



**WIRRAL**



# Transport Scoping Report



Options and Feasibility  
Study – East Wirral

April 2017

**KBR**

OPTIONS AND FEASIBILITY STUDY-EAST WIRRAL

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## OPTIONS AND FEASIBILITY STUDY-EAST WIRRAL

### 1 Executive Summary

This report has been produced to outline the key steps that are required to ensure that transport infrastructure supports and enables the future growth of Wirral and delivery of the Wirral Plan.

The scale of proposed regeneration across East Wirral is unprecedented, with the potential to create thousands of new homes, employment opportunities, and new education and training facilities. In order to achieve this ambition there needs to be a clear plan that will provide confidence to investors that the necessary infrastructure and transport will be delivered, and contribute positively to the place shaping approach which will underpin this wide scale regeneration. In addition to the major redevelopment of Wirral's Dockland area known as Wirral Waters, there are numerous significant regeneration opportunities in East Wirral at Woodside, Birkenhead Town Centre, Hamilton Square, Hind Street and along the A41 corridor.

This report has reviewed a range of studies that have been completed across Wirral over the past decade, which now need to be refreshed into a co-ordinated programme of activity. A fundamental next step is to review the current lists of projects, pin-pointing and prioritising gaps to identify and direct work, and importantly aligning them with regeneration timescales in order to ensure that the basis of scheme development is benefits led.

It is clear from this study that the level of resource needed to deliver the programme of activity is significant. The development of options, business cases and the preparation of funding submissions are all major workstreams in their own right, but investment in this area is key to ensure transport schemes for East Wirral developments are sufficiently progressed so that Wirral Council are well placed to access future funding opportunities.

This report identifies the following key recommendations:

- Develop a 'Strategic Transport Framework for East Wirral' in order to identify a priority list of projects to support the regeneration ambitions for East Wirral. This is essential to underpin the Strategic Regeneration Framework with the development of specific transport packages to be linked to spatial plans for regeneration.
- Progress the development of options, business cases and funding applications as appropriate to reflect the agreed priority projects;
- Review current governance and programme delivery arrangements to ensure efficient decision making, accountability and efficiency.

## OPTIONS AND FEASIBILITY STUDY-EAST WIRRAL

### 2 Introduction

The purpose of this Transport Scoping Report is to outline the key steps that are required to ensure that transport infrastructure enables the future growth and regeneration of Wirral and supports the delivery of the Wirral Plan.

Future investment in transport and infrastructure in East Wirral is also required to deliver the Liverpool City Region Growth Strategy and the Combined Authority's Transport Plan for Growth.

This study has involved:

- assembling information from the previous studies such that a coherent picture can be developed;
- engaging key stakeholders to understand their issues, challenges and opportunities;
- providing the scope for the next stage such that the development programme for East Wirral can be prioritised, linked to funding submissions and progressed with confidence; and
- reviewing governance and programme delivery, this being an essential element in achieving the outcomes.

A significant number of masterplans, feasibility studies, option appraisals etc. have been prepared for a range of initiatives across East Wirral. Some of these are well developed and stretch back over ten years, but despite this work little tangible progress in terms of delivery has been seen. What is clear from this study and discussions with stakeholders is that there needs to be prioritisation of transport and infrastructure schemes that are linked to the major regeneration programmes and demonstrate clear benefits and outcomes. Furthermore these need to be co-ordinated across East Wirral, and aligned to funding streams such as the Single Investment Fund (SIF). The pipeline of schemes for submission for SIF needs to be prioritised around outcomes and programme delivery. Early identification of these schemes is fundamental in them reaching an appropriate level of maturity prior to submission and thereby achieving a successful outcome.

With the large number of regeneration initiatives planned for East Wirral there is also a large number and diverse range of governance structures in place. For example Wirral Waters has the Enterprise Zone Board, however, this is now only part (albeit a significant one) of a much wider programme that needs to be co-ordinated. Consequently, a recommendation for the next stage is that governance arrangements should be reviewed and streamlined.

Finally, to effectively manage such a complex programme it is suggested that consideration be given to the mechanisms for managing and integrating programmes: resources, budgets, funding submissions, consultant's briefs and appointments, programme, and procurement for projects. A programme management function for example could provide a single point of management, be collaborative across partners and reflect streamlined governance structures.

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### 3 Context

#### *Political Context*

The next five to ten years will see a seismic shift for the UK in the political and geographical landscape at a regional, national and international level. The implications of the US Presidential election, Brexit, Devolution, the Northern Powerhouse, establishment of Transport for the North and the election of a City Region Mayor will all have an impact upon the City Region, either in the short or long term. It is crucial therefore that Wirral (and its Partners) position itself to maximise the benefits that will arise from this unprecedented change, while equally reducing any downside that may occur.

The implications of Brexit for UK trade are unknown but the statement of intent is that we will re-invigorate trading links with potential partners outside the European Union (EU). This suggests a shift towards former trading partners particularly the US and thus represents a significant opportunity for the Region based on historic ties, geographical position in the UK and the major investments in the Port of Liverpool. The obvious downside is that European Regional Development Fund (ERDF) will end alongside other intervention funding. The implications for this could be significant, hence it is important that Wirral quickly identifies new funding streams, both in the public and private sector, and is seen as an attractive proposition from a regeneration and an investment perspective, linking in to national and regional priorities.

The Local Enterprise Partnership (LEP) is preparing a Growth Strategy Action Plan that will identify key development and investment areas across the Region. This already includes the Wirral Waters Enterprise Zone, but does not include the wider regeneration opportunities across East Wirral as a whole. An early recommendation is that East Wirral is promoted with the LEP and the Combined Authority as a regeneration area per se, with the potential interdependencies of jobs, education and skills, leisure, tourism, transport and infrastructure being highlighted. This in turn will support future marketing, lobbying and PR activity, both nationally and internationally, to attract new investment into the area.

#### *Economic Picture*

The employment rate in Birkenhead is 62.4% which is significantly below the national average of 74%. Furthermore the gap in the job density rate compared with the rest of England has widened over the last two years with Wirral having the lowest job density rate across the Liverpool City Region.

The GVA per head in Wirral is the lowest in the UK and would need to increase by 87% to be in line with the national average. There is a heavy reliance on the public sector for employment with 39% of jobs in this area, highlighting the need to rebalance the local economy by attracting new private sector organisations, and supporting growth of existing companies.

The regeneration potential in East Wirral is significant and it provides an opportunity to deliver a step change in meeting the challenges across East the area. This will make a significant contribution towards meeting the pledges made in Wirral's 2020 Vision, particularly around creation of new jobs, improvement in skills, new housing and having transport infrastructure that is fit for the future.

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*Liverpool City Region*

Wirral forms part of the Liverpool City Region (LCR) Combined Authority which was established on the 1 April 2014. The Combined Authority’s purpose is to bring about closer partnership working on transport, housing, economic development and skills and through the devolution deal will enable access to funding opportunities to support growth across the LCR.

As of the 4<sup>th</sup> May 2017 the City Region also has its first Metro Mayor who will work with existing Liverpool City and District Council Leaders to take forward the Mayor's strategic plan. The Metro Mayor will have a budget of £900 million over 30 years with powers on education & skills, planning and housing, transport, health and social care.

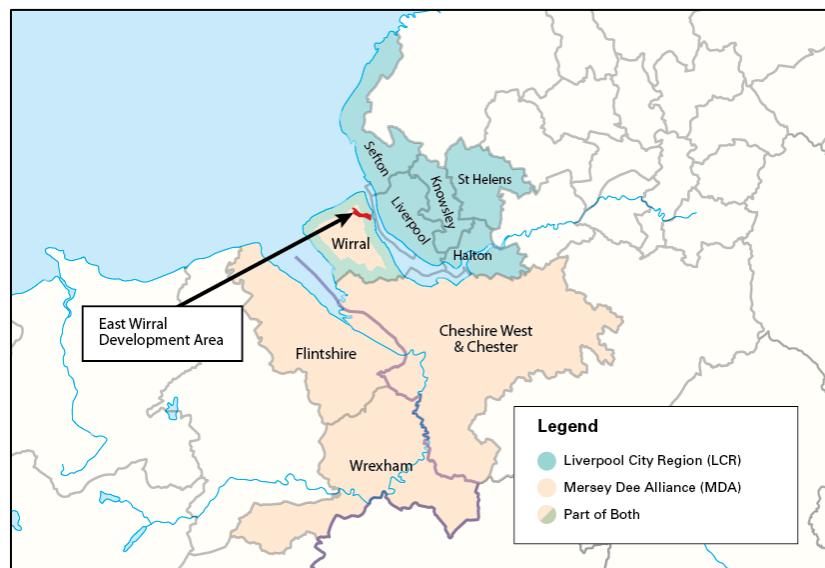
*Mersey Dee Alliance*

Given Wirral’s geographical position, the borough has a boundary with Cheshire West and Chester, and as such forms part of the MDA (Mersey Deeside Alliance) which covers Wrexham, Flintshire, and Cheshire West and Chester. The MDA is a major economic area divided by a national boundary (England/Wales) with broad business diversity, a metro economy and a large rural hinterland.

East Wirral is centrally located within this wider LCR/MDA geography and it is key that access to and from the East Wirral area from the wider Liverpool City Region and Mersey Dee Alliance areas are of high quality in order to ensure economic benefits are maximised.

The map below shows the relationship of East Wirral with the LCR and MDA.

Context Map



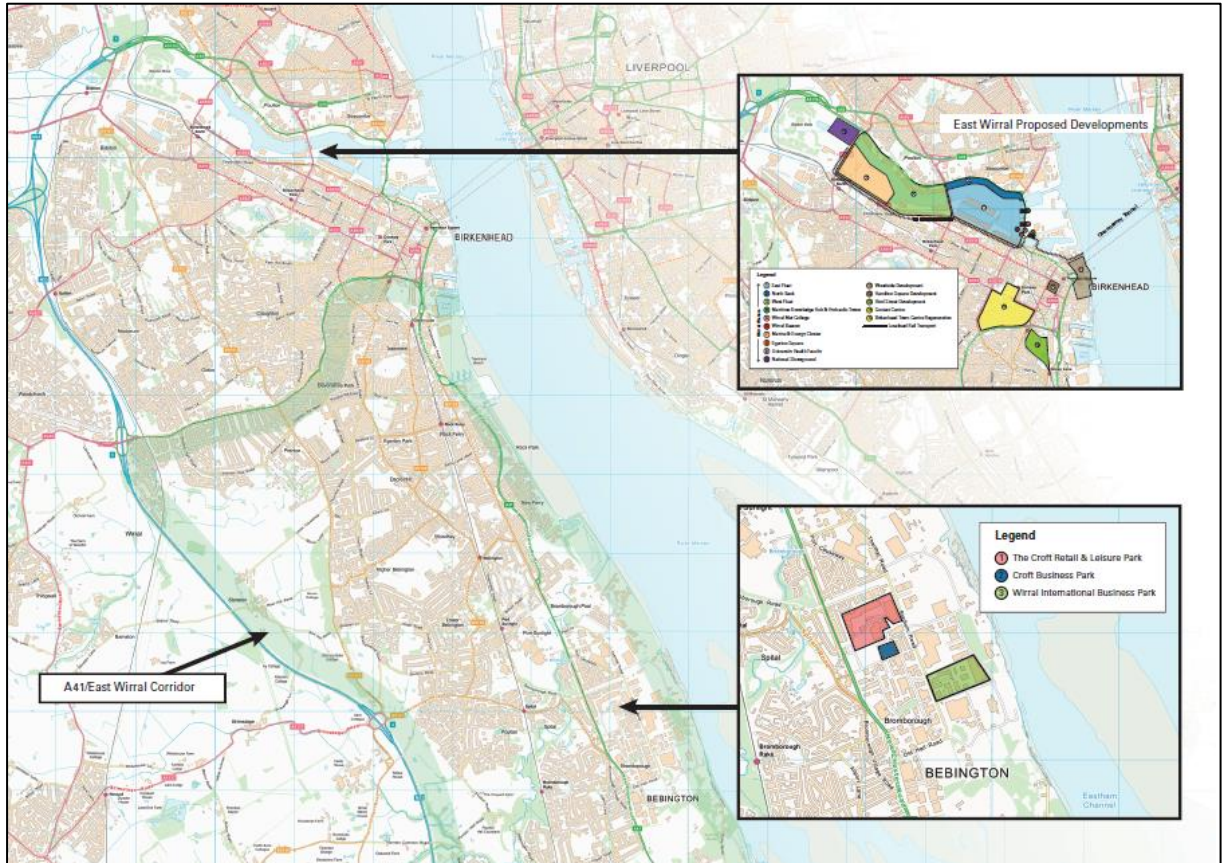
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*East Wirral Regeneration Schemes*

The following maps identify each of the major regeneration areas and opportunities. The area outlined in yellow is Birkenhead Town Centre.

Map 1 –This highlights the East Wirral development area extending to the A41 corridor and the WIBP/Croft Business and Croft Retail Park locations.

Map 1 East Wirral and the A41 Corridor

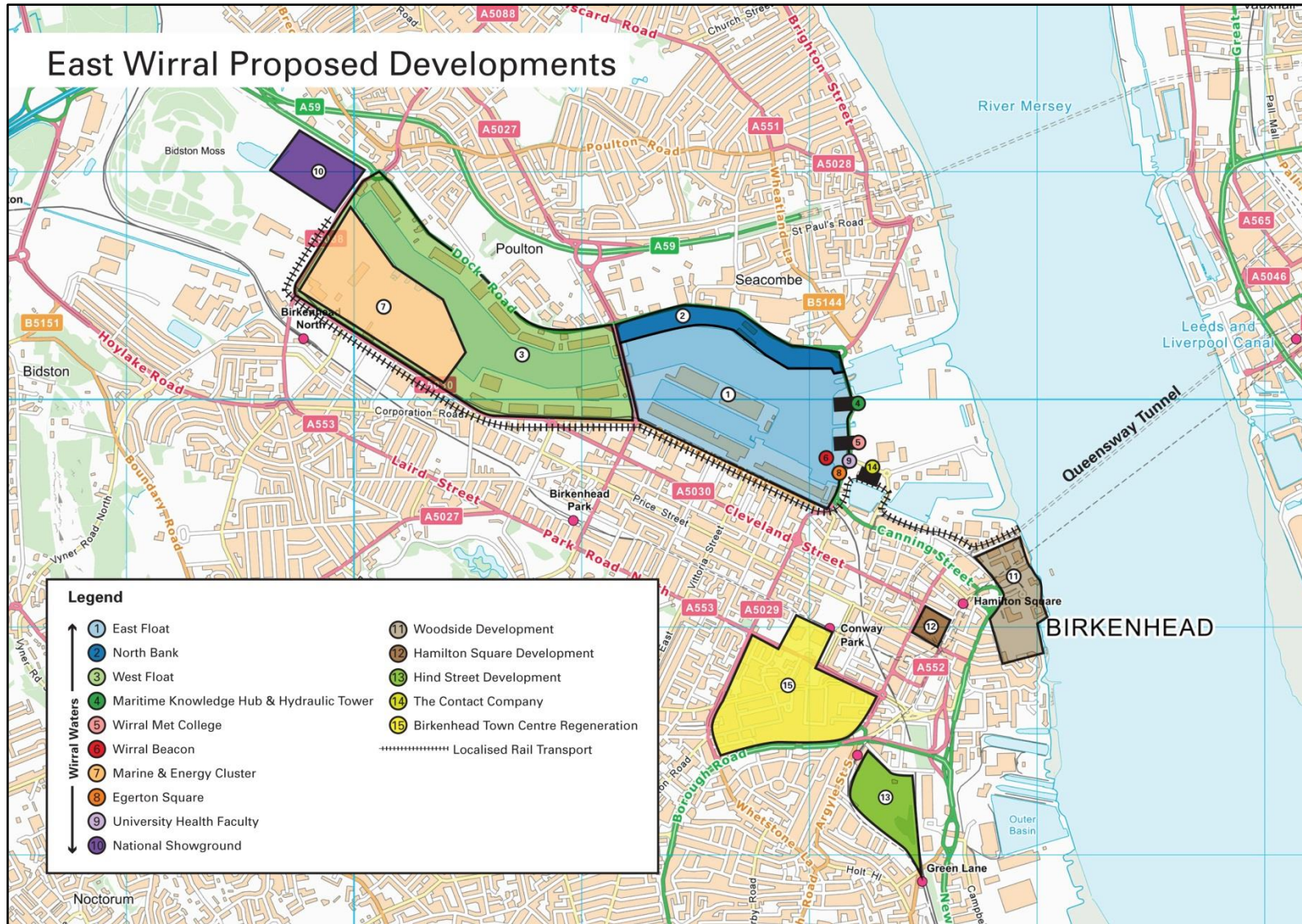


Map 2 shows the proposed developments in the East Wirral.



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Map 2 identifying the major regeneration schemes



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### *Historical context for regeneration and transport schemes*

Many studies, strategies and plans have been commissioned across a number of the regeneration sites in East Wirral. Some of these studies go back over 10 years. For example in 2003 Wirral Council commissioned BDP to undertake a master planning exercise for Woodside development and subsequently in 2010 Peel Holdings commissioned BDP to refresh the masterplan.

Much of what is contained in the masterplan remains current and includes references to interconnectivity between Woodside Ferry Terminal and Hamilton Square, the development of office and commercial space and waterfront bars and restaurants. Wirral Council is currently revisiting the masterplan for Woodside.

In 2010 Peel Holdings and their consultants produced a full suite of reports, studies and masterplans to support their planning application for Wirral Waters. This was with the ambition of 'bringing about transformational, sustainable, regeneration of Inner Wirral and the Liverpool City Region creating 20,000 jobs and 14,000 new homes. The scale and ambition is in response to the scale of deprivation that has persisted over many generations'. The design and access statement looked in detail at movement and connectivity within Wirral Waters as well as across the wider region.

Further work by Peel developed the concept of a light transit scheme based on a Streetcar that would provide transportation across Wirral Waters but also provide connectivity to other destinations across East Wirral. A study that was jointly funded by Merseytravel and Peel was undertaken by Deloitte in 2012, and subsequently submitted as a Major Transport Scheme Bid in 2013. The bid however did not progress due to key challenges including deliverability and revenue costs.

In November 2015 Mott MacDonald, as part of a wider Liverpool City Region Project, were commissioned to produce a Wirral Transport Investment Pipeline. A separate report was also produced for Merseytravel and the Wirral based elements of this have also been reviewed as part of this work. The reports identify a wide ranging number of transport and infrastructure initiatives; however, they were not appropriately prioritised on the basis of benefits and outcomes, links to the major regeneration initiatives or the associated timelines.

With further studies progressing for Hind St and Birkenhead Town Centre it is clear that a fresh start is not necessary when assessing the transport and infrastructure requirements for East Wirral. What is needed is a refresh of previous work, with increased definition and clarity on benefits realisation, budget, programme, and phasing. Any transport infrastructure works need to closely align with regeneration timescales and so for example, understanding the timescales and phasing for the planned 14,000 homes in Wirral Waters will determine demands placed upon infrastructure and transport and thus dictate the necessary investment.

### ***Policy Context***

#### *The Wirral Plan – A 2020 Vision*

The Wirral plan set out the vision for the Borough and identifies 20 pledges to be delivered over the next five years that reflect the three key priority areas of Business, People and Environment. The Plan recognises the need to create economic opportunities by attracting enterprise and investment and by embracing new models of delivery.

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*The Wirral Growth Plan*

The Wirral Growth Plan sets out the aspiration for growth for the borough, with the implementation of the plan supporting delivery of the following thematic outcome areas:

- Growing competitive businesses – An economy with sustained growth rate that is faster than the UK;
- Increasing employment - greater job opportunities – with an economy that supports innovation and entrepreneurship;
- Workforce skills that - match business needs - An aspirational workforce with world class skills, meeting the needs of business for the future and supporting the competitiveness of Wirral’s businesses;
- Increase inward investment - A global reputation in our growth sectors – advanced manufacturing, low carbon, energy, maritime and the visitor economy;
- Develop a vibrant tourism economy - A sector that grows still further and contributes to economic growth;
- Provide efficient, well maintained and accessible transport networks - A better connected borough with high quality and resilient transport networks;
- Assets and buildings are fit for purpose for Wirral businesses - Assets that contribute to the provision of new and refurbished commercial space; and
- The provision of good quality housing - A high quality housing stock that meets the needs of Wirral’s growing and changing population.



Wirral Growth Plan

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### *Wirral Transport Strategy: Connecting Wirral*

The Wirral Transport Strategy sets out the aspirations for transport for the borough to deliver the Wirral Plan Pledge “Transport and Technology Infrastructure Fit for the Future” to “Ensure that Wirral has safe, affordable, well maintained and efficient transport networks for residents to access community services, enjoy our leisure facilities and commute to work”.

### *Vision*

Wirral is poised for significant change: the Northern Powerhouse agenda, the historic Devolution agreement and world-class offer available to businesses combine to create a once-in-a-generation opportunity to transform Wirral’s economy for its residents both now and for generations to come.

The time is right to accelerate delivery of the development opportunities across the Borough in order to drive forward the Growth Plan vision of sustainable growth where:

**“Wirral will be a place where employers want to invest, business thrives and high quality jobs are provided and where all our residents are able to contribute to and benefit from sustained prosperity and a good quality of life in a high quality environment.”**

## 4 Proposed Developments

### 4.1 Wirral Waters - East Float / West Float

Wirral Waters is a significant opportunity to bring about the regeneration of inner Wirral and Liverpool City region. Valued at £5billion, its vision is to create a new city waterfront centred upon East Float, which is part of the Birkenhead and Wallasey docks. It is expected to become the UK’s most sustainable regeneration project transforming the semi-derelict dock areas of Birkenhead.

A regeneration strategy has been developed which is centred on a family of city neighbourhoods in the waterfront and dock areas

It forms part of the Mersey Waters Enterprise Zone, one of the first four UK enterprise zones created in 2011.

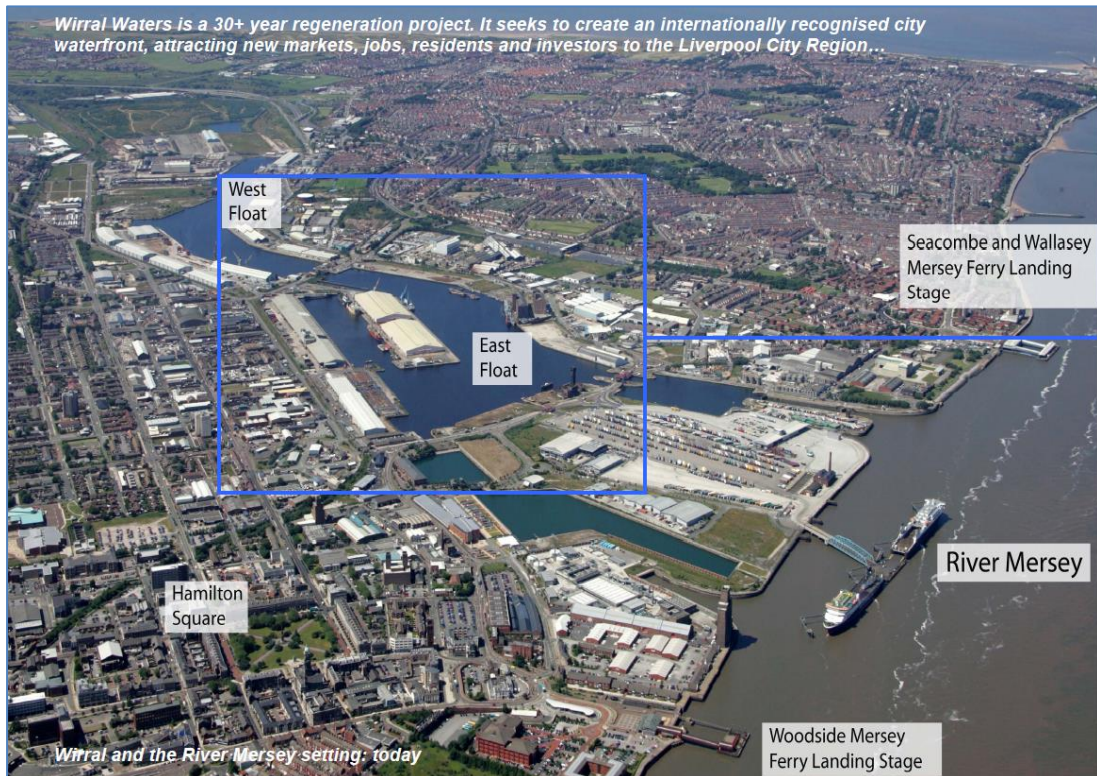
Wirral Waters was granted a 30 year planning consent in 2012 demonstrating a commitment from Wirral Council to achieve visionary regeneration.

Based on the original Masterplan, the Wirral Waters regeneration programme was expected to provide:

- Up to 14,000 homes of different types across a number of sites;
- 420,000 sqm of office floor space;
- 60,000 sqm retail
- 38,000 sqm hotel and conference facilities;
- 100,000 sqm of cultural education and amenity;
- 250,000 sqm B2/B8 consent.

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The long term benefits that are forecast for the Wirral Waters development are the creation of over 20,000 jobs and more than 1,000 businesses.



Wirral Waters (courtesy of Peel)

As part of the planning application for Wirral Waters, a Sustainable Transport Fund has been established which will help to fund transport initiatives as phases of the development are built. The funding will be available for improvements towards bus links and cycle routes. In addition a Green Infrastructure Fund has also been established to support improved public realm.

Key elements of the Wirral Waters development are:

### *East Float Masterplan*

A new city waterfront with a diverse mix of residential, employment, cultural, educational and civic neighbourhoods. East Float forms the heart of the Wirral Waters development and has a central role to play in achieving a scale, critical mass and momentum of the development.

The updated Wirral Water's plan in May 2016 identified the following key elements to the site development.

- SkyCity and the Point
- Four Bridges
- Northbank
- Vittoria studios

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- Vittoria park, neighbourhood and quarter connections
- Vittoria dock and the pool
- The Float

### *Northbank East*

A residential neighbourhood development with waterside living comprising

- Stage 1, 200 housing units adjacent to the grain warehouse site
- Stage 2, care housing for the elderly

### *Maritime knowledge hub including hydraulic tower*

A 70,000sqft proposal for an education, cultural landmark / beacon. It will form a visitor and tourism hub and include for the refurbishment of the existing hydraulic tower.

### *Wirral Beacon*

This will be an architecturally designed observation platform providing visitors the opportunity to view from height the Wirral peninsular to the west, the River Mersey and City reaches to the north, Laird town & Woodside to the south and the Liverpool waterfront to the east.

### *Egerton Square*

A proposal for 12,000 sqft mixed use development including workshops, kiosks, restaurants, food hub and a live lounge based around a central square

### *Tower Wharf*

The Tower Wharf proposal received planning consent in 2014 comprising 48,000 sqft of office space.

### *Marine and Energy Cluster*

A proposal for a new 1,000,000 sqft manufacturing and assembly facility, serving the cluster of car and energy companies that are located in the immediate Liverpool City and Cheshire regions. It also supports the growing energy sector ambition of Cammell Laird along with the growth in civil nuclear and potential future generation of small modular reactors.

### *National Showground*

The National Showground site is located at Bidston Dock. It will provide infrastructure capable of hosting the largest international events, concerts, exhibitions and shows in the United Kingdom.

The proposal is currently in early pre-application discussion with Wirral Council. The site is to be developed and operated by a team of production, property and marketing specialists with experience in delivering major events and productions. The facility is proposed to host up to 100,000 attendees using purpose-built accommodation and by exploiting the site's large free-standing areas. There are proposals for onsite car parking and for the larger shows to utilise adjacent sites for up to 5,000 motor vehicles.

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Birkenhead North station is within 300 metres of the showground entrance and the site is serviced by a slip-road from the M53 motorway.

The multi-modal transportation capability and capacity serving the national showground will need to be considered as part of the feasibility and options appraisal study

### 4.2 Wirral Waters Recently Completed Developments

#### *Wirral Metropolitan College*

Wirral Metropolitan College is a state-funded educational institute of further and higher education. Comprising 38,000 sqft it was completed in 2015.



#### *The Contact Company*

A new building was constructed in 2015 for The Contact Company in Wirral Waters. This provides more than 500 jobs.



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### 4.3 Woodside Waterfront

The Woodside Waterfront development is proposed to include a waterfront commercial quarter of scale, nature and built quality that reflects its positioning on the west bank of the Mersey, but which also respects and enhances the heritage assets within Birkenhead. This development will be an iconic and exciting commercial hub with a hotel, conference facilities, commercial offices and high density developments for new residents.

Woodside has one of the world's most recognisable and spectacular views, that of the UNESCO World Heritage Liverpool Waterfront, which provides a significant re-development potential to enhance the overall character and attractiveness of this key strategic gateway into the borough. It presents the opportunity to drive the regeneration of this important part of Birkenhead.

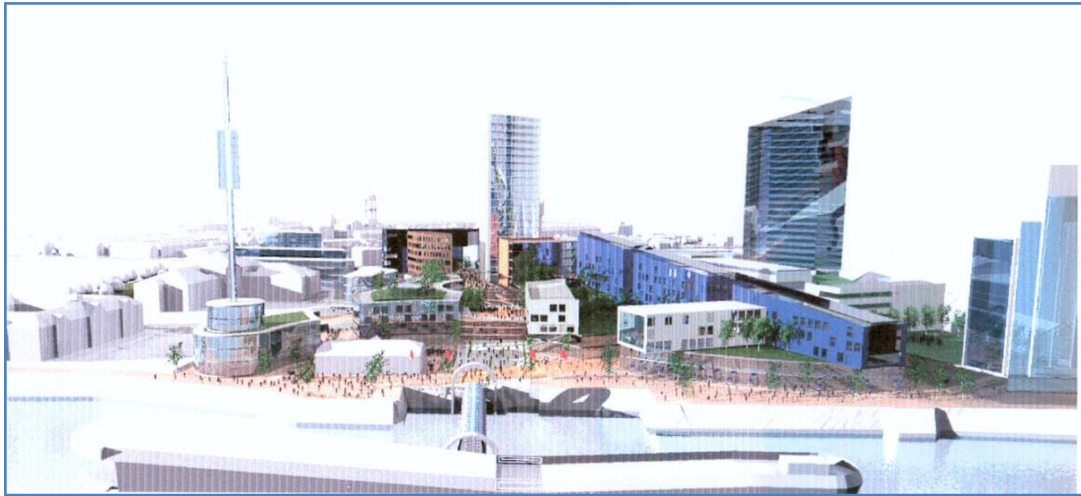


**Woodside views of Liverpool**

Woodside provides the opportunity to develop high quality building or series of buildings and public spaces which are worthy of its location.

The original Masterplan for the Woodside site was commissioned by Wirral Council in 2003. It was based on the key principle of creating a distinctive environment which draws on the waterfront character and the unique views across to Liverpool.



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**Original Woodside Masterplan Proposal**

The Masterplan proposal, developed by BDP in 2003, provided:

- A development spine running from the Woodside Ferry terminal up to Hamilton Square. The spine included mixed development buildings, such as leisure, office and residential, and a series of public spaces.
- A quality hotel which would be part of the plan to bring in visitors from the rest of Wirral and Liverpool.
- An opportunity to underpin the future of the Woodside ferry which has been in doubt.
- An opportunity to significantly strengthen links with a regenerated Birkenhead.

In 2010, Peel Holdings commissioned BDP to refresh the masterplan and since its development further opportunities have arisen with the potential to relocate some services in the development area. Wirral Council is currently revisiting the masterplan to incorporate these new opportunities.

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### 4.4 Hamilton Square

Hamilton Square will be a unique sustainable residential neighbourhood for a new urban community within Birkenhead. Its identity is steeped in its heritage, including its scale and the quality of development and community attracted to the area by the economic, educational, retail and recreational opportunities within Birkenhead town centre, Woodside, Wirral Waters and Liverpool.

Hamilton Square has the largest collection of Grade I listed buildings in a square outside of London and is an iconic setting in the middle of Birkenhead. Hamilton Square is a distinct destination in its own right, with a spectacular setting of Victorian buildings and beautiful public space which forms key walking routes across Birkenhead. The listed buildings within Hamilton Square are a key asset for Birkenhead and require significant investment to realise their full potential, including investment in their surroundings to reflect their quality.



Hamilton Square

Strategically located, between Woodside and Birkenhead Town Centre, it is the key linkage between the waterfront at Woodside Ferry, Hamilton Square train station and the town centre.

Birkenhead Town Hall overlooks the square and provides a major opportunity for re-use as a boutique hotel and conference facility which would sit alongside a mix of commercial and the re-emergence of a residential focus in the square.

There is a growing requirement for student and residential accommodation in and around Birkenhead and the wider Hamilton Square area includes some key council owned sites which are located in close proximity to the town centre and Wirral Waters education campus.

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### 4.5 Birkenhead Town Centre

Birkenhead Town Centre is the largest town in Wirral and has the potential to be a sub-regional destination for retail and leisure in the wider Liverpool City Region and Mersey Dee Area.

The town centre is in significant decline and needs to find a new purpose and direction. The opportunity to maximise and grow the retail, leisure and evening economy in Birkenhead is significant given its catchment potential (both scale and affluence of the catchment) and the presence of key assets under council ownership strategically located in the centre.

Birkenhead has all the makings of a vibrant, creative and destination in the Liverpool City Region with a well-established market and good transport connectivity with the town being within walking distance of three train stations and a modern bus station.

Birkenhead has many natural assets including the waterfront, docklands and Birkenhead Park which are fundamental to the story of Birkenhead and create the unique opportunity that Birkenhead has to offer.

The opportunity is to redevelop and redesign these existing assets into a modern highly functioning, thriving centre with a reconfigured civic function, a new, vibrant and refocused market dedicated to fresh produce and local goods with a retail and leisure offer worthy of its prime location in the Liverpool City Region.

This is an area that is ready for change, is a key priority for the Council and potential for up to 200 new jobs and 250,000 sqft of new retail.

As the sub-regional centre, Birkenhead will be Wirral's main comparison shopping destination and the primary focus for retail, office, leisure, service, arts, and culture and tourist development, community facilities and other main town centre uses of Borough wide significance.

Wirral Council have identified a number of strategic sites that are essential to support the ambitions to develop Birkenhead town centre and discussions with third party landowners are currently ongoing.

The current ambitions for Birkenhead town centre to create a vibrant centre are:

- Clustering of the Civic Functions

The relocating of the core civic functions to the centre, to be re-housed in a new purpose built facility which will include the concentration of circa 750 staff within the town centre, within a five year timeframe.

- A 'One Public' Estate

The delivery of a concentration of public sector services within the town centre to potentially include Her Majesty's Courts, Tribunals Service and the Police, alongside wider 'Blue Light' services.

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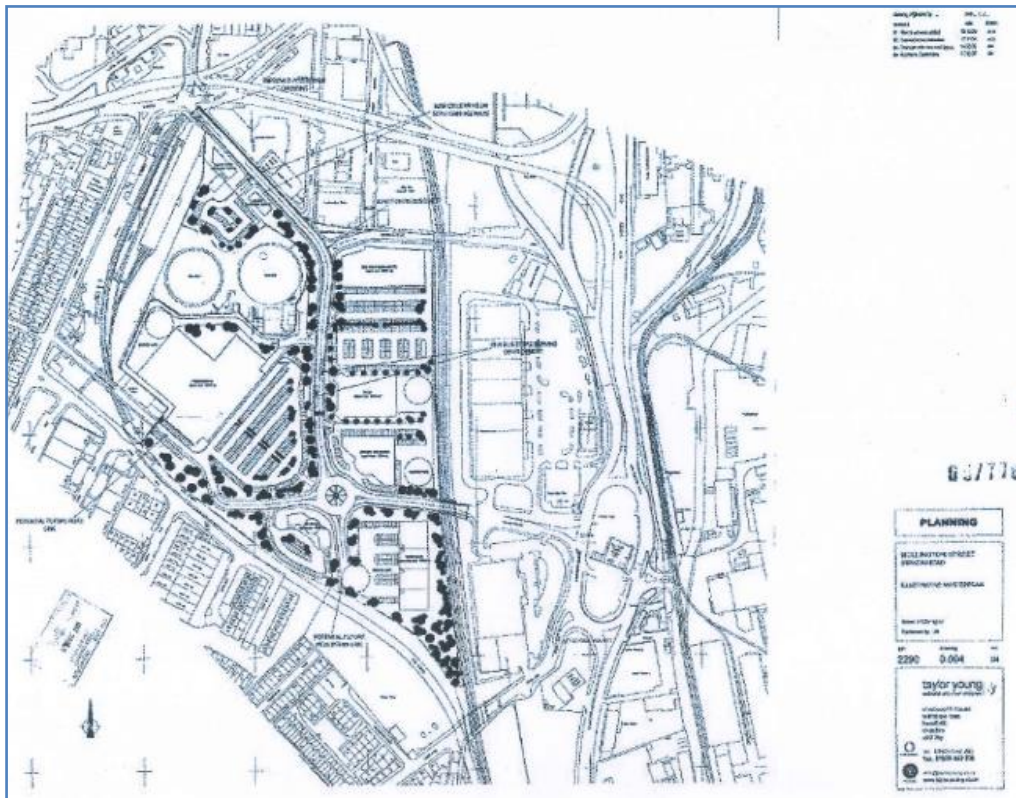
**Birkenhead Bus Station**

Wirral Council are considering the best route to deliver their ambitions through public-private-partnership. Place shaping profiles have been developed as part of a Strategic Regeneration Framework which will be signed off by the Council in advance of any planning applications. This provides greater certainty for delivery and de-risks the process as much as possible. A recommendation of this report is to develop a Strategic Transport Framework that will sit beneath the Strategic Regeneration Framework and feed into specific transport schemes to deliver place shaping profiles.

OPTIONS AND FEASIBILITY STUDY-EAST WIRRAL**4.6 A41 Corridor: Hind Street**

The Hind Street development is on the edge of Birkenhead town centre and is immediately adjacent to Birkenhead Central train station. The land has been vacant for many years and it presents a significant opportunity for residential development.

To fully exploit the area, Wirral Council is considering options for the development of the A41 corridor including the removal of the flyovers and the acquisition of land. Wirral Council are in discussions with National Grid, the part land owner, who are looking to demolish the training centre, the offices, the water tower and the gas towers which will then free up the site for housing development.



**Hind Street Enterprise Business Zone**

**4.7 A41 Corridor**

Other developments in the wider A41 corridor that need to be considered in transportation studies include:

- The Wirral international Business Park (WIBP);
- The Croft Retail Park; and
- The Croft Business Park.

The Wirral International Business Park is identified as an Investment Opportunity Site in the LCR's Spatial Investment Plan with approximately 70 acres of site for development. The WIBP in Bromborough is designated as a strategic regional site. The park has

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accommodated over half the Borough's new employment floor space since the Unitary Development Plan was adopted in 2000, at an annual average of 4.5 hectares.

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## 5 Transport

### 5.1 Transport Initiatives

The Wirral Transport Investment Pipeline Study (Mott MacDonald 2016) identified transport interventions to address current and future transportation issues for the borough. Although the interventions were only assessed at a high level, the work does provide a clear direction and a strategic basis for future transport investment in Wirral.

The study identified and assessed at a high level 60 proposed interventions (revenue and capital) for future transport investment in the Wirral. Of the 60 proposed interventions there are:

- 41 interventions included in Wirral's Transport Investment Pipeline covering a range of modes, costs and timescales; and
- 19 potential interventions to be retained in a development pool

Of the 41 interventions, there are 19 proposed interventions which are considered to be of wider benefit to the City Region and have been taken forward into the City Region prioritisation process. These interventions need to be seen as future 'lobbying' priorities for the Wirral. Whilst these interventions are likely to be delivered via funding obtained via the City Region, rather than a local basis, Wirral Council needs to consider these interventions in the context of the regeneration timescales and develop business cases as appropriate to steer them through the processes to ensure these interventions are taken forward and deliver benefits for Wirral and the wider City Region. Given the associated wider economic benefits the majority of these projects are within the East Wirral area such as A41 Capacity, A41 Cycle and Pedestrian Connectivity, Wirral Waters Gateways, Birkenhead Town Centre Gateways and Wirral Waters Active Travel Connectivity.

The remaining 22 interventions are primarily located within wider Wirral or are not considered to have as significant economic benefit to the City Region and therefore have been retained within Wirral's local pipeline. It should be noted however that some of these interventions could be combined with others from across the City Region to form packages of investments.

#### *Interventions for City Region wide Transport Investment*

From the 19 interventions put forward for consideration at City Region level, 9 are key infrastructure schemes with a specific focus within East Wirral, which are, in no particular order:

- A41 Corridor (Capacity);
- A41 Cycle and Pedestrian Connectivity;
- Wirral Waters Cross Dock Connectivity;
- Gateways to Wirral Waters;
- Wirral Waters Supporting Road Infrastructure;
- Wirral Waters Active Travel Connectivity;
- Wirral Waters Streetcar (Mass Transit);
- Birkenhead Town Centre Gateways; and

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- Coastal Cycling Strategy.

3 other interventions, although not solely based in East Wirral would have significant benefits for the area:

- New and upgraded UTMC and CCTV;
- Wirral – Maintaining our Assets; and
- Borderlands (Wrexham-Bidston) Line Electrification.

It is also noted that additional solely revenue based interventions would also have significant benefits to the East Wirral area, especially in terms of road safety and modal shift.

- Smart/Integrated Ticketing;
- Community Road Safety Promotion;
- Travel Solutions;
- Business Travel Support; and
- Active Travel Campaign.

### *Local Pipeline Interventions*

The local pipeline interventions included 22 local schemes of which the following 20 were infrastructure schemes focused on, or impacting within East Wirral and are as follows, not in any order of priority:

- A41 Bus Connectivity and Improvements;
- Wirral Waters Public Transport Accessibility;
- A553 / A554 Improvements;
- Wirral Line Stations Master Plan;
- Wirral Line Park and Ride;
- Improvements to Bus Infrastructure at Birkenhead Park and Conway Park;
- Birkenhead North – Bus/Rail Interchange Improvements;
- Liscard/New Brighton – Bus/Rail Interchange Improvements;
- Airports Accessibility (Improved signage);
- Active Travel Routes across M53;
- Active Travel Connectivity to Local Centres;
- Residential Road Streetscape;
- A552 Corridor Capacity Improvements.
- LED Phase 2;
- Access to Deeside;
- Borderlands (Wrexham-Bidston) Line Frequency Increase;
- New Brighton Accessibility (Parking Review and Land Train);



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- M53 Smart Motorway between Junction 5 and 11;
- Wirral Sustainable Urban Development (SUD) Schemes; and
- Cycle Routes to Arrowe Park and the Hospital.

### *Development Pool Interventions*

The Mott MacDonald study also highlighted several schemes, which although were considered at that point in time were not sufficiently developed to be taken forward into any prioritisation process. The 16 schemes of relevance to East Wirral were;

- A41 Rail Freight Link;
- Port Wirral;
- Mersey Tunnels;
- Water Taxis;
- Rail Freight Links to Wirral Waters;
- Birkenhead Town Centre Streetscape;
- Wirral Line Connectivity;
- Capacity Improvements to M53;
- M53 Junction Approaches Improvements;
- Introduce new Borderlands (Wrexham-Bidston) stations;
- Extend Borderlands (Wrexham-Bidston) line;
- Town Meadow and Ledsham new stations;
- Brimstage Bus Connectivity;
- Green Lane Station Refurbishment;
- Park and Ride at Birkenhead Central; and
- Clatterbridge to Mersey Waterfront Corridor Improvements.

### *Merseytravel Interventions*

Within Merseytravel's Pipeline numerous interventions were identified which would have benefit to the East Wirral area.

- Mersey Tunnel Toll Plaza Congestion Management
- Queensway Tunnel Toll Plaza Re-modelling
- Queensway Tunnel Resilience Measures
- Bidston Moss Viaduct Major Maintenance
- Mersey Tunnels Flood Resilience
- Smarter Choices interventions (E-mobility and low emission vehicle infrastructure, Smart ticketing, Employment travel solutions and behaviour changes measures).
- Ferries (new Vessels, terminal infrastructure upgrade and barrier ticketing)

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- Rail (new routes, rail infrastructure, station accessibility package and improved operation interventions)

The long term Transport Investment Pipeline study (Reference 1.1) sets out the key transport issues for East Wirral with the overarching issues being;

- Transport needs to facilitate economic growth and job creation, through providing better access to education and employment opportunities;
- The geographical constraints imposed on Wirral as a peninsula affect its connectivity with the wider LCR; high quality linkages across the River Mersey and links to the wider LCR, Cheshire and North Wales via land connections to the south are particularly important; and
- Revenue support is needed to promote change and support traditional capital schemes.

It should be recognised that reference 1.1 was extremely high level and did not fully address the benefits, priorities, interdependency links or funding of the interventions. It will be necessary in the feasibility stage of the process to undertake a more detailed assessment and feasibility of the interventions to enable the identification of opportunities and the development of a costed programme that prioritises and meets the aspirations of the regeneration strategy.

### 5.2 Infrastructure Initiatives

It is acknowledged the Mott MacDonald Transport Pipeline needs to be reviewed and refreshed in order to respond to and stimulate the regeneration of East Wirral. Since the completion of the work in early 2016 other interventions now need to be fed into the pipeline and assessed as part of the feasibility stage. Some interventions may no longer be considered appropriate or may need to be recategorised in terms of their status i.e. City Region, Local or Development Pool;

Some examples of initiatives currently exist that need to be considered for incorporation into the pipeline are:

- Woodside ferry terminal
- Europa Boulevard / Conway Park station remodeling
- Birkenhead Town Station
- Relocation of the Birkenhead Bus Station

### 5.3 The Mersey Deeside Area

Wirral Waters, Birkenhead Town Centre and the Woodside Waterfront are all highlighted in the Mersey Dee Area (MDA) prospectus as strategic development sites. The schemes linked to these development sites are recognised as significant to support the continued economic growth of the Mersey Dee Area.

The MDA is a partnership that supports strategic economic growth spanning the North Wales/North West England border and details are on link <http://www.merseydealliance.org.uk/>

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### 5.4 Current Transport Provision

#### *Public Transport*

Wirral is served by a network of 27 bus routes and bus is a key mode of transport for Wirral residents with 8 out of 10 journeys in Merseyside being undertaken by bus. Feedback from Merseytravel during the scoping work reported that Wirral, in particular East Wirral is well served by public transport. They highlighted the good connectivity of Birkenhead Town Centre with other parts of the Wirral as well as across to Liverpool. Merseytravel have survey data for bus and rail usage across the Wirral which will be available for modelling during the next steps.

The majority of Wirral is well connected by rail with Merseyrail electrics operating frequent services to Ellesmere Port and Chester, and via a rail tunnel to Liverpool. The Chester/Ellesmere Port line serves 10 stations in East Wirral with a frequent service every 10/15 minutes. The Borderlands rail line also operates hourly services from Wrexham to Bidston where it connects with Merseyrail.

Wirral is served by two ferry terminals operating a direct commuter ferry crossing to Liverpool's Pier Head from Seacombe, and a leisure service from Woodside.

#### *Road*

Wirral has a comprehensive transport network being well placed to access the motorway network via the M53 providing links to the wider network via the M56 to Warrington and beyond and the A55 for access to North Wales. Two road tunnels link Wirral to Liverpool and the wider Liverpool City Region, and the A41 is a strategic main road corridor in East Wirral linking Birkenhead to Chester.

Outside of the City Region the southward linkages, from the M53 via the M56 to the national motorway network and the A41 and A540 linking to the A550, open up access to the Deeside Enterprise Zone (including Airbus and Deeside Industrial Park) in North Wales and the Cheshire Science Corridor Enterprise Zone (including Capenhurst Technology Park, Hooton Park, Ellesmere Port, GM Vauxhall Motors, Protos Energy Park and Thornton Science Park).

#### *Active Travel*

Wirral benefits from a growing number of on and off road cycle routes including National Cycle Route 56 and the Wirral Circular Trail. Over recent years significant investment has been made into improving infrastructure for cyclists and pedestrians in recognition of the numerous benefits associated with active travel modes. The A41 Corridor in East Wirral has benefited from funding via the Department for Transport Local Sustainable Transport Fund and the majority of the corridor has seen major improvements to support an increase in the use of active modes.

#### *Maritime*

Merseytravel noted that the study area has important maritime assets including Birkenhead Docks, Birkenhead Twelve Quays Ro-Ro Ferry Terminal, Tranmere Oil Terminal, Mersey Ferries terminals at Woodside and Seacombe, Cammell Laird Shipyard, etc. These

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play an important role in the Port of Liverpool and the city region's Superport Liverpool initiative.

### 5.5 Transport Pinch Points

Previous transportation studies and modelling work have identified pinch points in the existing network and areas that need consideration with regard to the capacity for future growth. These areas that shall be considered within the scope of the Feasibility Study include:

#### *Key Highway Network Issues*

- The M53, A59 and A41 carry high traffic volumes and need to be resilient to future growth pressures. There are many pinch points across the borough especially on the M53, A41, A540 and A552. As the Wirral Growth Plan progresses it is likely that congestion 'hotspots' will develop on other areas of the highway network such as the A553 West Kirby-Moreton, A59 Kingsway Tunnel, the junction of the B5151 and Woodchurch Road to M53 and the junction of the B5137 with Church Road in Spital.
- The combination of developments in the Liverpool Waters and Wirral Waters will place additional pressure on the Mersey Road Tunnels

#### *Key Rail Network Issues*

- Trains from West Wirral do not start early enough to facilitate connections into Liverpool City Region to align with the commuter work patterns
- Connections between different branches in the Wirral require a change of service at Hamilton Square which increases journey times thereby reducing the attractiveness of using public transport.
- Heswall is poorly served by rail compared to other urban areas in the Wirral – limiting accessibility to East Wirral.
- Disabled access at stations along the Wirral line from Hamilton Square to Hooton is severely limited.
- The capacities of many rail routes on both sides of the Mersey are close to maximum during peak periods.
- Cross-river and Liverpool city area capacity restraints would be extremely costly to mitigate.

#### *Key Bus Network Issues*

- Buses typically run to standard working times that do not reflect shift patterns of modern living.
- Most bus services, particularly between East and West Wirral, are routed via Birkenhead rather than providing direct point to point journeys.

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### *Active Travel Issues*

- Infrastructure improvements, including maintenance and resilience, are essential to make walking and cycling more accessible and attractive. The cycling infrastructure within Wirral's urban centres is often fragmented and unconnected to the regional cycling routes.

## **5.6 Transport Investment**

### *Merseyrail Rolling Stock Renewal*

The Liverpool City Region Combined Authority is investing £455m to replace the Merseyrail fleet, with a new fleet of 52 trains for entry into service from the end of 2020. The new trains' will include enhanced acceleration and braking which is expected to reduce journey times. Capacity on the trains will also increase from 303 to 486 passengers. The fleet renewal programme also includes power supply, track, and station upgrades and refurbishment of the Kirkdale and Birkenhead North depots.

### *Birkenhead North Park and Ride*

Merseytravel have improved the park and ride facilities at Birkenhead North station, with the investment of a second phase bringing the total to 670 which includes 34 disabled parking spaces. The £1.2M project has been jointly funded by Merseytravel and the government Local Growth Fund. The extension will make it the largest car park on the Merseyrail network in Merseyside and will support the regeneration of the area.

### *Tower Road bridge replacements*

Wirral Council has received a government grant of £6.4m from the Department for Transport under the Local Highway Maintenance Challenge Fund towards the replacement of two highway bridges on the A554 Tower Road in Birkenhead. Work started on site in March 2017 and is expected to be completed by the end of 2017.

### *Bus strategy*

A Wirral Waters Bus Plan has been developed (2017 – 2020) in relation to bus services in and around the Wirral Waters area, in a coherent and coordinated fashion, to offer appropriate support to new employment, residential, retail, leisure and other land uses as these are brought forward by Wirral Waters.

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### *Active Travel improvements STEP*

Wirral Council has received £4.3 million covering a period from 2015/16 to 2020/21 from the government Local Growth Fund, 'Sustainable Transport Enhancement Package' (STEP), a funding stream to support economic growth and maximise benefits for residents, visitors and businesses. This investment has focused on walking and cycling improvements to improve access to Wirral Waters and the Wirral International Business Park and Croft Retail Park.

## 6 Stakeholder Engagement

A key part of the scoping work has been engagement with the key stakeholders across East Wirral (Appendix C). This included:

- Merseytravel
- Wirral Council
- Wirral Chamber of Commerce
- Liverpool City Region Local Enterprise Partnership
- Peel Holdings and appointed Consultants

Some of the specific feedback was as follows:

*The study is positive as it promotes a programme based approach. Aspects such as resources, governance and funding need to be considered. Any future funding submissions such as for SIF should be evidence based.*

*Streetcar is not a viable option. Had it been introduced it would have created a significant financial burden.*

*Whilst study work is for the here and now it is imperative that it is future proofed. For example, great locations have great transport and while it would be very surprising if the day one solution is to provide tram/ light rail it does not mean the future ambition should not exist.*

*Streetcar is fundamental to the future development of Wirral Waters. It is needed as a catalyst for attracting investment.*

*There is an ambition to link Woodside, Wirral Waters and the town centre, which are all important, but New Brighton should be included too. A link along the promenade from Woodside would help both ferry usage and visitor access.*

*Hind St requires careful consideration as that land allows us to look at bringing down the flyovers and reroute the roads to give better access to Birkenhead town centre.*

*Whatever happens, any plan must not just focus on linking sites within the area. It should look at the linkage in and out of Wirral.*

*The bus terminus in Birkenhead needs scrapping and new bus routes introduced that will bring more transport up Charing Cross and Grange Road.*

*The bus terminus in Birkenhead is one of its assets and plans to relocate it would be a mistake. If anything the bus terminus should be enlarged.*

*Wirral once had a line from Birkenhead to London and that still exists. An ambitious idea would be to bring that back and join the NW coast line at Chester to go direct to London*

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*This would save at least twenty minutes off the Lime St – London travel time – faster than HS2.*

*Wirral Council needs to ensure they have appropriate engagement with the Metro Mayor to promote East Wirral and align with future funding streams.*

*Further masterplanning studies are not needed. There have been studies that go back to 2013.*

Some stakeholders requested that feedback be non-attributable but the conclusions drawn from the stakeholder engagement is that a wide variety of views and priorities exist across partners. To successfully progress the development and delivery of East Wirral ambitions then it is essential that a co-ordinated evidence based approach is taken to prioritising and progressing interventions to support the regeneration programme. A solid programme management and governance structure is essential to achieving this.

### *Future Transport considerations*

Merseytravel noted a wide range of transport and infrastructure schemes that merited consideration as part of the next phase of the study. These included:

- A strategic study to explore opportunities for rail freight connections in Wirral including the three strategic sites of Birkenhead Docks, Unilever Port Sunlight, and Capenhurst nuclear cluster. The Liverpool City Region Freight Strategy is nearing completion hence discussions around Wirral's aspirations should be noted
- The level of safeguarding required for the rail loop alignment through Birkenhead Docks from Rock Ferry and to Bidston as a future transport corridor needs to be determined
- The future of land in rail ownership around the former Birkenhead Town Station, and the former rail corridor to Woodside rail station, remains to be determined
- Wirral Circular Trail walking and cycle route plays an important role in the visitor economy as well as for short trips. Merseytravel also suggested exploring the potential to extend cycle hire initiatives such as City Bike Liverpool to cover the whole Liverpool City Region
- Woodside Ferry Terminal – the current landing stage is in poor condition but there is currently no business plan for its replacement. Part of the attractiveness of a proposed development at Woodside is the connectivity provided by the Ferry to Liverpool. A business case needs to be developed to align with the development plans for Woodside, Hamilton Square and Birkenhead Town Centre.

All of the proposals from Merseytravel need to be included for consideration as part of the detailed study.

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### 7 Indicative Programming

Following feasibility and prioritisation during the next stage, it will be necessary to develop an integrated programme as part of the Strategic Transport Framework linking the interventions to funding and the phasing of the regeneration East Wirral area. This programme will support the Place Shaping Profiles identified in the Strategic Regeneration Framework and will require input from stakeholders, developers and Wirral Council to ensure the programme of detailed feasibility studies/business cases meets the requirements of the strategy, links to funding timescales/opportunities and provides confidence for inward investors.

Running in parallel with the development of the Strategic Transport Framework the Council are in a position to commence feasibility work for two key projects in the East Wirral area for which they have recently secured development funding.

Funding received via the City Region will enable feasibility work to commence Wirral Waters Gateways and A41 Corridor (Woodside/Hind Street) during 2017. Securing this funding is a positive step forward to developing business cases to secure future funding via the Single Investment Fund for delivery of infrastructure and progressing the ambitions for these areas.

#### *Interdependencies and Wider Impacts*

Transport interventions are often linked, for example improving public transport can reduce the demand for travel by private car, or improving public realm can increase the number of trips undertaken by active modes. Similarly road infrastructure improvements can also have wider impacts such as re-routing of existing traffic or increased attractiveness of a route if there is a reduction in journey times.

Transport schemes therefore cannot be looked at in isolation and the existing Wirral Travel Model will be a valuable tool to assess these wider impacts.

### 8 Funding

The Liverpool City Region deal has secured £264m from government with a further £30m p.a. for 30 years from the Single Investment Fund (SIF). The new City Region Mayor will have a significant influence on the direction of the Region and thus influence how these funds are directed. Wirral Council must secure a share of these funds but this will only be achieved through a clear vision linked to deliverable outcomes, along with an influencing strategy that highlights the benefits for the area.

A number of applications relating to East Wirral were submitted for SIF in January 2017 but were not successful. A further round of funding from the SIF is anticipated later in 2017 and a prioritized programme of schemes identified from the study needs to be available for any submission. These will need to demonstrate clear economic benefits rather than simply provide engineering and transport data.

Other funding opportunities need to be considered as appropriate including developer contributions and Section 106 agreements.



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### 9 Governance

With the range of stakeholders and the large number of schemes across East Wirral there needs to be clear co-ordination, governance and leadership to ensure successful delivery. There will need to be agreement particularly around the prioritisation of schemes, timescales and future funding.

There are currently a significant number of steering groups, boards and other tiers of governance across each of the programmes. Separately each of the stakeholder organisations also has internal governance arrangements that have to be considered. While this may be dictated by the conditions attached to funding it is recommended that a review is undertaken of the current governance arrangements across East Wirral and develop a more streamlined approach.

The outcome of the review needs to provide a clear approach that will support future decision making around prioritisation of options, funding submissions and the overall approvals process. Alignment of stakeholders will be key to success as will clarity and speed of decision making.

As part of the review of governance arrangements it is suggested Wirral Council may wish to consider the benefits of specialist support to take on the role of programme coordination and management.

### 10 Recommendations – East Wirral Strategic Transport Framework

The development of an overarching East Wirral Strategic Transport Framework is now required to deliver a co-ordinated transport and infrastructure plan to support the place shaping profiles and regenerations aspirations across East Wirral as set out in the Strategic Regeneration Framework. The development of a transport framework to support the SRF will provide confidence to investors and developers. It is recommended that this work is undertaken at pace.

Key considerations will need to include:

- Connectivity across East Wirral and between the various development programmes, with consideration of future demand drivers based on projected employment, housing, leisure, tourism, and education;
- Connectivity of East Wirral to the wider City Region;
- Connectivity of East Wirral to North Wales, Deeside and Chester in accordance with the Mersey Dee Alliance Growth Prospectus;

Key elements of the next steps to develop the framework will include:

- Review of previous studies to refresh data including: a gap analysis, transport modelling, financial modelling and engineering requirements;
- Review of the place shaping profiles to prioritisation of key infrastructure initiatives into a tier based system based upon benefits e.g. how they support economic drivers such as jobs, housing, skills and training;
- Confirmation of development scheme/regeneration programmes and timescales where known;

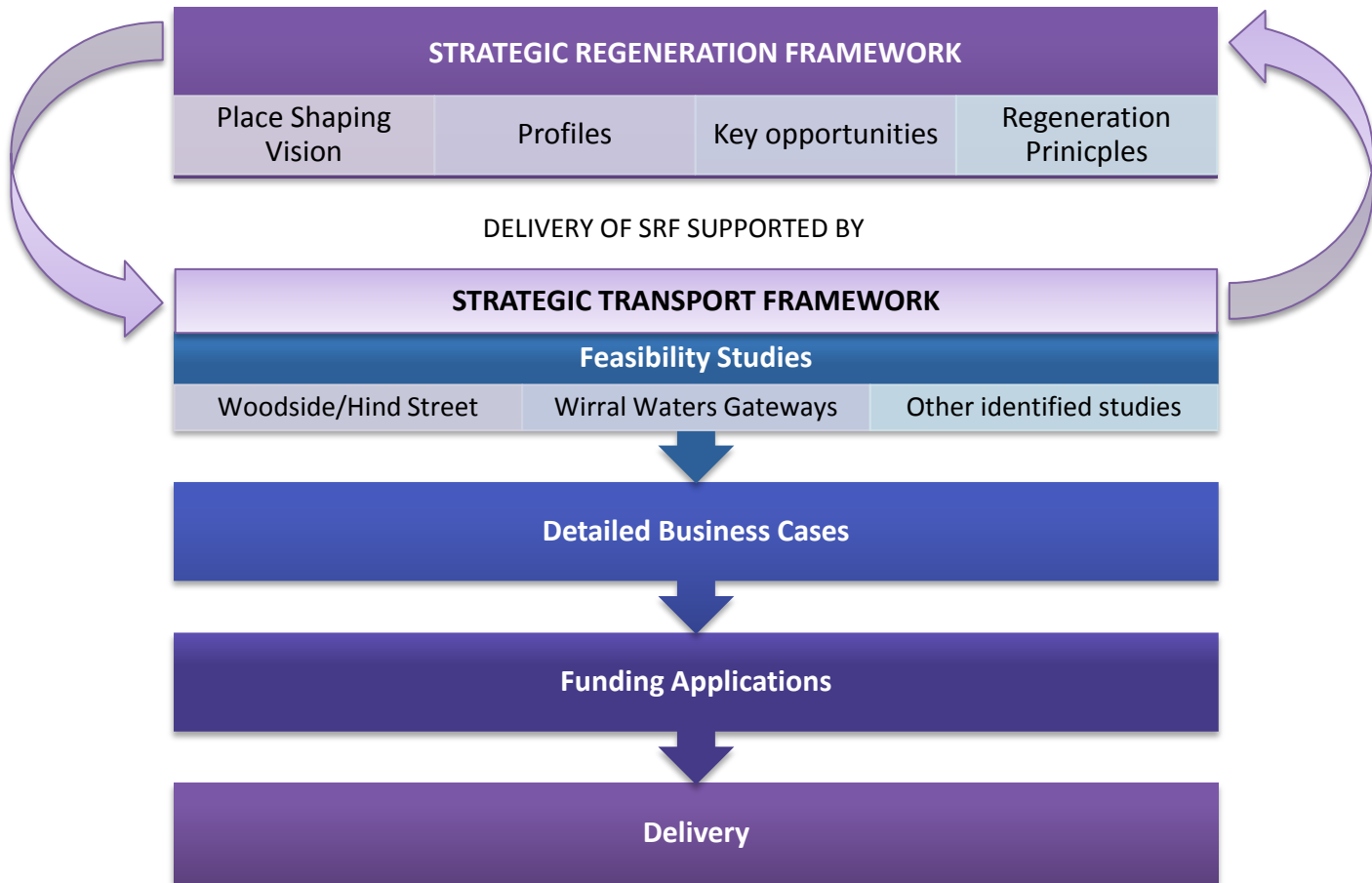
### OPTIONS AND FEASIBILITY STUDY-EAST WIRRAL

- Identification of funding streams and the development of a pipeline for funding submissions;
- Identify requirements for future runs and development of the Wirral Traffic model
- Establishing a Governance model for East Wirral that streamlines the current structures.

Importantly this framework will establish an overall integrated programme for East Wirral which will provide the platform, as funding permits, for the development of further detailed workstreams as identified in the 2016 Mott MacDonald Pipeline Process, defined and programmed to support the place shaping profiles in line with regeneration/development trajectories. For example but not exclusively detailed workstreams to build on the framework would include;

- Woodside/Hind Street (funding secured in May 2017 for initial feasibility study)
- Wirral Waters Gateways (funding secured in May 2017 for initial feasibility study)
- Light transit system across East Wirral with connectivity to New Brighton, Seacombe, Woodside, Hamilton Square and Birkenhead Town Centre. This should include a review of the proposed Streetcar concept as developed by Peel. Consideration of phasing, capital and operational costs should be included;
- Birkenhead Town centre – suitability of transport hubs to serve the town centre and wider East Wirral area including the location of Birkenhead Bus station; and
- Potential rail freight terminal and opportunities for rail connections in Wirral including Birkenhead Docks, Unilever Port Sunlight, and Capenhurst nuclear cluster. This should include opportunities to reconnect Birkenhead Docks by rail via Bidston to support the proposed Advanced Supplier Park in West Float.

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OPTIONS AND FEASIBILITY STUDY-EAST WIRRAL**11 Conclusions**

In order to ensure that Wirral benefits from the unprecedented scale of proposed regeneration across East Wirral there needs to be a clear plan that will provide confidence to investors that the necessary infrastructure and transport will be delivered.

This report identifies the following key recommendations:

- Develop a 'Strategic Transport Framework for East Wirral' in order to identify a priority list of projects to support the regeneration ambitions for East Wirral. This is essential to underpin the Strategic Regeneration Framework with the development of specific transport packages to be linked to place shaping profiles/spatial plans for regeneration.
- Progress the development of options, business cases and funding applications as appropriate to reflect the agreed spatial priorities;
- Review current governance and programme delivery arrangements to ensure efficient decision making, accountability and efficiency.

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**APPENDICES**

Appendix A – Interventions

Appendix B – References

Appendix C - Consultees

OPTIONS AND FEASIBILITY STUDY-EAST WIRRAL**Appendix A – Interventions**

<b>City Region Interventions (Wirral)</b>			
	<b>Name</b>	<b>Cost (1) (approx.)</b>	<b>Description</b>
1	A41 Corridor (Capacity)	£10-£20m	This is a package of measures to improve capacity and flow along the length of the A41. The scheme includes junction improvements and improved traffic demand management (including variable message signs and urban traffic control infrastructure) along the A41 corridor.
2	A41 Cycle and Pedestrian Connectivity	£3-10m	New north-south cycle routes running parallel or along the A41 and east-west cycle routes running across the A41 from rail stations to employment sites, including Wirral International Business Park, Croft Business Park and Eastham Rake. The scheme would also improve access to the Port Sunlight River Park. The scheme would also include the upgrading of Pelican crossings to Puffin and where required new improved crossing facilities.
3	Wirral Waters Cross Dock Connectivity	£20-50m	Upgrade and or replace bridges at Duke Street and the Poulton Swing Bridge to modern standards, supporting large freight movements and providing active travel links. Duke Street would be upgraded to dual carriageway whilst the Poulton Swing Bridge would be replaced with a causeway. Associated improvements for pedestrians and cyclists would be included with both bridges.
4	Gateways to Wirral Waters	£10-20m	This package will improve the five key junctions that together act as a gateway to the Wirral Waters site. The package will reduce congestion by improving road layouts, roundabouts and junction capacity at each of the gateway entry points, which includes: The Dock Road (A5139) and Wallasey Bridge Road (A5088) roundabout the junction at Dock Road (A5139) and Gorsey Lane (A5027); Duke Street / Dock Road / Gorsey Lane including the roundabout at Gorsey Lane; Roundabout at Dock Road (A5139), Tower Road (A554) and Birkenhead Road; Junction and roundabout at Tower Road (A554) and Rendell Street (A5029),

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			including the junction with Corporation Road; and Junction improvements at the roundabout of Duke Street (A5027) and Corporation Road.
5	Wirral Waters Supporting Road Infrastructure	£20-50m	This is a package of measures to improve the surrounding roads for Wirral Waters to meet demand generated by the Enterprise Zone and the expected increase in capacity on the network. The package will include capacity improvements to Dock Road, Tower Road, Wallasey Bridge Road and Corporation Road / Beaufort Road (the proposed City Boulevard) and include associated improvements to smaller junctions.
6	Wirral Waters Active Travel Connectivity	£3-10m	The scheme will introduce a range of active travel improvements that will encourage increased levels of walking and cycling activity around and through the Wirral Waters site. The scheme will encourage use of active modes of transport and make the sites attractive to visitors for leisure and recreational purposes. Providing safer and easier cycling and pedestrian routes for active travel between Wirral Waters the Ferry Terminals, and integration with the NCN.
7	Wirral Waters Streetcar (Mass Transit)	£50-150m	This scheme will provide a phased, scalable light rail scheme to connect the Wirral Waters Enterprise Zone to the City Region's wider public transport network. The new public transport link would run from Hamilton Square to Birkenhead North via the Wirral Docks, serving new Wirral Waters developments along its route.
8	Birkenhead Town Centre Gateways	£10-20m	This is a package of measures to improve the streetscape and capacity to the key corridor gateways into Birkenhead town centre to support growth and regeneration. The improvements include removal of current flyovers, a new link road to Hind St, improvements to Borough Road and Conway Street / Park Road North. The package also includes charging points for an E-Taxi rank in town centre.

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9	Coastal Cycling Strategy	£3-10m	Improve the amount and quality of lighting at key off-road cycle paths and increase resilience of coastal cycle routes while providing improved signposting and connections along the coast. The scheme will establish walking/cycling links and access to waterfront. The scheme also includes the Birket Pt2 east of Pasture Road. The scheme will also include the expansion of the Liverpool's CityBike scheme into the Wirral at key tourist locations.
10	New and upgraded UTMC and CCTV	£10-20m	New and upgraded Urban Traffic Management Control (UTMC) across the borough linked up as part of an LCR wide approach and integrated and linked-up City Region CCTV system with new and upgraded equipment.
11	Wirral, maintaining our assets	£20-50m	This scheme will provide support for ongoing maintenance of Wirral's highway and active travel assets by maintaining bridges, street lighting, road, cycle ways and footways in Wirral and other associated transport infrastructure under Wirral Council's ownership.
12	Borderlands (Wrexham-Bidston) Line Electrification	£50-150m	This scheme would include full electrification of the route to enable trains on the Borderlands route to continue to Liverpool without interchange penalties to passengers. This will enable passenger and freight movement from Birkenhead Docks and provide onward through linkages to the Merseyrail Network.
13	Smart/Integrated Ticketing	<£1m	Cross Boundary tickets that enable passengers to travel to and from Cheshire and North Wales without the need for a different ticket. Flexible ticketing options that enable passengers that travel by that mode 2 or 3 days a week to have cheaper ticketing tariffs. Operation of smart ticketing which is integrated with other schemes, for example city bike or electric vehicle charging posts.
14	Community Road Safety Promotion	£100-500k	The project aims to engage with the wider community to promote road safety messages. These messages would be based around raising awareness of issues and informing the public. The



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			project will provide the resources to undertake ongoing and targeting campaigns focussing on road safety issues pertinent to the Borough and the wider City Region.
15	Travel Solutions	£100-500k	The Travels Solutions Programme team can offer advice, guidance and practical support to local residents to equip them with skills to effectively plan their journey so that they are able to travel to their destination.
16	Business Travel Support	£100-500k	The Business Travel Support team works with businesses to develop a travel plan and supports a range of packages to support each mode of travel that is applicable to that site. The project will implement measures or events that have been identified in the action plans of individual businesses to encourage sustainable transport use, to implement road safety messages for business travel, for example cycle maintenance sessions, road safety theory sessions or trial bus tickets. This project is based on the successful Wirral Business Travel Support and Mind Your Business Projects.
17	Active Travel Campaign	£100-500k	This scheme will engage with residents on active travel campaigns, potentially through external sustainable transport campaign agencies. The scheme will actively promote walking and cycling as a viable alternative to the car for short journeys. To promote walking and cycling as a leisure activity to get more people walking and cycling more often and to improve the health and wellbeing of the Borough's residents.
(1) Data from reference 1 - this needs to be reviewed			

<b>Wirral Local Interventions (Wirral and Merseytravel)</b>			
	<b>Name</b>	<b>Cost (1) (approx.)</b>	<b>Description</b>
1	A41 Bus Connectivity and Improvements	£1-3m	Bus services to be routed through the employment sites and retail parks along the A41. Expansion of Quality Bus Partnership on A41, with installation of bus shelters, electronic displays, raised kerbs, clearways and bus priority measures and associated infrastructure.

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2	Wirral Waters Public Transport Accessibility	£1-3m	A package of measures to improve the public transport offer to Wirral Waters to meet demand generated by the Enterprise Zone. A high quality bus service running at a high frequency with modern low emission buses linking the site with Birkenhead town centre and the main arterial train stations.
3	A553 / A554 Improvements	£3-10m	The scheme would increase capacity on the A554 to ensure resilience to future growth is maintained and that traffic congestion is minimised. In additions to M53 Junction 1 this would include improvements to the A553 / A554 roundabout, including capacity and improvements on Fender lane and Hoylake Road.
4	Wirral Line Stations Master Plan	£20-50m	This scheme will deliver new and improved waiting shelters and ticket machines on platforms to improve the waiting environment for passengers. The scheme will also deliver improved public realm at some stations to improve the attractiveness of rail for potential users including better facilities for the disabled and better access for pedestrians and cyclists.
5	Wirral Line Park & Ride	£1-3m	The scheme would deliver improved parking capacity at stations, including new Park and Ride facilities at Bebington and Spital. This will provide an alternative to driving along the A41 to access to employment across the borough. A review should be undertaken to include stations outside of the Wirral boundary.
6	Improvements to bus infrastructure at Birkenhead Park and Conway park	£10-20m	New bus interchange facilities at Birkenhead Park and Conway Park rail stations.
7	Birkenhead North, Bus / Rail Interchnage Improvements	£3-10m	This scheme would see a number of enhancements at the rail station, including a new ticket office, improved waiting area, toilets, refreshment facilities, as well as passenger information on local bus services and other amenities in the area. Enhancements to the quality and capacity of the pedestrian routes between the local bus stops and the rail station.

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8	Liscard / New Brighton, Bus /Rail Interchange Improvements	£1-3m	The scheme will deliver see improvements to the streetscape and the bus stops in Liscard and improved waiting facilities and information for passengers. In New Brighton improved interchange will be implemented at the station to facilitate an easier transfer between bus and rail.
9	Airport Accessibility (improved signage)	£1-3m	Improved signage to Liverpool and Manchester Airport from the Wirral.
10	Active Travel routes across M53	£3-10	The scheme would deliver new crossings over or under the M53 will be provided together with improved cycling routes in urban centres. This scheme compliments the SUD schemes which improve access into the Growth Zones, these schemes will improve the crossings of the M53 and eastbound into Birkenhead along Woodchurch Road, from the M53 underpass to Birkenhead through Oxton, from Upton Rail station towards Birkenhead.
11	Active Travel Connectivity to Local Centres	£1-3m	This scheme will improve accessibility to district centres and the attractiveness of the public realm within Local or District centres. Improvements will vary according to each district's needs and each district will be broken down into a series of schemes, but improvements could include new cycle and walking routes, public realm improvements, pedestrianisation of roads / shopping areas, implementation of 20mph zones, improved signage and promotion of the improvements to the centres.
12	Residential Road Streetscape	£1-3m	This scheme will improve accessibility to residential areas improving the attractiveness of the public realm. Improvements will vary according to each area's needs and each residential area will be broken down into a series of schemes, but improvements could include new cycle and walking routes, public realm improvements, pedestrianisation of roads, implementation of 20mph zones, and improved signage.
13	A552 Corridor Capacity Improvements	£3-10m	Thingwall Roundabout Woodchurch Road Junction and road enhancements from M53 J3 to Arrowe Park; Scheme would

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			include traffic management measures along Woodchurch Road to reduce conflict between pedestrians and vehicles with improved reliability to bus journeys. Increases to capacity at A552 Woodchurch Road / Storeton Road Junction - identified as a priority location by EWTM, as well as improvements to Woodchurch Road Holm Lane.
14	LED Phase 2	£10-20m	Retrofit LED lanterns to all non-main road lighting, together with Central Management System (CMS) capability to enable both remote monitoring and dimming, or programmed dimming, of the lighting, following on from the current project to fit LED/CMS on all main road lighting.
15	Access to Deeside	£100-500k	Increased public transport provision such as buses and/or shared taxis.
16	Borderlands (Wrexham-Bidston) Line Frequency Increase	Included within scheme No. 12	In the shorter term increase the frequency of current diesel services.
17	New Brighton Accessibility (Parking Review and Land Train)	£1-3m	Increase investment in car parking and utilisation strategies of the car parking provided at the other end of the promenade with measures in place to access the town during peak periods, as part of the Wirral Visitor Economy Strategy.
18	A53 Smart Motorway between Junction 5 and 11	£3-10m	Upgrade the M53 to a Smart Motorway between Junction 5 (A41) and Junction 11 (M56 interchange) around Ellesmere Port.
19	Wirral Sustainable Urban Development (SUD) Schemes	£1-3m	New cycle route to link Upton Train station and cycle route 56, along Upton Road and Upton Bypass to Moreton; new cycle route from Pensby Road, connecting to Arrowe Park Road, Woodchurch estate, and NCN route 56, and a link to underpass for M53. Part b of Upton bypass link - cycle route along Greasby Rd and Frankby Rd. Pedestrian and cycle link across Fender Lane to Tesco Roundabout
20	Cycle Routes to Arrowe Park and the Hospital	£1-3m	The proposed scheme will connect the existing cycle network at Upton Rail Station and Woodchurch with Birkenhead, providing a continuous east-to-west route between Arrowe Park Road

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			and Birkenhead via Birkenhead Park Station, as well as connect the north to-south routes that presently exist.
(1) Data from reference 1 - this needs to be reviewed			

Wirral Development Pool Interventions			
	Name	Cost (1) (approx.)	Description
1	A41 Rail Freight Link	£3-10	The scheme would reinstate a siding at Port Sunlight Rail Station to deliver a rail freight access to the Unilever site and subsequently enable Unilever to use freight as a method for transporting their goods.
2	Port Wirral	£1-3m	Provide improved access to the Port at Eastham through improved signage from the highway network which would restrict access through Eastham village by HGVs.
3	Mersey Tunnels	£10-20m	Remodel Kingsway Tunnel toll plaza and re-design the toll system by introducing number plate recognition (ANPR) to allow upgrade of tolls and removal of current system. Implementation of a bus lane in Kingsway Tunnel and a dedicated bus only toll booth. Optimise the use of the tunnels by introducing tidal flow lanes for use during the AM and PM peak and improved traffic management on the approach to the tunnels. General improvements to the tunnel to bring it up-to-date and ensure that it can cope with heavy goods vehicles.
4	Water Taxis	£3-10m	Water Taxis to support Mersey Ferries. To be further developed following the outcome of the Ferry Strategy consultation and impact on Wirral with regard to possible closure of terminal.
5	Rail Freight Links to Wirral Waters	£10-20m	Re-opening of disused rail line at Bidston to access West Float.
6	Birkenhead Town Centre Streetscape	£3-10m	This scheme will deliver a range of streetscape improvements that will significantly enhance the retail core and commercial centres connecting Hamilton Square and Market Street with Europa Boulevard and Conway Street as a public space to be used by pedestrians and cyclists in central Birkenhead.
7	Wirral Line Connectivity	£10-20m	Rail link from the Liverpool Loop / Wirral Line to the City and Northern Lines via the

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			Stock Interchange and Wapping Tunnels to allow services to run from Wirral to St Helens, Southport and service Liverpool John Lennon Airport.
8	Capacity Improvements to M53	£10-20m	The scheme will explore in more detail the issues surrounding capacity on the M53, with associated capacity improvements at junctions 1, 2, 3, 4 and 5 of the M53. A new EWTM model will be available in Spring 2016 with expansion to the west of the borough which may indicate hotspots on other junctions.
9	M53 Junction Approaches Improvements	£3-10m	The scheme will deliver capacity improvements to the local highway network that links to the motorway network to relieve the associated capacity issues identified by the EWTM. Further work will be required to establish the issues and a new run of the model in Spring 2016 may highlight further issues.
10	Introduce new Borderlands (Wrexham-Bidston) stations	£20-50m	The project is to provide new rail stations on the Borderlands (Wrexham-Bidston) rail line. The line connects the Wirral to Deeside Industrial Estate and onto Wrexham, but has just two stations in Wirral, at Heswall and at Upton. New stations along the line would be beneficial to serve a number of housing estates that have developed along the line over the years, including new stations at Beechwood, Woodchurch and Deeside Industrial Park.
11	Extend Borderlands (Wrexham-Bidston) line	£50-150m	Extend service to terminate at Birkenhead North as opposed to Bidston where it currently terminates.
12	Town Meadow and Ledsham new stations	£3-10m	New rail station at Town Meadow on the Wirral Line between Moreton and Meols.
13	Brimstage Bus Connectivity	£1-3m	An improved east-west bus service and associated bus infrastructure upgrades to bus stops to provide access to job opportunities in Bromborough from Heswall.
14	Green Lane Station Refurbishment	£3-10m	Refurbishment of station with improved disabled access, new ticket counter, lighting and 2 waiting shelters.
15	Park and Ride at Birkenhead Central	£3-10m	Investigate the potential to implement improvements to the station as part of Hind Street redevelopment. Investigate option of opening up station to access

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			from east. Opportunity for car park and park and ride.
16	Clatterbridge to Mersey Waterfront Corridor Improvements	£3-10m	Corridor improvements along the B5137 Corridor from Heswall to M53 J4 to the Unilever site to the Waterfront. This scheme will include junction improvements and high quality provision for cyclists and pedestrians.
(1) Data from reference 1 - this needs to be reviewed			

Other interventions identified Post 2016 Pipeline work			
	Name	Cost (1) (approx.)	Description
1	Woodside Ferry Travel	TBA	TBA
2	Europa Boulevard / Conway Park Station Remodelling	TBA	TBA
3	Birkenhead Town Station	TBA	TBA
4	Relocation of the Birkenhead Bus Station	TBA	TBA
(1) Data from reference TBA - this needs to be reviewed			

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<b>1- Wirral Council Documents</b>		
1.1	Wirral and Merseytravel Transport Investment Pipeline	Mott MacDonald, April 2016
1.2	Wirral Strategic Regeneration Framework	Wirral Council

<b>2- Liverpool City Region Policy and Strategy</b>		
2.1	Liverpool City Region Transport Plan for Growth	<a href="http://www.merseytravel.gov.uk/about-us/local-transport-delivery/Pages/Transport-Plan-for-Growth.aspx">http://www.merseytravel.gov.uk/about-us/local-transport-delivery/Pages/Transport-Plan-for-Growth.aspx</a>
2.2	Merseyside Local Transport Plan	<a href="http://www.merseytravel.gov.uk/about-us/local-transport-delivery/Pages/MTP.aspx">http://www.merseytravel.gov.uk/about-us/local-transport-delivery/Pages/MTP.aspx</a>
2.3	Liverpool City Region Single Investment Fund Prospectus (2016)	<a href="https://www.liverpoollep.org/wp-content/uploads/2016/12/LCR-CA-Single-Investment-Fund-Prospectus-2016-2019.pdf">https://www.liverpoollep.org/wp-content/uploads/2016/12/LCR-CA-Single-Investment-Fund-Prospectus-2016-2019.pdf</a>
2.4	Liverpool City Region Growth Strategy (2016) – Liverpool City Region LEP	<a href="https://www.liverpoollep.org/wp-content/uploads/2016/06/SGS-Final-main-lowres.compressed.pdf">https://www.liverpoollep.org/wp-content/uploads/2016/06/SGS-Final-main-lowres.compressed.pdf</a>
2.5	Liverpool City Region Devolution Deals (Nov 2015 and March 2016)	<a href="https://www.gov.uk/government/publications/liverpool-devolution-deal">https://www.gov.uk/government/publications/liverpool-devolution-deal</a>
2.6	Liverpool City Region Growth Deal (2014)	<a href="https://www.liverpoollep.org/wp-content/uploads/2015/06/wpid-lcr-growth-deal-10-2014.pdf">https://www.liverpoollep.org/wp-content/uploads/2015/06/wpid-lcr-growth-deal-10-2014.pdf</a>



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<b>2.7</b>	State of the Liverpool City Region Report (2015) – University of Liverpool and Liverpool John Moores University	<a href="https://www.liverpoollep.org/wp-content/uploads/2016/01/SOLCR.pdf-Jan-15.pdf">https://www.liverpoollep.org/wp-content/uploads/2016/01/SOLCR.pdf-Jan-15.pdf</a>
<b>2.8</b>	Northern Powerhouse Strategy (Nov 2016) – HM Government	<a href="https://www.liverpoollep.org/wp-content/uploads/2016/11/Northern-Powerhouse-Strategy-November-2016.pdf">https://www.liverpoollep.org/wp-content/uploads/2016/11/Northern-Powerhouse-Strategy-November-2016.pdf</a>
<b>2.9</b>	City Bike Liverpool	<a href="https://www.citybikeliverpool.co.uk/">https://www.citybikeliverpool.co.uk/</a>
<b>2.10</b>	Enterprise Car Club	<a href="https://www.enterpriseclub.co.uk/locations/north-west-england/liverpool/">https://www.enterpriseclub.co.uk/locations/north-west-england/liverpool/</a>
<b>2.11</b>	Recharge electric vehicle recharging network	<a href="http://www.merseytravel.gov.uk/about-us/local-transport-delivery/Pages/Recharge.aspx">http://www.merseytravel.gov.uk/about-us/local-transport-delivery/Pages/Recharge.aspx</a>
<b>2.12</b>	Liverpool City Region Alternative Fuels Strategy (Jan 2016)	<a href="http://breathingspace.sefton.gov.uk/AssessRepDocs/Technical Reports/Alternative fuels strategy for the Liverpool City Region 2016.pdf">http://breathingspace.sefton.gov.uk/AssessRepDocs/Technical Reports/Alternative fuels strategy for the Liverpool City Region 2016.pdf</a>
<b>2.13</b>	Long Term Rail Strategy	<a href="http://www.merseytravel.gov.uk/Site%20Documents/LCR%20LTRS Strategy%20Summary 01 08 14 Final%20Issue%20%286%29 MTravel.pdf">http://www.merseytravel.gov.uk/Site%20Documents/LCR%20LTRS Strategy%20Summary 01 08 14 Final%20Issue%20%286%29 MTravel.pdf</a>
<b>2.14</b>	New Trains for Merseyrail Network	<a href="http://www.merseytravel.gov.uk/about-us/Pages/New-Trains-For-Merseyrail.aspx">http://www.merseytravel.gov.uk/about-us/Pages/New-Trains-For-Merseyrail.aspx</a>
<b>2.15</b>	Liverpool City Region Bus Strategy	<a href="http://www.merseytravel.gov.uk/Site%20Documents/9560%20Bus%20Strategy%20FINAL%20WEB.pdf">http://www.merseytravel.gov.uk/Site%20Documents/9560%20Bus%20Strategy%20FINAL%20WEB.pdf</a>
<b>2.16</b>	Mersey Ferries Long Term Strategy	<a href="http://www.merseytravel.gov.uk/about-us/corporate-information/Documents/9768%20MT%20Ferries%20Strategy%201.8 WEB.pdf">http://www.merseytravel.gov.uk/about-us/corporate-information/Documents/9768%20MT%20Ferries%20Strategy%201.8 WEB.pdf</a>
<b>2.17</b>	Liverpool City Region E-Mobility Electric Vehicle Infrastructure Strategy	<a href="http://www.merseytravel.gov.uk/about-us/local-transport-delivery/Documents/E-Mobility-Strategy.pdf">http://www.merseytravel.gov.uk/about-us/local-transport-delivery/Documents/E-Mobility-Strategy.pdf</a>

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2.18	SUPERPORT LIVERPOOL brochure 2016	<a href="https://www.liverpoollep.org/wp-content/uploads/2016/01/SUPERPORT-FOLD-OUT-LOW-RES2.pdf">https://www.liverpoollep.org/wp-content/uploads/2016/01/SUPERPORT-FOLD-OUT-LOW-RES2.pdf</a>  <a href="http://www.superport.co.uk">www.superport.co.uk</a>
2.19	Liverpool City Region Visitor Economy Strategy and Destination Management Plan	<a href="https://www.liverpoollep.org/wp-content/uploads/2015/06/wpid-lcr-dmp-2015-2025.pdf">https://www.liverpoollep.org/wp-content/uploads/2015/06/wpid-lcr-dmp-2015-2025.pdf</a>
2.20	Liverpool City Region Visitor Economy Investment Plan for Growth (July 2016)	<a href="https://www.liverpoollep.org/wp-content/uploads/2016/07/Liverpool-City-Region-VE-Investment-Plan.pdf">https://www.liverpoollep.org/wp-content/uploads/2016/07/Liverpool-City-Region-VE-Investment-Plan.pdf</a>
2.21	Liverpool City Region Offshore Wind Energy Hub brochure	<a href="https://www.liverpoollep.org/wp-content/uploads/2015/06/wpid-offshore-wind-energy-hub-04-2012.pdf">https://www.liverpoollep.org/wp-content/uploads/2015/06/wpid-offshore-wind-energy-hub-04-2012.pdf</a>
2.22	Train upgrades to the Borderlands Line (Bidston to Wrexham).	<a href="http://www.growthtrack360.com/">http://www.growthtrack360.com/</a>
2.23	Growth Track 360 Prospectus	<a href="http://www.growthtrack360.com/home/resources/">http://www.growthtrack360.com/home/resources/</a>
2.24	Northern Powerhouse	<a href="http://northernpowerhouse.gov.uk/">http://northernpowerhouse.gov.uk/</a>

**3- Skills Training and Education**

3.1	Mersey Maritime	<a href="http://www.mersey-maritime.co.uk/">http://www.mersey-maritime.co.uk/</a>
3.2	The Engineering College, Birkenhead	<a href="http://www.theengineeringcollege.co.uk/">http://www.theengineeringcollege.co.uk/</a>
3.3	UK Maritime Knowledge Hub, Birkenhead (Liverpool John Moores University)	<a href="https://www.ljmu.ac.uk/about-us/faculties/faculty-of-engineering-and-technology/maritime-knowledge-hub">https://www.ljmu.ac.uk/about-us/faculties/faculty-of-engineering-and-technology/maritime-knowledge-hub</a>
3.4	Wirral Metropolitan College	<a href="http://wmc.ac.uk/">http://wmc.ac.uk/</a>

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4- Freight		
4.1	Freight facilities in the Liverpool City Region	<a href="http://www.merseytravel.gov.uk/about-us/local-transport-delivery/Documents/Document%201%20LCR%20Freight%20Sites_15nov16.pdf">http://www.merseytravel.gov.uk/about-us/local-transport-delivery/Documents/Document%201%20LCR%20Freight%20Sites_15nov16.pdf</a>
4.2	Overview of proposed new freight facilities in the Liverpool City Region	<a href="http://www.merseytravel.gov.uk/Site%20Documents/New%20Proposed%20Freight%20Sites.pdf">http://www.merseytravel.gov.uk/Site%20Documents/New%20Proposed%20Freight%20Sites.pdf</a>

OPTIONS AND FEASIBILITY STUDY – EAST WIRRAL**Appendix C - Consultees**

Organisation	Title	Role
<b>Wirral Council</b>	Alan Evans	Strategic Commissioner for Growth
	Sally Shah	Lead Commissioner – Place and Investment
	Hayley Owen	Economic Lead – Growth Section
	Julie Barnes	Lead Commissioner – Transport and Technology
	Colin Irlam	Senior Transportation Planning Officer
	Neil Mitchell	Project Manager – Regeneration and Environment
	John Entwistle	Principal Forward Planning Officer
<b>Merseytravel</b>	Shane Fitzpatrick	Senior Head of Service Operations
	Steve Cook	Forward Planning Officer
<b>Liverpool City Region LEP</b>	Heather Jago	Programme Manager – Mersey Waters Enterprise Zone
<b>Wirral Chamber of Commerce</b>	Paula Basnett	Chief Executive
	Kevin Adderley	Director
<b>Peel Holdings</b>	Richard Mawdsley	Director of Development – Wirral Waters
<b>Vectos (Consultants representing Peel Holdings)</b>	Chris Hargreaves	Director
<b>Parkinson Inc (Consultants representing Peel Holdings)</b>	Ian Parkinson	Director