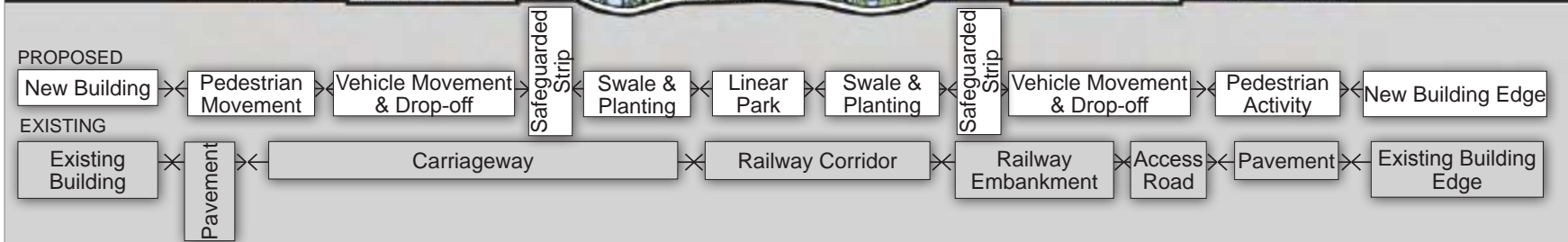




Illustrative Plan



Illustrative Section



1. Light Railway, Madrid
2. Vancouver
3. Tree lined street, Calais

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Northside Boulevard

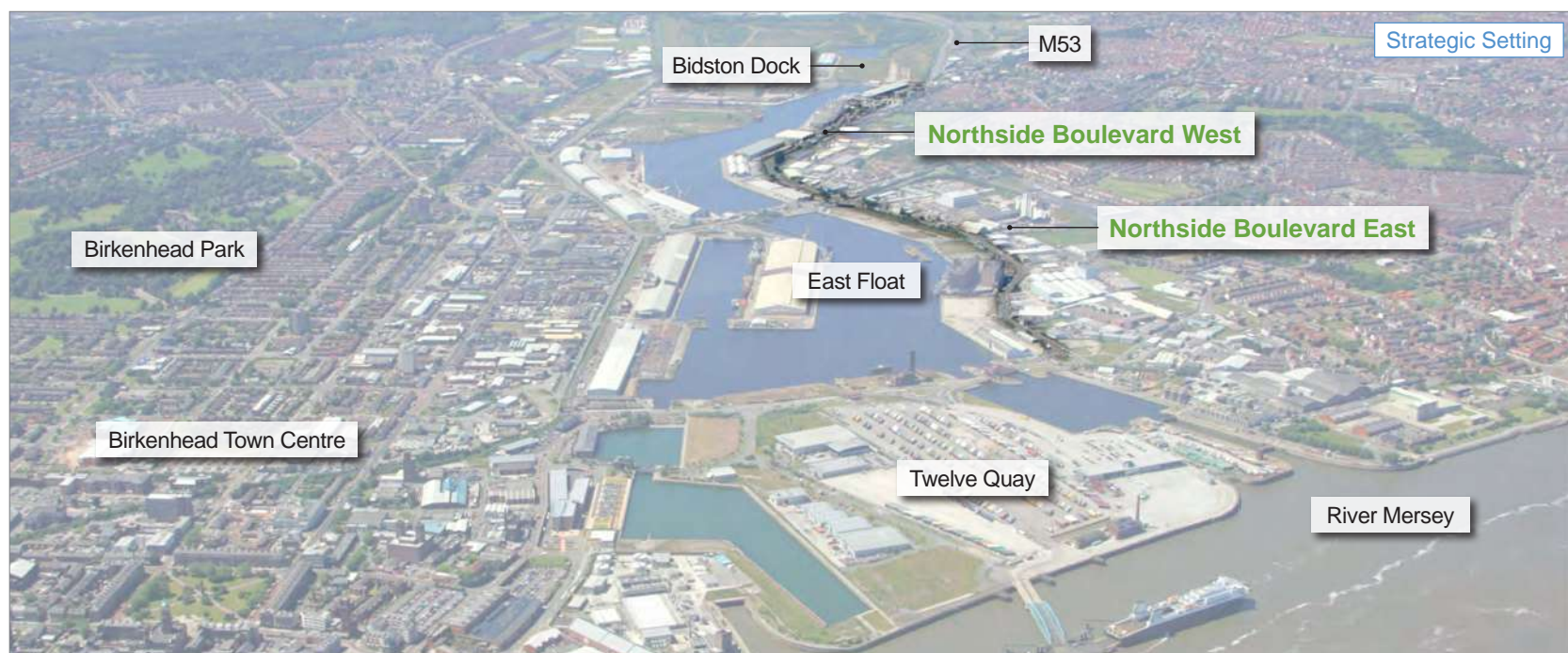
A strategic east-west connection along the northern edge of the West and East Float, linking the M53 to Inner Wirral, the operational port facilities of West Float and Twelve Quays

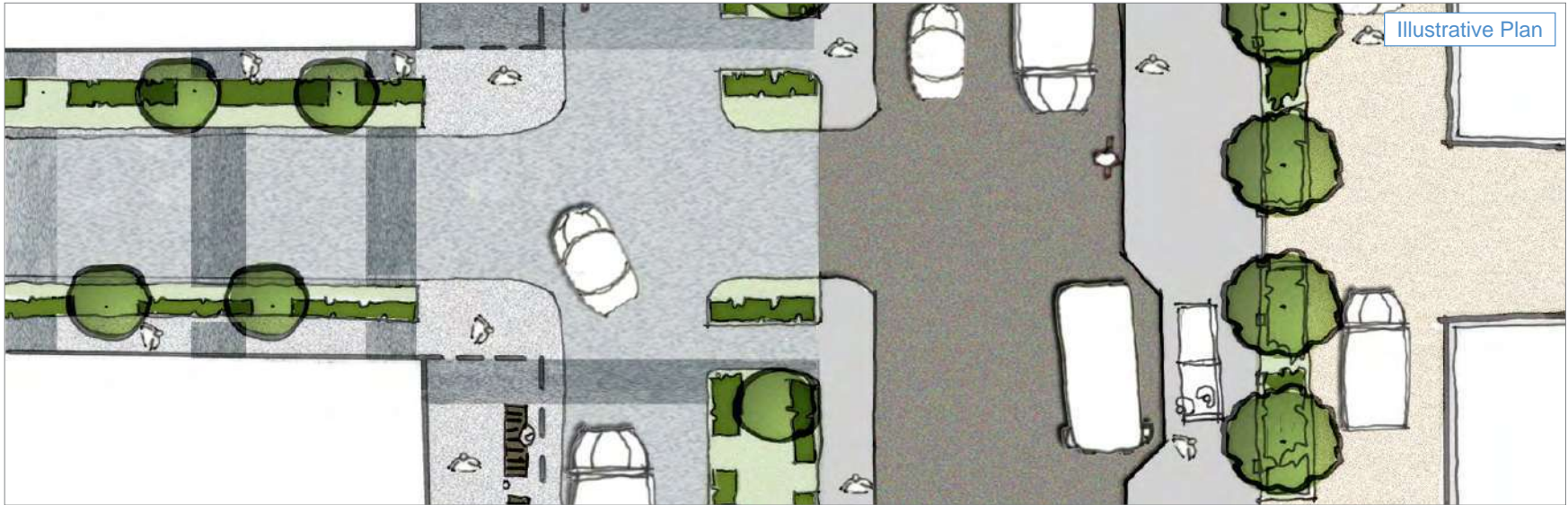
5.9 Northside Boulevard is the strategic east west public transport and strategic highway connection along the northern edge of the West and East Floats. It links the M53 to Inner Wirral, the operational port facilities of West Float and Twelve Quays. This role in the strategic highway network contrasts with City Boulevard which contributes at the 'neighbourhood' level.

5.10 Northside Boulevard is the singular east west connection across the northern neighbourhoods within the Wirral Waters SRF 'footprint'. A key principle is creating appropriate responses to the neighbourhoods through which it passes. The starting point for development through future spatial masterplans is the two strategic components forming Northside Boulevard. They are:

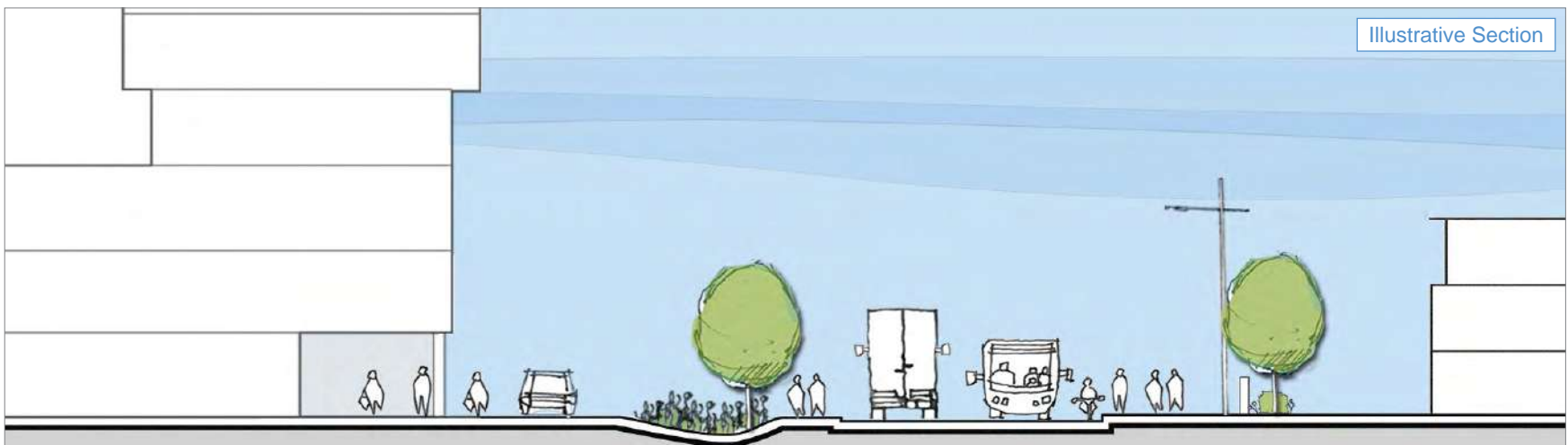
- Northside Boulevard West – from Poulton Bridge to Duke Street. This is the singular approach from the north west and the M53 through the active dock estate. The focus is upon creating a robust landscape corridor that provides an environmental and visual buffer. The scale and continuity of building enclosure will remain fragmented due to the nature of dock and employment buildings and structures. This increases the role of structural tree planting and boundary frontage improvements in creating a higher quality pedestrian environment and approach whilst also having regard to the need of the businesses that front Northbank East.

- Northside Boulevard East – from Duke Street to Tower Road. Creating a connecting thread through those East Float neighbourhoods recognised as offering the most potential to create new urban quarters. Northside Boulevard defines the transition from the higher density city blocks of East Float to the Northside neighbourhood which forms a focus for employment and marine related industries.

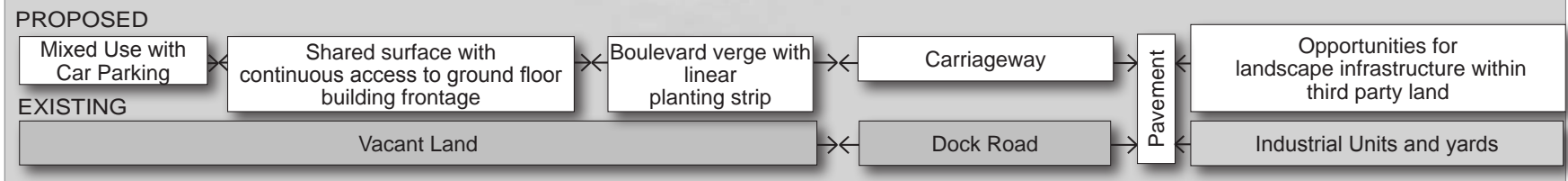




Illustrative Plan



Illustrative Section



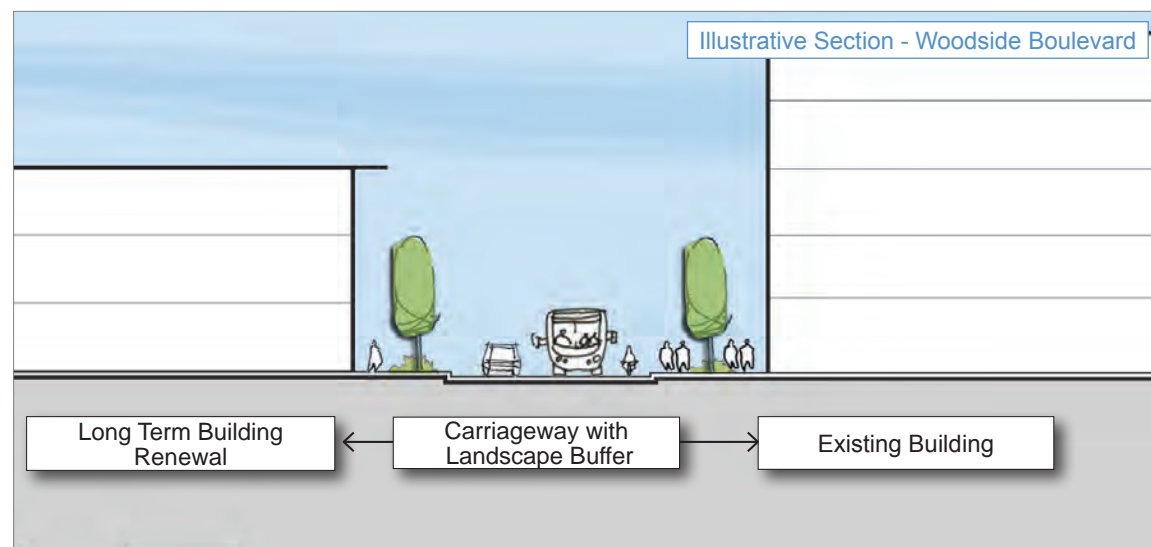
1. Estuary Business Park, Liverpool
2. SUDS
3. Estuary Business Park, Liverpool

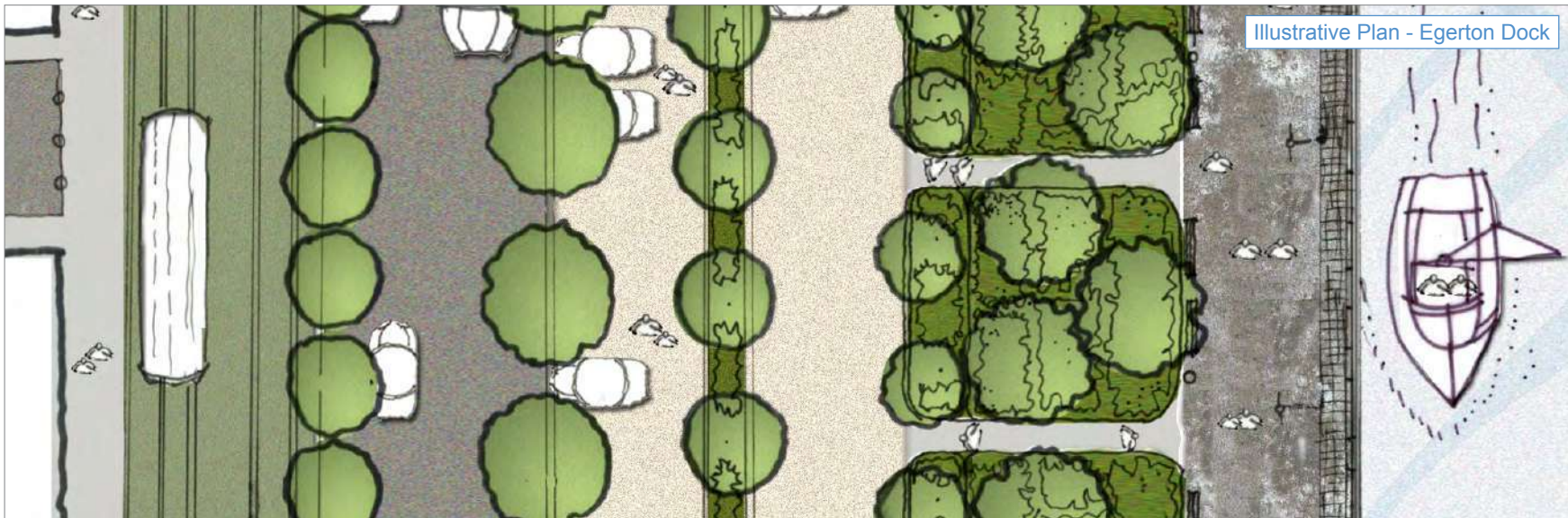
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Woodside Boulevard, Egerton and Morpeth Wharves

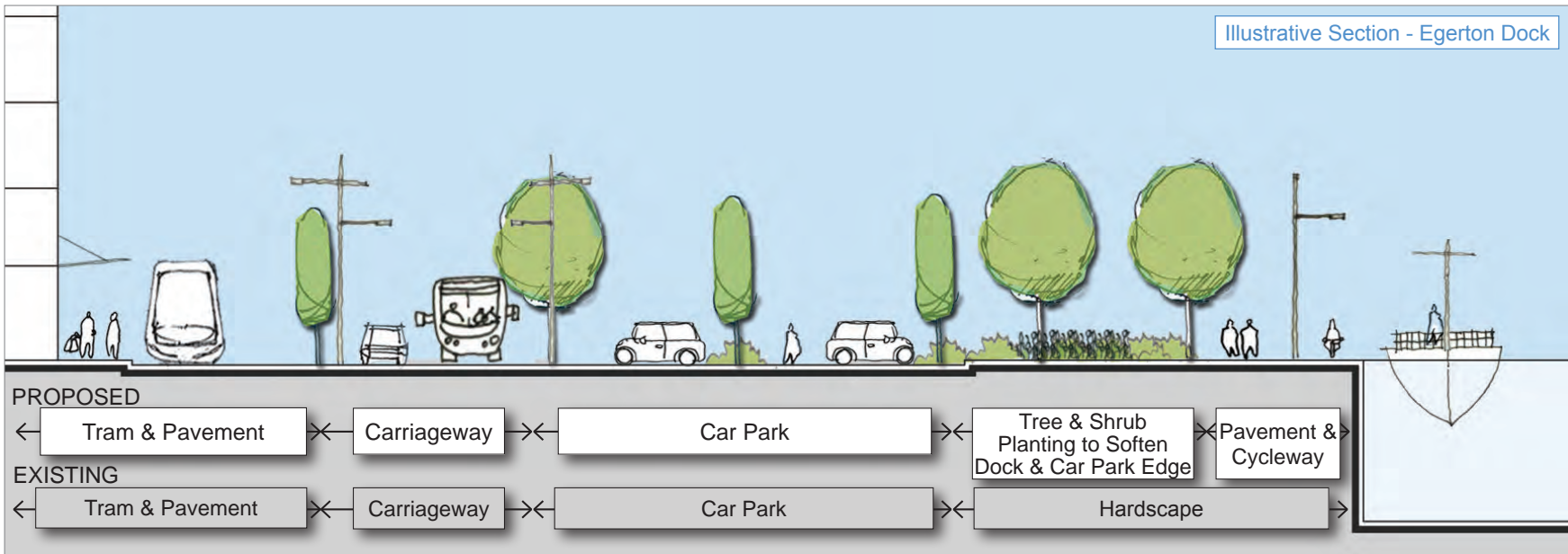
A key east-west connection between City Boulevard and Woodside Landing Stage linking the employment and education neighbourhoods of Twelve Quays south and Conway Park, to East Float

- 5.11 A key east-west connection between City Boulevard and Woodside Ferry Landing Stage linking the employment and educational neighbourhoods of Twelve Quays South and Conway Park to East Float.
- 5.12 Woodside Boulevard connects City Boulevard to the Woodside Mersey Ferries Landing Stage. The width of this established corridor is limited, with narrow pavements and a poor quality pedestrian/cycling environment. The focus is upon creating tree groups to provide visual continuity and an improved sense of cohesion and identity.
- 5.13 The existing pedestrian/cycleway connections along the dock edges of Morpeth and Egerton Docks provide an alternative choice for pedestrians and cyclists arriving at the Woodside Landing Stage and River Mersey waterfront promenades.





Illustrative Plan - Egerton Dock



Illustrative Section - Egerton Dock



1. Dusseldorf
2. Saitama Plaza, Japan
3. Centre of Innovation & Environmental Technology, Berlin



Tower Road

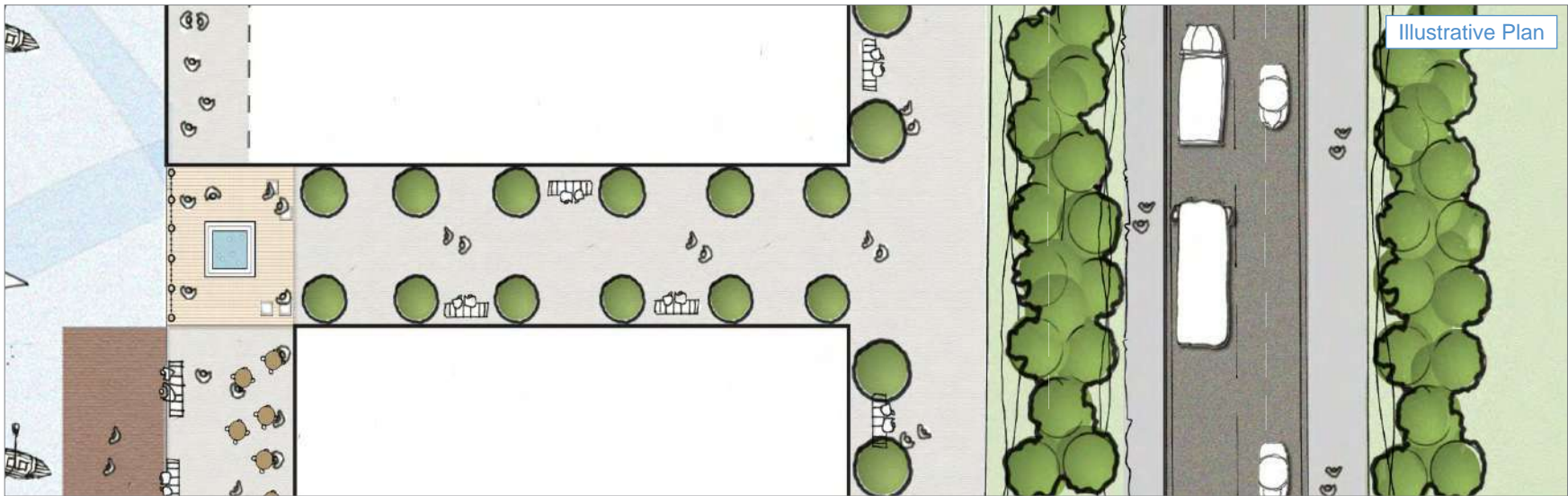
A primary north-south neighbourhood approach to East Float and SkyCity. It also forms an important strategic connection and public transport corridor from Seacombe, Wallasey and Birkenhead

5.14 Tower Road (Parkway) has a fundamental role to play in connecting Birkenhead Town Centre, East Float and Scott's Quay together. It is also a strategic north-south connection for public transport, pedestrians linking Birkenhead Bus Station, Conway Park Rail Station and Seacombe Ferry Landing Stage and East Float together. In doing so, it is well placed to become a seam of activity, reanimating the dockside with new educational and civic activity along the frontages of Four Bridges, and connections to the waters edge at Vittoria Pool.

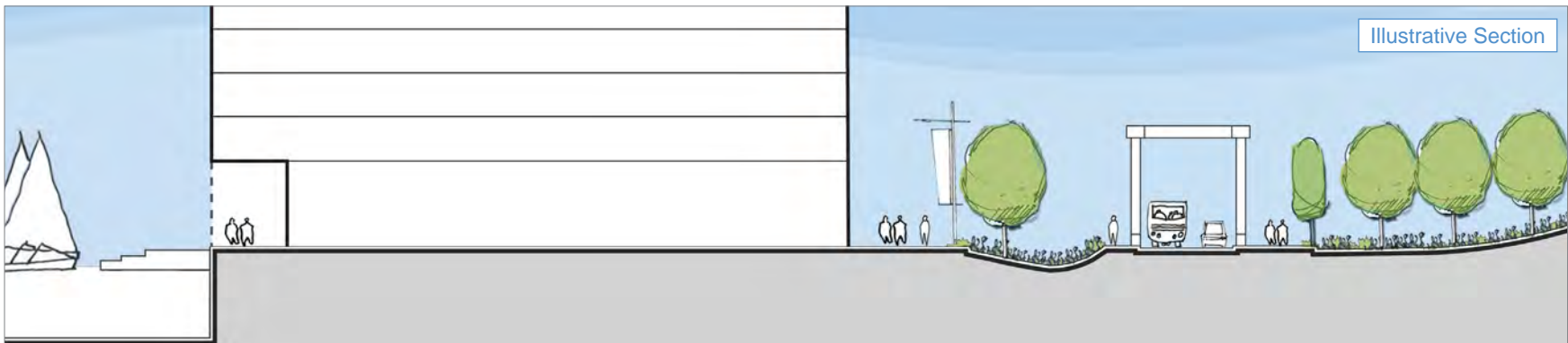
5.15 The proposal is to create a tree lined street with wider pavements and cycleway connections. The streets will be animated by the Bascule Bridge Crossing and framed views through to the water's edge.

5.16 The role of Tower Road in the wider strategic highway network requires higher volumes of traffic movements to be accommodated. Pedestrian crossing points will be considered to link with the East Float masterplan 'neighbourhood' connections. The East Float masterplan also allows the dock edge to offer a waterside connection for pedestrians/cyclists.

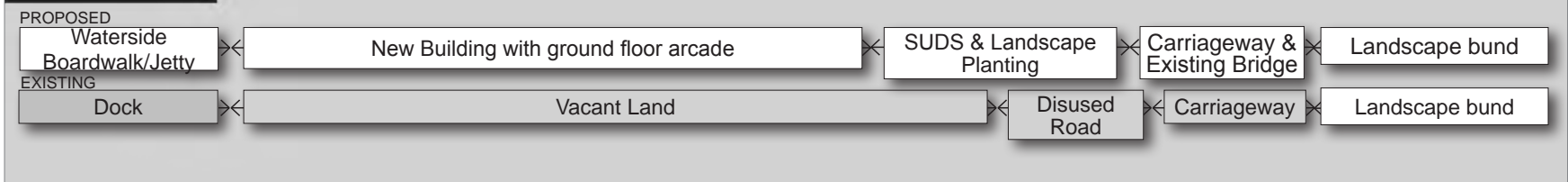




Illustrative Plan



Illustrative Section



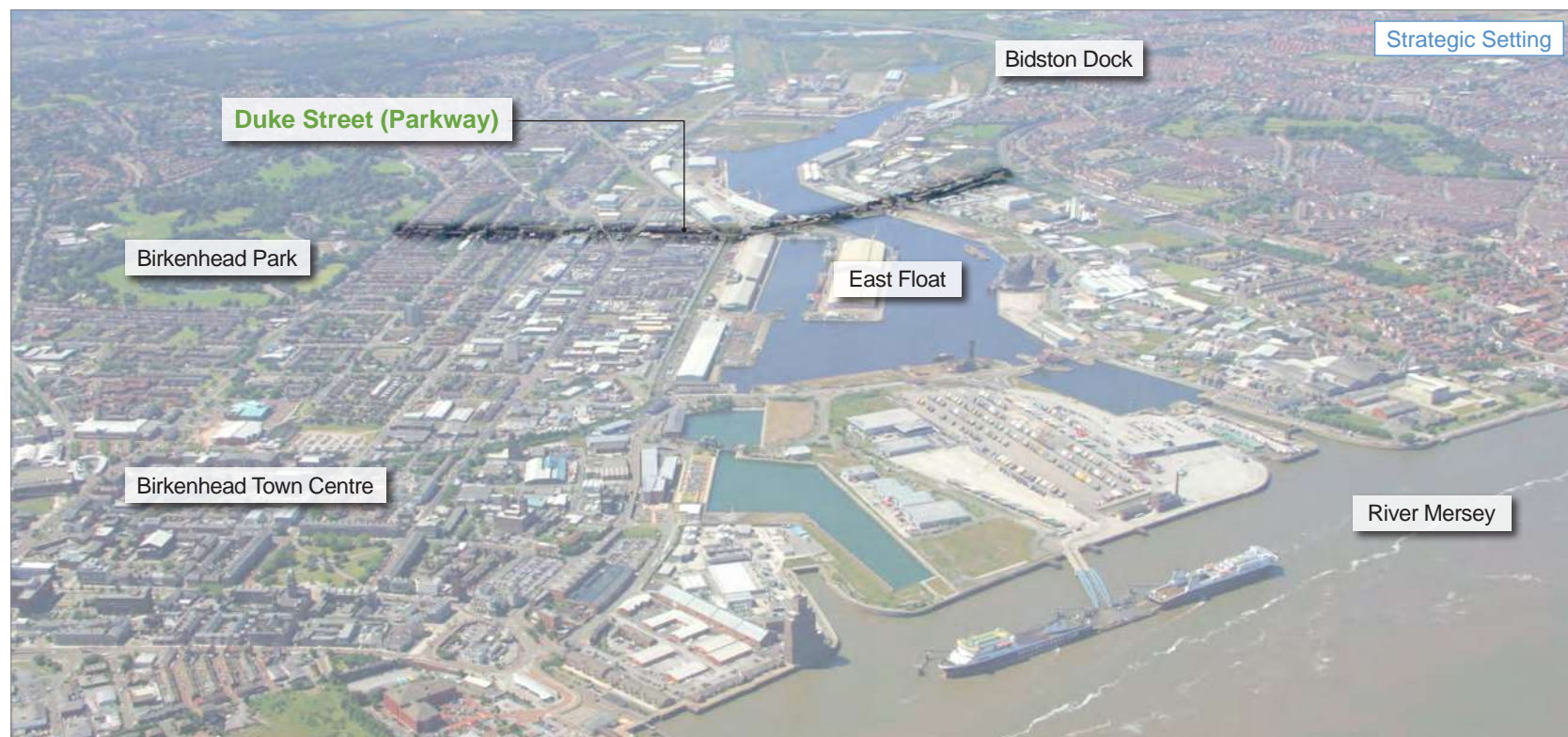
1. Millennium Park, Chicago
2. Promenade, Lyon
3. Waterfront, Hamburg

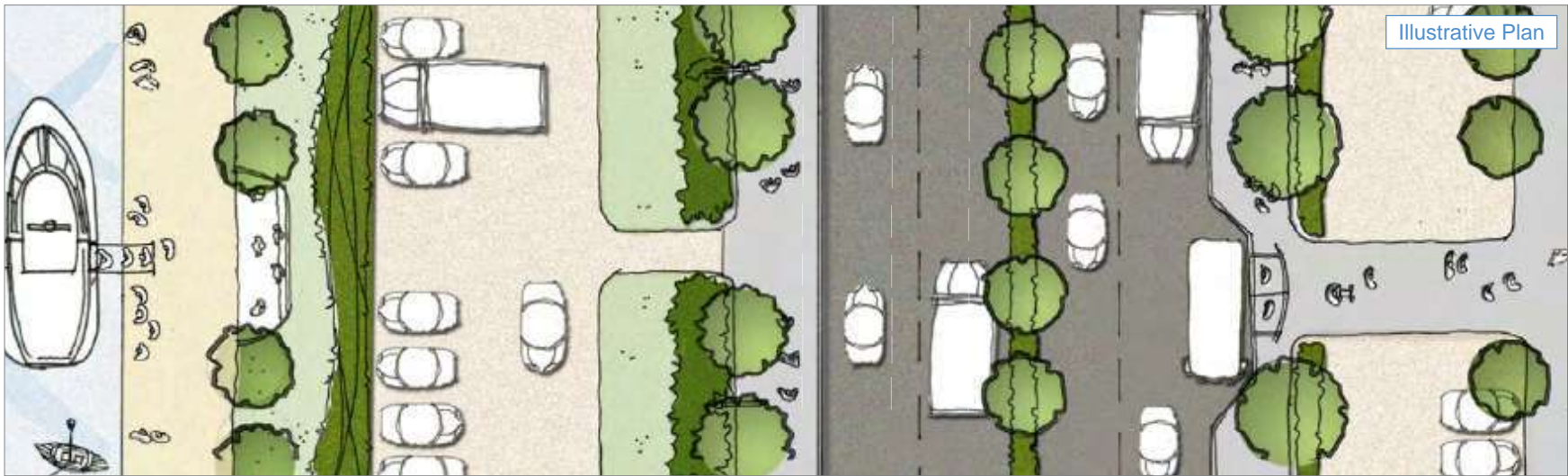


Duke Street

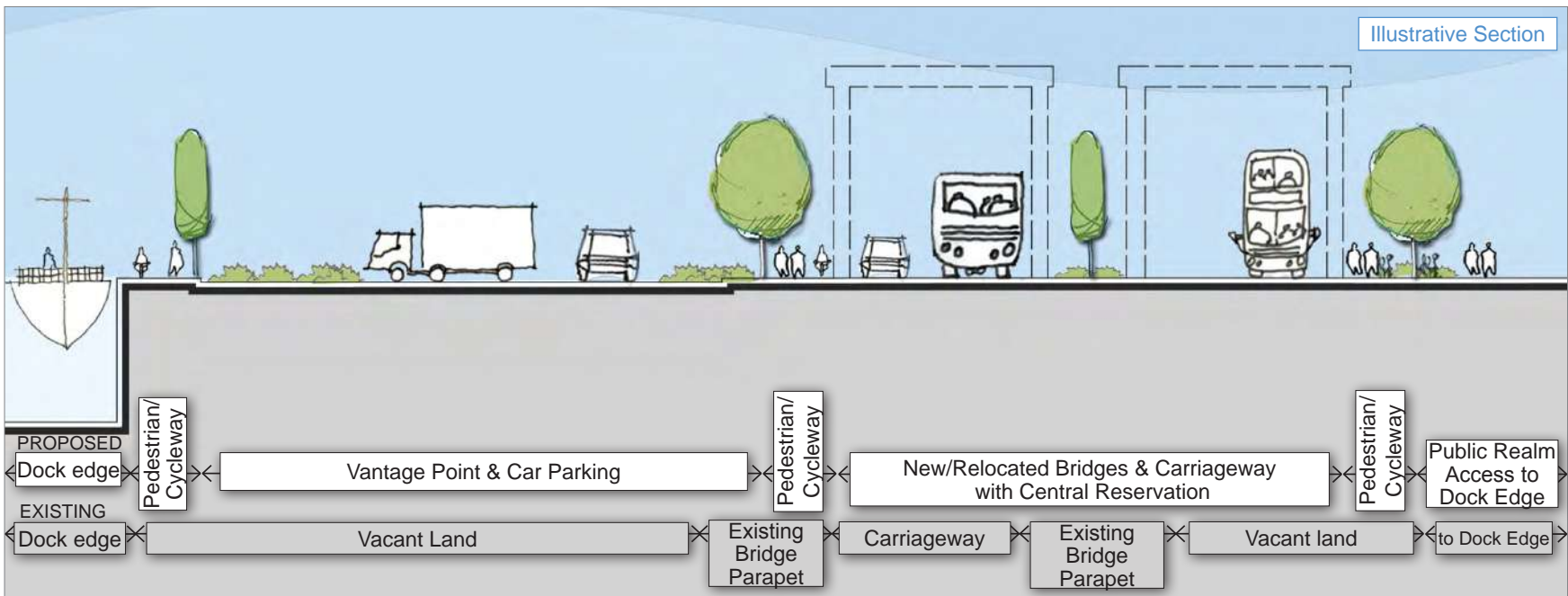
A primary north-south neighbourhood approach to East Float and Sky City from the west. It forms a major connecting route and public transport corridor from the M53 and Birkenhead

- 5.17 Duke Street has a key role to play in connecting East Float, the operational port and Inner Wirral to the M53 and wider regional network. To the north of East Float, the Duke Street corridor is the key approach for those arriving via the River Mersey Tunnel Kingsway Tunnel. To the south of East Float, the focus is upon creating safe, secure, active connections to the Birkenhead Park Rail Station.
- 5.18 The proposal is to create a tree lined street with pavements and cycleway connections. The role of Duke Street in the wider strategic highway network requires higher volumes of traffic movements to be accommodated. It is anticipated that there will be a need to increase the capacity of the Bascule Bridge in the future.
- 5.19 Pedestrian crossing points will be considered to link with the East Float masterplan 'neighbourhood' connections.





Illustrative Plan



Illustrative Section



1. Hudson River Park, USA
2. Greenwich peninsula, London
3. Carlton College, Minnesota



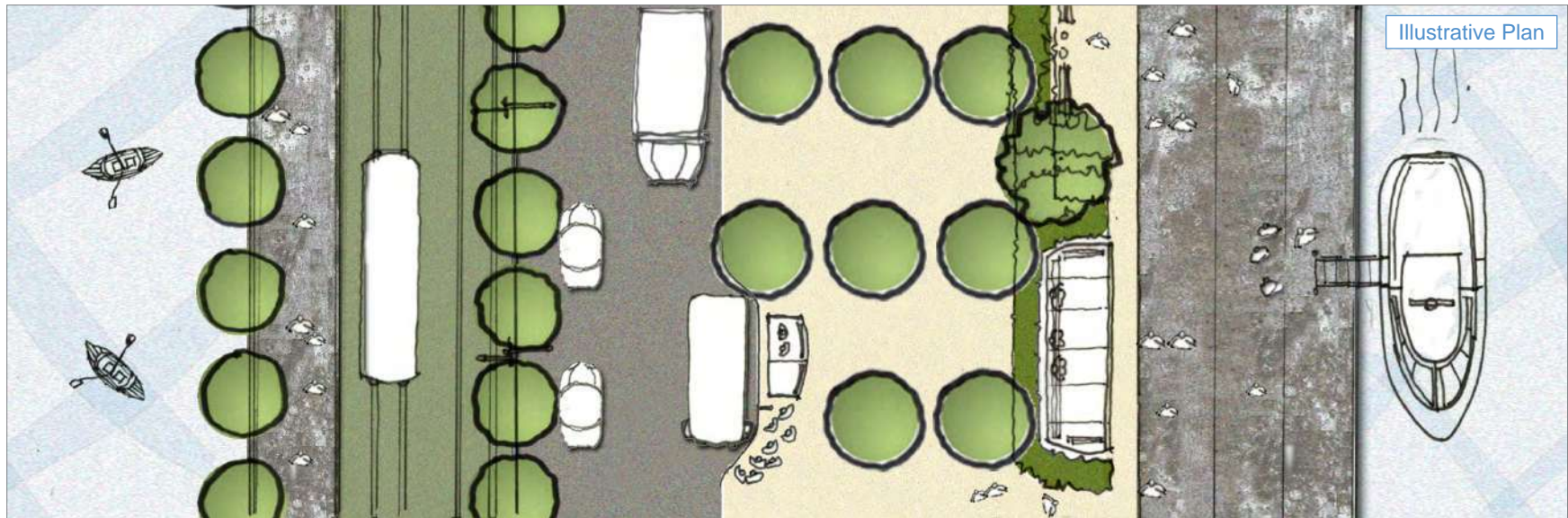
Poulton Bridge

Forming the most western of the strategic north-south connections, Poulton Bridge forms an integral part of the corridor connecting Bidston and North Birkenhead to Seacombe and the M53 corridor and approaches

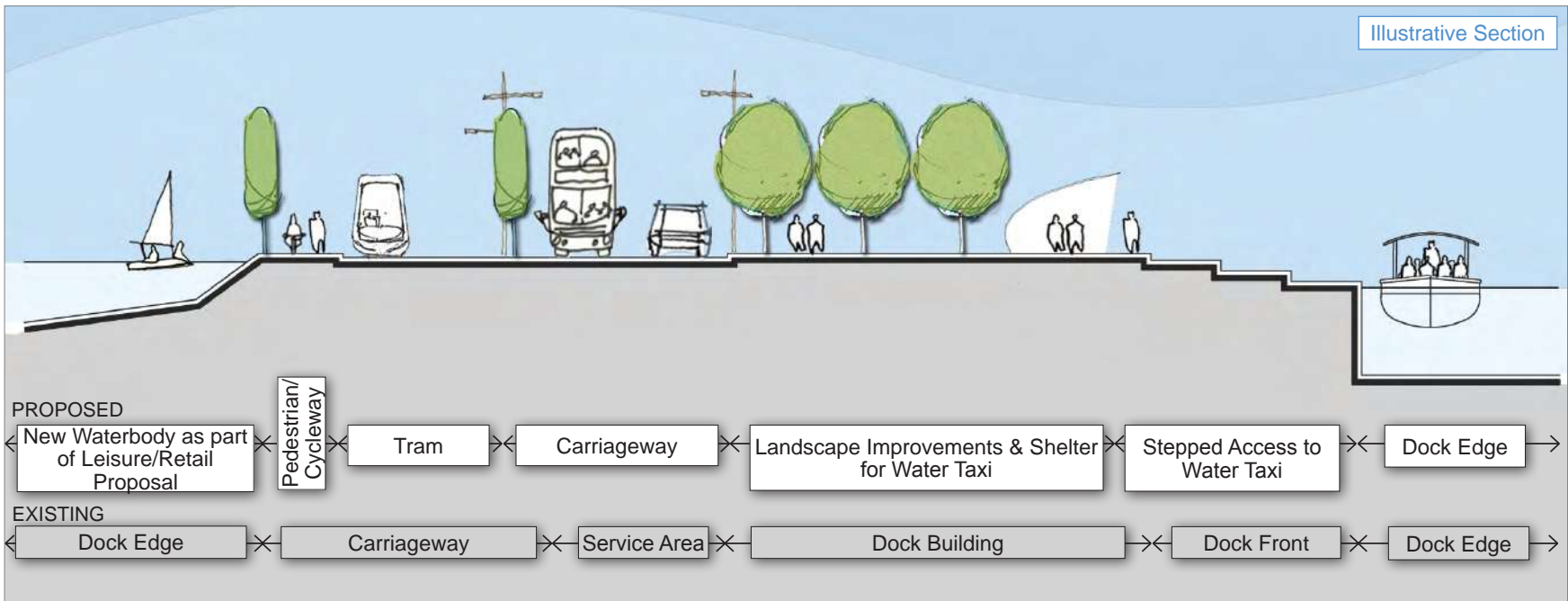
- 5.20 Poulton Bridge is one of three historic connections crossing the River Birket valley and the East and West Floats. It is one of the more strategic frontages for the Bidston Dock neighbourhood, and provides a dramatic “reveal” of views across West Float to the east.
- 5.21 Its poor environmental and visual quality is a deterrent to pedestrians and cyclists and gives a poor first impression for those arriving by car and bus from the M53 and the west. It is of strategic importance in connecting the Bidston Dock neighbourhood to the River Streets neighbourhood and Birkenhead North rail station in the south.

- 5.22 The focus is upon creating a robust landscape corridor as an environmental and visual buffer to the retained port operations in West Float. It also provides high quality pedestrian and cycling connection to Birkenhead North rail station.
- 5.23 In bringing forward proposals for the Bidston Dock neighbourhood, Poulton Bridge will provide the key public transport connection to City Boulevard





Illustrative Plan



Illustrative Section



1. Mailbox, Birmingham
2. More London, London
3. Addison Circle, Texas

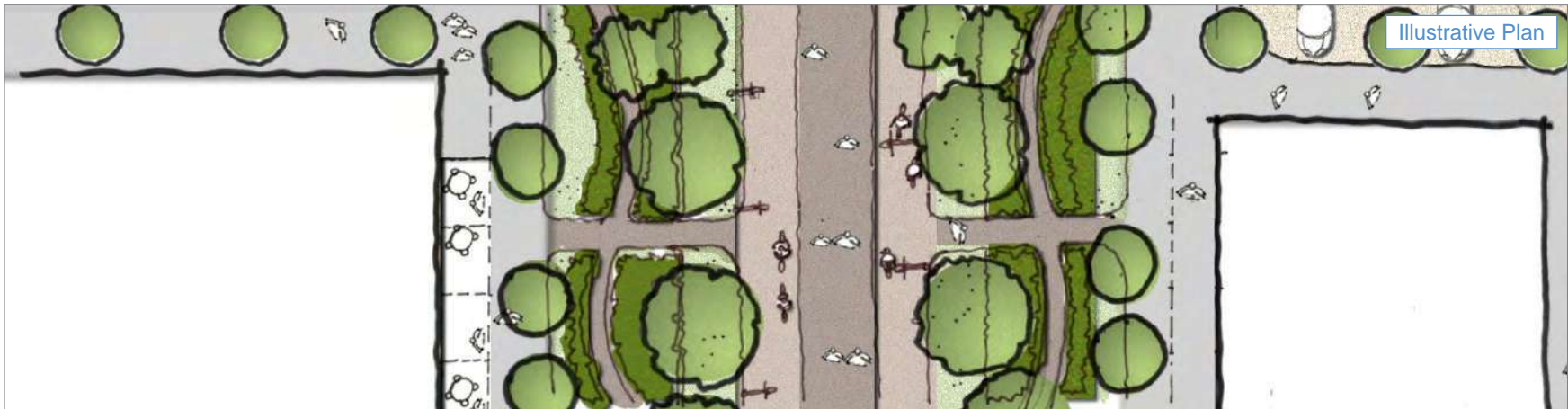


Conway Park Curves

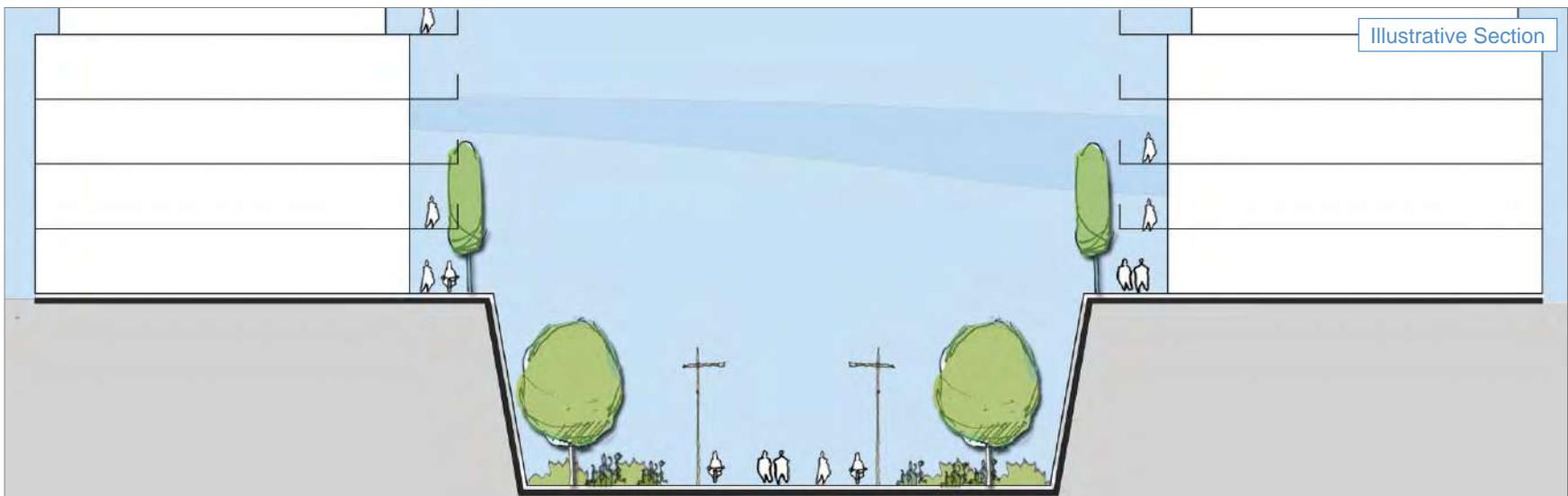
An opportunity to reuse a redundant railway cutting to connect Wirral Waters to Europa Boulevard and Birkenhead Town Centre

- 5.24 Wirral Waters is connected to Birkenhead Town through the gridiron of the Laird Town Plan. This provides a wide choice of north south connections, with both Watson Street and Park Street connecting to Birkenhead Town Centre.
- 5.25 The redundant railway cutting positioned to the east of Park Street is also a potential connection linking Wirral Waters to Birkenhead Town Centre. The alignment from junction of Tower Road and Corporation Road leads directly to the northern extents of Europa Boulevard – a more recent civic street constructed in the 1990s and a focus for education and government offices. Conway Park Rail Station is also located on Europa Boulevard.
- 5.26 The proposal is to explore how this corridor may be reused as a pedestrian/cycleway connection (or other uses) to connect Wirral Waters with Europa Boulevard and Birkenhead Town.

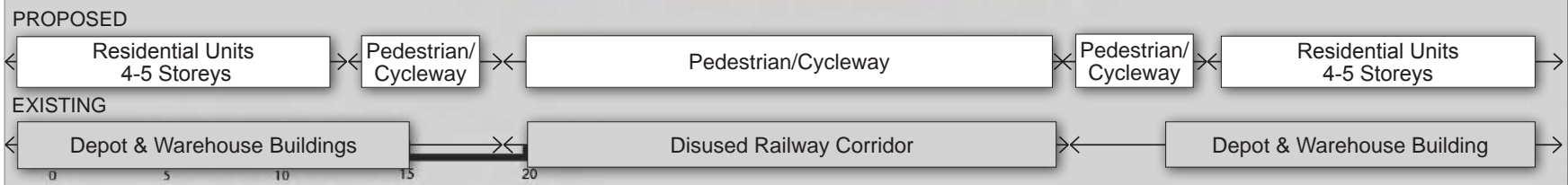




Illustrative Plan



Illustrative Section



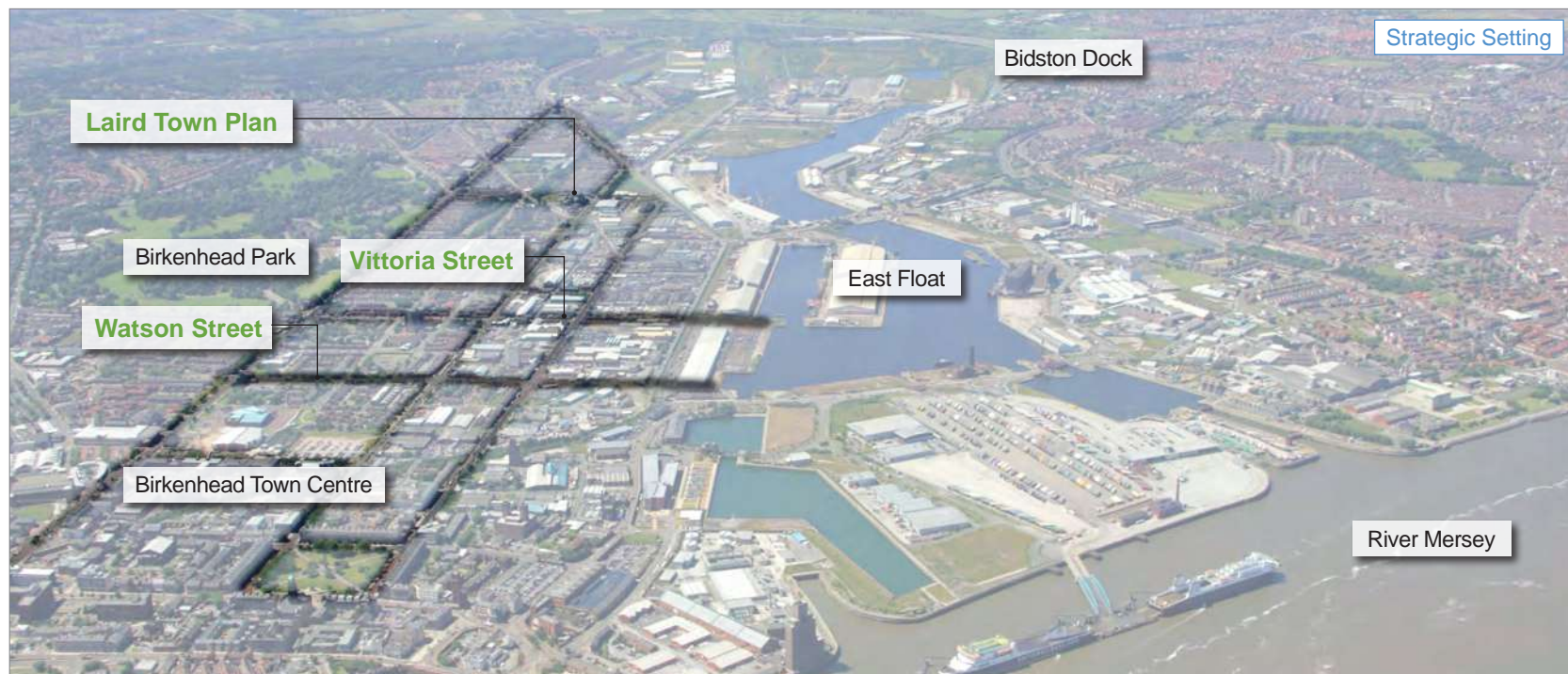
1. Thames Barrier Park, London
2. Petuel Park, Munich
3. Harbourside, Bristol

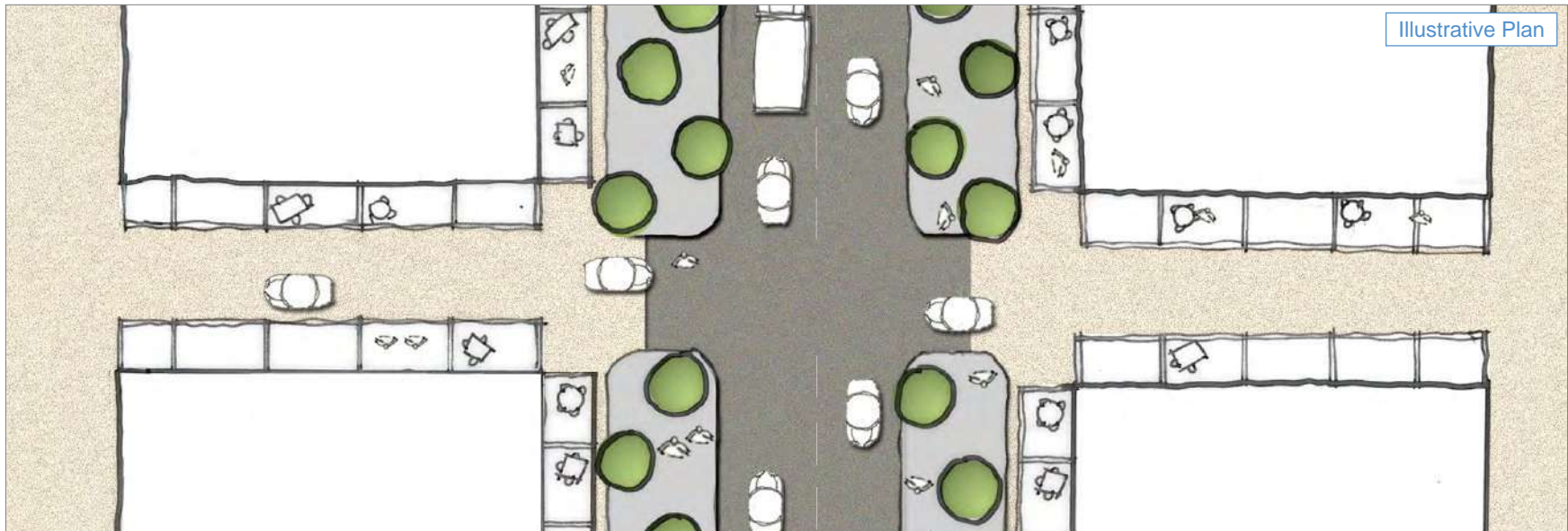


Town Boulevards (Laird Town Plan)

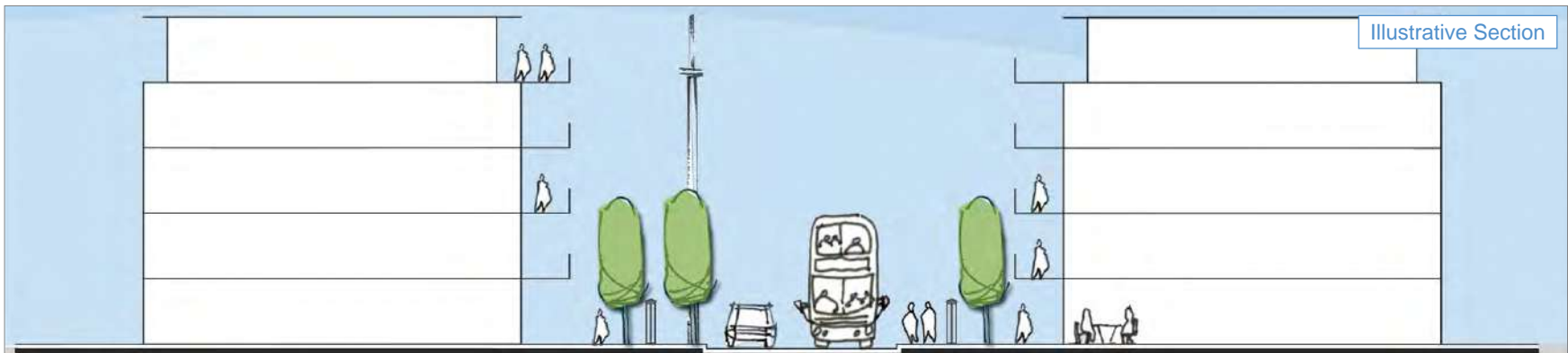
The gridiron of the Laird Town Plan connecting Birkenhead Park and town and surrounding neighbourhood to East Float and the waters edge.

- 5.27 The 1824 Laird Town Plan has created a gridiron of streets that connect Wirral Waters, Birkenhead Park, Bidston and Birkenhead Town Centre. This gridiron remains intact and acts as the framework for the regeneration of the Partnership Neighbourhoods to the south of the Docks.
- 5.28 Whilst the street infrastructure was completed, the development parcels that they create have never been built out at the scale originally intended. As a consequence, the scale and continuity of enclosure is limited. Given the proximity to public transport and local services, these large tracts and vacant and underused land fail to make best use of the location.
- 5.29 The proposal is to regenerate the Partnership Neighbourhoods to a higher density and environmental quality. The Laird Town Boulevards provide the structure and capacity for new development to be of a greater scale and to define key connections linking Wirral Waters to Birkenhead Town and Park. The proposal is to focus redevelopment along principal north south and east west connections with tree planting and active frontages linking East Float to Birkenhead Park and rail stations.
- 5.30 Vittoria Street and Watson Street, together with Duke Street, are the three key north-south connections (as defined by the East Float Neighbourhood Framework).





Illustrative Plan

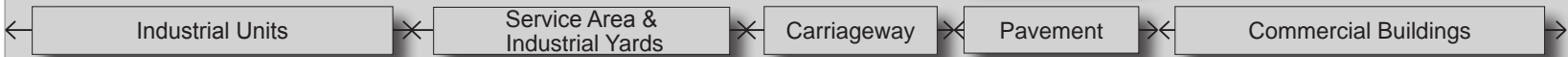


Illustrative Section

PROPOSED



EXISTING



1. Istanbul, Turkey

2. Old Mill Street, New East Manchester

3. La Rambla, Barcelona

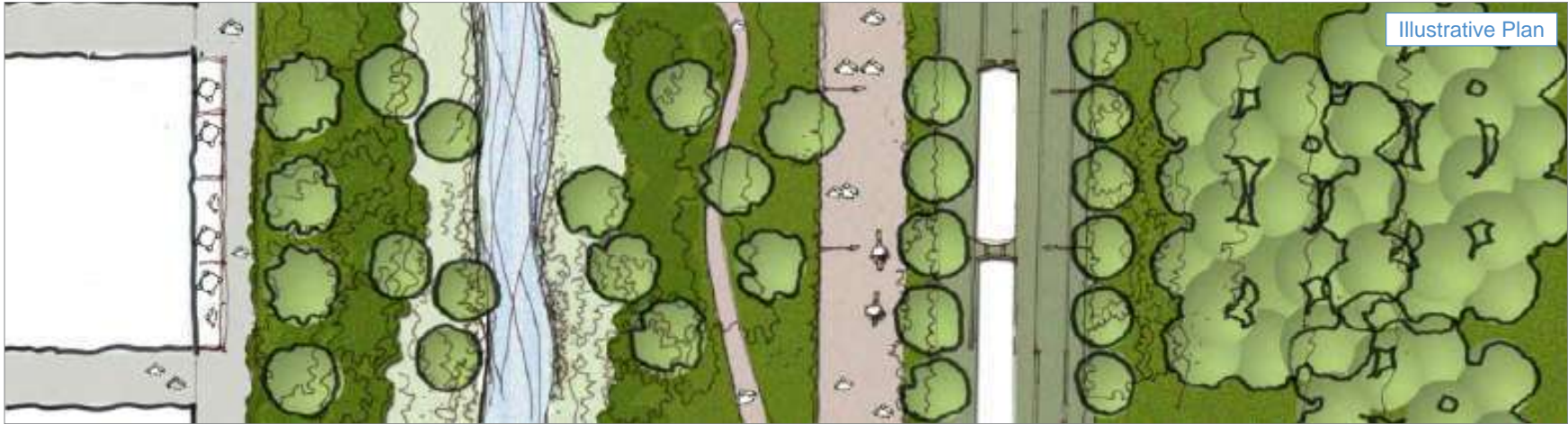


Western Approaches and Gateways

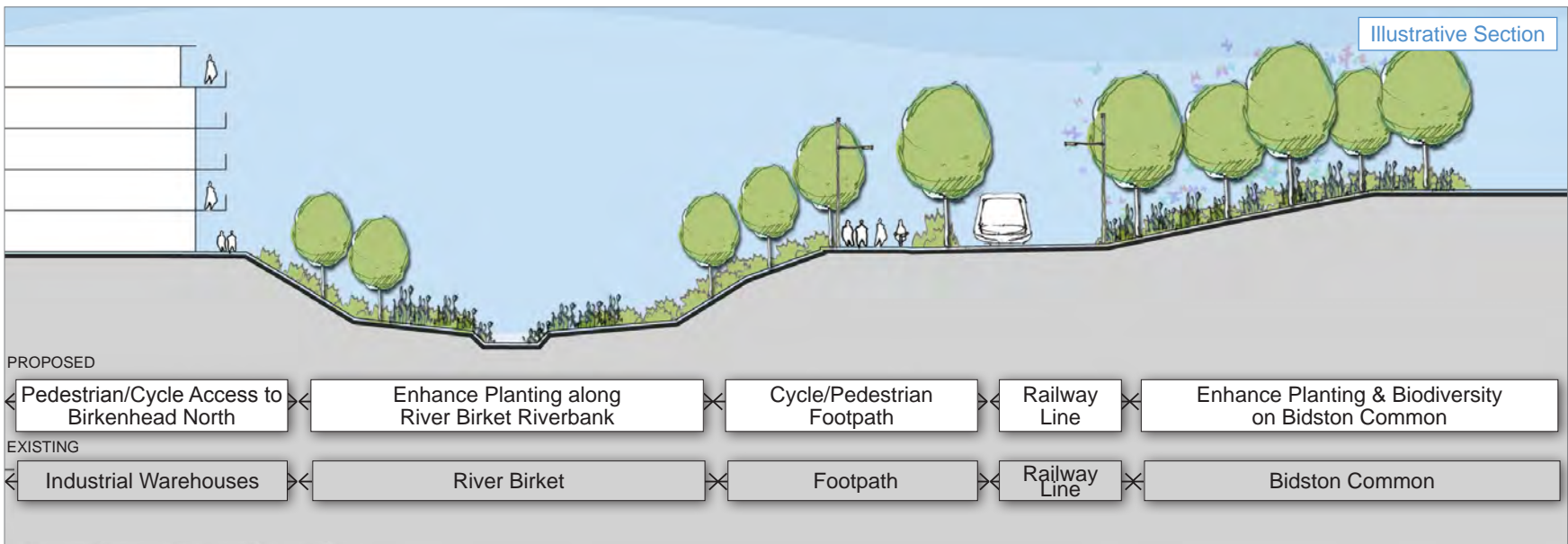
A strategic connection linking the M53 corridor and Northside Boulevard to the Laird Town plan and Town Boulevards to the south

- 5.31 As the strategic approach and gateway from the west - the “western approaches” bring the lush wetland landscape identity of the Wirral peninsula up to the Bidston Moss and the Bidston M53 viaduct
- 5.32 The Western Approaches are formed by the wetlands and woodlands of the River Birket landscape corridor. They provide the transition from the rural landscapes of the Wirral Peninsula to the urban extents of Inner Wirral.
- 5.33 At present, the transition is abrupt, defined by the crossing of regional transport infrastructure networks, including the M53, the converging Merseyrail line connections from West Kirby and New Brighton, and the additional rail line connection from Wrexham.
- 5.34 Bidston Moss is the singular prominent landscape feature on the eastern side of the M53 and rail lines. It is the focus for strategic cycleway connections from the north and west.
- 5.35 The River Birket corridor is hidden below the road and rail infrastructure. It then disappears into a culvert connecting to West Float.
- 5.36 The proposal is to create a “western gateway” to Wirral Waters through the dramatic use of art, lighting, landscape and the built form of the Bidston Dock proposals. The ‘Angel of the North’ and ‘Mersey Wave’ provide ideal precedents.





Illustrative Plan



Illustrative Section



1. Urban Wetland, Don Valley, Sheffield
2. Westergasfabriek Park, Amsterdam
3. Mersey Wave, Liverpool

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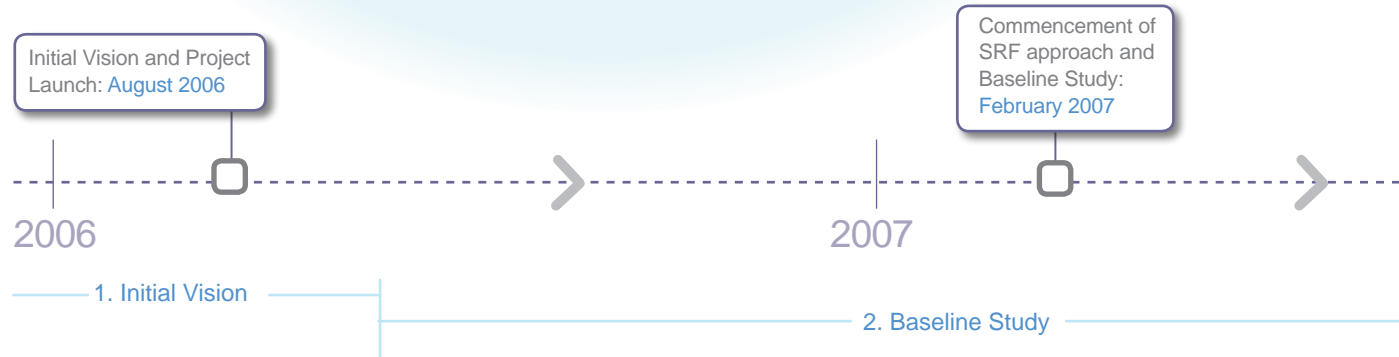
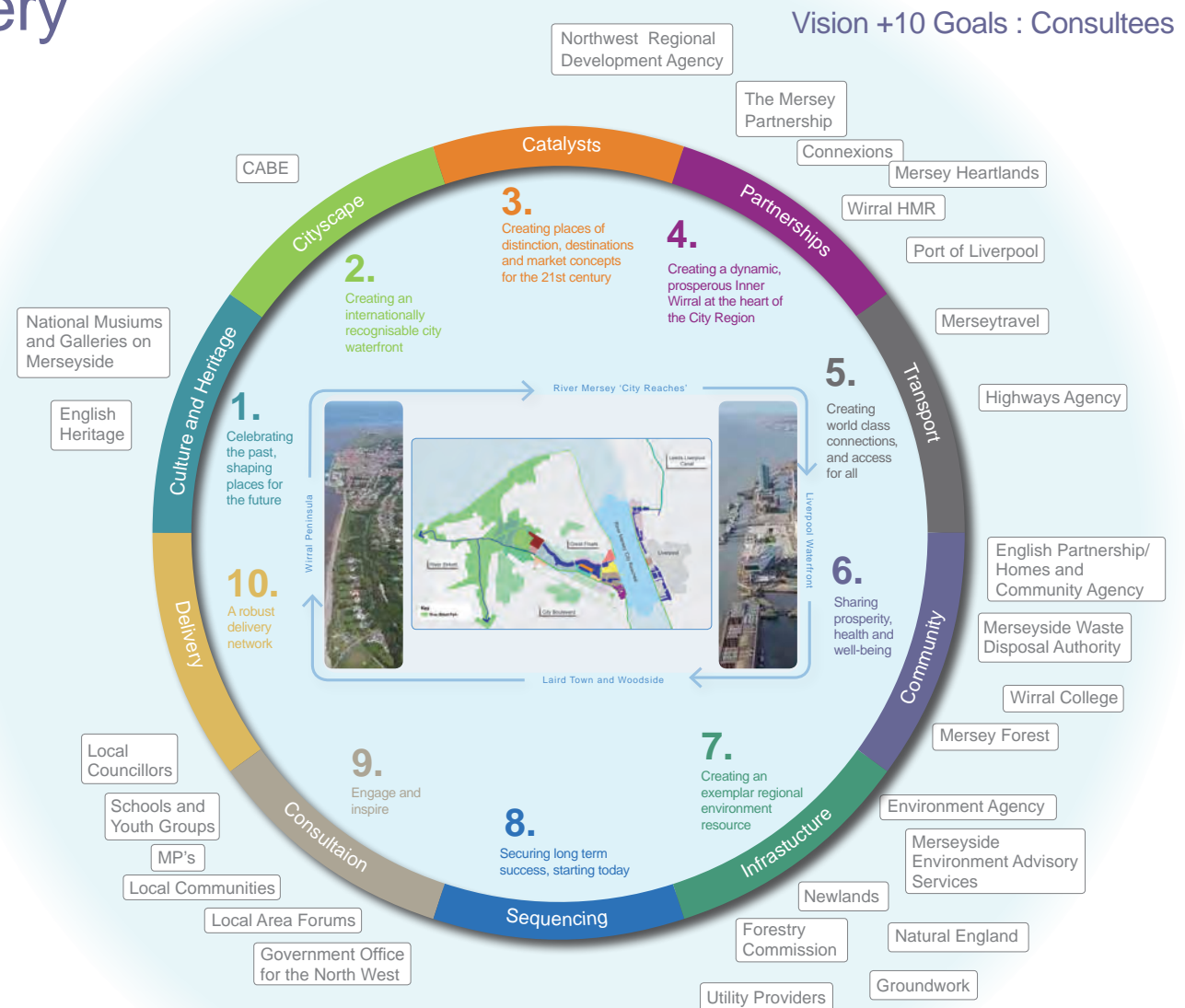
06

Delivering
the Vision

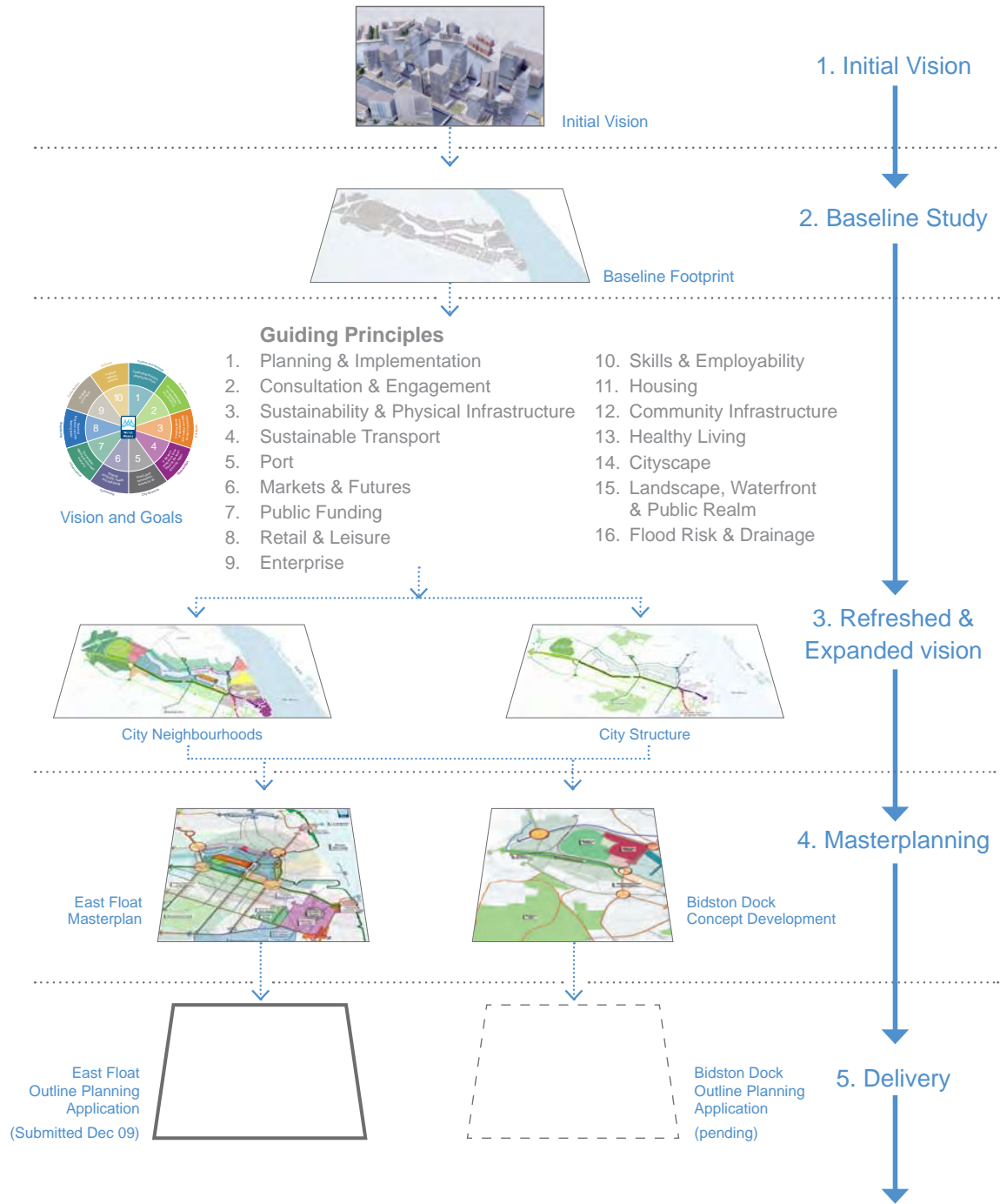
Chapter six Delivery

Developing the vision

- 6.1 Following the launch of Wirral Waters in 2006, Peel Holdings recognised the need to think beyond land ownership boundaries and work in close partnership with Wirral MBC. The work undertaken to date by the Peel Holdings and the project team in full consultation and partnership with the Council has sought to establish a Strategic Regeneration Framework and shared vision which enables the 'catalyst' neighbourhoods of East Float and Bidston to trigger investment and regeneration in the 'Partnership' neighbourhoods.
- 6.2 Wirral Waters is being brought forward through a Strategic Regeneration Framework (SRF) approach. This approach includes five key Workstages, beginning with the first stage of the launch of the 'Initial Vision'. The second stage 'Baseline Study' commenced once the approach, methodology and consultation mechanisms were agreed with Wirral MBC. The Baseline Report provides a review of the challenges and opportunities facing the regeneration of Inner Wirral and the continued renaissance of the City Region.
- 6.3 The third stage of 'refreshing and expanding' the initial vision, progressed initial ideas in response to challenges and opportunities emerging from the Baseline Study. This expanded vision has been progressed through extensive consultation with Wirral MBC, regional and local agencies, local communities and interest groups.



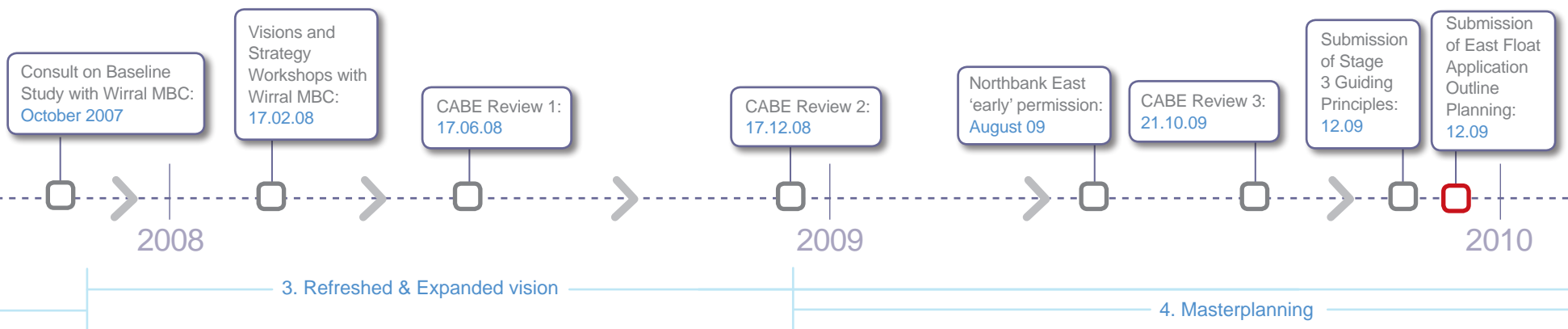
KEY STAGES



6.4 This Vision Statement sets out the vision through 10 Goals, Neighbourhood Frameworks, portraits of each neighbourhood, quarter and key components of the connecting City Structure. It is supported by a suite of documents that set out the 'Guiding Principles' of the project, and out how the vision will be taken forward and delivered. Each Guiding Principle document relates to a particular aspect of the vision and 10 Goals. They set in place overarching, area wide principles to be taken forward and delivered by Peel Holdings, Wirral MBC and other delivery partners through Working Partnership Arrangements.

6.5 This Vision Statement and suite of Guiding Principles documents also provide the framework for progressing the fourth stage, the development of masterplans for the East Float and Bidston Moss 'Catalyst' Neighbourhoods being brought forward by Peel Holdings. This more detailed development of masterplan ideas and proposals has been iterative, feeding back into the Vision Statement and Guiding Principles.

6.6 Together, the Vision Statement, Guiding Principles, East Float Illustrative Masterplan and Development Specification have formed part of East Float Outline Planning Application documentation submitted to Wirral MBC in December 2009.



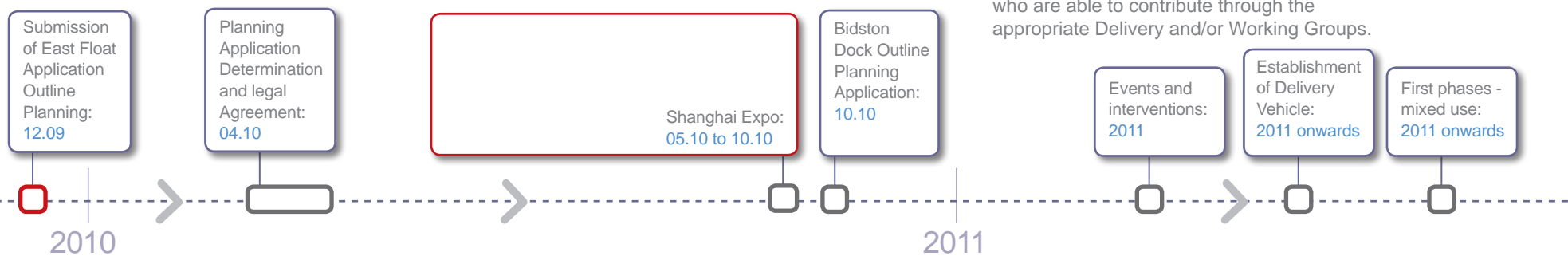
The importance of planning certainty and the ability to respond

- 6.7 The submission of the East Float Planning Application is a crucial stage in the delivery of Wirral Waters. East Float represents the core opportunity to transform an area that has suffered structural population and economic decline over many decades into a socially and economically sustainable place. East Float puts inner Wirral on a new platform whereby it can realistically compete for the major economic investment and significant amounts of high quality housing that it has previously not attracted.
- 6.8 There is a major challenge in terms of creating the market conditions (more so in the context of uncertain economic times and contracting public finance), the quality of place and the supporting infrastructure. Peel Holdings recognises the challenge of attracting economic occupants and new residents to an area that suffers from poor environmental quality and a poor image and profile. Wirral Waters is competing against much more established locations in the UK, North West and beyond. Many competing locations benefit from on going major public sector investment, and have established a momentum of success and delivery on the ground.
- 6.9 Equally, there are significant advantages and assets underpinning Peel Holdings confidence in Wirral Waters, the most significant of which are the scale of the opportunity in single land ownership that is able to create a sustainable new business and living district for the City Region, the strategic location and connecting infrastructure, the support of the public sector and local community, and immediate access to the 'quality of life offer' of the Wirral peninsula and City Region. Of strategic importance is the consistent 'fit' with RSS and established policy objectives for HMRI, Growth Point and Regional Site status.

- 6.10 Peel Holdings has direct experience of overcoming significant challenges, including attracting and growing nationally important growth economies to the North West. Experience from MediaCity:UK and other projects emphasises the need to set in place a clear delivery strategy to be able to take a project to market, secure interest and negotiate tailored solutions. This requires a supportive policy status, the evident support of the local authority, decision makers and delivery partners and security of a flexible planning permission. The ability to be able to tailor bespoke proposals to exceed individual needs, expectations and specific requirements is of fundamental importance in standing out from a wealth of alternative locations and building confidence.
- 6.11 As such, the East Float Planning Application is of critical importance to Wirral and the City Region. It defines the transition into the fifth stage of delivering the vision, of marketing, promoting, engaging with and attracting potential investors, employers, visitors, residents and educational establishments. The first significant event is the forthcoming Shanghai Expo, at which the Liverpool City Region will be showcased on an international platform by a partnership group of Wirral MBC, Liverpool CC, the North West Development Agency and Peel Holdings.
- 6.12 The East Float Planning Application will provide a valuable demonstration of the ability of Wirral and the wider Liverpool City Region to 'think big' and work in partnership to connect international opportunities with significant local needs.

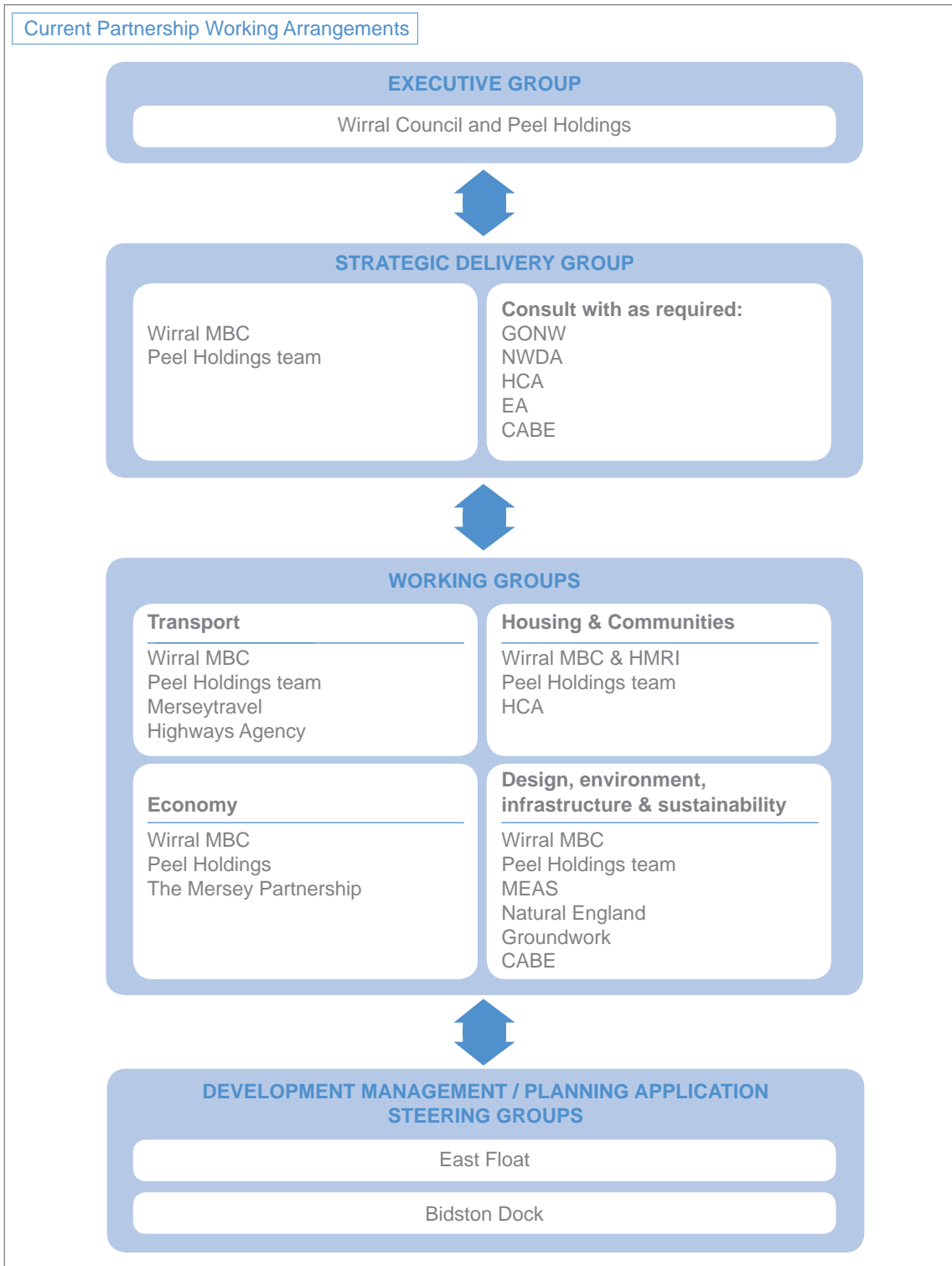
Partnership Working Arrangements

- 6.13 This Vision sets out an ambitious proposal for transforming Inner Wirral and the Liverpool City Region. Given the scale of this challenge, it is recognised that the realisation of this Vision and Goals will require a staged approach over time and the full commitment of Peel Holdings, Wirral MBC and other delivery partners and Stakeholders.
- 6.14 Following a two day workshop between Peel Holdings and Wirral MBC in February 2008, it was agreed that a delivery structure was needed to:
- progress the SRF approach
 - provide an open forum for Peel Holdings and Wirral MBC to share ideas
 - coordinate regeneration initiatives and consultation with key stakeholders
 - explore the potential roles and contributions of other delivery partners
 - manage planning applications.
- 6.15 Partnership Working Arrangements were established and endorsed by Wirral MBC and Peel Holdings as set out across the page. This approach has ensured that the principles and proposals set out in this Vision Statement and accompanying Guiding Principles documents have responded to regional and local regeneration needs, the sustainable communities agenda, and other projects and programmes being brought forward by Wirral MBC and their partners.
- 6.16 The Partnership Working Arrangements consisting of Executive and Strategic Delivery Groups, supported by Working and Development Groups will continue to lead the strategic direction and delivery of Wirral Waters. The Partnership Working Arrangements are responsive to the changing nature of each stage of the project development. With the submission of the East Float Outline Planning Application, Peel Holdings welcome the opportunity to discuss the potential roles and contributions with delivery partners who are able to contribute through the appropriate Delivery and/or Working Groups.



3. Refreshed & Expanded vision
4. Masterplanning

5. Implementation & Delivery



Vision Statement: for consultation

- 6.17 This Vision Statement is part of the ongoing consultation to engage and inspire the communities of the North West to contribute to the delivery of Wirral Waters. Delivering the Vision will be complex and cut across many agendas, roles and responsibilities. Bringing forward a private sector led regeneration project of this scale will require a fresh approach by the public and private sector to work together towards delivery.
- 6.18 This process of shaping a shared agenda set within strategic policy is well underway. From the launch of the Initial Vision, Peel Holdings have undertaken extensive, ongoing and open consultation and engagement with a host of actors and agencies.
- 6.19 This Vision Statement, associated Guiding Principles documents and the Baseline Study, is the culmination of work and consultation since the Initial Vision of 2006. Together, they provide the platform for further, more detailed and informed discussion as to how public sector delivery agencies may engage with Peel Holdings to play a role in delivery. They are offered to prompt a strong and healthy debate about the role of Wirral Waters, Inner Wirral, the Liverpool City Region and North West looking towards 2050.
- 6.20 The Partnership Working Arrangements have been in progress since 2009, and Peel Holdings and the Project Team have met the key partners identified on an ongoing basis as ideas have progressed. The submission of the East Float Outline Planning Application defines the transition into the delivery stages of Wirral Waters. Peel Holdings welcomes the opportunity to progress consultations to date, with a particular focus upon understanding how public sector agencies may contribute to the regeneration of Inner Wirral.
- 6.21 This Vision Statement, Guiding Principles documents, Baseline Studies, Planning Application documents and regular progress updates are available on the Wirral Waters website – www.wirralwaters.co.uk

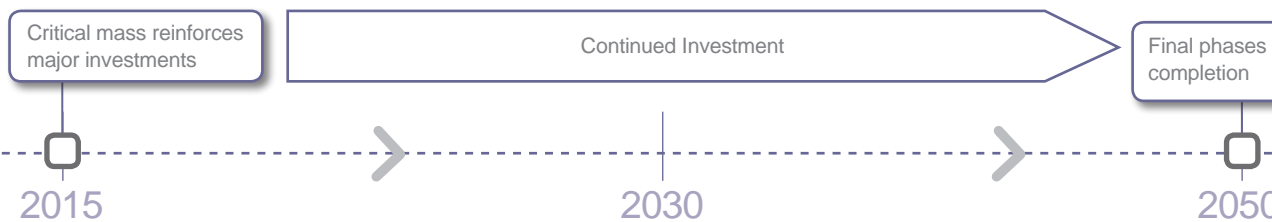
6.21 For further information or to discuss Wirral Waters further please contact:

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5. Implementation & Delivery

Wirral Waters 

www.wirralwaters.co.uk

