



RIVER MERSEY

Mersey Tunnel

RIVER MERSEY

BIRKENHEAD

BIRKENHEAD 2040 FRAMEWORK

**BIRKENHEAD
2040 FRAMEWORK**
CONSULTATION DRAFT

WIRRAL COUNCIL
March 2021



BIRKENHEAD



ENGAGE ONLINE



www.haveyoursay.wirral.gov.uk

HAVE YOUR SAY

We are undertaking an initial consultation on Birkenhead 2040 from Wednesday 24 March to Wednesday 19 May 2021. If you would like to respond then please go to the Wirral Have Your Say website:

www.haveyoursay.wirral.gov.uk

WATCH



View our short video of the Birkenhead 2040 vision on the 'Have your say website'

FIND OUT MORE



www.wirralwaters.co.uk

www.wirralgrowthcompany.co.uk

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FOREWORD



“WITHOUT A DOUBT, THIS IS A PIVOTAL TIME FOR BIRKENHEAD - LARGE SCALE CHANGE IS ON THE HORIZON.”

I am immensely proud to be able to share this exciting and ambitious plan for the future of Birkenhead. The vision set out in the Birkenhead 2040 Framework represents the most transformational proposals for the town since the 1947 Town Plan.

We have a unique opportunity to create a beautiful, sustainable, waterfront town which people are proud to call home. A town on the left bank of the Mersey with a thriving, inclusive economy which benefits all its residents. A town which is attractive to families and a great place for children to grow up.

We are proposing an extensive programme of investment and growth which will stretch over 20 years. This investment will build on our proud pioneering and maritime heritage and enviable waterfront geography. It will bring to the fore the importance of community and locally-led business recovery and new job opportunities.

Major change has already started with significant development on the ground at Wirral Waters, the revitalisation of the town centre is underway, and Eureka! Mersey, the Science and Discovery Centre, due to open in 2022.

This Framework sets out proposals for nine new neighbourhoods across Birkenhead and eight catalytic projects which will kick start the change. We know they will generate a huge amount of excitement in the town and set the tone for an optimistic future for Birkenhead.

At the heart of our regeneration agenda is the local community and it is the community that will ultimately determine the success of Birkenhead regeneration.

We look forward to hearing your views.

JANETTE WILLIAMSON

Leader Wirral Council



“WE ARE RE-CONNECTING, RE-IMAGINING AND RE-DISCOVERING BIRKENHEAD.”

The Birkenhead 2040 Framework is at the heart of a programme of regeneration which stretches along Wirral’s Mersey waterfront from New Brighton to New Ferry – Wirral’s ‘LeftBank’.

Underpinning these exciting programmes will be Wirral’s Local Plan. The radical re-use of brownfield-land it proposes will be a catalyst for growth in Birkenhead in a way that has not been seen since the inter-war period.

Your feedback on the Birkenhead 2040 Framework will shape the draft Local Plan which will be published later this year for comment.

At the heart of the plan is the creation of family-friendly neighbourhoods with beautifully designed homes and green spaces. We are creating a place which is designed to inspire and which achieves our commitment to a low-carbon future.

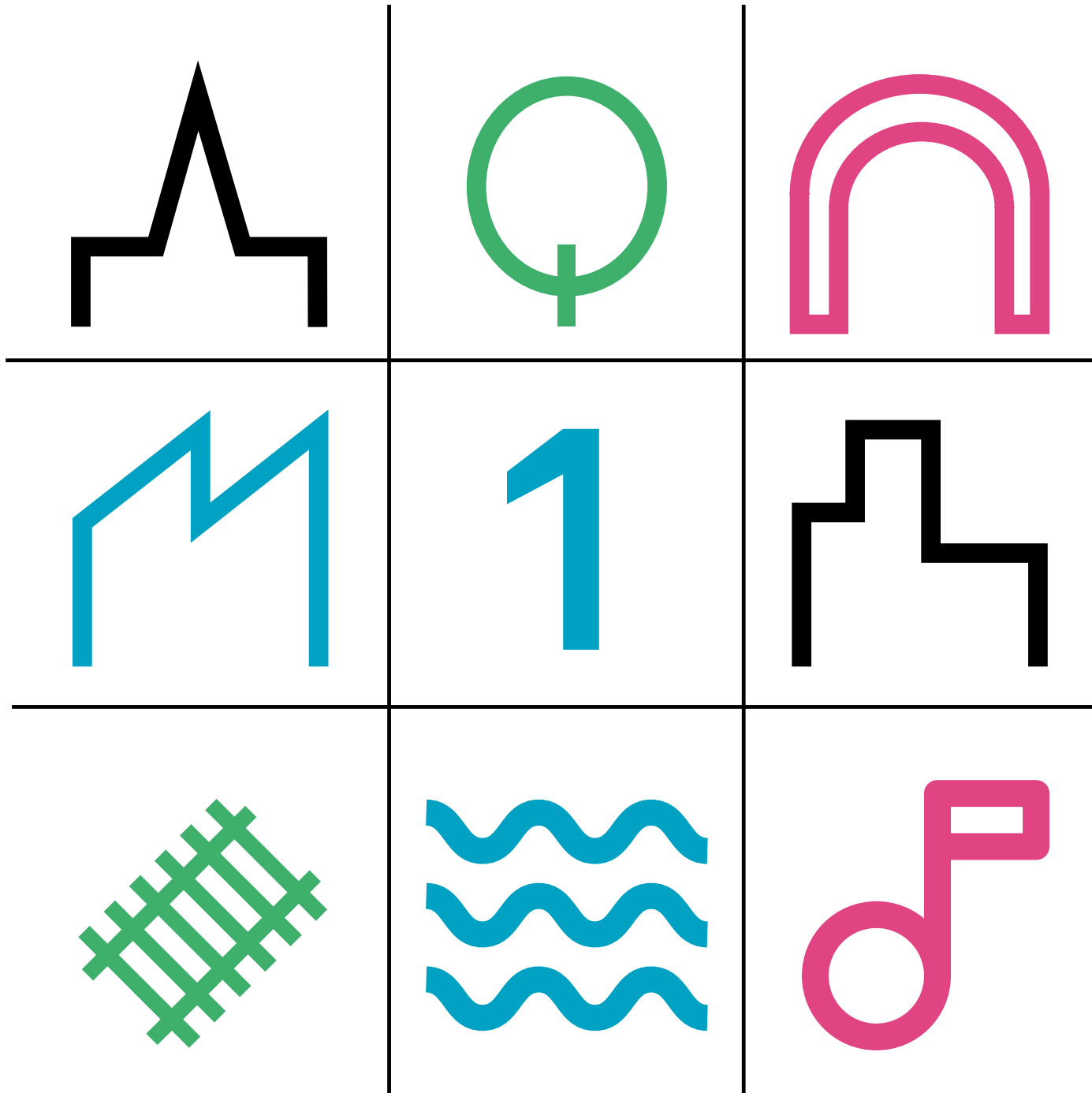
The plan has new routes for walking and cycling woven throughout, which make the best of Birkenhead’s superb connectivity and access to public transport.

We hope that as you read through this Framework you will get an idea of the ambition and creativity which underpins it. We know that delivering it will be a collaborative effort with the pioneering ethos so evident throughout Birkenhead’s history. If you can contribute ideas and projects then we want to hear from you.

ANITA LEECH

Deputy Leader Wirral Council

Chair Of The Economy,
Regeneration And
Development Committee



1. AN INTRODUCTION TO BIRKENHEAD 2040

FRAMEWORK BACKGROUND

**THE COMPREHENSIVE
REGENERATION OF
BIRKENHEAD IS AT THE HEART
OF THE EMERGING WIRRAL
LOCAL PLAN 2020 TO 2037
VISION AND STRATEGY' AND
KEY TO DELIVERING ITS
'PREFERRED URBAN OPTION'.**

1.1. Birkenhead is the largest urban conurbation in Wirral and forms the sub-regional centre in the Borough's retail hierarchy, playing a critical role in terms of amenity and service provision for an immediate and wider community.

1.2. Since the last comprehensive regeneration strategy for Birkenhead was published in 2010 social, economic and environmental conditions have changed dramatically:

1. The Birkenhead Regeneration Framework timescale of 2040 covers the emerging Local Plan period which runs up to 2037. The 20-year timescale for the Framework has been chosen for the purpose of regeneration and community audiences as an easily understood and realistic 20 year period for significant regeneration to be achieved.

2. The Council's Preferred Option for the emerging Local Plan as set out in the Issues and Options Consultation Document (Jan 2020) is to meet all of the Borough's development needs for the period 2020 to 2037 within the existing urban areas, by developing brownfield sites and by increasing densities across all the settlements

- 1

At the time of writing the world is enduring an unprecedented public health emergency and the COVID-19 pandemic restrictions have profoundly impacted the way people live, work and travel;
- 2

In response to the growing global climate emergency there is a radical and rapid shift away from fossil fuels alongside growing demands for action to adapt our environment to the climate disruption;
- 3

The UK economic climate has changed considerably with the impacts of the COVID-19 emergency and the end of the BREXIT transition agreement at the end of 2020 – bringing significant challenges;
- 4

There is devolved Combined Authority for the Liverpool City Region;
- 5

Wirral Waters has secured outline planning permission and Enterprise and Housing Zone status;
- 6

The Council is working with the Ministry of Housing, Communities and Local Government to explore the right delivery model and governance structure to progress and implement our regeneration programme across our urban area, known as the 'LeftBank' – running from New Brighton to New Ferry;
- 7

There has been a significant amount of development and investment activity across the urban area, including at Wirral Waters;
- 8

The Council has established the Wirral Growth Company;
- 9

The Council has secured over £24m Future High Street Fund investment for Birkenhead; and
- 10

The Council is developing a new Local Plan which will need to demonstrate that a focus on the regeneration of Birkenhead and surrounding areas will meet the Borough's locally assessed needs for housing and employment to 2037.

1.3. Reflecting on all of that and more, Wirral Council recognise that now is the right time to bring our ambitions together into a new regeneration framework for Birkenhead. Presented in the remainder of this document, Birkenhead 2040 ('the Framework') is our framework to deliver transformational change across the Birkenhead urban area.

1.4. Birkenhead 2040 forms a key part of the evidence base for the emerging Wirral Local Plan.



BIRKENHEAD HISTORY

BIRKENHEAD IS THE PRINCIPAL TOWN WITHIN THE METROPOLITAN BOROUGH OF WIRRAL AND FORMS THE BOROUGH'S URBAN CORE.

1.5. The town has a rich history, dating back over 800 years with the town's current name derived from the Old English 'Birkin Head' which describes a headland of birch trees.

1.6. The oldest standing building in the Liverpool City Region is Birkenhead Priory, the remnants of which stand in Birkenhead alongside the River Mersey. Founded in 1150 and rebuilt over the centuries, the Priory was home to a Benedictine monastery that provided a ferry service across the River Mersey from Birkenhead to Liverpool.

1.7. The first few streets of Birkenhead were laid out by the lord of the manor, Francis Richard Price. Then in 1825, at the behest of William Laird, James Gillespie Graham produced a plan for a modern new town, with a gridiron pattern of streets, a range of fine late Georgian buildings and the imposing Hamilton Square. The town grew, with a market, theatres and music halls, the first tramway in Europe and the world's first publicly funded park – Birkenhead Park – which played a key role in the development of the parks movement and became a model for parks design including Central Park, New York.

1.8. The first of Birkenhead's docks, the Morpeth and Egerton Docks, opened in 1847. The Birkenhead

Emigrant Depot, an important base for migrants bound for Australia, followed in 1852 as did Brassey & Co.'s Canada Works, which built much of the equipment, including locomotives and bridges, for the Grand Trunk Railway of Canada. In 1857 an Act of Parliament brought the Birkenhead and Liverpool docks under the single ownership of the Mersey Docks and Harbour Company and it was under the company that the dock system developed.

1.9. Although only a fraction of the dock system is now involved in traditional port activity, the legacy of buildings and dock structures is still impressive. Among these are the hydraulic tower, designed by Jesse Hartley and based on the Palazzo della Signoria in Florence and the Grain Warehouses, on the Dock Road, built in the 1860s to receive wheat, maize and barley from all over the world. The Mersey Rail Tunnel linking Birkenhead to Liverpool was opened in 1886, with the first road 'Queensway Tunnel' in 1934.

1.10. Wallasey Pool was the initial focus of development and industry soon spread along the Mersey shore further connecting Birkenhead to the world. The creamy sandstone quarried from Storeton Ridge that is evident in Birkenhead Town Hall and other institutions in Birkenhead including St Andrews Church is the same quarried material that was transported through the Birkenhead Dock system, to clad the Empire State Building in New York. From the end of the 19th Century through to the 1940s, significant numbers of houses were built across Birkenhead to serve the growing port.

1.11. Major road building schemes in the 1960s saw lengths of elevated roadways to allow all traffic entering and exiting the road tunnels to bypass the town centre. The opening of the Kingsway Tunnel in 1971 and the completion of the M53 motorway in 1972 further enforced the dominance of the motorcar as the dominant form of travel in Birkenhead – with road infrastructure severing communities. 1986 saw the commencement of the construction of the Pyramids Shopping Centre, which opened in 1989 transforming the traditional retail offer in Birkenhead by delivering a covered shopping mall.

1.12. Today, Birkenhead is defined by its underlying physical topography and its strategic location on the Wirral Peninsula. The place has been shaped by waves of development from the industrial revolution through to the more recent era of car orientated suburbanisation coupled with gradual industrial decline and the legacy of these waves is evidenced today with the large numbers of Victorian terraces, together with grand Georgian houses, and examples of inter and post war suburban housing across the town. Industrial areas are focused on the Cammell Laird maritime construction facilities and associated employment land on the River Mersey left bank, the docks to the immediate north of the Birkenhead Town Centre, and follow the key road corridors leading from the docks to the wider road connections to the M53 to the north and the A41 to the south.

Figure 1. Historic Birkenhead

Source: Birkenhead, Merseyside, England. Detailed Old Victorian Ordnance Survey 6 inch to 1 mile Old Map (1888 – 1913). Credit: ArchiUK Old Maps of Britain



FRAMEWORK GEOGRAPHY

THE BIRKENHEAD 2040 FRAMEWORK COVERS THE MAIN AREA OF BIRKENHEAD AND ITS IMMEDIATE URBAN ENVIRONMENT.

1.13. This includes for the purposes of the Framework the settlement of Seacombe.

1.14. The Framework has identified multiple neighbourhoods across this geography for which more localised masterplanning will be progressed including:

CENTRAL BIRKENHEAD:

1.15. Covering the high street (Grange Road, the Pyramids and the Pavements shopping areas, Birkenhead Market, Europa Boulevard and Hamilton Square) and the first phase of the proposed Dock Branch Park;

BIRKENHEAD'S WATERFRONT:

1.16. Potentially the most underutilised asset across the Framework, Birkenhead's waterfront area – an industrial legacy with an iconic future, stretching from Cammell Laird in the south right through to Egerton Docks and Tower Road;

HIND STREET URBAN VILLAGE:

1.17. The development area on and surrounding the former Gas Works to the south-east of Central Birkenhead – the southern gateway of Birkenhead Central Station and the location of the southern stretch of the proposed Dock Branch Park;

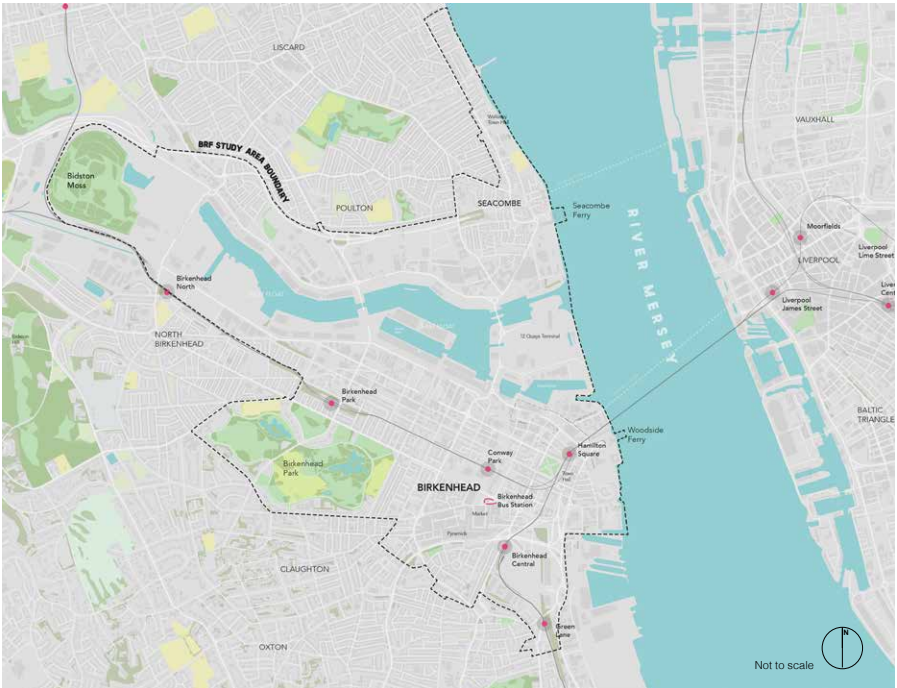


Figure 2. Framework Study Area

WIRRAL WATERS AND PORTSIDE:

1.18. Birkenhead's vibrant port and associated land, the strategically significant Wirral Waters scheme and early phase dockside development areas, for which masterplanning and Outline Planning Permission is in place and in the process of being delivered;

HAMILTON PARK:

1.19. The community within Central Birkenhead's fringe, the area between Birkenhead Park and Wirral Waters and the most prominent legacy of the Laird Grid in Birkenhead;

NORTHSIDE AND SCOTTS QUAY:

1.20. The legacy of the docks and its industrial hinterland – the land between them and the M53 and A59 corridor,

considered collectively through the Framework process but with area specific recommendations reflecting the distinct geography and opportunities across this neighbourhood to be taken forward separately;

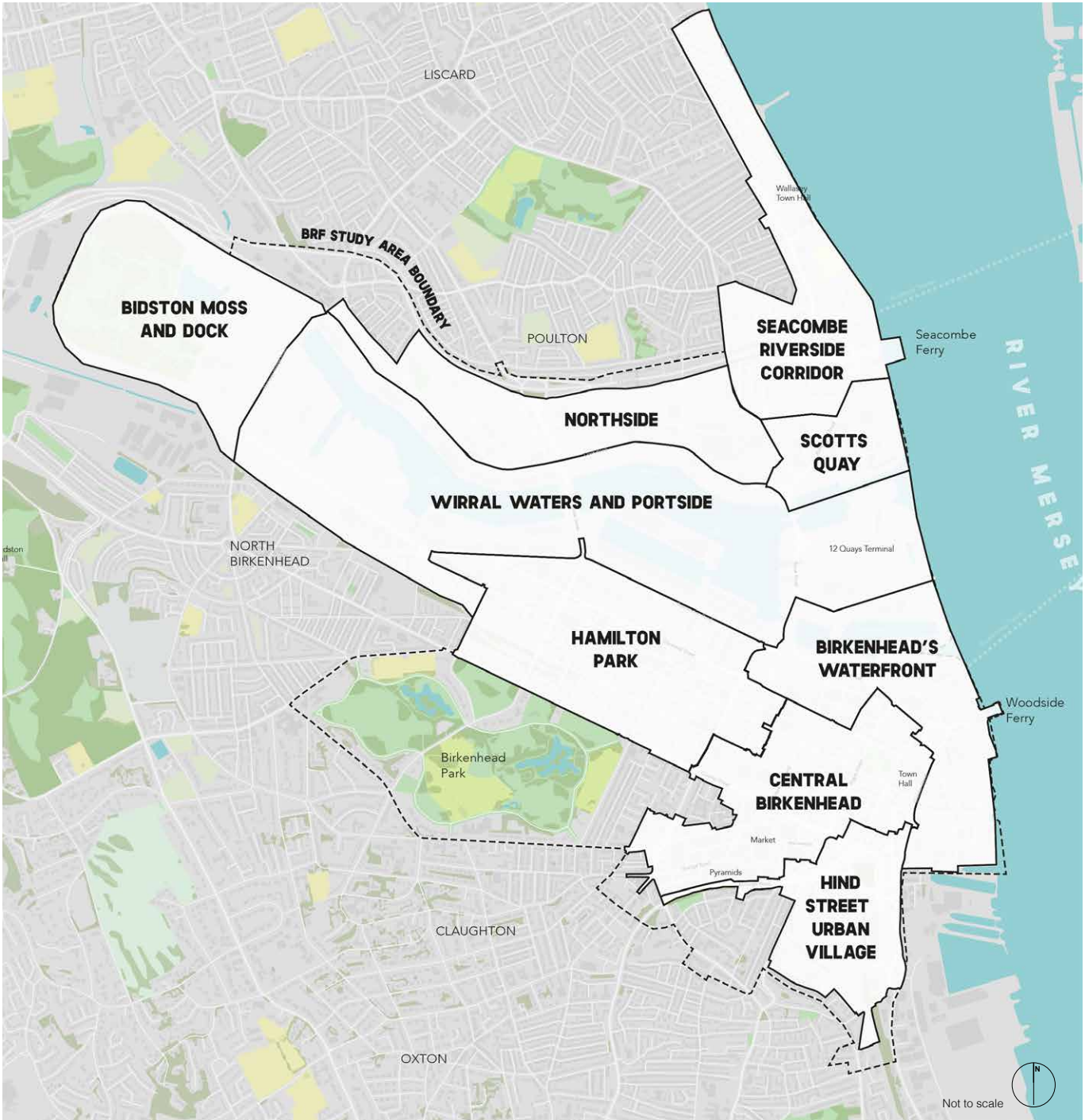
SEACOMBE RIVERSIDE CORRIDOR:

1.21. Wallasey's southern waterfront and Ferry gateway closely connected to Birkenhead's northern waterfront – connecting Birkenhead to Wallasey and New Brighton and Birkenhead's communities with their waterfront; and

BIDSTON MOSS AND DOCK:

1.22. The remains of the dock located at the head of Wallasey Pool, accommodating both strategic open space and reclaimed land available for development purposes.

Figure 3. Birkenhead's Neighbourhoods



1.23. In addition, the Framework identifies the opportunity to deliver a new neighbourhood through the implementation of the first phase of the Dock Branch Park project running through the heart of Central Birkenhead and connecting Wirral Waters and Hind Street Urban Village in its early phases, and the material physical change that will be delivered through the removal of the two flyovers at an area referred to as ‘Birkenhead Landing’. It also recognises the critical importance of historic Birkenhead Park, particularly with the ambition to seek its designation as a UNESCO World Heritage Site.

1.24. Each of these neighbourhoods has their own identity and contribution to make to the Birkenhead 2040 Framework and is considered in more detail in the remainder of this document.

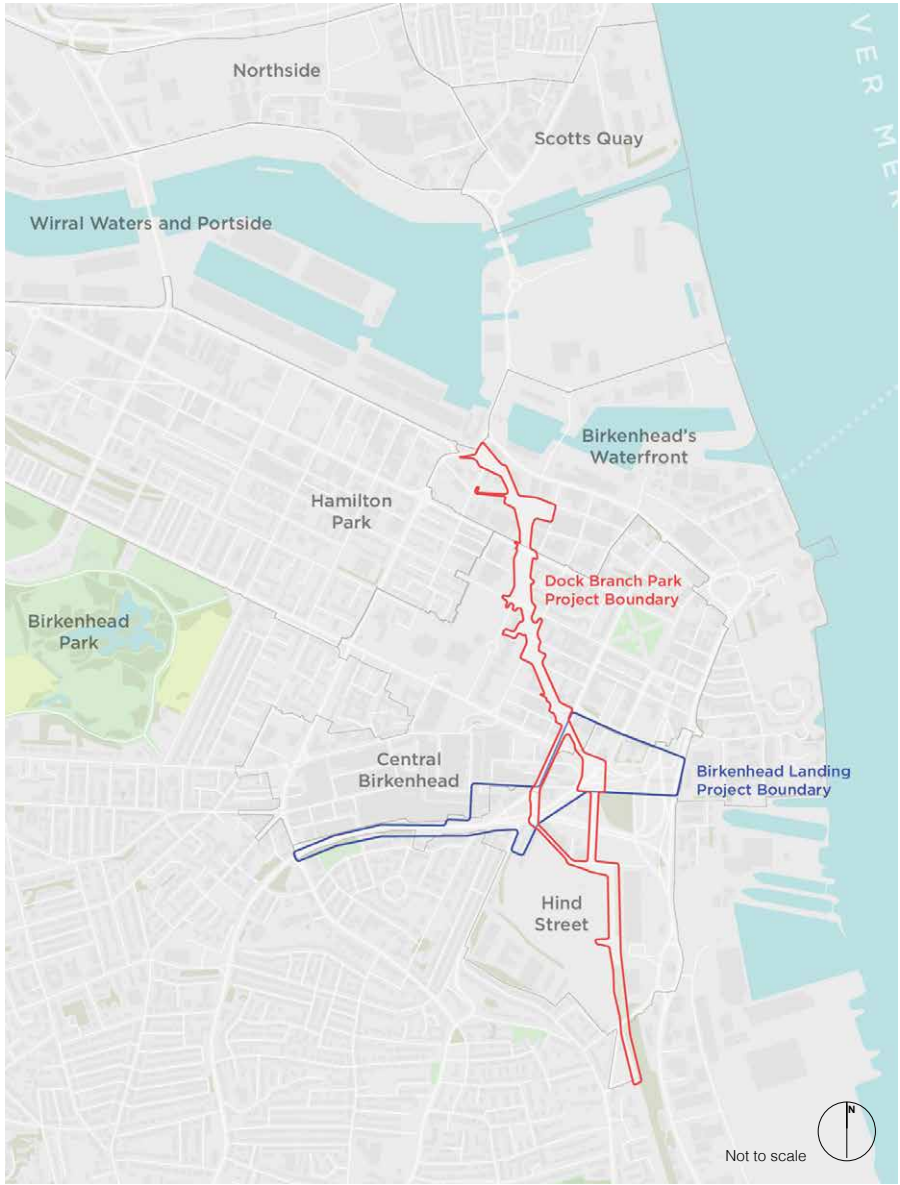


Figure 4. Dock Branch Park and Birkenhead Landing Location Plan

FRAMEWORK CONTEXT

1.25. Genuine and meaningful urban change does not happen overnight. Birkenhead's story has been a long time in the making but, for the first time in decades, there is a real opportunity and requirement for the comprehensive renewal and transformation of Birkenhead under a single strategy.

1.26. This document may be the first you have seen of the Council's regeneration framework for Birkenhead to 2040, but delivery is already underway – regeneration is already happening.

1.27. Site remediation works have been completed at Wirral Waters Northbank and works are about to start on 500 new homes at Wirral Waters One (Legacy), Phase 1 delivery of 350 homes by Urban Splash/Peel Land & Property (Peel L&P) Joint Venture, and the 72-bed Belong residential care hub including 34 independent living apartments.

1.28. Plans are progressing for the £12m Eureka! attraction at Seacombe due to open in 2022, and for new facilities at Tower Road, Wirral Waters, including the Hythe Commercial Office space, Egerton Village and the Maritime Knowledge Hub.

1.29. In 2019 the Council established the Wirral Growth Company in partnership with Muse Developments and have subsequently committed to taking 8,300 sqm of B1a office accommodation for their own staff in the heart of Central Birkenhead – with a live planning application now being considered by the Council. Peel L&P are delivering a 3,1000 sqm Grade A office floorspace at the Hythe, Tower Road South, in partnership with the Council.

1.30. With funding from the Liverpool City Region Combined Authority, the Department for Transport and local funding sources, over £11m has been spent on transport infrastructure improvements over the last 3 years, including improvements to Dock Road at Northbank with the construction of quality cycling and walking facilities and the replacement of Tower Road 'A' and 'C' bridges.

1.31. Close to final completion is a £3.2 million major streetscape project on the A554 Tower Road, jointly funded by the Department of Transport and partnership contributions. Extra funding has also been secured for the planting of 130 trees from the EU and local contribution.

1.32. It was confirmed in December 2020 that the Council were successful in securing over £24m Future High Street Fund investment in Birkenhead – focused on Conway Street, Grange Road and unlocking Phase 1 of the Commercial District.

1.33. The Council will ensure that Birkenhead's potential is realised through the implementation of this Framework, working in partnership with Central Government, Homes England, the Liverpool City Region Combined Authority, the private sector and the third sector.

FRAMEWORK CONSULTATION

1.34. The Framework is currently in Draft format for consultation purposes. The Council intends to use this document to engage with stakeholders including Birkenhead’s communities and businesses and will gather your thoughts on it through the consultation period.

1.35. To provide further detail of the potential development and regeneration opportunities within Birkenhead and to inform the emerging Local Plan the Council will prepare a series of Neighbourhood Framework (NF) documents for each of the Birkenhead neighbourhoods.

1.36. The Council will revisit the Consultation Draft Birkenhead 2040 document to ensure it fully captures the extent of change we will deliver over the plan period and beyond.

1.37. The Council will keep the Framework under regular review to respond to what may be rapidly changing market and political environments and newly identified opportunities and challenges.

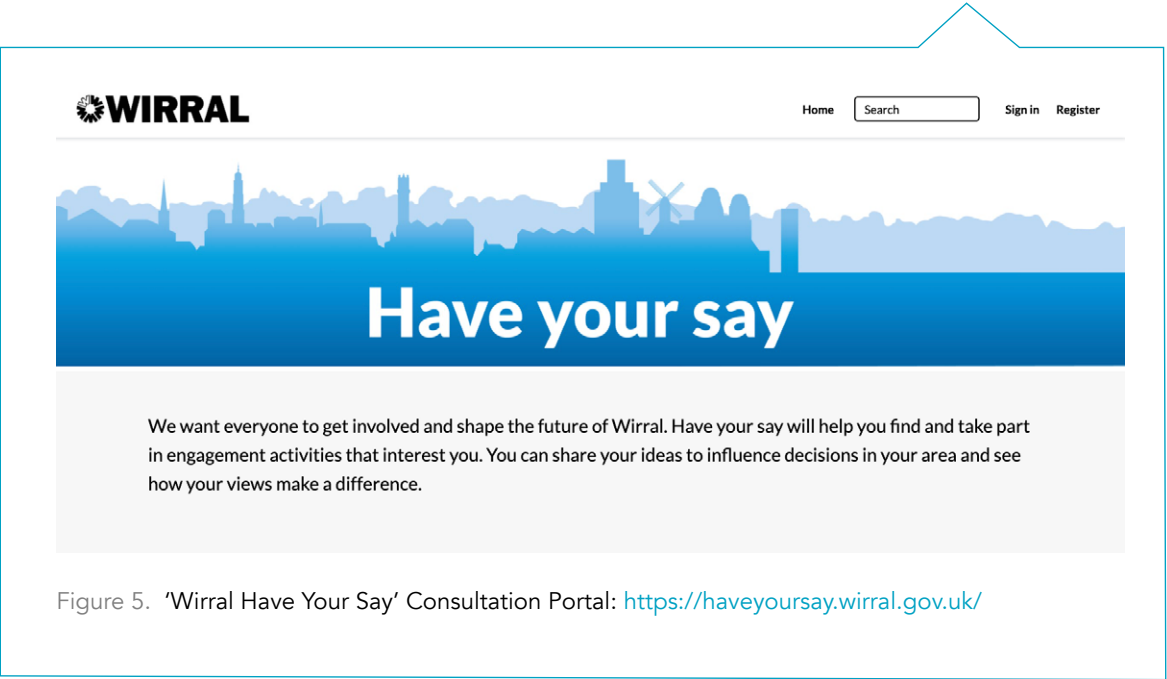


Figure 5. ‘Wirral Have Your Say’ Consultation Portal: <https://haveyoursay.wirral.gov.uk/>

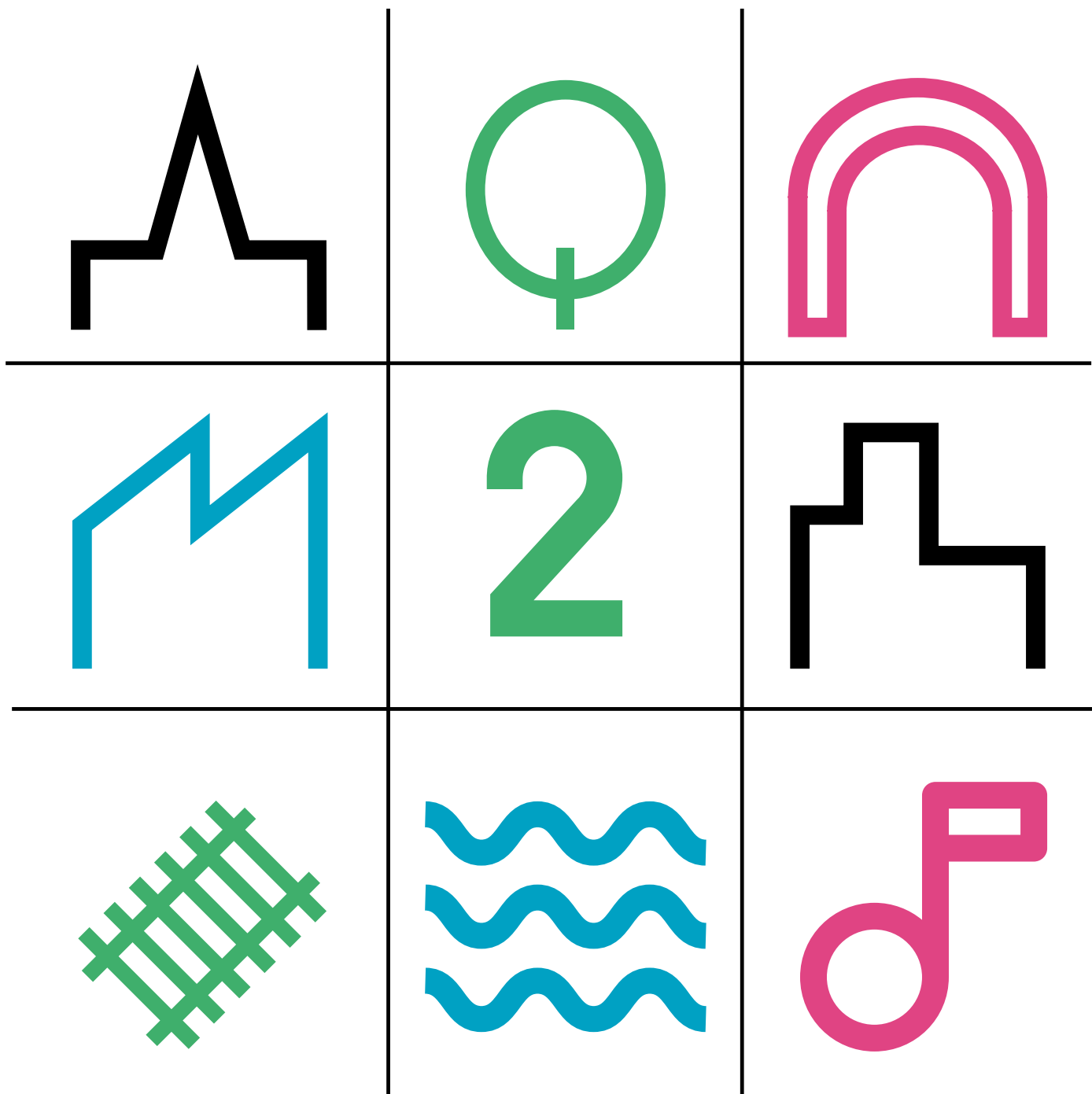
FRAMEWORK STRUCTURE

The remainder of this document is set out as follows:

SECTION 2:	VISION AND OBJECTIVES: The Vision and Objectives that articulate the ambition and requirements of investment within the Birkenhead urban area to 2040
SECTION 3:	SPATIAL PRIORITIES: Sets out the nine spatial priorities which have informed the Framework
SECTION 4:	THE BIRKENHEAD 2040 FRAMEWORK: A description of the Framework and its implications for Birkenhead
SECTION 5:	BIRKENHEAD’S CATALYST PROJECTS: The identified catalyst projects which collectively unlock the Birkenhead 2040 ambition
SECTION 6:	BIRKENHEAD’S NEIGHBOURHOODS: A summary of the strategy for each neighbourhood to be considered through the Neighbourhood Framework process
SECTION 7:	BIRKENHEAD’S FRAMEWORK STRATEGIES: Describes the key strategies and infrastructure projects which must be delivered as part of the Framework, including: <ul style="list-style-type: none">• Birkenhead’s Movement Strategy• Birkenhead’s Social and Community Infrastructure Strategy:• Birkenhead’s Strategic Green and Blue Infrastructure Strategy
SECTION 8:	BIRKENHEAD 2040 DELIVERY STRATEGY: An explanation of how the Council will progress delivery of the Framework, including an action plan and next steps
SECTION 9:	NEXT STEPS Explains the actions that we will be taking in the next year to help finalise and deliver the Framework



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2. VISION AND OBJECTIVES

BIRKENHEAD IN 2040

**CHOSEN AS HOME BY FAMILIES
AND ENTREPRENEURS ALIKE,
DRAWN BY THE UNIQUE, HISTORIC
WATERFRONT ENVIRONMENT
AND ICONIC DESIGN. A PLACE OF
CREATIVITY, INNOVATION AND
FUN, A PLACE TO PUT DOWN
ROOTS.**

**BIRKENHEAD HAS GROWN INTO A
THRIVING URBAN COMMUNITY ON THE
LEFTBANK OF THE RIVER MERSEY**



BIRKENHEAD IN 2040

**THE CONNECTIVITY OF CITY-
LIVING, IN HARMONY WITH
NATURE. A PLACE WITH ROOM TO
BREATHE AND SPACE TO GROW.**

**BIRKENHEAD HAS BEEN RE-
IMAGINED, RE-DISCOVERED
AND RE-CONNECTED.**



BIRKENHEAD HAS BEEN RE-CONNECTED, RE-IMAGINED AND RE-DISCOVERED

THE LIVERPOOL CITY REGION IS RECOGNISED GLOBALLY AS A UNIQUE PLACE; A HISTORIC LOCATION, A SPECIAL NATURAL AND BUILT ENVIRONMENT AND A RECOGNISED BRAND.

2.1. The riverfront is centre stage. Other cities around the world show us the benefits of rivers as integrated and defined spaces interwoven into their physical, social and economic fabric, not just a functional water body.

2.2. To maximise the River Mersey as a wholly integrated city asset and experience, the City Region needs a stronger Birkenhead connected to its waterside; a stronger LeftBank.

2.3. Birkenhead has the heritage, infrastructure, environment and potential of a place much bigger than it is. It was made for more!

2.4. Birkenhead boasts the world's oldest underground railway outside of London. It was the place of Britain's first street tramway. The Queensway tunnel under the Mersey when built was hailed as an 'eighth wonder of the World', and the famous ferry across the Mersey is the oldest regular ferry service in Europe.

2.5. It is, of course, also the home of the world's first public park, Birkenhead Park.

2.6. Much of Birkenhead was planned when Merseyside was the New York of Europe and growth was a given. From the Laird grid and dock system that once rivalled Hamburg or Rotterdam, to the finery of Hamilton Square which wouldn't look out of place in the Edinburgh New Town.

2.7. These assets, in combination with Birkenhead's culture and communities, its history and heritage and its connectivity, make it a truly unique place.

2.8. The ingredients are all still there. The historic ambition that led to the formation of these ingredients has been reawakened to address the significant challenges which we face. The Framework must unlock these assets, reconnect with them as real foundations and infrastructure for change, to shape Birkenhead's future.

2.9. The Framework vision is centred on the reconnecting, reimagining, and rediscovering of Birkenhead, as an urban garden 'city' at the heart of the LeftBank regeneration programme from New Brighton to New Ferry and as a key part of the wider offer of the Liverpool City Region – a complementary urban centre, a sister to Liverpool within the same urban core divided only by a river.

RECONNECTING:

2.10. A place at the heart of Liverpool City Region's waterfront. A waterfront town with a revitalised centre which has strong connections to the wider Wirral peninsula blessed with a wealth and rich network of green and open space assets. The regeneration of Birkenhead at this scale of the nature captured within this Framework is a unique opportunity in the UK and Europe. But at a more local scale, it is fundamental to ensure more Wirral residents come to the centre and experience its offer, as their town centre.

REIMAGINING:

2.11. This Framework is an opportunity to do things differently in Birkenhead – establishing a new ambition for the scale of change, the quality and calibre of change the Council and its partners can and will deliver, and how they are going to achieve it. The Council is putting improvements in the quality of life and the health and well-being of our residents first. Across Birkenhead an environment will be created where new and existing businesses can thrive – an urban garden 'city' which prioritises environmental sustainability and green and blue infrastructure and not just delivery of development.

REDISCOVERING:

2.12. The Framework seeks to make the most of Birkenhead's precious heritage and cultural assets and they will underpin its future success. The Council will ensure these assets are recognised, respected and central to the future character of Birkenhead – these should be world recognised assets that will attract people and investment to the main urban area from Wirral, the Liverpool City Region and beyond.

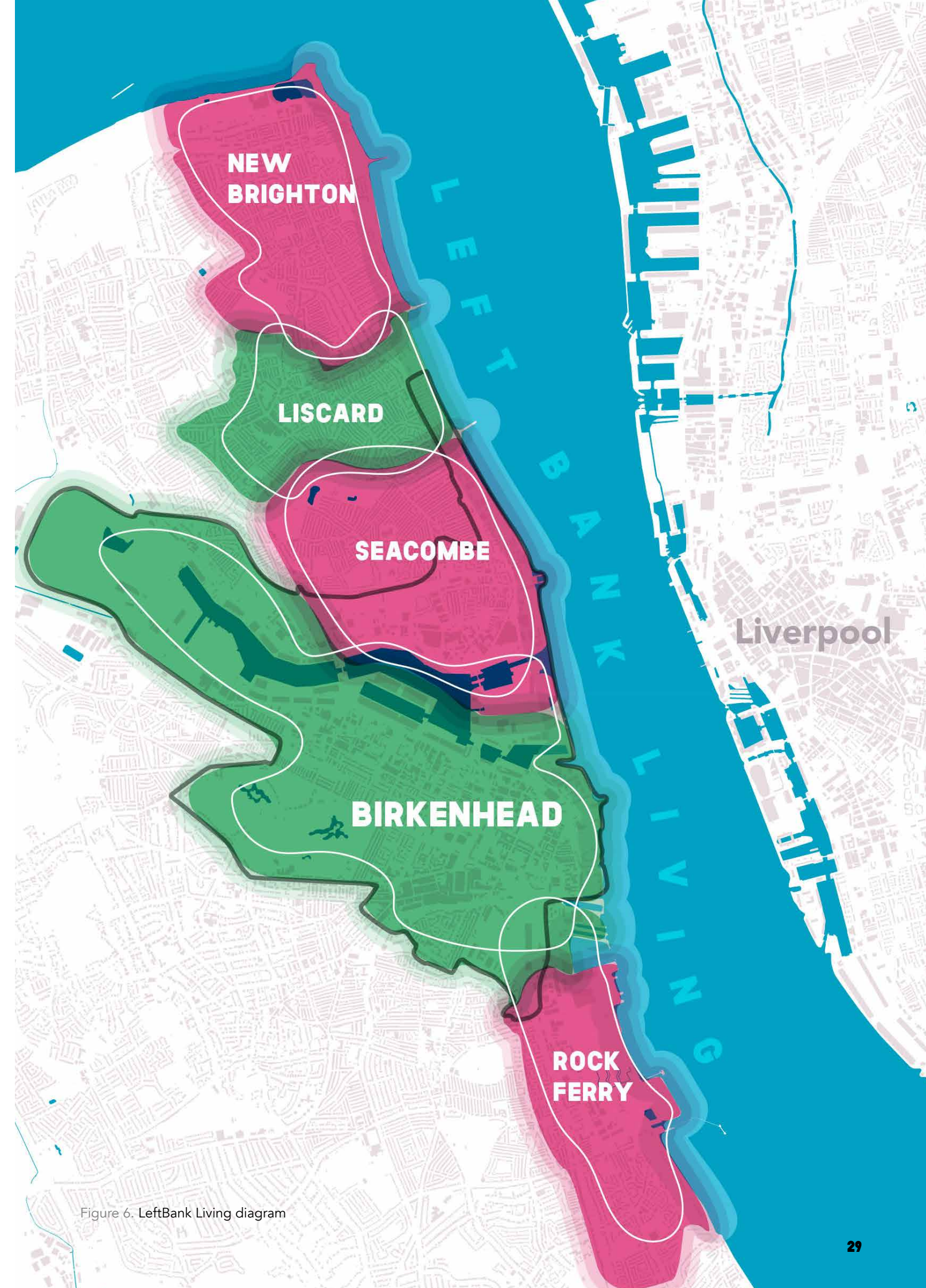


Figure 6. LeftBank Living diagram

FRAMEWORK OBJECTIVES

2.13. The vision is underpinned by a series of objectives. Sitting above the neighbourhood or site-specific scale and operating beyond physical interventions, these objectives capture our commitments and expectations and are intended to inform decision making, development and investment over the next 15 years and beyond.

2.14. Future development and investment proposals will be assessed against these principles and their intended outcomes Birkenhead 2040 will be created by design – intentionally delivered in accordance with our identified objectives.

2.15. We recognise that the regeneration of Birkenhead must happen comprehensively and must not be assumed to be delivered through physical change alone. There is extensive brownfield development opportunity across the urban area, but there is also a rich tapestry of existing residential and business communities that have called Birkenhead home for a long time. In delivering physical change we are committed to ensuring that benefits are felt across this community – tackling the deprivation that exists and creating opportunities alongside growth for our people. This ‘whole place’ approach will be enshrined in all decisions that we make as a Council.

2.16. The remainder of this section sets out the nine objectives that sit beneath and collectively seek to deliver our vision. The Framework requires all nine to be embraced and delivered to achieve the full ambition and address all issues identified through the process of preparing this document.

2.17. Each objective has identified intended outcomes which are set out in Tables 1-9 below. Under each intended outcome the Council have identified what you will see on the ground as a result of meeting each objective.



Figure 7. The 9 Framework Objectives

FRAMEWORK OBJECTIVE 1:

A WATERFRONT GARDEN ‘CITY’



BIRKENHEAD URBAN GARDEN ‘CITY’ WILL BE A PLACE THAT EVEN MORE PEOPLE WILL WANT TO CALL HOME OUT OF CHOICE. IT WILL DELIVER NEW, SUSTAINABLE HIGH-QUALITY MIXED-USE FAMILY NEIGHBOURHOODS ALONGSIDE THE RENEWAL OF EXISTING RESIDENTIAL AREAS.

2.18. A new residential and business environment is at the heart of the Framework vision for the renaissance of Birkenhead.

2.19. The Council will do this by ensuring that they are maximising the contribution of underutilised brownfield land in urban areas. They are not planning by numbers – they are striving to deliver balance, quality, vibrancy and sustainability within Birkenhead’s urban housing market.

2.20. This means balance by type, balance by size and balance by tenure. It means addressing the condition, quality and suitability of existing housing stock across the area – Birkenhead has an existing community that deserves to live in high-quality residential areas.

2.21. The Council are putting our brownfield land first. In doing so they are regenerating Birkenhead through a comprehensive programme and framework that prioritises innovation and quality in design and materials used across our built environment, infrastructure and our environment. This strategy of better use of the brownfield assets across the area is intrinsically linked to the protection of the character of the peninsula through the safeguarding of Green Belt across Wirral and in doing so protecting its landscape and local communities.

2.22. The Council will deliver new homes in line with its Housing Growth Strategy – specifically ensuring:

- More homes are built at scale and pace, to meet current and future housing needs;
- Providing a choice of housing for people at all stages of life and incomes;
- Delivering more affordable homes, supporting and enabling inclusive growth and community wealth;
- Transforming the type of housing available, through sustainable development of high-quality, low carbon living space; and
- Supporting longer term viability, unblock stalled housing sites and ensure that investment in infrastructure supports and stimulates further growth



2.23. This strategy will involve setting new benchmarks for quality in design and environmental performance and being innovative in delivery – creating critical mass and change within a sustainable density which meets housing needs and maximises the potential of our brownfield assets.

2.24. The Framework aspires for housing delivery to be underpinned by ‘sustainable ‘living city’ principles³. The Council want this core area, and new urban housing delivery to be typified by high quality urban landscape, urban allotments and grow space, natural eco-systems, and a healthy living culture. Birkenhead will contribute increasingly to the peninsula’s value as a place of quality green spaces linked to its waterfront.

2.25. The Council aspires to green infrastructure and blue infrastructure delivery including for example Sustainable Urban Drainage (SUDs) to be fully integrated and delivered on green streets.

2.26. Wirral has a rich and proud tradition of creating new, high-quality, innovative urban areas with fine examples at Hamilton Square, Birkenhead Park and across the Birkenhead Laird Grid; at Port Sunlight, Bromborough Pool and New Brighton.

2.27. The historical evolution of Birkenhead has been synonymous with green infrastructure – its name stems from its natural landscape, it was the home of the first publicly funded park in the world, with a global story forever linked to New York, and it has grown through a series of planned park estates at Rock Park, Clifton Park, Egerton Park and high-quality residential environments like Oxtan.

2.28. The Council will place high-quality design at the forefront of investment delivered – seeking it in each development progressed across the Birkenhead urban area.

2.29. Delivering high-quality design, and not just talking about it, will be fundamental to changing perceptions of Birkenhead, and to shift the market – creating long-term value – and in doing so attract more investment into the urban area.

2.30. The Framework will ensure high-quality distinctive, liveable, and popular places are created, in accordance with national planning practice guidance for beautiful, enduring and successful places.

2.31. The Council will do this through the development and investment they deliver directly and they will work to achieve it with their partners.

2.32. The Framework envisages improved and active frontages across the urban area alongside high-quality public realm / landscape interventions including street planting and transformed lighting.

2.33. There is an opportunity to implement a coordinated public realm design informed by a comprehensive public realm strategy along key routes to enhance the sense of continuity.

2.34. Active frontages across Birkenhead do not always mean retail or business, with the need to ensure residential development always delivers a quality and safe street-level environment for pedestrians and cyclists.

3. Sustainable ‘living city’ principles include: quality design of buildings and places; strong community and neighbourhood governance; bringing nature closer to people; well maintained places; creating a sense of pride, identity and ownership; active, connected places, affordable; mixed-use neighbourhoods; making public spaces work harder; prioritising green transport and building options; relieve density with variety with high quality public realm, public art and green space; and active spaces for greater safety and vitality

TABLE 1. WATERFRONT GARDEN ‘CITY’ – INTENDED OUTCOMES

INTENDED OUTCOME	WHAT YOU WILL SEE
A vibrant, viable housing market meeting housing needs and supporting economic growth.	<ul style="list-style-type: none">• Mixed tenure, high quality net zero carbon residential development.• Balanced delivery of new housing across property types – delivering family homes at appropriate urban density through innovation.• Housing that meets the needs of particular groups such as older people, those with physical disabilities, learning difficulties and other supported accommodation.• Investment in existing housing areas focused on improving living conditions, cutting energy waste, promoting affordable warmth, and improved standards in the private rented sector through licensing schemes and supporting non-physical regeneration in existing communities.• Exemplar housing developments, setting new precedents for housing delivery on public sector land and delivered through publicly funded strategies.
Sufficient and appropriate social, health and community infrastructure to underpin housing market growth, ensuring efficient use of brownfield land resource.	<ul style="list-style-type: none">• Creation of new school places to support family living within the core urban area.• Delivery of innovative urban, social, health and community facilities – integrated within mixed-use developments.• Safe and secure semi-private open space provision, with dual function within school and out-of-school hours.
An integrated high quality and functional green and blue public realm and infrastructure network, ensuring ‘living city’ principles are at the forefront of Birkenhead’s urban change.	<ul style="list-style-type: none">• Creation of new public realm and open space within the urban core, connected into the wider green and blue network across Wirral.• Delivery of green streets through new tree planting, green walls, and soft landscaping across the urban area.• Sustainable active and public transport routes providing access to healthcare, education and employment.• Improvements to existing public realm and open space within the urban core.• Delivery of events programme across public realm and open space within the urban core.• Living walls and roofs connecting the built and natural environment.• New urban allotments and grow-space within residential development areas.• Groundwater capture, integrated irrigation, and Sustainable Urban Drainage (SUDs)⁴ across the urban area.
Delivery of high-quality design across Birkenhead	<ul style="list-style-type: none">• Preparation and adoption of a Design and Public Realm Guide for Birkenhead to inform planning applications for future development including recommending a ‘beautiful’ place checklist for new development.• Active travel being designed in accordance with Gear Change⁵ and Cycle infrastructure design (LTN 1/20)⁶• Development of a Digital 3D model as a toolkit for detailed masterplanning and to support decision making across Birkenhead – promoting high-quality design and enabling real-time updates and testing of impacts of proposed new development and investment.• Commitment to facilitate RIBA Places Matter Design Reviews for major projects delivered.

4. Sustainable urban drainage systems (SUDS) are systems designed to efficiently manage the drainage of surface water in the urban environment . Sustainable urban drainage systems can provide an alternative to, or addition to, traditional drainage systems where surface water is drained directly and quickly into underground, piped drainage

5. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf

6. <https://www.gov.uk/government/publications/cycle-infrastructure-design-ltn-120>

OUR APPROACH TO DENSITY

2.35. The Framework assumes appropriate and sensitive high-density residential development across the urban area – as the Council look to maximise the potential of Birkenhead's brownfield assets and the urban core. Delivering this intensification and vibrancy is fundamental to the Framework's ambition.

2.36. But density does not have to mean high-rise – indeed in many areas of Birkenhead it simply cannot mean high-rise without conflicting with heritage assets – and it does not have to mean exclusive apartment delivery.

2.37. The Framework has identified a role for apartments in supporting inter-generational living and providing quality homes for an ageing population in well-served urban areas. There is also a recognised need to provide homes for social housing tenants, who are already living in high density urban accommodation, in better homes. But Wirral's housing requirements are also underpinned by meeting the need from couples and families who need and want to live in houses.

2.38. The Council further understand and allow for a balanced approach to private and public space within new residential development.

2.39. The Framework approach to density balances these needs and demands – and embraces and promotes the urban area as a home for all types of household. The Council will seek design quality benchmarks to be met through delivery of this approach to density across the Birkenhead urban area. They will progress a Design Guide which will be adopted as a Supplementary Planning Document to illustrate and provide more guidance to the market to articulate further how they believe this can be delivered.

2.40. Working alongside the Housing Density Study⁷ being prepared to support the Local Plan, the Framework has tested and modelled a range of typologies, drawing on best practice and supported by market engagement, emphasising the variety that can be achieved in property types across the Birkenhead urban area.

2.41. The Housing Density Study recognises that one of the legacies of Birkenhead's history is density within its development form – indeed the Birkenhead baseline is dense housing. The study considers both minimum density

of new development, and ways in which existing areas can be selectively 'densified'. The Density study has also revealed that some of the most desirable family neighbourhoods in Birkenhead are relatively high density. This shows that successful higher density family living, and neighbourhoods can be achieved through good design.

2.42. The Framework sets out a series of typologies that sit within the recommendations of the Density Study – which concludes in summary that minimum densities within waterfront locations should be 70 dwellings per hectare, and for urban core and town centre locations 60 dwellings per hectare. As noted previously, these aspirations have been tested in the context of these densities and wanting to ensure a balanced portfolio of residential development comes forward in the future.

2.43. The typologies identified range from 60 dwellings per hectare (dph) to 350+ dph as the blueprint for delivering the Framework. The following example studies and precedent images demonstrate that these typologies have been successfully delivered elsewhere. For the purposes of the Framework, high density is identified as anything over 80dph.

7. The Housing Density Study is being prepared to inform the preparation of appropriate density approach in the emerging Local Plan. See <https://www.wirral.gov.uk/planning-and-building/local-plans-and-planning-policy/local-planning-evidence-and-research-report-45>



DENSITY TYPOLOGIES

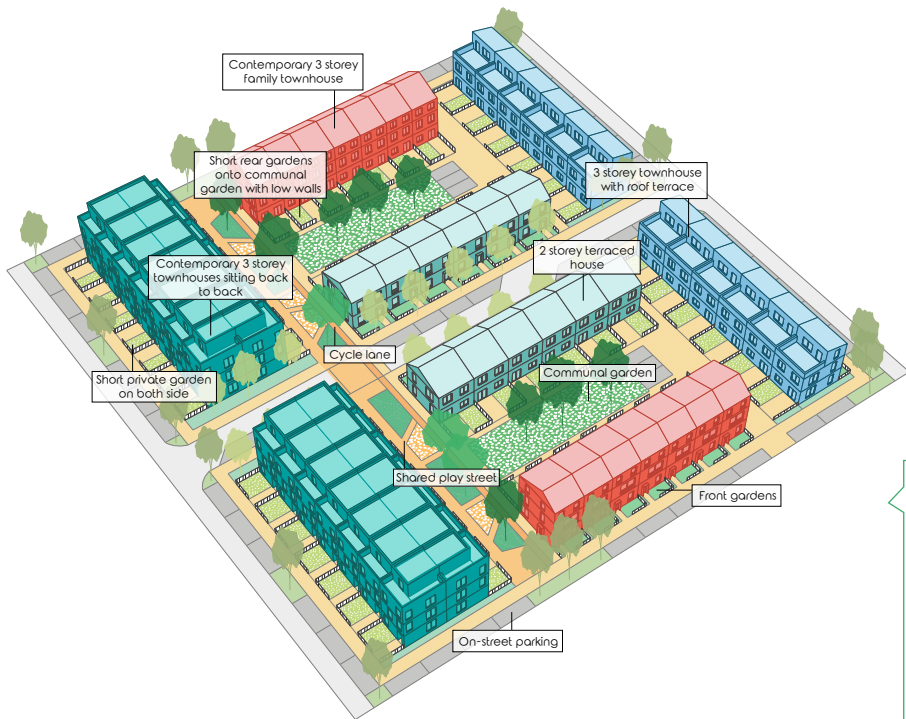


Figure 8. c.60 dph
Example Typology

key

- 3 storey townhouse
- 3 storey townhouse
- 3 storey townhouse
- 2 storey terraced house

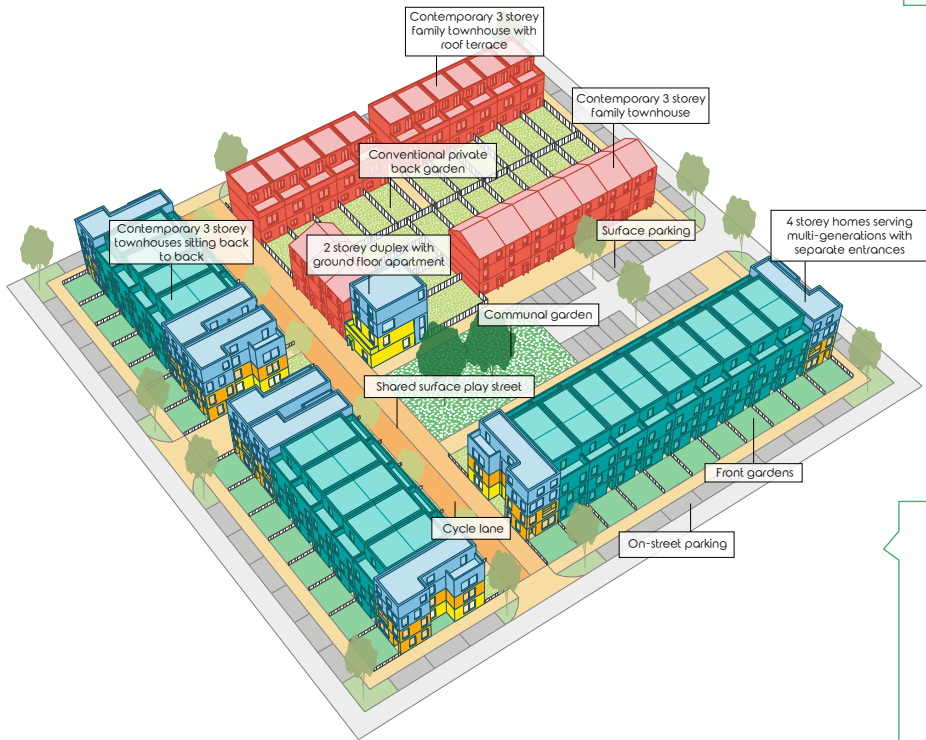


Figure 9. c.80 dph
Example Typology

key

- 3 storey townhouse
- 3 storey townhouse
- Ground floor apartment
- 2 storey duplex
- 2 storey duplex

DENSITY TYPOLOGIES

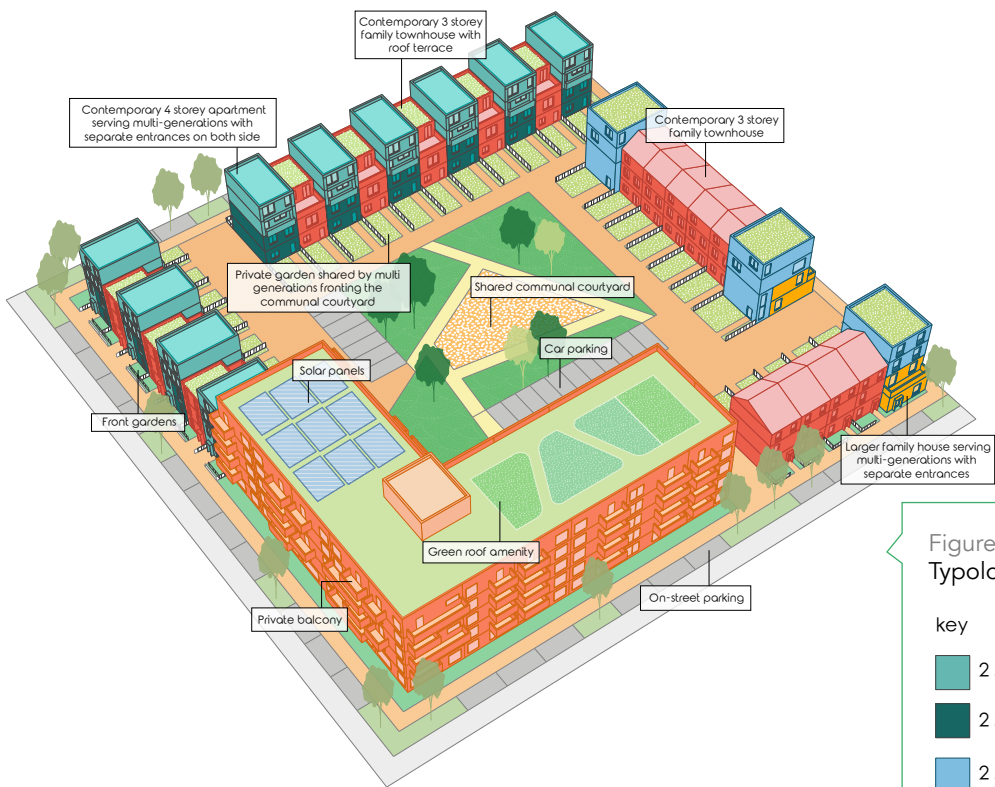


Figure 10. c.135 dph Example
Typology

key

- 2 storey duplex
- 2 storey duplex
- 2 storey duplex
- 2 storey duplex
- 3 storey terrace
- Apartment block

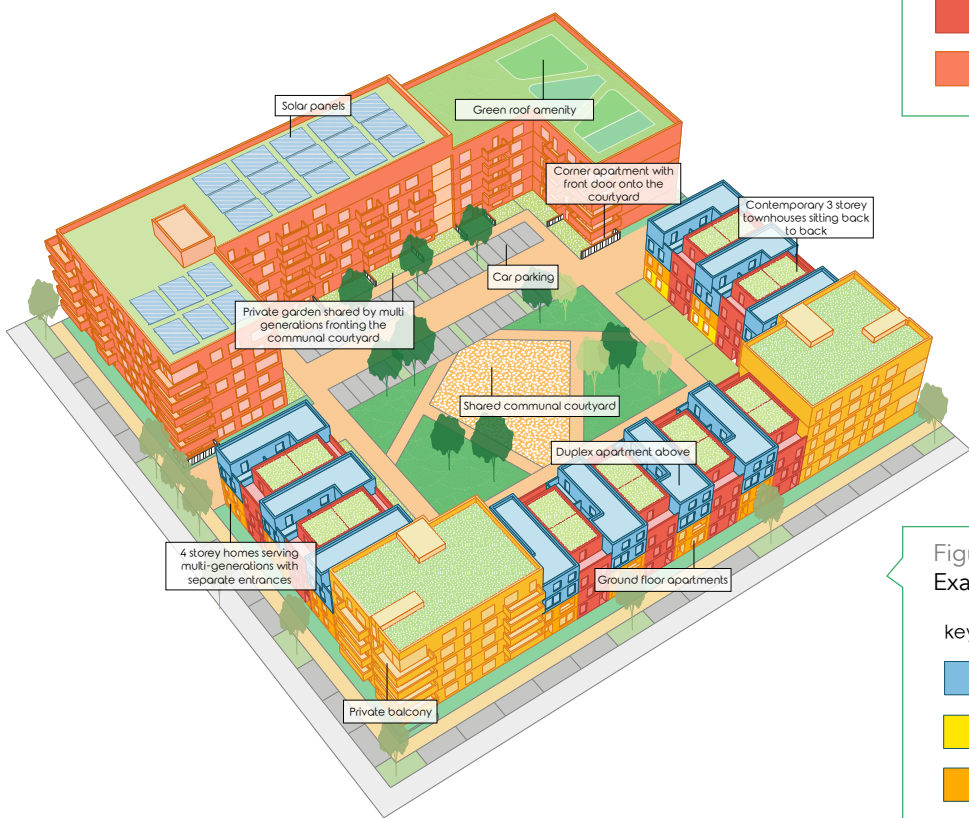


Figure 11. c.240 dph
Example Typology

key

- 2 storey duplex
- GF apartment
- 2 storey duplex
- 3 storey terrace (back to back)
- Apartment block
- Apartment block

EXAMPLE REPRESENTING C. 60 DPH

ICKNIELD PORT LOOP, BIRMINGHAM

Mix: Terraced houses and apartments
Height: 2-6 storeys
Indicative density: 65 dph



APPLICATION

- Regeneration of previously underutilised / vacant brownfield light industrial area
- Waterfront location
- A mix of terraced family houses and apartment blocks
- Landscaped communal areas
- Energy efficient homes

Figure 12 Residential density case study: medium density @ 60 dph

EXAMPLE REPRESENTING C. 80 DPH

GOLDSMITH STREET, NORWICH

Mix: Terraced houses and apartments
Height: 2-4 storeys
Indicative density: 95 dph



APPLICATION

- Medium density interpretation of a traditional terraced street
- A mix of terraced family houses and interlocking apartments, but an own front door for all
- Exemplar Passivhaus development
- Integrated landscaped amenity and active recreation / play

Figure 13 Residential density case study: medium density @ 80 dph

EXAMPLES REPRESENTING C. 135 DPH

THE MAILINGS, NEWCASTLE-UPON-TYNE

Mix: Terraced houses, apartments, bespoke court houses and 'tower' houses, commercial G/F units
Height: 4-6 storeys
Indicative density: 141 dph



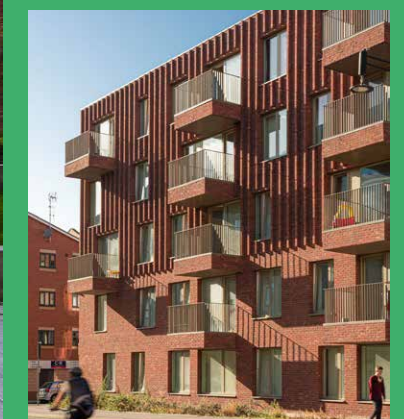
APPLICATION

- Medium-high density residential development with a mix of family homes and apartments, catering for all ages and family sizes
- Innovative layout design creating intimate, social spaces
- Front doors addressing and animating all spaces
- Communal growing garden



LEAF STREET, MANCHESTER

Mix: 3 storey townhouses and 1 - 3 bed apartments
Height: 3-5 storeys
Indicative density: 138 dph



APPLICATION

- Higher density, medium rise residential development
- Mix of family homes and apartments in a busy urban setting
- High quality, flowing landscape.

Figure 14 Residential density case studies: high density @ 140 dph

EXAMPLES REPRESENTING C. 240 DPH

BUDENBERG, ALTRINCHAM

Mix: Apartments and converted warehouse
Height: 3-7 storeys
Indicative density: 215 dph



APPLICATION

- Medium rise apartments integrating historic building
- Waterfront location - maximising views to/from and informing design of accessible landscapes



BRENTFORD LOCK WEST, HOUNSLOW

Mix: Apartments, some G/F commercial
Height: 5-7 storeys
Indicative density: 260 dph



APPLICATION

- Medium rise apartments in street-based perimeter urban block structure
- Waterside maximised through orientation of units and arrangement of landscaped communal areas



Figure 15. Residential density case studies: high density @ 240 dph

EXAMPLES REPRESENTING C. 350+ DPH

BLOSSOM STREET, MANCHESTER

Mix: 1 - 3 bed apartments over street level ,town houses and commercial G/F
Height: 5-8 storeys
Indicative density: 350 dph



APPLICATION

- High density creating an urbanised street experience
- Townhouses and commercial uses at ground floor providing active frontage and animation
- Simple, understated styling and detailing giving a sensitive response to established context and heritage assets

CIRCLE 109, LIVERPOOL

Mix: Apartments
Height: 6-9 storeys
Indicative density: 435 dph



APPLICATION

- High intensity scheme but varied form and massing creating different contextual responses
- Communal gardens over discreet undercroft parking maximises efficient use of the site
- Bold form and materiality a confident addition to an eclectic neighbourhood



Figure 16. Residential density case studies: high density @ 350+ dph

FRAMEWORK OBJECTIVE 2:

INCLUSIVE BIRKENHEAD



PEOPLE MAKE PLACES. SUCCESSFUL CITIES AND URBAN AREAS ARE ALL CHARACTERISED BY BEING FULL OF PEOPLE - RESIDENTS, SHOPPERS, VISITORS, WORKERS - FILLING SPACES AND PLACES AND BRINGING BUILDINGS TO LIFE.

2.44. The Council want Birkenhead to be exactly this - a fun place to live, a great place to be a child and to spend your teenage years. A place where you choose to bring up your family, to put down roots, to stay.

2.45. The survey of 3,000 Wirral young people "Care more about us" demonstrated the importance of providing a safe environment which young people can be proud of as one of their biggest priorities. This is achievable for Birkenhead.

2.46. The Framework will deliver a mix of uses and investment in supporting infrastructure that supports an increase in the number of people active within the centre. Sustainable living will be put at the heart of Birkenhead.

2.47. The Framework will ensure the needs of an ageing society area met- delivering intergenerational living and a place designed with mobility in mind.

2.48. But the Framework goes further. It puts people at the heart of Birkenhead by supporting creating value and benefit for all. The Council know that the delivery of the Framework is about more than development activity – Birkenhead’s existing communities must be supported as be part of the positive change process, delivering physical and social regeneration.

2.49. Birkenhead needs a prosperous and inclusive economy that benefits all of its residents, and community wealth building is a key part of how this will be achieved.

2.50. The Wirral Community Wealth Building Strategy (2019)⁸ set out key areas of work to guide the Council and it partners to reorganise local economies to be fairer, to stop wealth flowing out of their communities, and instead place control of this wealth into the hands of local people, local communities, local businesses and local organisations.

2.51. One key element of this strategy has seen the Council work with Liverpool and Preston City Councils to support its residents and small businesses most in need to establish a 'community bank' to keep wealth within the Borough and address financial exclusion. This took a major step forward in May 2019 when the new North West Mutual Ltd was approved under seal by the Financial Conduct Authority.

8. <https://democracy.wirral.gov.uk/documents/s50065069/Appendix%20A%20-%20Community%20Wealth%20Building%20Strategy.pdf>

2.52. Facilitating the growth of a more resilient and inclusive economy post-Covid is a priority theme within the development or the Council's economic and regeneration strategies. Building on the Community Wealth Building Strategy, the Council recently commissioned the Centre for Local Economic Strategies to provide advice, support and recommendations on emerging work streams with the most potential for translating Community Wealth Building principles into immediate practical action. The Council will build on these recommendations to embed community wealth principles and performance metrics in the development of Dock Branch Park, affordable housing and rent programmes, business support services and anchor public sector commissioning processes.

2.53. All of the Council's decisions will be based on a sound understanding of the impact they will have on the residents of Wirral. The Council will ensure that maximum social value is generated through the implementation of this Framework.

2.54. The Council will ensure they fully understand the impact of proposed change on protected groups across Birkenhead's communities. They will ensure that they improve quality of life for all residents, including those within protected groups. Their actions will be inclusive and without prejudice.

2.55. People will be at the heart of the Council's delivery plans.

2.56. The Framework will ensure representative community involvement within project delivery governance and explore new models of neighbourhood governance seeking to maximise local benefits. Young people will be part of the Birkenhead 2040 story.

2.57. The Council will engage and work with Birkenhead's communities at every stage of the implementation of the Framework.

2.58. Opportunities for local businesses will be created to develop and deliver ideas, and establish learning pathways for young people to become involved in the regeneration of their neighbourhoods leading to future employment in the built environment professions – leveraging social value through public contracts and working in partnership with local training providers including Wirral Met College.

2.59. The Council will continue to work with partners to deliver investments to achieve this – with some of the best examples including the Eureka! Mersey investment into Seacombe including the work they are doing with local schools to promote STEM⁹ subjects and will require their partners to do the same.

2.60. Birkenhead will be a proud neighbourhood, where everyone belongs.

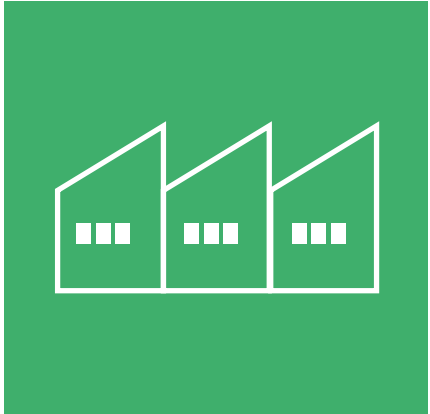
9. STEM stands for: Science, Technology, Engineering and Maths

TABLE 2. INCLUSIVE BIRKENHEAD – INTENDED OUTCOMES

INTENDED OUTCOME	WHAT YOU WILL SEE
Local people at the heart of the programme	<ul style="list-style-type: none">• Creative and engaging ways to connect the programme to local people and community groups.• A focus on children and young people engaging in the design and delivery of physical regeneration.• Engagement with frontline workers from across agencies to make sure their insight shapes and informs the programme.
Leveraging maximum social value for local communities	<ul style="list-style-type: none">• Bespoke planning policies to leverage social value through development across Birkenhead and the Borough will be included in the emerging Local Plan.• Focus of social value delivery through public sector contracts for Birkenhead-based initiatives, community activities and neighbourhoods.• Community Wealth Building metrics embedded in the Council's performance management framework.• Prioritisation of community support requirements through close community engagement as a means of focusing private sector contributions on projects and areas most in need and able to generate the greatest value.• Social value outcome monitoring on an open book basis• Promoting regeneration related careers for young people.
Positive impacts for protected groups across Birkenhead's communities	<ul style="list-style-type: none">• Equalities impact assessments across the programme of intervention and projects as they evolve.
Representative community involvement and promote pride and ownership	<ul style="list-style-type: none">• Explore new neighbourhood and community-based governance models to instil pride and ownership.• Identify local ambassadors.• Facilitate community representation within the formal programme governance structure.• Deliver community support, education and training around the programme .

FRAMEWORK OBJECTIVE 3:

INDUSTRIOUS BIRKENHEAD



THE LOCAL INDUSTRIAL STRATEGY SETS OUT LIVERPOOL CITY REGION'S VISION FOR TRANSFORMING TOGETHER: DELIVERING A COMPETITIVE, CLEAN AND INCLUSIVE CITY REGION. THE FRAMEWORK HAS A CRITICAL ROLE IN DELIVERING THIS AMBITION.

2.61. Wirral has an economy that is worth some £3.9bn to the Liverpool City Region per annum. Wirral is a key component of the Liverpool City Region Combined Authority and delivery of its economic potential is also key to the wider Mersey Dee Alliance (MDA) which supports strategic economic growth across North East Wales, West Cheshire and the Liverpool City Region.

2.62. Wirral has seen year-on-year growth in employment and a steady increase in the cumulative number of jobs created and safeguarded. More businesses are created here than the national average.

2.63. Wirral is home to world class businesses that are household names. Birkenhead has a strong industrial heartland that supports and drives it's economy; and it is also the administrative centre for the Borough – a role

being strengthened through the commitment to relocate Council employees into the central Birkenhead Commercial District. Innovation sits at the heart of the business community – and Birkenhead is blessed with a creative industry able to contribute directly to and shape the implementation of this Framework. The Framework recognises a critical economic role for Birkenhead in the future - including retention of industrial uses to support local employment opportunities.

2.64. The maritime sector continues to be a strength in Birkenhead and recent investments in port facilities mean we still have an established network and a growing role in the UK maritime supply chain. The Port and Cammell Laird are examples of the area's continued dominance in this sector and the development of projects such as the Maritime Knowledge Hub and the Liverpool City Region Freeport will support the further growth of this sector.

2.65. Indeed the Port acts as part of a larger integrated cluster of logistics centres that have the potential to deliver faster and greener global market access. The diversity of the maritime sector is expanding, with a growth in port-enabled businesses, including food processing and logistics. Offshore wind, tidal energy and battery storage development solutions are all sectors represented and growing in Birkenhead.

2.66. But the Port is more than just the maritime sector. It is also an enabler for a wider range of sectors that will support and strengthen the economy of Birkenhead and the region into the future, including higher value and more productive growth. In February 2021 the Government announced the introduction of a Freeport for the Liverpool City Region including land at Wirral Waters with the potential to drive economic benefits for the local port sector.

2.67. Manufacturing has always been important to Birkenhead, and the latest data suggests that 8% of the Birkenhead workforce are employed in it¹⁰. The Framework has identified the opportunity to seize on new technologies and practices to increase productivity in advanced manufacturing. Proposals for the Mobil Building at MEA Park, including advancing Wirral's role in developing Modern Methods of Construction¹¹ is a key example of this with ambitions to become a centre of excellence for sustainable building technologies in the future.

2.68. The digital and creative sector is seeing a stream of new businesses starting, locating and growing in the City Region. Wirral is seeing growth in immersive technologies, artificial intelligence, digital health, film and television. The Framework supports this innovation and sectoral growth in Birkenhead.

10. Business Register and Employment Survey (2019). <https://www.ons.gov.uk/surveys/informationforbusinesses/businesssurveys/businessregisterandemploymentsurvey>
11. Modern Methods of Construction include the use of digital technology and new materials to speed the design and construction and improve the quality and energy efficiency of new homes.

2.69. In recent years there has been an increase in the value of tourism and a 5.8% average annual increase in visitor numbers to Wirral¹². But the Council recognise the need to attract more visitors and expenditure to Birkenhead – to support and add vibrancy to the high street, the Waterfront, new dockside communities and heritage assets.

2.70. Wirral has seen economic success, but the Framework cannot be complacent, especially in the current economic climate. Alongside the positive indicators of the economy presented above, the Framework must also be clear on the challenges faced.

2.71. At the time of writing this document, the Council are mindful of the as yet unknown economic and long-term behavioural impacts of COVID-19 and Brexit. Even without those external influences it must be recognised that there remain pockets of social and economic deprivation within Birkenhead which must be addressed through the regeneration process. It is critical for the long-term sustainability of Birkenhead that its residents have access to employment.

2.72. Indeed, worklessness and acute levels of local socio-economic deprivation have changed very little since Birkenhead was described by the Centre for Social Justice as one the country’s “welfare ghettos” with rates of benefit dependency ranking the area as the 4th worst nationally¹³.

2.73. As many as 13.5% of working age people in the Electoral Ward of Birkenhead & Tranmere claim out of work benefits, more than double the Wirral and City Region averages¹⁴. Of those in employment, retail is the second largest sector, employing 12.9% of all in employment in the area¹⁵. Continued decline in the retail sector is having a disproportionate impact on deprivation within Birkenhead. The Framework also recognises the heavy reliance on public sector employment across the Birkenhead economy.

2.74. The Framework recognises the need to ensure a balanced and diverse economy where people take pride in enterprise and industriousness, and which creates economic opportunity and prosperity for all.

2.75. By 2040 Birkenhead needs to be well along the journey in a transformation towards a zero carbon zero waste economy. The energy and environmental sector is well placed to take advantage of the opportunities presented, but all businesses, regardless of sector, will need to respond.

2.76. Where appropriate the Framework will deliver modernisation and intensification of existing business floorspace and business areas to support emerging market needs and explore opportunities for truly mixed-use, live-work communities.

2.77. The Framework encourages the development of business and industrial environments that facilitate and support entrepreneurship and innovation, and offer productive and pleasant working environments that sit in harmony with Birkenhead’s existing and future communities.

2.78. The Council will explore opportunities for meanwhile uses in areas in transition, as a means of quickly responding to changing market needs.

2.79. The Framework will ensure Birkenhead’s future as an industrious town is protected.

12. <https://democracy.wirral.gov.uk/documents/s50050897/Enc.%20%20for%20201718%20Quarter%204%20and%20Year%20End%20Wirral%20Plan%20Performance.pdf>
13. Signed Off, Centre for Social Justice (2013). <https://www.centreforsocialjustice.org.uk/library/signed-written-off-inquiry-welfare-dependency-britain>
14. Out of Work Benefits (2020). <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/outofworkbenefits>
15. Business Register and Employment Survey (2019). <https://www.ons.gov.uk/surveys/informationforbusinesses/businesssurveys/businessregisterandemploymentsurvey>

TABLE 3. INDUSTRIOUS BIRKENHEAD – INTENDED OUTCOMES

INTENDED OUTCOME	WHAT YOU WILL SEE
Clean Employment Growth	<ul style="list-style-type: none">• The prioritisation of technologies and businesses that specialise in clean energy and innovation.• Insisting on the contribution of business to ‘net zero carbon’ City Region targets by 2040.• Supporting and stimulating clean innovation across the wider economy through skills and infrastructure investment.
Improved Productivity	<ul style="list-style-type: none">• The delivery of thriving and distinctive places that support health and well-being, expand and enhance the natural environment and become a magnet for national and international talent.• A dynamic business base that supports the growth and the delivery of high-quality, sustainable employment across Birkenhead.• Connected communities through the delivery of transformational strategic infrastructure including digital infrastructure maximising opportunities for home working during and post COVID-19.
Nurturing our indigenous economy	<ul style="list-style-type: none">• More sustainable business creation, more business growth.• Support for our maritime industry to ensure its continued growth.• Encouraging supply chain development associated with our key sectors including within the maritime industries.
Diversify the economy	<ul style="list-style-type: none">• Support for our creative and digital sector, to enable continued innovation and growth.• Support for Birkenhead’s maritime industry in terms of diversification and innovation in meeting the key sectoral technology challenges including decarbonisation and digitalisation.• Delivery of high-quality modern business case to encourage occupier investment from new and growing business.
Infrastructure and imagination to evolve and grow	<ul style="list-style-type: none">• Delivery of modern business space to meet current and future business and occupier needs.• Modernisation of existing business floorspace where possible and appropriate to meet current and future business and occupier needs.• Intensification of existing and future employment areas to maximise the potential of brownfield land to meet current and future business and occupier needs.
Growing and broadening skills	<ul style="list-style-type: none">• Local training and skills programmes to make sure local people benefit most from the growing economy and the investment in regeneration.• Application of Community Wealth Building principles to proactively link growth to local businesses for further skills and training.

FRAMEWORK OBJECTIVE 4:

CULTURAL BIRKENHEAD

BIRKENHEAD IS STEEPED IN CULTURE. IN RECENT YEARS, A CONFIDENT AND ACTIVE COMMUNITY OF ARTISTS, MAKERS AND CREATIVE ENTREPRENEURS HAS BEEN ESTABLISHING ITSELF IN BIRKENHEAD FACILITATED WHEREVER POSSIBLE BY COUNCIL SUPPORT AND ENABLING INITIATIVES.

2.80. As Liverpool City Region’s Borough of Culture in 2019, working with a range of partners across public, creative, business and voluntary sectors locally, regionally and nationally, Wirral delivered a vibrant programme of visual art, music events, large-scale projections and site-specific commissions utilising historic buildings such as Birkenhead Town Hall and Birkenhead Priory and outdoor spaces such as Birkenhead Park and the waterfront area.

2.81. The year saw 500,000 people engage in cultural events, with these events creating an economic impact of £5m. Wirral is poised to build upon its recent cultural and creative renaissance and use the opportunities now presented by the regeneration focus on Birkenhead to ensure that culture and heritage and the creative and digital sector are at the heart of these ambitious and transformative plans.

2.82. The success of the Borough of Culture year had various outcomes in addition to attendance numbers and economic impact. It raised the profile of the Borough, and improved perception; supported place-shaping, enhanced community pride and confidence, and delivered an exemplary volunteering programme.

2.83. The Council has ambitions to work in partnership with the with culture and heritage partners and stakeholders and the creative and digital sector to deliver transformational change across the Birkenhead urban area. Despite challenges of underinvestment and lack of development, Birkenhead has huge potential for cultural growth linked to its location, historic fabric, green amenity and stunning waterfront.

2.84. The Council recognise the intrinsic value of culture and heritage and its importance to thriving communities. The regeneration of Birkenhead presents an unrivalled opportunity to ensure more residents and visitors enjoy the historic environment and be involved in the conservation of its heritage assets. The Framework ambition is to enable more people to discover and participate in exciting cultural experiences. In addition, by working collaboratively to develop the culture and heritage of Birkenhead, the Council aim to add value to regeneration projects and raise the profile of the area for further investment.

2.85. To this end the Council has commissioned a place-based Culture and Heritage Strategy linked to the 2040 Framework, focused on realising the potential of regeneration opportunities.

2.86. The strategy is being co-produced with a range of stakeholders and partners and will set out objectives for enabling new and sustainable cultural and heritage infrastructure projects as part of the physical regeneration of Birkenhead alongside making the most of our irreplaceable existing assets.

2.87. Ultimately, through implementation of the Strategy, the Council will work with partners to deliver Cultural Birkenhead and Iconic Birkenhead outcomes. The strategy will encompass:

- Engaging and enriching the community in culture and heritage in an inclusive way;
- Enabling the growth of the creative and digital sector as a key contributor to our work in diversifying the economy set out in Industrious Birkenhead, and
- Positioning Birkenhead as a vibrant contributor to the local, regional and international cultural landscape and increase the number of visitors to the town



TABLE 4. CULTURAL BIRKENHEAD – INTENDED OUTCOMES

INTENDED OUTCOME	WHAT YOU WILL SEE
Visible and accessible culture throughout Birkenhead including informal and formal animation, installations, events, activities and attractions which tell the story of our place	<ul style="list-style-type: none">• A comprehensive Culture and Heritage Strategy enabling a vibrant and engaging offer attracting residents and visitors into the centre and surrounding areas ,and celebrating the best of Birkenhead's historic and creative assets.
Culture and creativity has been a key driver in increasing footfall to places and spaces and has engaged communities as development has taken place.	<ul style="list-style-type: none">• Direct support for asset owners to encourage creative and meanwhile uses in long-term vacant space to encourage footfall in the core urban area and bring vacant spaces to life.• A co-ordinated approach to activation of public spaces.

FRAMEWORK OBJECTIVES:

ICONIC BIRKENHEAD

AS WITH CULTURE, BIRKENHEAD IS STEEPED IN HERITAGE. THE FRAMEWORK RESPECTS AND CELEBRATES IT.

2.88. The remains of Birkenhead Priory, constructed in the 12th Century, are the oldest standing buildings in Merseyside.

2.89. The merchants and industrialists who underpinned the evolution of Birkenhead in the first half of the nineteenth century were intent on creating a new town that was well-planned with housing built in line with proper sanitary standards. The initiative and entrepreneurship which they had demonstrated in making Liverpool one of the greatest seaports in the world was now applied to the planning of Birkenhead.

2.90. The Commission for the Improvement of Birkenhead – the forerunners of the Local Authority, before the creation of town councils – enabled them to pursue town planning objectives to greater effect. Birkenhead was one of the most ambitious instances of town planning anywhere in Britain, with streets laid out in long, straight and wide roads with adequate lighting and sewers.

2.91. The creation of a Birkenhead Park by the Commission, as the first publicly funded park in the world, became a key element in the implementation of the overall development plan and was integrated into the gridded street framework. Their plans were ambitious: one large site of 78

hectares was allocated for a public park surrounded by housing plots for sale.

2.92. The Park is renowned to be the inspiration for the American, F.L. Olmstead in designing Central Park in New York, and is now a Grade I listed landscape and carries a prestigious Green Heritage Award; it is a true asset to Birkenhead and Wirral more widely. It is so special that it is the aspiration of Wirral Council to seek its designation by UNESCO as a World Heritage Site. Hamilton Square, named after William Laird's mother-in-law, was designed as the civic heart of Birkenhead and hosts the largest concentration of Grade I listed buildings outside Trafalgar Square in London.

2.93. Laird commissioned Edinburgh architect James Gillespie Graham to design it on land he had acquired to create a new town – based on his design of Edinburgh New Town. The original design was far greater than the core left today – its full ambition is shown by the location of the original Birkenhead Market, between Hamilton Street and Albion Street. What is left, largely intact, is the grid on which Laird intended to build his Birkenhead.

2.94. The Hamilton Square cluster of Georgian buildings the Laird Grid legacy, and Birkenhead Park nestled into the grid are three of the most evident heritage assets but only tells part of the story of Birkenhead; a place of firsts.

2.95. Birkenhead was home to the first street tramway in Britain. Later, the Mersey Railway connected

Birkenhead and Liverpool, with the world's first tunnel beneath a tidal estuary. Brassey Street was named after Thomas Brassey - one of the most significant architects of the explosion of rail infrastructure across the world. His Canada Works base in Birkenhead built and exported over 300 locomotives and enabled the delivery of the 540-mile-long Grand Trunk Railway in Canada – the contract through which he created his Birkenhead base and reason for its name.

2.96. It was in Birkenhead Market that Michael Marks (one of the two founders of the Marks & Spencer retail chain) opened one of his first seven 'Penny Bazaar' stalls.

2.97. The Framework celebrates Birkenhead's heritage assets through investment in the built environment. The Council will do this through the preparation of a Culture and Heritage Strategy for Birkenhead, and an assessment of the heritage impacts of our proposals across the urban area.

2.98. The Framework will ensure public realm, events programmes and lighting installations are delivered to celebrate the legacy of Birkenhead's history across the urban area. The story of Birkenhead will be captured in the new places created, and cultural uses and active spaces will be synonymous with the heritage and unique character of this place.

2.99. The Framework will create locally distinctive and exciting buildings and spaces with their own identity and merit – to become heritage assets of the future.



TABLE 5. ICONIC BIRKENHEAD – INTENDED OUTCOMES

INTENDED OUTCOME	WHAT YOU WILL SEE
Celebration of Birkenhead's built heritage	<ul style="list-style-type: none">• Vacant and underutilised heritage assets brought back into use where possible and appropriate.• Public realm, activation and lighting installations to accentuate and celebrate heritage within the built environment.• Use of historic buildings as landmarks and wayfinding features and as a foil for new innovative design.• Work towards securing UNESCO World Heritage Status for Birkenhead Park .• A comprehensive Culture and Heritage Strategy enabling a vibrant and engaging offer attracting residents and visitors into the centre and surrounding areas, and celebrating the best of Birkenhead's historic and creative assets.
Creating heritage assets of the future	<ul style="list-style-type: none">• New development with a design quality to be proud of.• The use of high quality materials – on buildings and in the public realm including use of locally sourced materials where possible.• Exemplar design guide and codes to inform all major planning applications and investment decisions.
Respecting Birkenhead's history	<ul style="list-style-type: none">• The highest quality of design to complement Birkenhead's heritage assets.• Birkenhead's heritage assets are framed within new development, including the use of height and density to enhance and focus attention on assets including sight lines and views.• Comprehensive local listings and policies to provide the context for the protection, enhancement, interpretation and utilisation of our heritage assets.• Updated Birkenhead Park and Hamilton Square Conservation Area Appraisals driving a coordinated approach to these key assets.

FRAMEWORK OBJECTIVE 6:

CONNECTED BIRKENHEAD



TRANSPORT AND MOVEMENT PLAYED A CENTRAL ROLE IN THE SHAPING OF BIRKENHEAD AS IT GREW TO THE SIZE IT IS NOW.

2.100. From the emergence of a settlement growing out from the Priory, to the Laird Grid which was formulated and positioned around the movement of docklands workers and goods, Birkenhead’s role in the progression of railways as mass transit and cargo routes, or the Queensway Tunnel which was for many years the longest road tunnel in the world.

2.101. Today, it is both rich with and constrained by its strategic and local connectivity and infrastructure.

2.102. High frequency Merseyrail services connect Wirral with the wider City Region and Chester, forming one of the best urban transit systems of any city in the country. The Birkenhead 2040 Framework area is blessed with six Merseyrail stations which will grow in significance through investment to deliver new trains on the network to be implemented by the end of 2021, but all of the stations sit on the south side of the docks.

2.103. The M53, A41 and the Kingsway and Queensway tunnels provide strong strategic highway links that are essential for the flow of people and goods - but the design and location of some of the infrastructure that was once built to connect us, now actually divides. The Framework recognises that this infrastructure has a lifespan which naturally requires its renewal or replacement in the future.

2.104. Whilst this presents a compelling story of a highly connected urban area, the physical by-product of a lot of this significant road-based infrastructure and connectivity is a heavy concrete environment which cuts through Birkenhead and in part wraps around the town centre creating a ‘concrete collar’. Birkenhead as no capacity issues; but it does have infrastructure problems.

2.105. The Framework sets out an ambitious programme of projects, that delivered together, will transform Birkenhead. At the heart of this programme is the recognition of the sustainability of Birkenhead and the need to tackle the climate crisis by changing the ways in which we travel.

2.106. Providing for trips on foot, by bike and by public transport is more important here than in most places due to the number of households that do not have access to a car. Helping people and goods to move around efficiently, cleanly, safely and healthily by the most appropriate mode is an integral element of our vision for Birkenhead.

2.107. The Council will work with partners to ensure that public transport is accessible and inclusive to all residents and users as part of our strategy to increase patronage and reduce the need for reliance on private vehicle journeys into the town centre.

2.108. The Framework will create opportunities to facilitate active travel and a new mass transit system to provide the ‘last mile’ connectivity to the Mersey Rail network for existing and new neighbourhoods and realise our sustainable living potential. This would not compete with the existing Merseyrail network but would complement it and act as a ‘feeder system’ ensuring that the growing residential areas across the LeftBank area can travel sustainably and are not reliant on the private car. This will be transformational project for Birkenhead and will ensure that sustainable travel is at the heart of regeneration proposals.

2.109. Wider market changes, including the phasing out of petrol and diesel cars during the lifetime of the Framework also necessitate the need for change. In part, this will inevitably require investment in electric charging facilities and electricity infrastructure as our demand for electricity grows. Similarly, the expanding home delivery market will also need to embrace e-vans and cargo bikes and co-ordinated last mile delivery too, with the potential need for a logistics hub / consolidation centre so that large vehicles are not entering into the urban core.

2.110. The Framework seeks the reprioritisation of and reallocation of road space to support the safe and easy movement of our local communities into and through our core without the use of cars.

2.111. Road user hierarchy's prioritising pedestrians and cyclists, then public transport users will support the development of neighbourhoods. Car use and parking provision will be challenged- breaking the norms and ensuring that these ultra-sustainable neighbourhoods will support their immediate environments and enable activity without dependency on private vehicles.

2.112. Good design will reduce the need for travel, with mixed-use neighbourhoods providing employment and social infrastructure within communities that are desirable places to live.

2.113. The Council will support public transport users and facilitate interchange between modes - create new entrances at rail stations to improve accessibility and enhance development opportunities. In doing so it will be important to improve the patronage of the ferry from Liverpool to both Seacombe and Woodside, including increasing frequency and creating an easy and high-quality experience as a gateway to Birkenhead.

2.114. The Council have made good progress with new cycle routes such as at Duke Street in Hamilton Park and Northbank, and at the time of writing are developing ambitious proposals under the Liverpool City region Local Cycling and Walking Infrastructure Plan (LCWIP), including a high quality, segregated, strategic cycleway between New Brighton, Wallasey, Liscard, and Birkenhead. However, the Framework's ultimate ambition is much greater than this – it will transform the way people and goods move around Birkenhead, as a true multi-modal connected Birkenhead.

2.115. Connectivity will mean more than just how we plan for roads and cars. In such uncertain times as those experienced during the preparation of this Framework, where we have experienced unprecedented levels of working from home, digital connectivity has never been so important.

2.116. The Framework identifies the opportunity for a truly digitally connected Wirral by delivering the 'Fibre Spine' which will run from Bebington in the south to Wallasey in the north – with the eastern part of the spine running through central Birkenhead, along East and West Float, Northside and Scotts Quay before connecting through to Liverpool under the River Mersey via the Kingsway and Queensway road tunnels.

2.117. Birkenhead 2040 will be at the forefront of the digital revolution that is still emerging. It must be a place that embraces the opportunities afforded by technology, changing consumer behaviours, business requirements and societal demands

2.118. The Framework seeks to deliver a smart urban eco-system which promotes the use of a variety of sensors to collect data and then use insights gained from that data to manage assets, resources and services efficiently, in return using that data to better improve the operations across Birkenhead. Birkenhead will be transformed using a smart city technology including sensors to monitor traffic flows and parking so that the network can be managed more efficiently. The Council will work with the LCRCA to support the continued development and implementation of smart ticketing to incentivise the use of public transport.

TABLE 6. CONNECTED BIRKENHEAD – INTENDED OUTCOMES

INTENDED OUTCOME	WHAT YOU WILL SEE
Infrastructure simplification – removing physical barriers to sustainable movement	<ul style="list-style-type: none">Major capital project delivery across the Birkenhead ‘concrete collar’ – an ambitious programme of works focused on placemaking not road capacity and prioritising removal of unnecessary highway infrastructure to unlock change.Human-scale and human-focused interventions making sustainable movement safer and easier for people of all levels of mobility.Improved access to rail stations and improved interchange between modes.Car parking rationalisation and modernisation within new development and supporting the high street in Central Birkenhead.
Ultra-sustainable neighbourhoods	<ul style="list-style-type: none">Delivery of a green mass transit system connecting our key development areas across Birkenhead, opening up and linking new and existing communities.New policy approaches to reduced car parking and utility servicing requirements as part of urban residential development.Development of an Active Travel Strategy to focus and prioritise delivery of infrastructure.Creation of safe cycling networks, cycle parking hubs and supporting infrastructure in line with Gear ChangeCreation of safe and appealing walking routes within the residential areas and the urban core.Investment in neighbourhood-scale initiatives, such as School Streets, Low Traffic Neighbourhoods.Creation of car-free zones within the urban core and/or disincentive programmes for private vehicle users.Development of zero emission last mile delivery services that is supported by a logistics hub.
An urban environment embracing digital change and influences	<ul style="list-style-type: none">Upfront digital infrastructure delivery to enable future development connections, incorporating connection to ‘Fibre Spine’, Full Fibre Infrastructure, Public Space Wi-Fi & 5G services.Focus on electric vehicle charging (car, bus, bike, HGV) across the urban area and in strategic locations.A renewed focus upon co-ordinated maintenance, including highway, digital and green and blue infrastructure assets.Planning policies to support high street innovation and changing occupier requirements.A continued focus on consumers and e-commerce to meet needs beyond experience- driven retailing.New business and logistics development fuelled by e-commerce trends and proximity to the ports, enabling access to global distribution markets (subject to Brexit implications on international trade).Development of a ‘smart city’ approach utilising live data to manage our transport networks.Smart ticketing will provide a flexible approach to public transport and provide incentives to switch from less sustainable modes.

FRAMEWORK OBJECTIVE 7 :

SUSTAINABLE BIRKENHEAD



BIRKENHEAD WILL BECOME AN EXEMPLAR OF A NET ZERO CLIMATE RESILIENT TOWN. IT WILL BE A BEACON FOR OTHERS TO FOLLOW ON THE JOURNEY TO 21ST CENTURY SUSTAINABLE LIVING.

2.119. The delivery of the Framework will honour the commitments set out the Wirral Climate Strategy, Cool 2¹⁶, which sees Birkenhead become ‘Sustainability Central’. Objectives relevant to the Framework include:

- Lean energy: To reduce the overall demand for energy in Wirral and make sure as many homes as possible are improved to at least EPC Band C by around 2030;
- Clean energy: To generate and/or source all local energy needs from zero carbon and renewable sources by around 2041;
- Clean travel: A complete transition to fossil fuel free local travel by around 2030;

- Wiser decisions: To use resources – materials, land and food - in a sustainable way so that collective decisions do not add indirectly to the burden of climate damaging pollution in Wirral or elsewhere;
- Storing more carbon: To capture more carbon naturally by both increasing tree cover and protecting soils and natural habitats;
- Adaptation: To put in place infrastructure, policies and practices that help limit negative impacts from existing and future changes;
- Stronger partnerships and networks: To ensure climate action is given the priority it needs and is developed in a co-ordinated way with key organisations, interests and networks involved to provide mutual support; and
- Evidence informed action: To build a better picture of where we are at, what needs to be done and the impact of our actions through the collation and examination of the evidence and data available.

2.120. To make Birkenhead ‘Sustainability Central’ we need to think about buildings and energy infrastructure differently. Central Government has already made clear there will be no gas boilers in new homes by 2025. Recent announcements suggest this date could be brought forward to 2023. The shift from natural gas use is will impact how people heat their homes and cook food.

2.121. The UK government is bringing forward its ban on the sale of new petrol and diesel-engined cars and vans from 2040 until 2030 – although some hybrids will be allowed until 2035. Electric vehicles are already appearing on our streets. Sales of battery electric and plug-in hybrids both increased substantially in 2020, with plug-ins accounting for one in ten of all cars sold in the UK last year and the number will grow creating extra demands on the local power network. To limit pollution and the burden placed on local infrastructure, buildings – new and existing - will need to use a lot less heat and power.

2.122. They will need to accommodate decentralised renewable energy to meet some or all needs without drawing on the grid. Energy storage and smart technologies will be required to manage local power distribution and limit the costs of grid reinforcement.

16. <https://www.wirral.gov.uk/about-council/climate-change-and-sustainability/consultation-new-cool-2-climate-change-strategy>

2.123. Decarbonising heat is a real challenge. Heat mapping investigations show that the regeneration of Birkenhead presents a huge opportunity to create one of the biggest ultra-low carbon heat networks in the country, where heat is provided from central ‘energy centres’ and distributed through an area-wide network of pipes. To realise these local opportunities, the Council need to co-ordinate activities and investments strategically.

2.124. Sustainable Birkenhead will not just change to be in tune with natural environment systems rather than damaging to them; it will also be transformed to be a more resilient and habitable in the face of unavoidable damage to our climate already set-in train. The Framework needs to create a ‘climate-ready’ built environment and nurture and enhance Birkenhead’s green and blue infrastructure to protect us from more extreme weather patterns.

2.125. The Framework recognises the importance of action to tackle the climate emergency in all the Council do as an authority and through the Birkenhead 2040 programme. Promoting Birkenhead as ‘Sustainability Central’ will ensure the programme is entirely joined up.

2.126. The Framework is not just focused on the delivery of new housing. The Framework area contains high concentrations of older, poorer quality housing particularly in the private sector. Birkenhead & Tranmere and Seacombe wards, have higher levels of housing health and safety failings than the average for Wirral¹⁷.

2.127. This has been one of the reasons for the introduction of selective licensing of the private rented sector within five lower super output areas (LSOAs) which are within or partially within the Framework area. Half of the selective licensing properties in the Borough are within this area.

2.128. Since the end of the Housing Market Renewal Initiative in 2011, there has been no area-based renewal activity in the Framework area due to a lack of funding; housing standards have been improved through ad-hoc grants and loans for individual households in need of grants or loans financial assistance for heating or structural repairs.

2.129. As part of the Government’s commitments on carbon reduction, there is a renewed national focus on providing local authorities with funds for low carbon housing retrofit. This offers the chance to improve housing standards through increased insulation, renewable energy solutions and innovative forms of heating. When looking at areas that may benefit the most from low carbon retrofit due to poor energy efficiency ratings of housing¹⁸, high levels of fuel poverty¹⁹ and high levels of deprivation²⁰, three LSOAs in the Framework area are ranked within the top 10% of LSOAs in Wirral and will be prioritised within the Framework.

17. Integrated Dwelling Level Housing Stock Modelling and Database for Wirral Council, BRE, 2018.
18. Home Analytics Data for Wirral Council, Energy Saving Trust, 2020.
19. Sub-regional Fuel Poverty in England 2018, Department for Business, Energy & Industrial Strategy, 2020.
20. Index of Multiple Deprivation 2019, Income and Health Deprivation & Disability domains, ONS, 2019.

TABLE 7. SUSTAINABLE BIRKENHEAD – INTENDED OUTCOMES

INTENDED OUTCOME	WHAT YOU WILL SEE
Lean energy	<ul style="list-style-type: none">A requirement for best practice and innovation within development through planning policies and associated design guides.Sustained investment in new and existing housing and commercial stock to deliver the net zero carbon-built environment we urgently need.
Clean energy	<ul style="list-style-type: none">Clean renewable energy generation, storage and private wire delivery within Birkenhead to support future growth.The development of heat networks to deliver clean and affordable decarbonised heat.
Clean travel	<ul style="list-style-type: none">The creation of pedestrian and cycle prioritised environments and segregated strategic cycle corridors.High-quality public transport connections, across the whole of Birkenhead linking wider Wirral and beyondInfrastructure to support use of E-vehicles to deliver the rapid shift needed away from fossil fuelled vehicles.
Wiser decisions	<ul style="list-style-type: none">Prioritisation of brownfield land for delivery of growth ambitions to 2040.Re-use and reimagining of existing buildings where possible and appropriate to do so.‘The Loop’ initiative promoting a shift to the circular economy where resources loop through the economy rather than being lost as waste.Urban food production with expansion of allotment gardening, community cultivation and hydroponics.Innovative thinking that recognises the new realities of the climate emergency and delivers new solutions, not the conventional thinking that adds further problems.
Storing more carbon	<ul style="list-style-type: none">Birkenhead-wide tree planting programme as part of the Wirral Tree Strategy²¹.Delivery of private and public green space to support wider development proposals including strategic and incidental delivery.
Adaption	<ul style="list-style-type: none">Bespoke planning policies within the emerging Local Plan and associated design guidance to ensure buildings and the wider environment are more resilient to weather extremes and avoid overheating.Green roof and green wall delivery within the core urban area where feasible and appropriate.Green and blue infrastructure recognised as an asset, not a burden.Tree planting and Sustainable Urban Drainage Systems (SUDs), using natural and permeable surfaces to slow the flow of rainwater, avoid flooding and reduce future heat island effects.
Stronger partnerships and networks	<ul style="list-style-type: none">Private sector delivery against strategy requirements, not just Council and public sector implementation.Embedding the Sustainability Central programme into the governance arrangements for the delivery of the Framework.A Sustainability Central hub and networks.
Evidence informed actions	<ul style="list-style-type: none">Sustainability and low carbon data capture and actions built into the Birkenhead 2040 monitoring framework
Nature and Biodiversity	<ul style="list-style-type: none">Leading edge projects to bring nature closer to communities, enhancing the biodiversity of Birkenhead, using ideas from city rewilding and greening cities.

21. <https://www.wirral.gov.uk/planning-and-building/tree-preservation/consultation-tree-strategy>

FRAMEWORK OBJECTIVE 8:

HEALTHY BIRKENHEAD

HEALTH DEPRIVATION IS ONE OF THE MAJOR DRIVERS OF OVERALL DEPRIVATION ACROSS BIRKENHEAD.

2.130. Within the Index of Multiple Deprivation, Wirral was ranked the 77th most deprived authority In England (1 being most deprived, 317 being least deprived) and the Birkenhead urban area contains some of the most deprived communities in England²². Indeed, over the period 2007 to 2019, Birkenhead has seen worsening statistics around health deprivation measured by the Index of Multiple Deprivation (IMD).

2.131. As many as 70% of unemployed people across Wirral are unemployed because of physical or mental health issues.

2.132. A male born in Birkenhead will die almost 10 and half years earlier than a male born in a more affluent area of the Borough – a sad and unacceptable statistic and reality for residents of the urban area.

2.133. Equalities impact analysis undertaken as part of the preparation of this Framework uncovered further important statistics for Birkenhead including:

- Higher proportions of disabled people living within the urban area when compared to Wirral, Liverpool City Region and England, particularly those whose daily activities are limited;
- Higher proportions of disabled people when compared to areas surrounding the urban area

- i.e. locally disproportionate levels of people with disabilities;
- Higher proportions of disabled people in the centre of the urban area particularly south of the port; and
- Higher densities of disabled people around areas of Seacombe and Wallasey in the north, and south of Central Birkenhead.

2.134. Since the COVID-19 March 2020 lockdown there has been clear evidence that residents desire to be more active -there has been a rise locally and nationally in the rise in popularity of cycling and walking (Sport England, 2020)²³. The Council believe this is a once in a lifetime opportunity to positively embed those changes in people's travel behaviour, accelerate active travel, and transform permanently how many people move around.

2.135. Wirral's wealth of existing green infrastructure – including Birkenhead Park and Bidston Moss within Birkenhead, and other spaces that facilitate recreational activities and healthy lifestyles, are fundamental to this objective. Birkenhead Park was designed and created with this in mind. The Framework must add to this network through the delivery of green space and high-quality public realm in a joined up and complementary manner to support public health.

2.136. Good design will enable incorporation of active travel into everyday activities such as shopping, going to school or work. The Framework will support the design of new developments, prioritise pedestrians and cyclists when improving or maintaining our

streets or reallocate road space to support walkers or cyclists to enable active travel making daily journeys on foot or on a bike as the easiest and most acceptable forms of physical activity are those that can be built into everyday life. The Framework's response to the health issues facing our communities must be multi-faceted, reflecting the complex nature of the challenges faced. At the heart of health deprivation is low incomes. It prioritises the creation of local economic employments, innovation and modernisation within the economy, together with skills initiatives that enable residents to access the jobs that are created. In doing so the Framework will improve productivity, increase incomes and reduce benefit dependency across the urban area.

2.137. The Council are working to create a health partnership across public sector partners and Registered Providers to ensure a joined-up approach to tackling these issues comprehensively across the Borough. They established a Health and Well-Being Board within the Council. The Board has identified tackling obesity as being a priority to 2035.

2.138. But beyond this, the Framework has a responsibility to ensure that we approach the design and delivery of development in a way that ensures that health deprivation and disability is not a barrier to accessing the opportunities created, and that we foster a healthy living and active culture across the urban area, including through encouraging active lives and healthy diets.



TABLE 8. HEALTHY BIRKENHEAD – INTENDED OUTCOMES

INTENDED OUTCOME	WHAT YOU WILL SEE
A physical environment designed for active living and inspiring design	<ul style="list-style-type: none">• Multiple options for free outdoor activity across Birkenhead which is safe and fun.• Increased access to nature and wildlife across Birkenhead, bringing benefits to mental health and wellbeing.• Beautifully designed buildings and public spaces which reflects Birkenhead's creativity and community pride.• Reallocation and prioritisation of road space and design of streetscapes to support active travel to be easily built into everyday life.
An accessible urban area	<ul style="list-style-type: none">• All interventions and developments designed with all users and all abilities in mind.• Equalities impact assessments to support investment and development decision making.
An active town	<ul style="list-style-type: none">• Delivery of a range of activity-oriented open space and public realm across the urban area – encouraging active reaction for residents and visitors.• Walking and cycling to be the mode of choice for short journeys, including a stronger focus in new planning policy and infrastructure standards in accordance with Gear Change²⁴.
Healthy lifestyles for all	<ul style="list-style-type: none">• Locally based grow and feed initiatives – urban allotments and community grow opportunities within open space delivery.• A requirement for Health Impact Assessments for all major developments in line with the emerging Local Plan.
Reduced worklessness due to health and poor access to transport	<ul style="list-style-type: none">• Targeted community support around mental health issues.• Targeted employment support programmes which address health related worklessness.• Locally based initiatives to support people starting new jobs in accessing public transport, obtaining travel passes and access to bike schemes.
Partnership working – collective delivery of 'whole place' approach to health issues	<ul style="list-style-type: none">• Establish Health Partnership bringing together key stakeholders in public health.• Agreement of short-term and long-term delivery plan.• Implementation against agreed delivery plan.

22. <https://www.wirralintelligenceservice.org/media/2928/imd-2019-briefing-paper-november-2019-final2.pdf>

23. <https://www.sportengland.org/news/surge-appreciation-exercise-and-activity-during-lockdown>

24. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf

FRAMEWORK OBJECTIVE 9:

RESILIENT BIRKENHEAD

THE BIRKENHEAD 2040 FRAMEWORK MUST BE RESILIENT TO CHANGE. THE FRAMEWORK MUST BE ABLE TO STAND THE TEST OF TIME AND MUST BE ABLE TO ADAPT AND BE FLEXIBLE TO CHANGING CIRCUMSTANCES.

2.139. The context in which the Framework has been prepared emphasises this more than ever – as we emerge from an unprecedented health crisis in COVID-19 and move into a period of economic uncertainty after our departure from the EU at the end of 2020.

2.140. Whilst we don't know the eventual impact on society from these two major influences, we do know it could result in

consumer employment and travel behavioural changes, and different requirements around open space, technology infrastructure and hopefully greater expectations around green living, sustainable travel and car-free urban centres.

2.141. The Birkenhead 2040 Framework is being prepared at time of considerable uncertainty but provides an ambitious strategy for recovery and long-term resilience. The Framework needs flexibility to respond to likely changes over the coming years and will need to be updated when a greater understanding of the impact of COVID-19 and Brexit can be captured fully.

2.142. Delivery in Birkenhead must also be physically resilient. We live in times where design of the built environment must take account of the need to protect our people from terrorism – something from which Birkenhead is unfortunately not immune.

2.143. The Framework must also shape Birkenhead, so it is resilient to unavoidable climate disruption that was set in train by past pollution.

2.144. This will be a 'living' strategy – it will maximise opportunities to harness data and technology to allow the Council to evolve the Framework and respond to emerging market trends and information in as real-time as we can. This will be done through a robust and regular review and monitoring framework and feedback loop.

2.145. Resilience will be delivered through ensuring a robust approach to long-term stewardship of place. Collectively we will create a place legacy to be proud of through an integrated approach to high-quality management across the built environment – and will ensure that this approach is enshrined in design-aware decision making from the outset.

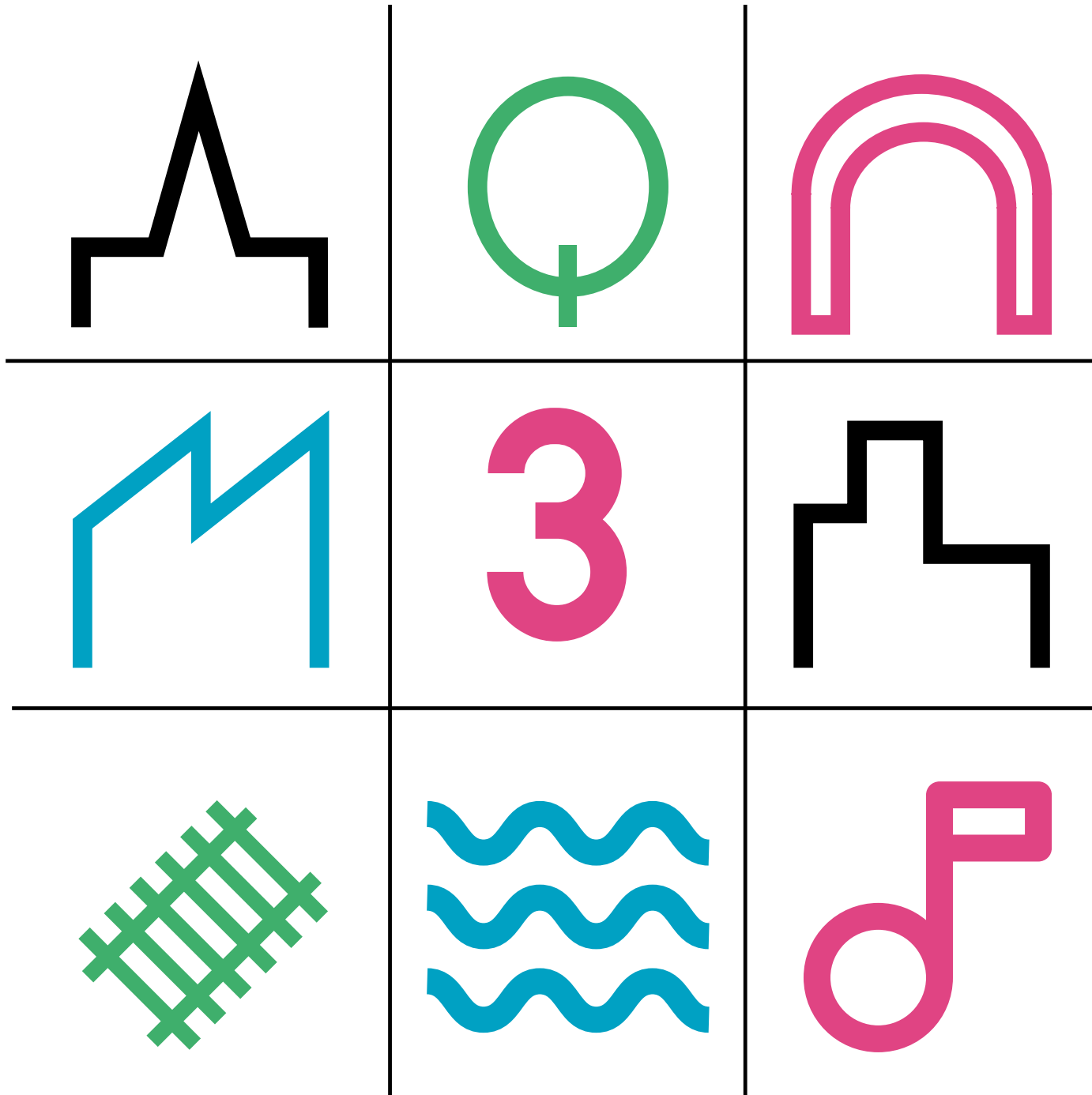


TABLE 9. RESILIENT BIRKENHEAD – INTENDED OUTCOMES

INTENDED OUTCOME	WHAT YOU WILL SEE
A 'living' framework responding to changing circumstances	<ul style="list-style-type: none">Establish regular reviews and update of the framework as necessary to identify things that have or haven't worked or new challenges and opportunities to ensure realisation of the comprehensive of regeneration Birkenhead by 2040.Development of a Digital 3D model as a toolkit for detailed masterplanning and to support decision making across Birkenhead – promoting high-quality design and enabling real-time updates and testing of impacts of proposed new development and investment.
A safe town	<ul style="list-style-type: none">Anti-terror measures, sensitively designed into our public realm across the built environment.High-quality design of the public realm, walking and cycling infrastructure to improve road safety outcomes.Integration of user hierarchy, appropriate user and segregation of certain routes in line with Gear Change ambitions.Creating climate resilient infrastructure.
A legacy to be proud of	<ul style="list-style-type: none">Demonstrable place management supporting new development, public realm and landscaping and the introduction of neighbourhood governance structures to enable positive involvement in and ownership of the regeneration process.



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3. SPATIAL PRIORITIES

SPATIAL PRIORITIES

FOLLOWING A BASELINE REVIEW OF THE STUDY AREA, 9 SPATIAL PRIORITIES WERE IDENTIFIED FOR BIRKENHEAD.

3.1. These are summarised on the following pages, and together with the objectives, have helped to shape the spatial framework presented in the next section.



1

BUILDING A STRONG CORE

2

BIRKENHEAD'S WATERFRONT

3

CREATING VALUE IN THE VIEW

4

INTENSIFYING AND REPOPULATING OUR GRID

5

A CLEAR ECONOMIC STRATEGY

6

PLACE-LED INFRASTRUCTURE NOT INFRASTRUCTURE-LED PLACE

7

PEOPLE-CENTRIC AND GREENED STREETS AND SPACES

8

A CULTURAL DESTINATION

9

STRENGTHENING BIRKENHEAD'S DISTINCT NEIGHBOURHOODS

SPATIAL PRIORITY 1.

BUILDING A STRONG CORE

3.2. Central Birkenhead has a vital role in defining the sense of place, identity and health of the wider town and communities. The spatial framework anticipates a future central core that acts as an interconnected hub attracting people and activity into a vibrant network of streets and spaces, and spill-out uses.

3.3. The Framework aims to capture the sense of Central Birkenhead town centre as somewhere that should be “arrived at and enjoyed” rather than “passed through and ignored”. It supports the evolution of a strong centre by:

- Recognising the need for radical change to address fundamental shifts in traditional retailing and the role of town centres, and the ongoing need for monitoring to respond to these conditions as they become better understood post-COVID-19 and beyond;
- Diversifying the town centre offer to include a mixed-use commercial core, with workspaces, offices, shops, services and living space;
- Strong east-west and north-south connections – repairing the lost east-west connections that are currently blocked by the existing ‘Pavements’ part of the Pyramids shopping centre and market configuration;
- Better connecting the main retail and commercial district with the Waterfront, Hamilton Square, and the new Hamilton Park and Hind Street Urban Village neighbourhoods – literally and within people’s perceptions;
- Maximising the potential of Hamilton Square as our ‘Heritage Heart’, plus relationships to wider key heritage and community assets including Birkenhead Park and the Priory; and
- New movement and development opportunities created by the graded infilling of the former rail cutting, to create a new long-distance green corridor at Dock Branch Park.

KEY OPPORTUNITIES IDENTIFIED IN THE BASELINE



Figure 17. Need for more permeable, welcoming points of access to Grange Road and the market

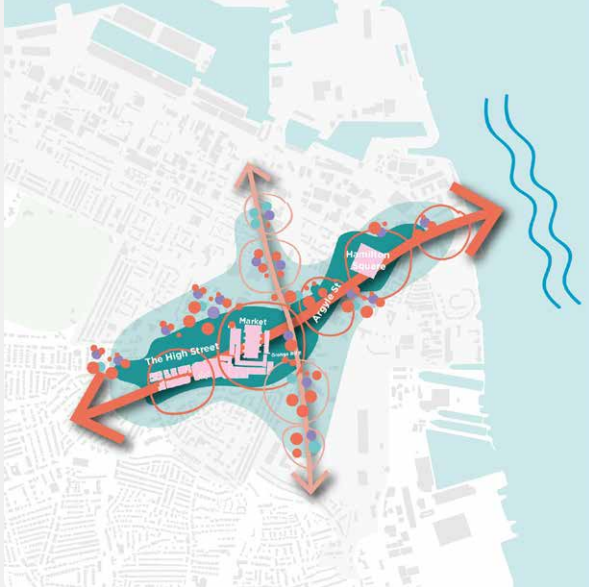


Figure 18. Opportunity for a more diverse town centre experience, connected to its waterfronts

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Figure 19. Building a Strong Core

- Key
- Key focus of intensification and development
 - Strategic core location
 - Key gateway
 - Other strategic nodes in movement network
 - Locally significant node / threshold into central area
 - Key rail hub and 400m / 5min walk isochrone
 - Strategic landmark location
 - Primary movement corridor
 - Secondary movement corridor
 - Opportunity to strengthen strategic ped/cycle orientated movement
 - Opportunity for green corridor links, including utilising former rail cutting

SPATIAL PRIORITY 2.

BIRKENHEAD'S WATERFRONT

3.4. Birkenhead's history, evolution and unique economy are completely entwined with its waterfront location, including both the full Mersey frontage and the Dock frontage, now synonymous with Wirral Waters, moving inland. It was through the port and its associated industries that Wirral experienced its industrial revolution.

3.5. From 1817 steam powered ship connections to Liverpool meant that Wirral's 'green and pleasant area' became attractive to wealthy Liverpool merchants seeking to establish a home in what was regarded as an ideal, healthy environment.

3.6. Ship building was born in the 1820s, with John Laird and his shipyard opening. It was the Laird family through the expansion of ship building in Wirral that underpinned the evolution of Birkenhead.

3.7. Birkenhead Docks opened in the early-mid 1840s, resulting in unprecedented growth in the area - having been home to less than 1,000 people at the turn of the 1800s, Birkenhead grew to over 155,000 people just 100 years later.

3.8. Birkenhead's waterfront has always been about industry. It has been the lifeblood of the local economy and has connected

the town to the world via the waterways. And its character has always been industrial as a result.

3.9. But the history of Birkenhead's waterfront is only part of its story; it is also the site of one of the most iconic views in the world – that of the Liverpool waterfront, including the Three Graces comprising the Royal Liver Building, The Cunard Building and the Port of Liverpool Building on Liverpool's Pier Head.

3.10. Through the Framework something special will be delivered at Birkenhead's Waterfront, to emulate that of Liverpool. This is not just about reclaiming the area – it is about re-imagining its future, at the heart of a thriving City Region.

3.11. There is the potential to create a series of iconic, modern, urban neighbourhoods as part of the older core area, intrinsically connected to both the water and the urban future of Birkenhead, delivering a view from and direct connections via ferry to Liverpool. Development must be of a scale to fully take advantage of the values possible within this waterfront location.

3.12. Projects will be delivered to attract visitors from Liverpool to Birkenhead through imaginative lighting schemes/art commissions, and where possible using the river itself.

A VIBRANT CORRIDOR

3.13. The scale of the Birkenhead opportunity lends itself to a flow of waterside neighbourhoods where new and existing homes, community, leisure and cultural uses, employment, and education uses can enliven public realm and define coherent neighbourhoods, connecting into and enhancing existing communities across the area.

3.14. A waterfront linear public space will be created that celebrates its location and views and embraces and facilitates public life, activity and amenity.

3.15. A vibrant mix of uses will be delivered that acts as an attractor to, from and across the Mersey River, focused on culture and arts uses to attract visitors and celebrate the existing creative industry and spirit on which Birkenhead is based.

3.16. The Woodside area will be a key component of this mixed-use waterfront opportunity - a key development location which can realise lost connections between Central Birkenhead and the Mersey. This should be planned in coordination with the revitalisation of Hamilton Square, establishing an appealing complementary location and new neighbourhood in an exceptional setting.

3.17. The Waterfront mixed-use concept stretches in its core from Morpeth Dock through to Egerton Dock, although it is acknowledged that existing uses and property here (Twelve Quays Business Park

KEY OPPORTUNITIES IDENTIFIED IN THE BASELINE

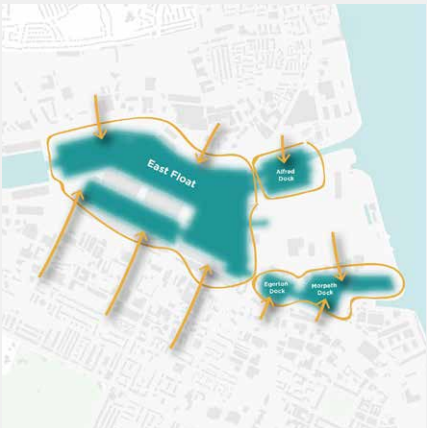


Figure 20. Opportunity to create active waterside environments (historically privatised) to celebrate the maritime heritage

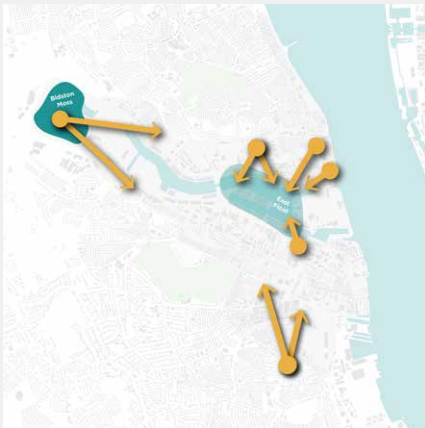


Figure 21. Opportunity to maximise locations with inland panoramic views across the Great Float

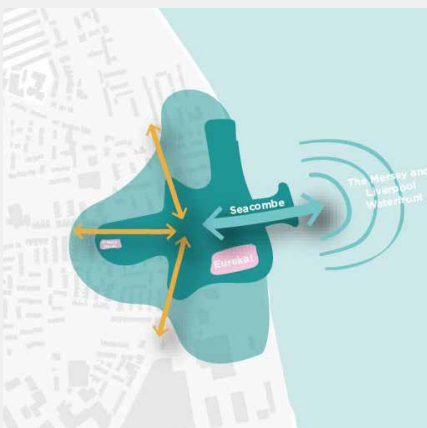


Figure 22. Opportunity to create a more coherent and vibrant environment and sense of place inspired by the ferry port

and the Waste Water Treatment works) may constrain potential development.

3.18. Seacombe Riverside north of Seacombe Ferry Terminal has the potential to become a new mixed-use high-quality waterside neighbourhood, which maximises its incredible views and acts as a catalyst for change across the wider Wallasey area. Over time this could include opening up access in this area to the banks of the Mersey and Alfred Dock.

3.19. Ferry connections have been an important part of Birkenhead's history and heritage, and through the potential expansion of the Mersey as a wider cruise corridor creates future opportunities as well.



Figure 24. Opportunity to create a mixed-use 'Town Hall Quarter'



Figure 23. Opportunity to deliver a vibrant Woodside, maximising its full potential as a key destination

SPATIAL PRIORITY 3.

CREATING VALUE IN THE VIEW

3.20. Only the highest quality and innovative architectural designs, materials and long-term management strategies should be accepted within our waterfront locations. This Framework aspires to comprehensively bring these spaces into non-traditional employment use. The opportunity to create something special and iconic must not be missed.

3.21. The Framework promotes links to the River Mersey and dockland waterfront and enhancements to the quality of the environment adjacent to it,

targeting both opportunities for high-quality passive leisure (taking advantage of the remarkable views and opportunities for riverside walks) and enhancing its social and economic role (improving the prominence and quality of the ferry services being a key priority).

3.22. The Framework recognises the importance of ensuring diversity of the natural environment, habitats and ecology as a key feature of Birkenhead, particularly by identifying opportunities to open up access

to the River Mersey and facilitating movement through the Great Floats to Bidston Moss.

3.23. These are very high value environments compromised by poor accessibility. High-quality connections across the A41 will ensure existing and future residential communities can continue to access these assets.



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Figure 25. Creating Value in Our View

- Key**

 - Key 'edge' locations where built form and public spaces prominent from key views
 - Node locations marking transition from urban to waterside environments
 - Key frontage and definition
 - Passive, leisure orientated spaces
 - Active and interactive spaces
- Key opportunity to maximise views out over Mersey
 - Key opportunity to capture the value of views towards Birkenhead from the Mersey
 - Key connections from urban areas to waterfront

SPATIAL PRIORITY 4.

INTENSIFYING AND REPOPULATING OUR GRID

3.24. The Framework seeks to rediscover and amplify the Laird grid, maximising this as a highly distinctive foundation of a clear and legible Birkenhead. It intends to reverse the movement of people out of Birkenhead to peripheral estates after the Second World War.

3.25. As recognised under the 'Connected Birkenhead' objective, Birkenhead has extraordinary connectivity at strategic and local level, in terms of public transport

(especially rail), highways, river and sea. The Framework will maximise the role of transit-oriented developments that optimise these connections in a way that specifically supports zero carbon lifestyles and industry.

3.26. Indeed, it intentionally proposes 'scaled-up' development density around Merseyrail stations, particularly in proximity to Central Birkenhead stations, to support the delivery of more sustainable communities.

3.27. Key streets would be defined by consistent active frontages. In some locations where fixed infrastructure is wide and expansive – such as within the formal Laird Grid across Hamilton Park, opportunity could be taken to reduce the set back of buildings so that building lines come closer to back-of-pavement where appropriate and designed and delivered to the highest quality; more in line with the original Laird vision and encouraging a more interactive and intimate relationship between buildings and public spaces, with a greater emphasis on rear access and servicing.

KEY OPPORTUNITIES IDENTIFIED IN THE BASELINE

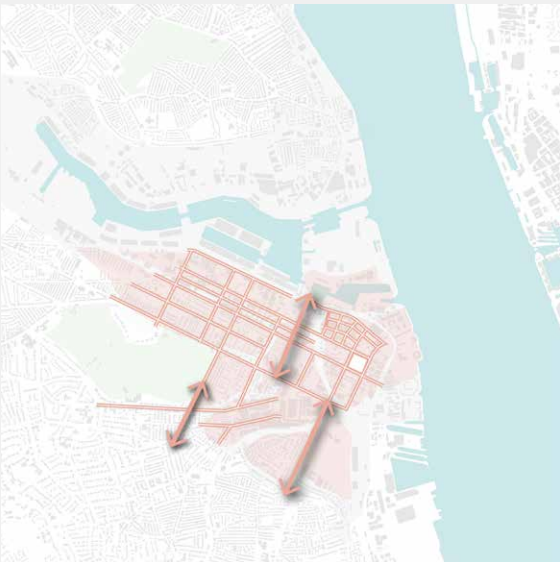


Figure 26. Opportunity for rediscovery of the Laird Grid, including extending connections to and through

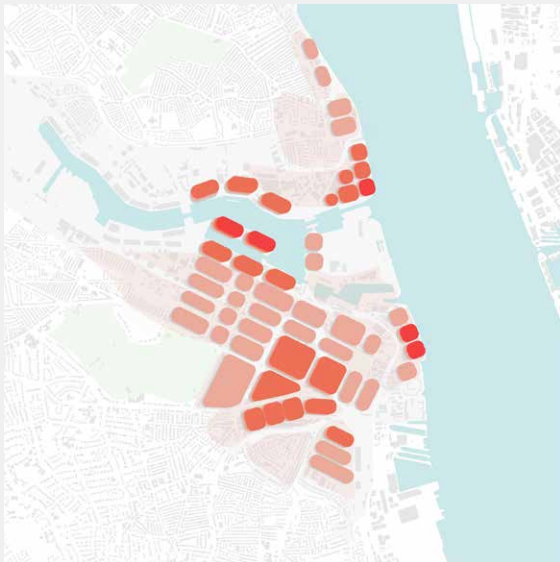


Figure 27. Opportunity for selective intensification of density and built form massing

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Figure 28. Intensifying and Repopulating our Grid

- Key
- Key gateway
 - Other strategic nodes in movement network
 - Key rail hub and 400m / 5min walk isochrone
 - Opportunity for intensification and development with strategic rail connectivity
 - Other opportunity for intensification and development in underutilised area
 - Primary movement corridor
 - Secondary movement corridor
 - Strategic junction for port and industrial traffic

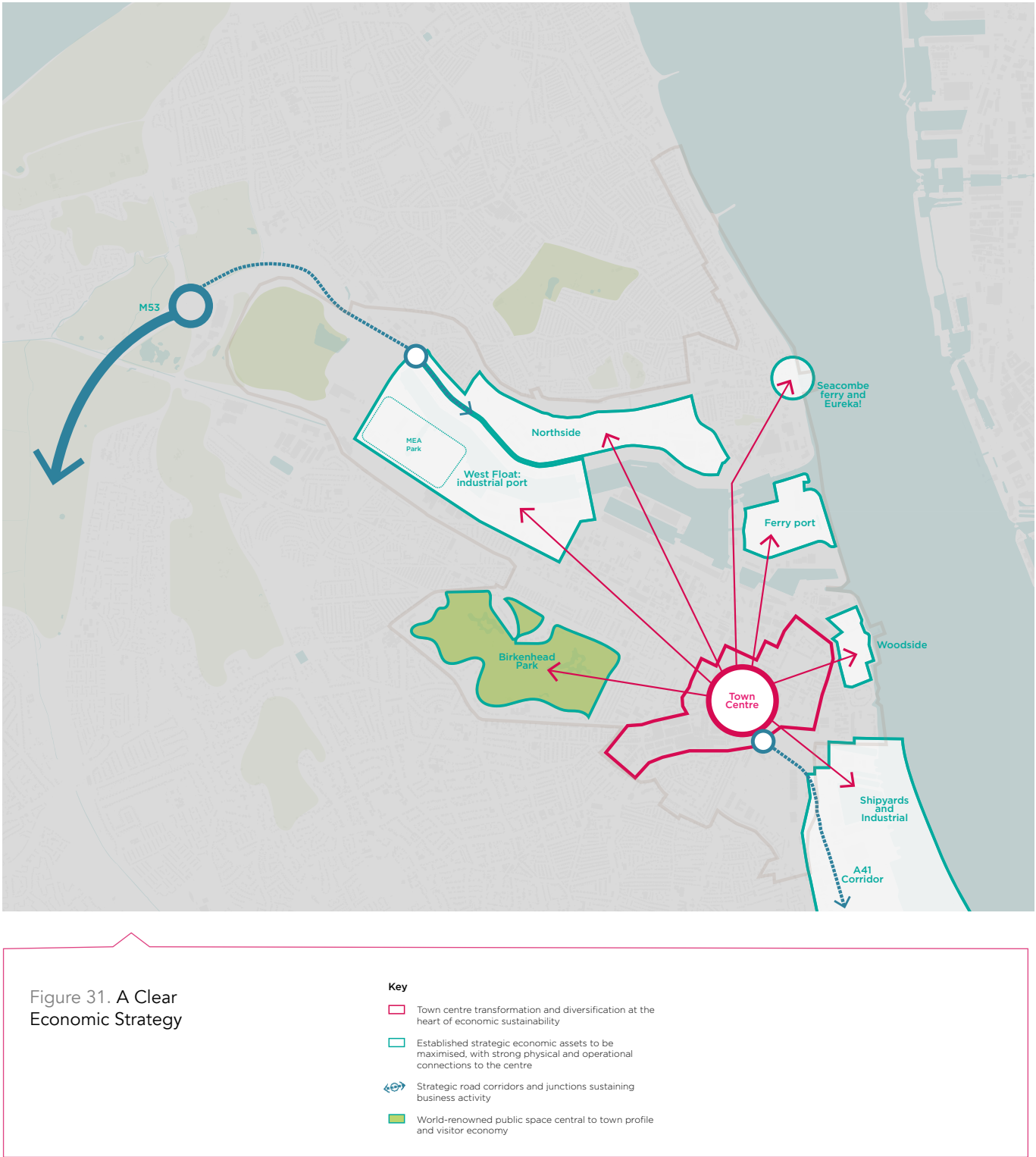
SPATIAL PRIORITY 5.

A CLEAR ECONOMIC STRATEGY

3.28. The Framework recognises the need to influence positive patterns of land use, including a specific focus on protecting, nurturing and growing our economy in a robust and resilient way. Under the ‘Industrious Birkenhead’ objective the Framework has identified the sectors that are key to this strategy, here we identify where they are likely to be concentrated geographically.



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THE PORT

3.29. The Great Floats form part of the larger Port of Liverpool, which is one of the largest, busiest and most diverse ports in the UK, providing strategic routes for transatlantic trade with berths spanning both sides of the River Mersey. Money continues to be invested in the City Region’s ports, with £450m supporting the expansion of Liverpool 2 which in turn will see growth in the maritime sector sub-regionally. Recent Government announcements on Freeports will also see the development of Freeport status for the Liverpool City Region, further enhancing growth.

3.30. The port infrastructure at Birkenhead has been subject to a modernisation investment programme to help grow the region’s import and export capabilities.

3.31. Future port related investment will seek to provide further upgrading of mooring facilities, dock walls, infrastructure upgrades and modernisation of dockside building and port handling areas to accommodate larger vessels and increased port activities at West Float with Peel Ports completely committed to continuing to operate through the facility during the Framework period.

3.32. Engagement with Peel Ports during the preparation of this Framework has confirmed the potential that remains at the port for the movement of goods and as a key economic asset for Birkenhead and the Wirral.

3.33. Peel L&P are bringing forward considerable commercial development within the area, including at MEA Park. At MEA Park, Peel L&P are also progressing significant proposals for a Modern Methods of Construction centre of excellence, demonstrating the important economic and commercial contribution of the port area in the future.

3.34. West Float also has a further important role to play as a location for industrial activities relocated from East Float which will enable the delivery of the Wirral Waters proposals.

3.35. Significant development land remains within the vicinity of the port, which could have important development potential in the future. Around Twelve Quays, home of the Wirral Met College Campus, there remains considerable long-term development opportunity benefiting from waterfront views. Key projects coming forward in this area include the Maritime Knowledge Hub - a 5,388 sqm education, research, innovation and business growth facility for the maritime sector, The Hythe – a 3,159 sqm, BREEAM Excellent-rated, Grade A office hub; with space available across smaller office units, co-working space and larger 279 – 372 sqm suites and Egerton Village Accommodating the arts and creative industries through workshops, studios, education and amenity space.

NORTHSIDE

3.36. The Northside area forms a critical part of the Wirral employment land resource. Located at the end of the M53, and close to the docks, this is an industrial location with significant market potential.

3.37. The existing Northside employment offer is relatively mixed, and low density in nature. There are a number of contaminated sites which with appropriate remediation could provide significant additional employment land supply. The Framework, in line with the Council’s Local Plan evidence base, recognises the opportunity to intensify uses in this location as a key part of Borough-wide employment land portfolio to meet both manufacturing and distribution sector demands.

3.38. The Framework also recognises a degree of business relocation that is likely to occur as a result of regeneration within the urban area. Northside is likely to be an important location to enable this relocation, ensuring that businesses are retained within the Borough and urban area where possible.

CENTRAL BIRKENHEAD

3.39. Central Birkenhead plays a very important economic function – as the home of the high street, a significant and varied business base spanning office, manufacturing and (largely localised) distribution occupiers, and considerable public sector employment.

3.40. Its future resilience to market forces though is identified to be poor – with a relatively aged and inflexible property supply across all sectors. It is affordable, but it is not particularly dynamic or efficient.

3.41. This is particularly apparent within the sprawling retail offer, along Grange Road and through the Pyramids indoor and ‘Pavements’ Shopping Centre and continuing up Argyle Street. It is also though true in the shortage of Grade A office floorspace or modern flexible business space – with no real property offer in place to encourage new and diversified business investment in the area.

3.42. As already noted, Central Birkenhead is a geographical focus for the Framework – a process which has already commenced with the Council establishing the Wirral Growth Company with Muse Developments, and proposals coming forward for the Birkenhead Commercial District.

3.43. The Council have acquired a number of key assets in the town centre to ensure a degree of control over development in the

future including the Birkenhead Market, Mecca Bingo, Vue Cinema, Milton Pavements assets and most recently the House of Fraser building, and continue to consider additional acquisitions where they align with the regeneration strategy and development proposals being progressed.

3.44. The Council were successful in December 2020 in securing £24.6m Future High Street Fund for Birkenhead Central. The projects earmarked to be funded and delivered in the next two to three years include direct support to enable Phase 1 of the Commercial District with monies allocated for Birkenhead Market, Conway Street, and the Charing Cross junction, as well as to support early high quality residential development within the town centre.

3.45. At a more nuanced level, the Framework embraces the potential to support and continue to see growth in Birkenhead’s creative sector – with particular opportunity for geographical clustering identified along the Argyle Corridor connecting into Hamilton Square and through to the waterfront. Within these geographies particular opportunity is noted to bring existing buildings back to life and intensify uses to create natural and organic spaces for the sector to develop in a way that facilitates community and innovation.

3.46. A key spatial requirement of the Framework is to reconnect Birkenhead Central to adjoining neighbourhoods of Hind Street Urban Village, Hamilton Park, and in particular to the Waterfront.



SPATIAL PRIORITY 6.

PLACE-LED INFRASTRUCTURE NOT
INFRASTRUCTURE-LED PLACE

3.47. It is critical to the future success of Birkenhead that the major infrastructure that severs and creates barriers between places and communities across the area are removed, alleviated or reallocated.

3.48. This includes the simplification of road infrastructure that currently surrounds the core area of Birkenhead like a ‘concrete collar’, its rail stations and their front doors, and improvements to the tunnel plazas as key gateways to the urban area.

3.49. Early intervention through the funding by the LCR Combined Authority of the removal of the tunnel entrance flyovers, together

with the use of Future High Street Funding at Conway Street and Charing Cross will address this issue specifically.

3.50. The Framework will create stronger, safer, more sympathetic first impressions at key gateways into the area, including welcoming and legible environments for pedestrians and cyclists at key public transport nodes and key arrival points, as well as better connecting the wider communities to the core area.

3.51. In delivering development the Framework will create spaces and integrate events and activation strategies to ensure they are memorable for the right

reasons. Green spaces and public realm will be delivered as key infrastructure. The need for a diverse and properly connected green infrastructure network is an absolute key priority.

3.52. The Council will also ensure the delivery of sufficient, appropriate and innovative community infrastructure to support development and improve market conditions across the Birkenhead urban area. Investment in existing and development of new community infrastructure will reflect the needs of a modern urban area including ensuring that intergenerational living opportunities within Birkenhead are supported and delivered.



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Figure 32. Place Led Infrastructure not Infrastructure Led Place

- Key
- Opportunity to transform existing movement corridors and junctions, reducing current hostility to pedestrians and cyclists
 - Additional opportunities for key people-friendly spaces and corridors
 - Opportunity to strengthen strategic ped/cycle orientated movement by creating new green corridors, including utilising former rail cutting

SPATIAL PRIORITY 7.

PEOPLE-CENTRIC AND GREENED STREETS AND SPACES

3.53. It is critical to the future success of Birkenhead that the major infrastructure that severs and creates barriers between places and communities across the area are removed, alleviated or reallocated. This includes the simplification of road infrastructure that currently surrounds the core area of Birkenhead like a ‘concrete collar’, it’s rail stations and their front doors, and improvements to the tunnel plazas as key gateways to the urban area. Early intervention through the Future High Street Fund at Conway Street and Charing Cross will address this issue specifically.

3.54. The Framework will create stronger, safer, more sympathetic first impressions at key gateways into the area, including welcoming and legible environments for pedestrians and cyclists at key public transport nodes and key arrival points, as well as better connecting the wider communities to the core area.

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3.56. The Council will also ensure the delivery of sufficient, appropriate and innovative community infrastructure to

support development and improve market conditions across the Birkenhead urban area. Investment in existing and development of new community infrastructure will reflect the needs of a modern urban area including ensuring that intergenerational living opportunities within Birkenhead are supported and delivered.

3.57. The approach to design and development across Birkenhead will put pedestrian users at the top of the user hierarchy at all times: designed to be accessible for all, including the parent with the double buggy, the 12-year old on a bike, people who are sensory impaired, movement impaired and wheelchair users in a positive and non-discriminatory manner.

3.58. The Framework will create greened streets and public spaces that encourage dwell

time and exploration, not just a means of passing through. It will connect Wirral’s green and blue infrastructure assets and bring their positive attributes into the urban area. The Framework seeks to design spaces and buildings and encourage uses that positively facilitate overspill and activity in our streets. Implementation of good design and management will ensure surveillance and safety for all users.

3.59. A world-class pedestrian and cycle network will be delivered that enables people to travel around actively and sustainably, with emphasis on high-quality and uninterrupted routes providing access to the wider beautiful Wirral Peninsula. The Framework will embrace the Gear Change²⁵ vision and design principles to ensure that active travel is at the heart of our place making.

KEY OPPORTUNITIES IDENTIFIED IN THE BASELINE

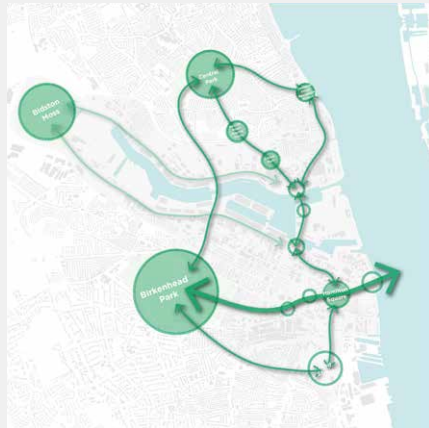


Figure 33. Opportunity for networked green spaces through the central areas forming clear and regular stepping stones

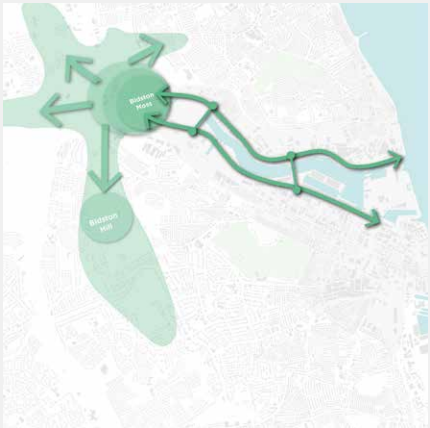


Figure 34. Bidston Moss could be maximised as a central, strategic node in the strategic green infrastructure network

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Figure 35. People Centric Streets and Spaces

- Key**
- Strategic opportunity for transformed environment and experience at a key nodal location, directing pedestrian movement
 - Other key opportunity to tighten and intensify junction to create a more people-friendly environment
 - Key movement corridors with opportunity for coordinated environmental / public realm improvements
 - Opportunity to strengthen strategic ped/cycle orientated movement by creating new green corridors, including utilising former rail cutting
 - Key focus of intensification and development in town centre
 - Currently underutilised routes that offer positive secondary links
 - Strategic landmarks helping orientation and sense of place

25. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf

SPATIAL PRIORITY 8.

A CULTURAL DESTINATION

3.60. The cultural, creative economy and heritage infrastructure is important to Birkenhead but growing and developing this is complex. Wirral has an emerging creative, cultural and digital sector, with currently approximately 2,000 people employed across the Borough.

3.61. Within the Waterfront area there is a unique opportunity to deliver a step change in Wirral's urban cultural offer – combining the water, our heritage, and a regionally significant visitor, arts and leisure location, both within individual commercial attractions and integrated throughout the built and public realm.

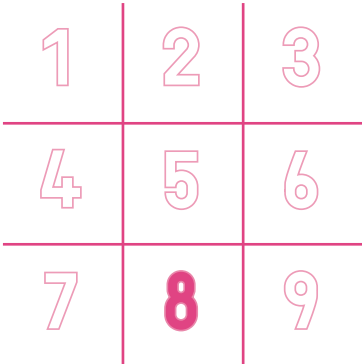
3.62. The Waterfront will be the host of places of creative production, where creative work is made, and where Birkenhead's communities and visitors will interact with the arts.

3.63. Projects are already underway to kick-start this process including Eureka! Mersey – a multi-million-pound investment at Seacombe which will attract new visitors to our urban area.

3.64. Future proposals are envisaged across the full stretch of the waterfront and connecting back into the town centre. Through investment exciting cultural

experiences will be created – from subtle lighting and art installations to landmark attractions where investment can be attracted.

3.65. In order to capture the energy and innovation from Birkenhead's growing creative sector as part of the Framework the Council has commissioned an ambitious Culture and Heritage Strategy for Birkenhead in December 2020.



SPATIAL PRIORITY 9.

STRENGTHENING BIRKENHEAD'S DISTINCT NEIGHBOURHOODS

3.66. The Framework identifies a number of distinct neighbourhoods – which combined form the urban area of Birkenhead. For each neighbourhood a draft vision has been established, to shape development mix and approach to investment over the Framework period and beyond.

3.67. In total nine neighbourhoods have been identified:

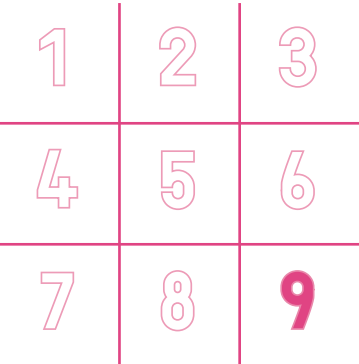
- **Central Birkenhead:** A thriving and vibrant centre, the cultural and commercial beating heart of Birkenhead.
- **Birkenhead's Waterfront:** Connecting the central core and its communities with a world class waterfront and realising its full potential.
- **Hind Street Urban Village:** A sustainable, market changing, low carbon exemplar urban village
- **Wirral Waters and Portside:** A once in a lifetime opportunity to bring about the transformational, sustainable regeneration of Inner Wirral and the Liverpool City Region.

- **Hamilton Park:** Family-oriented urban-fringe living in a modern and vibrant neighbourhood connecting Birkenhead Park to Wirral Waters.
- **Scotts Quay:** A new high-density sustainable living area maximising the potential of its setting, combining existing and new homes to create a quality and thriving sustainable waterside community.
- **Seacombe Riverside Corridor:** Realising the potential of Council owned assets and infrastructure to create a Town Hall Quarter, revitalising existing communities and delivering a

low carbon renewed waterside neighbourhood.

- **Northside:** A modern, intensified and innovative low carbon key employment area supporting a growing and vibrant business community.
- **Bidston Moss and Dock:** A place of enhanced amenity, enhanced connectivity and new distinct leisure offer to complement the town centre and waterfront.

3.68. The development potential, movement priorities and early phase delivery priorities for each neighbourhood are presented later on in this document.



KEY OPPORTUNITIES IDENTIFIED IN THE BASELINE



Figure 36. Opportunity to create a more positive arrival experiences from the river



Figure 37. Opportunity for communities engaging with a diverse waterfront

KEY OPPORTUNITIES IDENTIFIED IN THE BASELINE

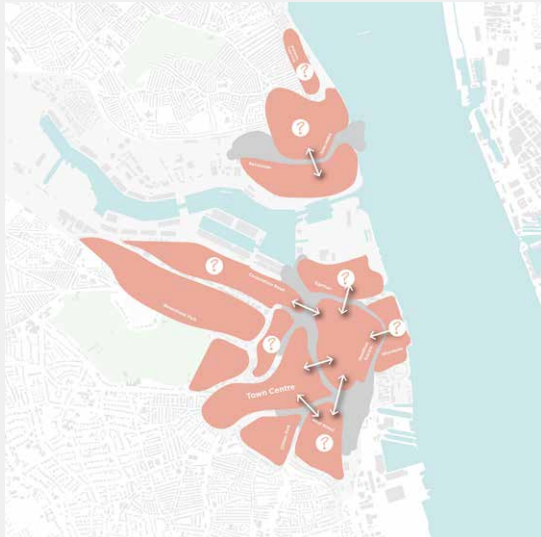
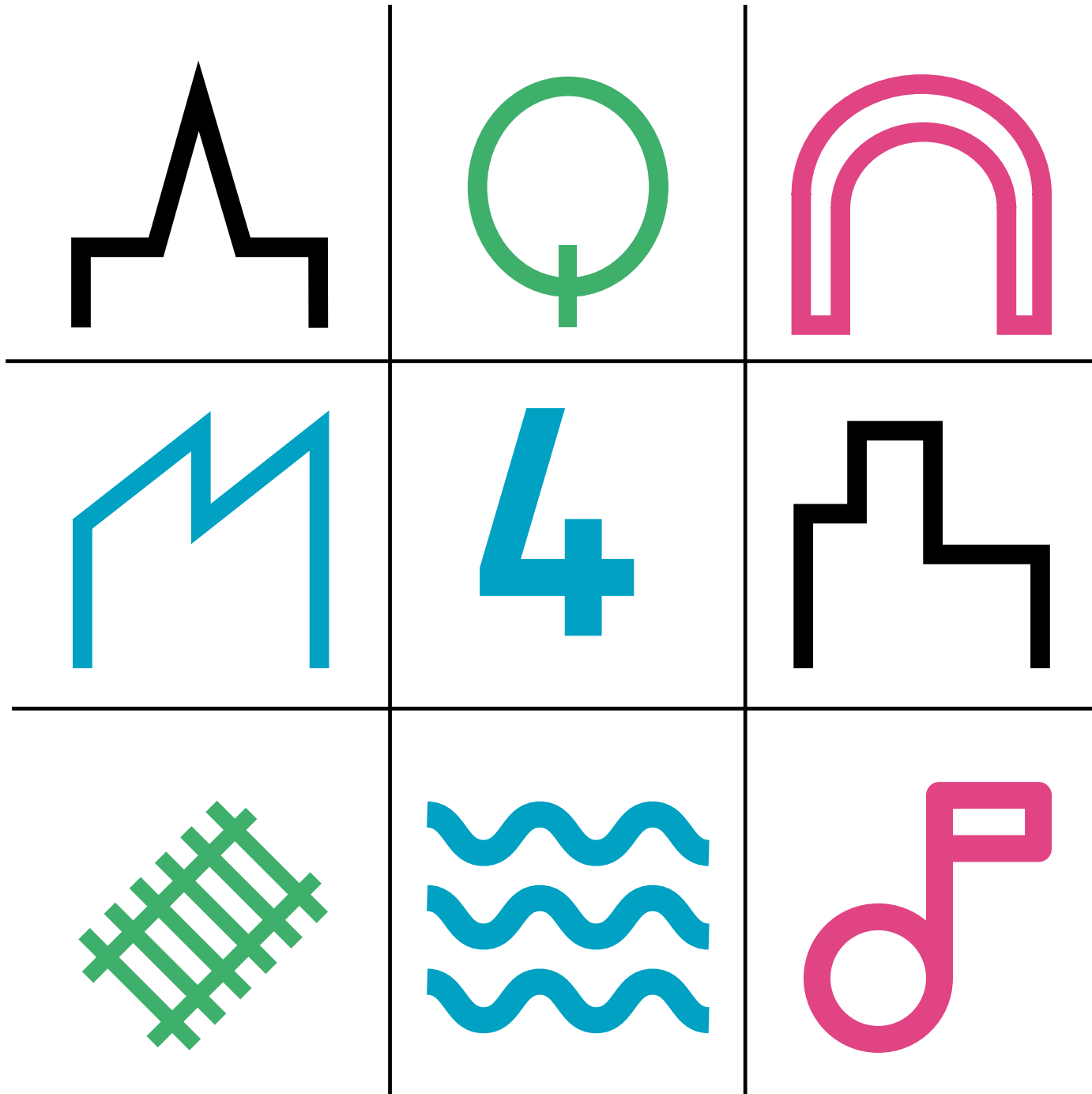
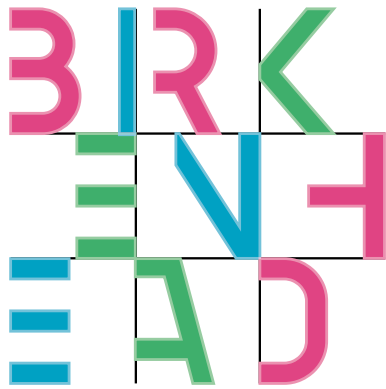


Figure 38. Opportunity for intensification of neighbourhoods, each with a sense of identity and purpose



4. THE 2040 FRAMEWORK

THE 2040 FRAMEWORK



THE FRAMEWORK COMPRISES A SERIES OF LAYERS, THAT COME TOGETHER TO COMPRISE A COMPREHENSIVE SPATIAL VISION FOR THE BIRKENHEAD URBAN AREA, INCLUDING THOSE LISTED BELOW.

4.1. Each layer is considered in the subsequent sections of this report:

- Birkenhead's Catalyst Projects: the major projects that we will deliver that will have a fundamental impact on the structure and functionality of Birkenhead in 2040, unlocking wider development and investment potential;
- Birkenhead's Neighbourhoods: the scale of change and land use mix strategy at a sub-Birkenhead scale, responding to the unique characteristics of the communities and character areas contributing to the regeneration of the urban area as a whole by 2040;

- Birkenhead's Movement Framework: articulation of the approach to movement across Birkenhead in 2040, to facilitate the scale of change envisaged in an innovative and sustainable manner;
- Birkenhead's Social and Community Infrastructure: identified need for supporting social and infrastructure delivery as part of the wider programme; and
- Birkenhead's Strategic Green and Blue Infrastructure: the Framework approach to green and blue Infrastructure, open space and public realm recognising that its delivery will be fundamental to the success of Birkenhead as a whole place to 2040 and beyond.

4.2. These layers combine to create the overall spatial vision for Birkenhead; the articulation of the physical change needed to achieve our vision for Birkenhead in 2040.

4.3. This spatial vision includes the delivery of:



A SUSTAINABLE, GREEN AND CONNECTED BIRKENHEAD THROUGH:

- Active travel network of safe cycling and pedestrian routes, green streets and liveable neighbourhoods;
- Retrofit Low Carbon Neighbourhoods;
- A District Heat Network;
- Urban greening through tree planting, green walls; and
- Sustainable urban drainage.



NEW HOMES:

Including over 21,000 new homes with an additional population of over 46,000 across new residential neighbourhoods at:

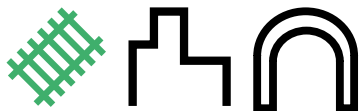
- Wirral Waters;
- The Waterfront;
- Central Birkenhead
- Hind Street Urban Village;
- Hamilton Park;
- Scotts Quay; and
- Seacombe Riverside Corridor.



NEW COMMERCIAL FLOORSPACE:

Potential for over 900,000 sqm of new modernised space in key locations including:

- Birkenhead Commercial District;
- Wirral Waters; and
- The Waterfront.

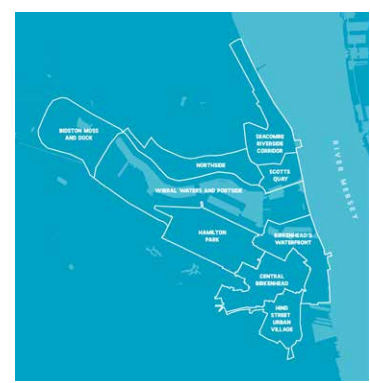


NEW AND IMPROVED INFRASTRUCTURE INCLUDING:

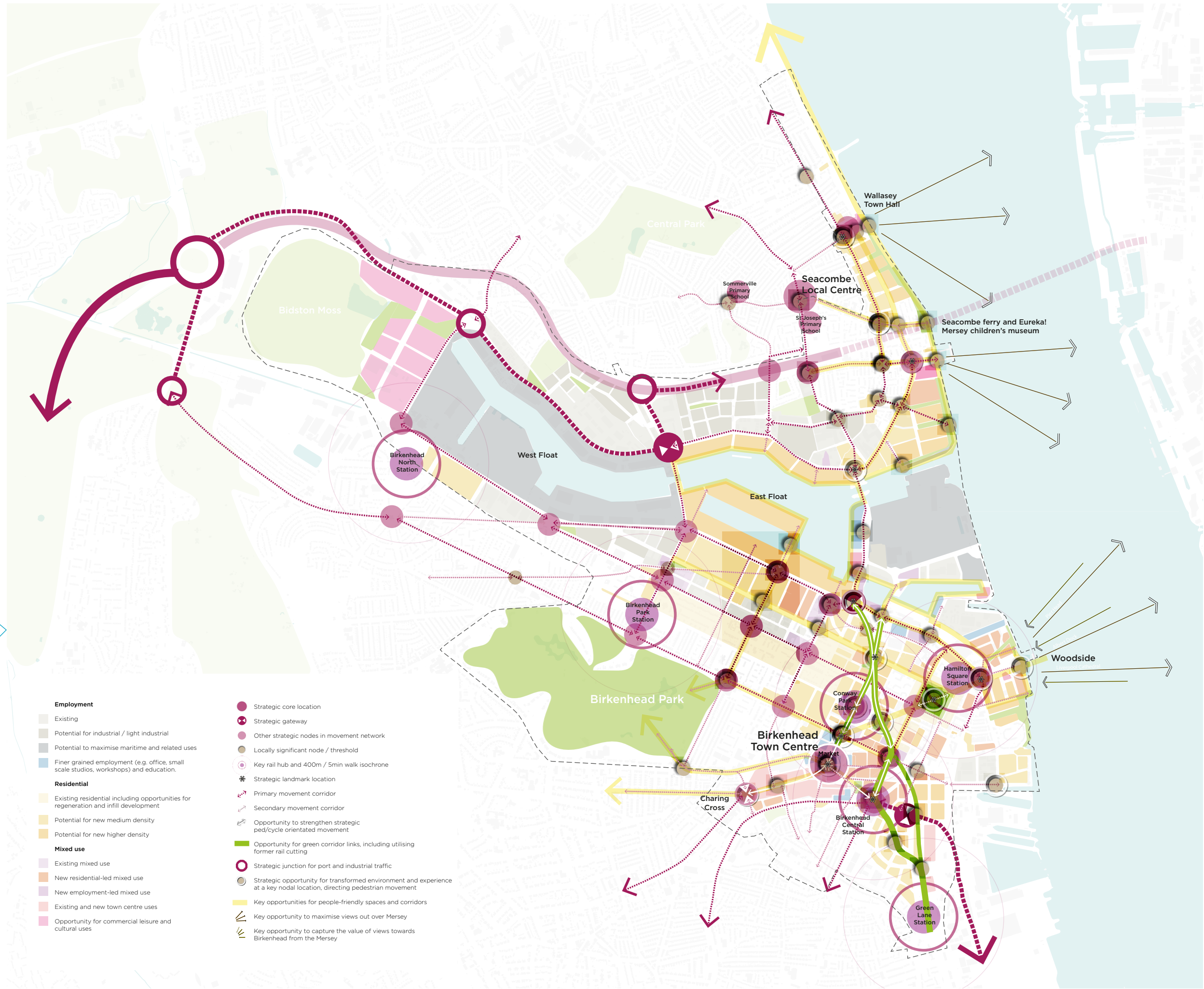
- A new Birkenhead Market and urban square;
- A Mass Transit system to provide the 'last mile' links to the high quality Merseyrail system;
- Removal of 'concrete collar' flyovers between Hind Street Urban Village and Central Birkenhead;
- Reconfiguration of the Woodside Gyratory and Birkenhead Central Gyratory;
- New Primary Schools at Hind Street Urban Village and Hamilton Park;
- New strategic open space through Dock Branch Park;
- Waterfront linear parks and spaces;
- Hamilton Park enhancements and improved connections to the Waterfront;
- New local convenience and amenity provision to support new and existing residential communities at Hamilton Park, Wirral Waters, the Waterfront, Central Birkenhead, Scotts Quay and Hind Street Urban Village; and
- Locally defined GP Health Care provision.

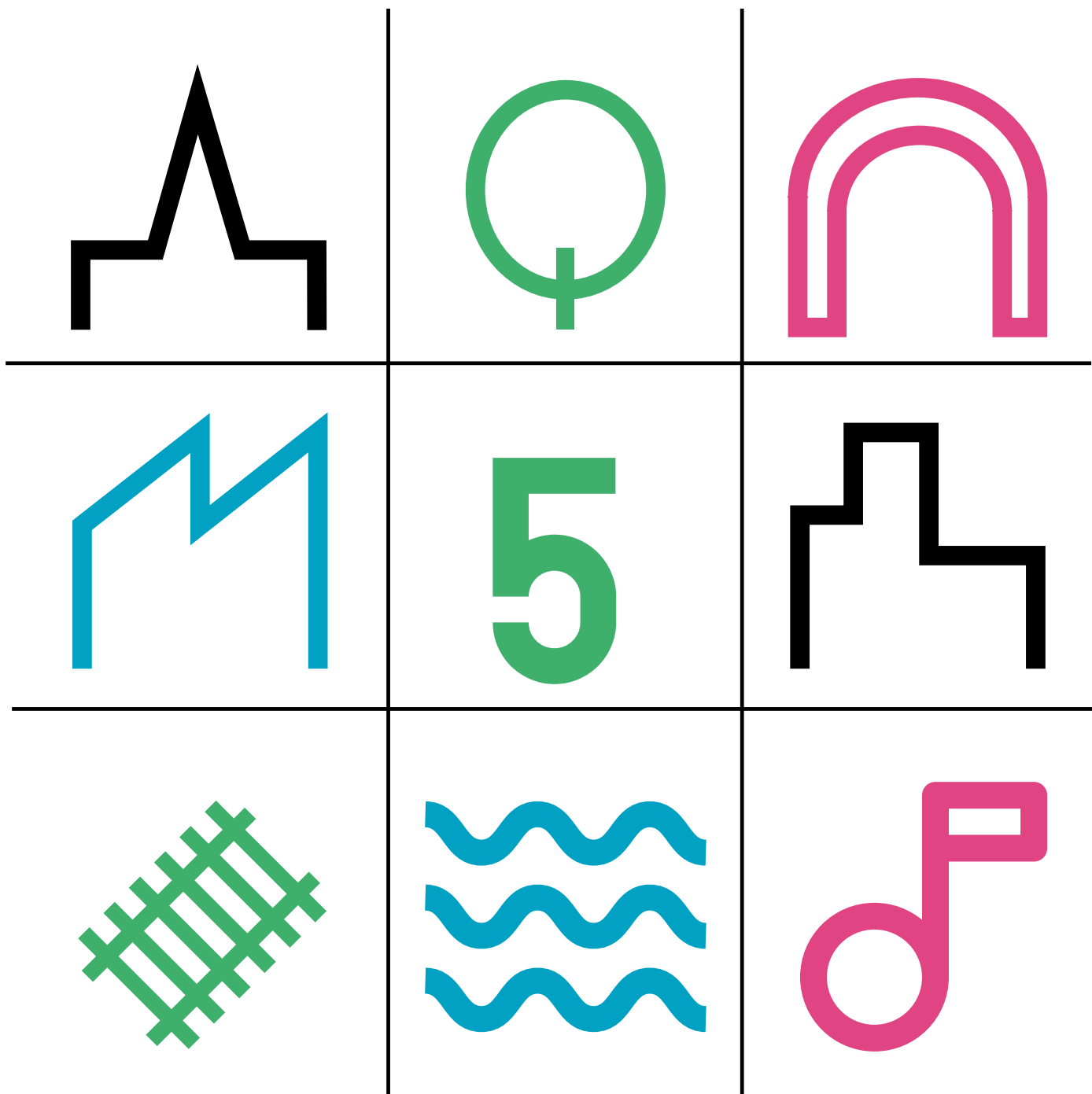
THE 2040 FRAMEWORK

Figure 39. Birkenhead 2040 Framework



Not to scale





5. BIRKENHEAD'S CATALYST PROJECTS

BIRKENHEAD'S CATALYST PROJECTS

THE FRAMEWORK IDENTIFIES A SIGNIFICANT DEGREE OF UNDERUTILISED AND VACANT BROWNFIELD LAND ACROSS BIRKENHEAD ON WHICH DEVELOPMENT CAN AND SHOULD BE DELIVERED IN LINE WITH THE PRINCIPLES AND SPATIAL PRIORITIES SET OUT.

5.1. However, the Council also recognise that there is a reason why these sites are not coming forward currently in this way as a result of the market failures that do exist across Birkenhead. There is no one factor preventing high-quality development being delivered, but viability and market perception is having a material impact.

5.2. The Framework addresses this issue head on – through the identification of a number of catalyst projects, all of which

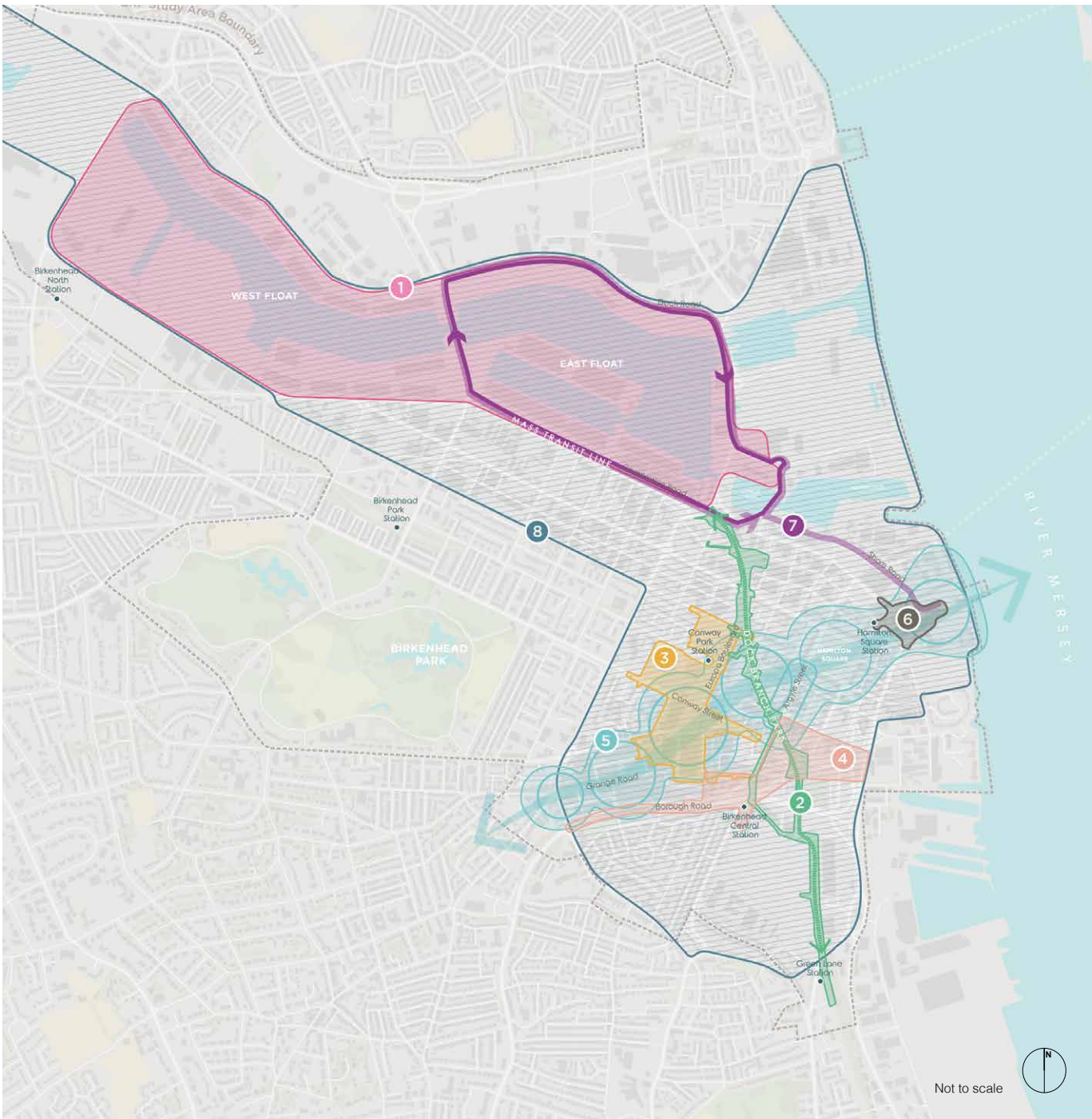
are progressing to address structural place or market issues, and ultimately create the right conditions for investment and value growth.

5.3. These catalyst projects are strategically important for Wirral – underpinning the reconnection, reimagination, rediscovery and repopulation of Birkenhead. Other projects can be catalytic in their own right, but the Framework has identified those most apparent at the current time.



Figure 40. An artist's view of how the first phases of the Wirral Waters: East Float Masterplan could look once developed. Source: Peel L&P

Figure 41. Birkenhead's Catalyst Projects



WIRRAL WATERS

5.4. On one hand the whole of Wirral Waters, a large part of which benefits from an outline planning permission, could be viewed as a catalyst project for Birkenhead and Wirral – but given its vision runs for a period over 30 years, its reach is far beyond that of this Framework and the emerging Local Plan.

5.5. As such the Framework recognises catalysts within the Wirral Waters proposals – identified on the basis that they are unique drivers of change and investment, and influence delivery of the wider vision through directly addressing market failure or their strategic nature.

5.6. The Wirral Waters project, being progressed by Peel L&P, is split into a series of catalytic sub-neighbourhoods. The early phase catalyst delivery identified includes:

5.7. Northbank: Northbank is intended to be a mixed typology and tenure residential-led quarter, with local community uses, offering a bespoke, more tranquil waterside living environment. A residential quarter offering city living with 'space to breathe', with access to the water's edge and a short walk away from other quarters and world destinations. Northbank captures project

areas including Belong Village, Wirral Waters One (Legacy) and the Urban Splash/Peel L&P Joint Venture housing development. Works on Urban Splash Phase 1 and Legacy apartments are due to start in early 2021. Northbank will effectively begin the LeftBank regeneration project and will be a disrupter model of market change effectively creating a new portside neighbourhood.

5.8. The housing delivery underway at Northbank is unique within Wirral and represents high-quality and innovative development required to achieve the brownfield first strategy

central to the emerging Local Plan strategy. The development being brought forward is fundamental to growing a housing market within the Birkenhead urban area contributing to growing viability and in doing so making wider delivery more attractive to private sector development. The quality of the development sets a genuine benchmark in design for future wider development to benchmark against.

5.9. MEA Park: will provide a dockside location for manufacturing, logistics and research and development, and an assembly campus for innovative building methods. MEA Park will also accommodate the relocation of industrial premises from East Float to enable alternative development to come forward. Phase 1 is planned to involve the conversion of the existing 3,902 sqm Mobil building as a research centre for modern methods of construction and digital design.

Phase 2 will be a multi-unit project of circa 6,503 sqm intended for engineering supply chains in the energy, maritime and automotive sectors.

5.10. Four Bridges: A low carbon, mixed-use neighbourhood comprising of educational, retail, leisure and commercial office developments, across projects including:

- The Maritime Knowledge Hub, a £23m maritime industry led education, research and development, skills and innovation commercial centre of excellence within the Grade II Listed Hydraulic Tower;
- Hythe, (Tower Road South), grade A office development, due for completion in 2021;
- Egerton Village, a new amenity and arts hub on the banks of the East Float docks; and
- The New Wirral Metropolitan College, which was the first building completed at Wirral Waters in 2015.

5.11. Vittoria Studios and Marina View: Marina View will be a mixed-use residential and commercial quarter providing access to secure moorings within East Float and associated marina landside activities. Vittoria Studios will be a diverse, residential mixed-use place with a creative industries, media and arts focus including flexible living/workspaces, enclosed studios, galleries and exhibition spaces. Vittoria Studios will be closely connected to a new higher density family neighbourhood in Hamilton Park, providing an active waterfront resource for a wider regenerated area. This includes changing the character of a currently heavily industrial but underutilised part of Birkenhead and bringing to life a key part of the East Float proposals. Inter alia the project will unlock wider housing delivery, connecting through to the world class Birkenhead Park; Conway Park and Birkenhead Park rail stations; and encourage investment in existing housing stock within this wider context.

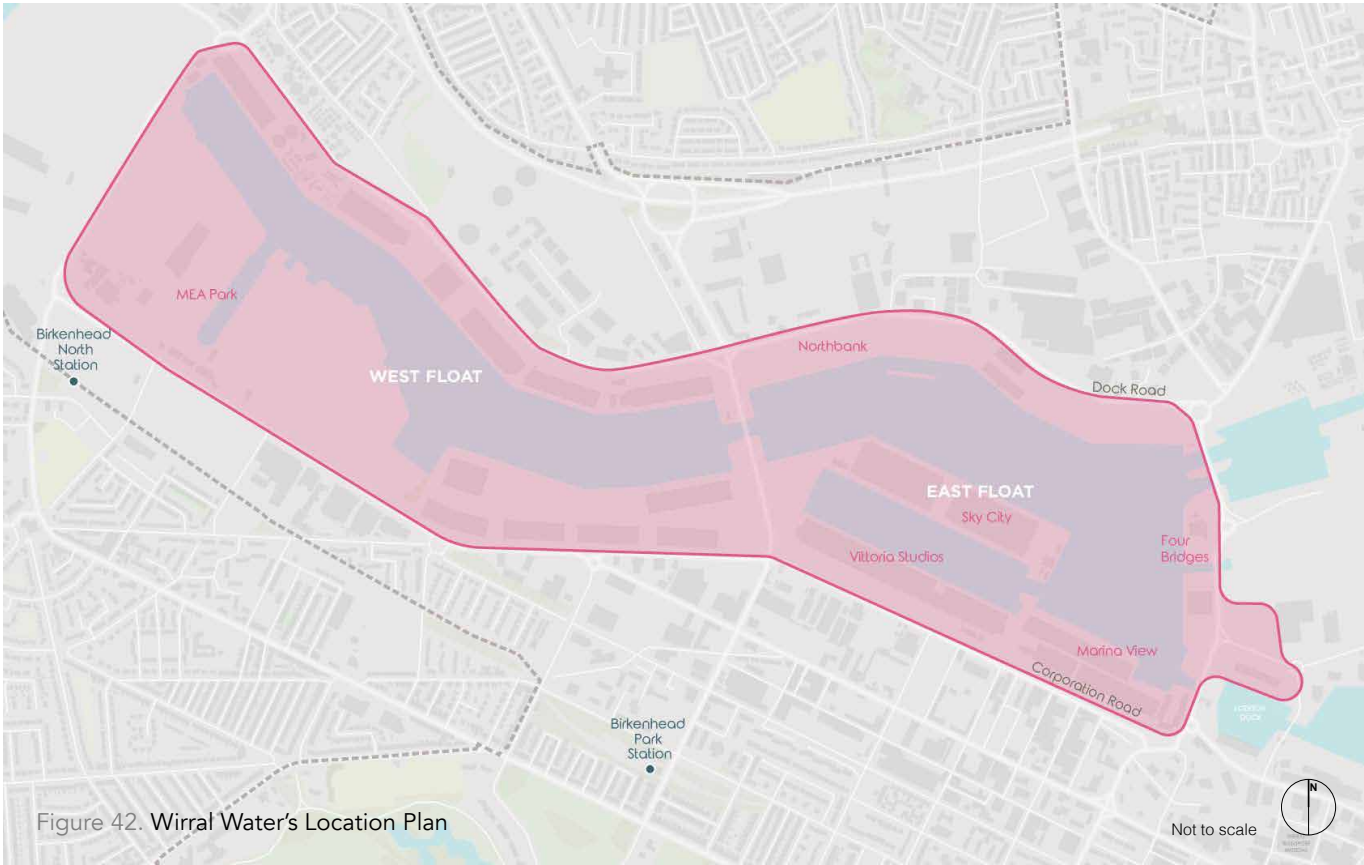


Figure 42. Wirral Water's Location Plan



Figure 43. An artist's view of how the Wirral Waters: East Float Masterplan could look once developed. Source: Peel L&P

DOCK BRANCH PARK

5.12. At Dock Branch Park, a section of old, disused railway line that runs from Birkenhead Docks, approximately 1km south into Birkenhead town centre will be reclaimed as a green corridor connecting key areas of Birkenhead and unlocking immediately adjacent development potential.

5.13. The disused railway line bisects Central Birkenhead within a cutting, which used to link the dock area with the Chester rail line. Public access to the corridor is not permitted, and it has now been taken over by self-seeding overgrowth with hotspots for fly tipping.

5.14. Many key streets in Birkenhead pass over the corridor, but several are currently severed by it. All land uses turn their back on the corridor and adjacent activities are varied but rarely vibrant or of quality, creating a forgotten land sweeping through the core area.

5.15. The historic grid pattern is a prominent feature of Birkenhead, but it comes with the challenge of rigid movement that ignores modern day desire lines. Dock Branch Park will provide a world-class linear park environment running diagonally across the grid. It will physically and psychologically link the Borough's biggest regeneration projects; Wirral Waters, Birkenhead Commercial District, Hind Street Urban Village and beyond.

5.16. Its design will be innovative – bringing stretches up to grade to facilitate movement and

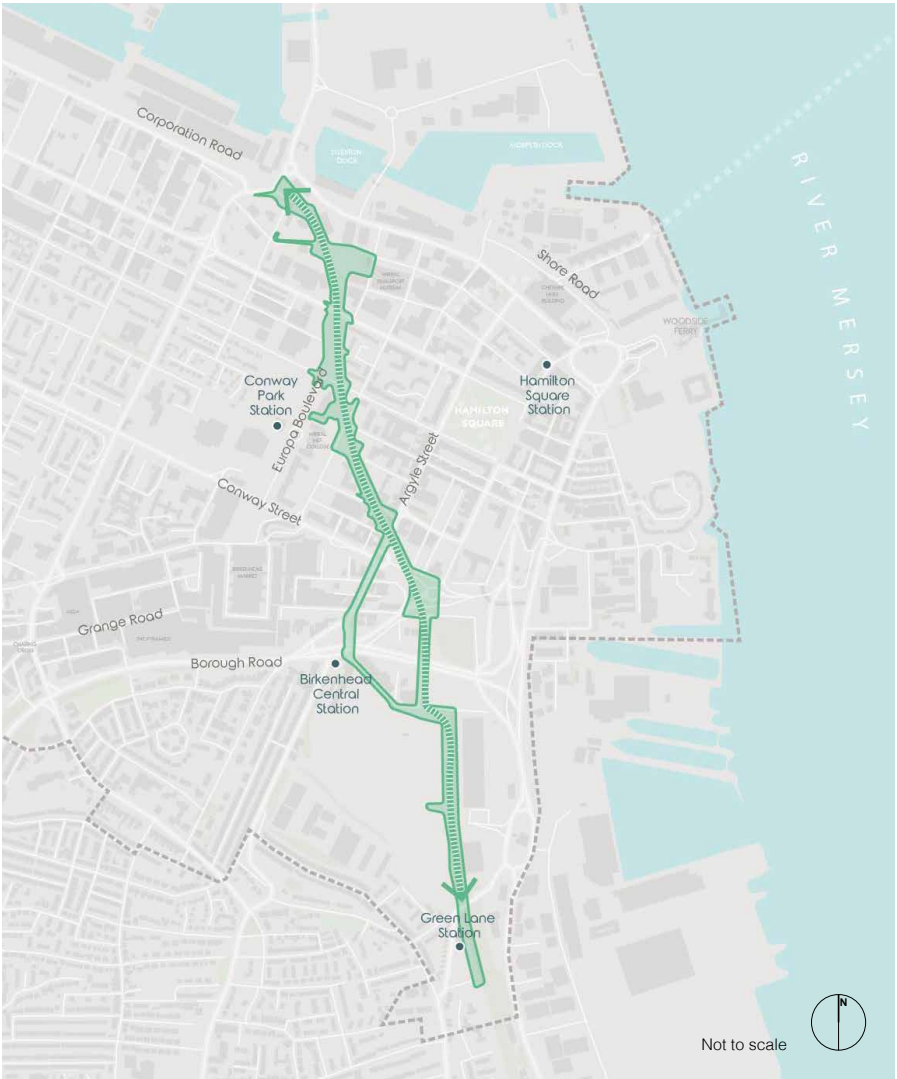


Figure 44. Dock Branch Park Location Plan

development opportunities but will also retain stretches in the cutting to bring to life subterranean Birkenhead within the arches still standing from the original structures. Subterranean Birkenhead will house culture, leisure, arts and business uses – within a unique and exciting environment making the corridor a destination in its own right.

5.17. Through delivery of Dock Branch Park an active travel route and unique urban space made-up of a distinctive linear park, high-quality walking and cycling paths will be created.

5.18. This ambitious project underlines the Council's firm commitment to zero carbon and innovative sustainable urban living, as well as high-quality infrastructure that supports growth.

5.19. Key elements of the project include:

- Partial infill of the cutting to bring the environment to grade, where possible, connecting severed streets delivering a world-class exemplar linear park with adjoining pocket parks and green streets with associated landscape strategy as part of a wider green space network across Birkenhead;
- A new neighbourhood in Central Birkenhead – shaped by and fronting onto a new strategic open space and active movement corridor, bringing heritage features into positive community and commercial use where possible;
- Creation of unique and innovative subterranean commercial spaces to house culture, arts, leisure and business uses;
- Providing a spine and 'front door' for new development, aiding the release of new sites that were previously too challenging, without justification and unlocked through the creation of new opportunities for frontage; and
- A space for integrated public art and lighting.

5.20. The framework identifies an opportunity to enhance existing and create new green spaces as a network of spaces that will interface with Dock Branch Park including:

- Recognising the importance of Birkenhead Park as a key world class green asset, with enhanced physical links to be delivered wherever possible including greening of approach streets. For example, the framework promotes new linear green corridors to the north, connecting to East Float.
- Defining a new green route extending north along Europa Boulevard to Tower Road and the south eastern edge of East Float. This could be a

transformational green space placing Dock Branch Park and a new neighbourhood at the core of Central Birkenhead initially and beyond; including potential to reach as far as Hoylake through later phase delivery.

- Creating destination spaces at East Float - realising the potential for attractive and highly distinctive waterside spaces providing and complementing informal/passive and formal/active leisure.

5.21. The Council are currently progressing with the production of a Business Case to support future funding applications for the Dock Branch Park project. The project was included in the Birkenhead Town Deal Board's bid to Government in January 2021.



Figure 45. Dock Branch Park Concept Diagram

Figure 47. Existing photos taken along the Dock Branch Park route



Figure 46. An artist's view of how Dock Branch Park could look, looking north from Cleveland Street

BIRKENHEAD COMMERCIAL DISTRICT

5.22. The Wirral Growth Company (WGC) was established in 2019 as a joint venture partnership between Wirral Council and Muse Developments to deliver strategic regeneration projects across the Borough.

5.23. WGC was born out of recognition of the need to kick-start regeneration within Central Birkenhead and at other key sites across the Borough. An early commitment was made by the Council to relocate its employees from across the Borough and multiple assets into the Central Birkenhead area, within a newly delivered Commercial District.

5.24. Through delivery of the Commercial District the Growth Company and the Council are committed to driving footfall within the centre to support declining retail, and underpin speculative office development within the core, meeting identified market failure, to drive and enable inward investment and address a shortage of modern, flexible office floorplates within the Borough.

5.25. The delivery of the full extent of the Birkenhead Commercial District will ultimately include the complete redevelopment and re-imagining of the core of Central Birkenhead – supporting the natural contraction of the high street and addressing some of the most structurally compromised and inflexible retail assets within the centre.

5.26. It will realise some 27, 870 sqm of commercial office floorspace, to be delivered

over a number of phases. It will deliver a new re-imagined Birkenhead Market – something so fundamental to the history, character and spirit of the centre. It will deliver up to 650 residential units, a new hotel, and supporting diversified, modern and flexible

retail floorspace to accommodate leisure and food and drink uses.

5.27. It will do all of this within a purpose designed public realm environment supported by a comprehensive place management strategy.

Figure 48. Birkenhead Commercial District Location Plan



Figure 49. An artist's view of how Wirral Growth Company's new commercial centre could look



'BIRKENHEAD LANDING'

5.28. The Framework identifies 'Birkenhead Landing' as the area including the Queensway Tunnel plaza, King's Square, Central Station and Borough Road gyratory. It is a strategically important part of the urban area, that is currently dominated by over-engineered infrastructure.

5.29. The flyovers connecting the A41 to Borough Road have long created a visual blight and physical severance to the core of Birkenhead. The Framework advocates the removal of the flyovers as paramount to the wider regeneration framework, including realising aspirations for Birkenhead Central, Central Station and Hind Street Urban Village. Indeed, without removal of the flyovers and addressing the extent of associated land including marshallng land, tollbooths, over-engineered roads and roundabouts, it will be impossible to properly connect Birkenhead's communities in the future.

5.30. The sheer extent of land and opportunity unlocked by the removal of the flyovers is vast. It will enable the full potential of the Hind Street Urban Village development area to be realised, and it will facilitate a new Central Square arrival area.

5.31. The Council recognise that Central Station provides a poor entrance to Birkenhead. The Framework identifies huge

potential here, and will deliver:

- Refurbishment of the station building, including the frontage, canopy and interior;
- Creation of a new public square, replacing the Borough Road gyratory, alongside localised highway reconfiguration following the complete flyover removal;
- A new northern entrance to the station, replacing the existing and enabling better interface with a new Central Square and to the Central Birkenhead area beyond; and
- Development of a second entrance to the south of the station, facing on the heart of the Hind Street Urban Village development area.

5.32. With the flyover removal, the Queensway Tunnel Toll Plaza is likely to be rescaled significantly – removing a major severance and releasing land for new development. This includes removal of the existing toll booths, and transition to an online/pre-payment system – in the same way the Mersey Gateway Bridge operates – if private vehicular movement persists in the Queensway Tunnel.

5.33. Ultimately, it is envisaged that the Queensway Tunnel could become a public transport only route, thereby significantly extending the economic life of the tunnel – though the feasibility and benefits of this need more detailed exploration on both sides of the Mersey.

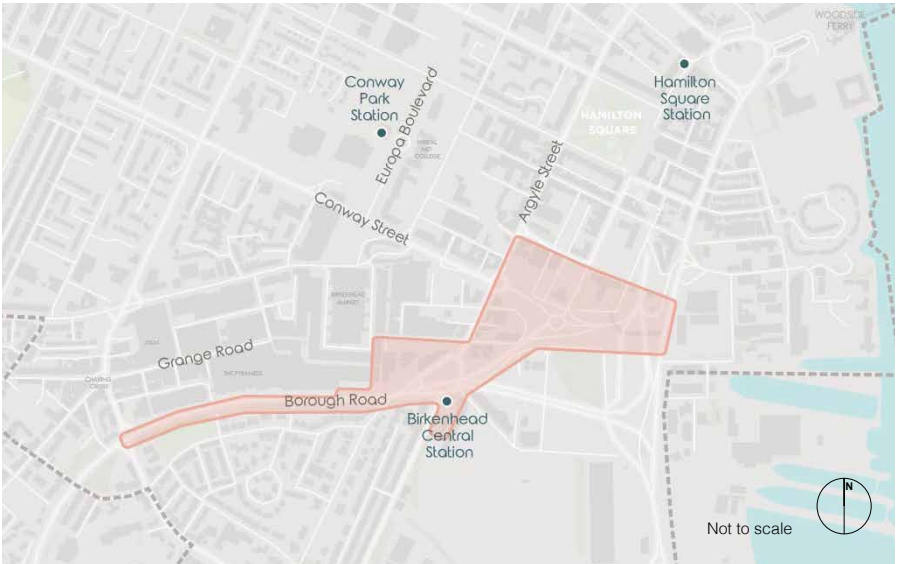


Figure 50. Birkenhead Landing Location Plan



EAST-WEST CULTURAL AXIS

5.34. The Framework will create experiences that entice and encourage people to follow the path linking Central Birkenhead with our waterfront. This needs to be an active corridor and network across Birkenhead, with a focus on culture and creativity.

5.35. This cultural axis will join the dots between the re-focused high street, the new vibrant commercial district, the Dock Branch Park neighbourhood and active landscape, Hamilton Square and Birkenhead Town Hall – Birkenhead's Heritage Heart – and the Waterfront.

5.36. The cultural axis requires a comprehensive programme of intervention. It requires both strategic capital to support development projects and at-grade supporting infrastructure

including wayfinding and a sustained events and activation programme. A series of projects have been identified and captured to commence delivery across the axis in the Town Deal Fund bid being prepared for submission to the Government.

5.37. The Council has delivered success through events historically – but this needs to be woven into this new geography and capital investment will be required to create new permanent and semi-permanent homes to emphasise these critical physical links through the area.

5.38. The strategic capital programme will concentrate on two key areas – the Heritage Heart at Hamilton Square and Birkenhead's Waterfront. The Framework prioritises the creation of arts and

cultural assets in both locations: giving life to the underutilised Hamilton Square, bringing Birkenhead Town Hall back into use, and creating a unique and globally recognised attraction to the Waterfront.

5.39. Birkenhead bubbles with creativity, and it draws on an enviable catchment. But it is underprovided in terms of theatre, arts and formal music venues. The east-west cultural axis programme will address this directly.

5.40. Specific actions are identified to include:

- Progression of dialogue to secure an iconic waterfront cultural attraction with strategic stakeholders;
- Preparation of a business case for Birkenhead Town Hall to support its re-imagination as a culture and arts hub;
- Development of a Meanwhile Strategy and the co-ordination of an Events Programme for Birkenhead covering a period of 3-5 years and capturing all formal existing and planned public open space across the key identified hubs (Birkenhead Park, Grange Road, Commercial District, Hamilton Square and the Waterfront) to ensure a co-ordinated approach to activities in order to attract visitors;
- Delivery of wayfinding between key hubs across the axis; and
- A programme of feature lighting to highlight our existing cultural assets – Birkenhead Park, Hamilton Park, Birkenhead Town Hall and our waterfront.

Figure 51. East-West Cultural Axis Location Plan

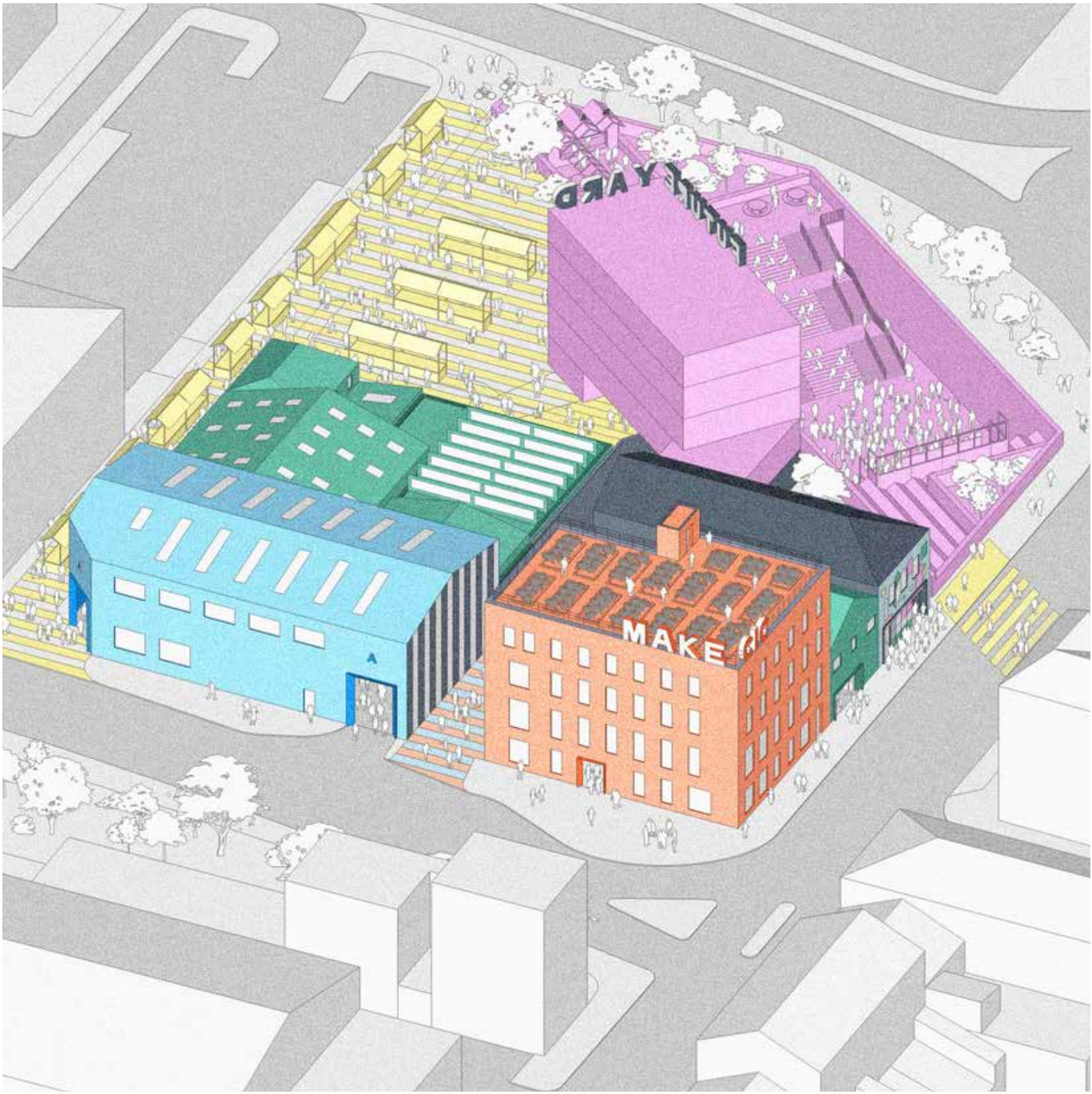
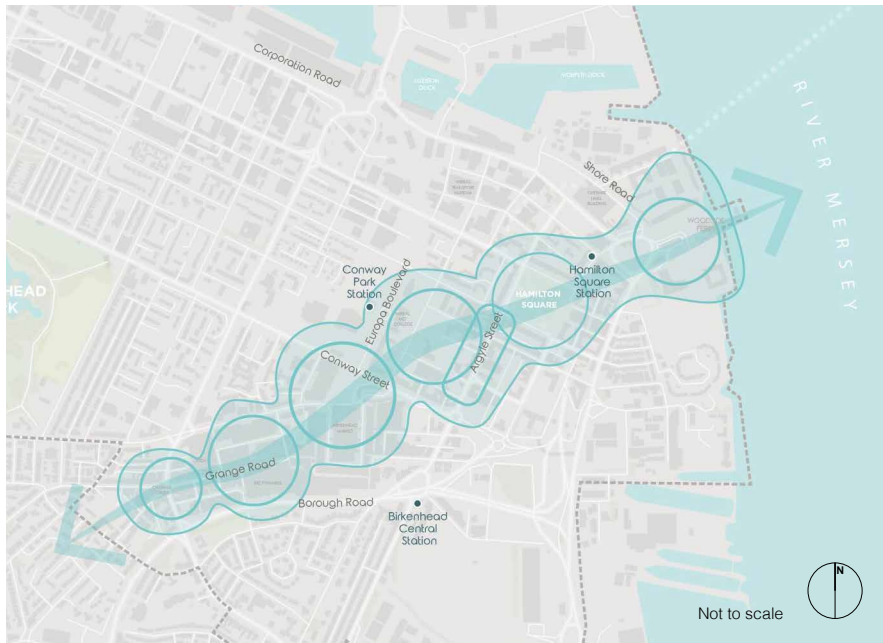


Figure 53. Argyle Street Creative Hub Concept Proposals



Figure 52. FUTURE YARD advert. A brand-new, 350-capacity space, is due to open at 75 Argyle Street September 2021.

WOODSIDE GYRATORY

5.41. The Woodside Gyratory will be remodelled to unlock the Woodside Waterfront area, and create better physical links to Hamilton Square Station, Hamilton Square, and Central Birkenhead beyond.

5.42. Woodside Gyratory has long been a significant barrier between the town centre and waterfront. It is oversized and over engineered, creating a poor environment for both pedestrians and cyclists. We will remove the gyratory and bus interchange and create a continuous high-quality public realm connection between Woodside Terminal and Hamilton Square. This will allow the town and water to stitch together and release major development opportunity sites.



Figure 54. Woodside Gyratory Location Plan



5.43. Whilst the gyratory will be removed, the A41 and A554 will remain strategically important routes and are identified as part of the City Region Key Route Network (KRN), recognising its significance for the movement of people and goods, including freight traffic. The Framework will maintain the connection between these routes through this area, but significantly reduce the impact on the local environment.

5.44. To do this, the Framework identifies the opportunity to:

- Create flagship public spaces at both Hamilton Square Station and Woodside Ferry Terminal;
- Explore options for the relocation of the Woodside bus layover/interchange area;
- Creating a direct and legible route between Hamilton Square and Woodside, with new pedestrian super-crossings on primary desire lines across the A41/A554;
- Remove the connection to Shore Road;
- Use high-quality materials and appropriate green infrastructure for a windy marine environment; and
- Integrate wider LCWIP²⁶ proposals for high-quality segregated cycle infrastructure through this space.

26. <https://www.liverpoolcityregion-ca.gov.uk/activetravel/>



Figure 55. Artist's illustration of public realm improvements outside Hamilton Square Station

MASS TRANSIT

5.45. A mass transit system (MTS) for the Central Birkenhead and Wirral Waters areas of the Borough is recognised as being of high priority to support the development activity that is already underway and to support the wider potential identified within this Framework.

5.46. It will form an important part of the Framework's delivery against the 'Connected Birkenhead' and 'Sustainable Birkenhead' objectives. It also has the potential to create new commercial opportunities for Birkenhead, including in relation to last mile accessibility.

5.47. A Mass Transit Demand study is being prepared to explore the potential of this and subject to that identification of the most appropriate mode and route. This work will directly inform the development of a business case.

5.48. Peel L&P developed a concept known as 'Streetcar' within the transport strategy for Wirral Waters; which would use

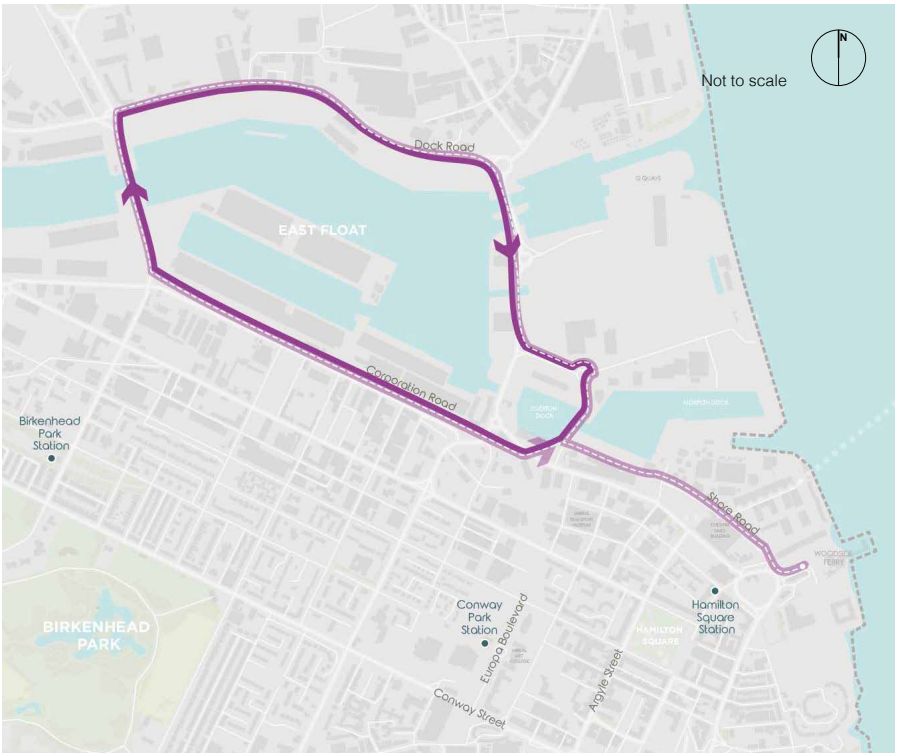


Figure 56. Potential mass transit loop concept

lightweight tram vehicles within the development with the wider vision to connect with other transport hubs including the Merseyrail suburban railway network that runs through the Liverpool City Region. This could utilise the disused dock railway track in full or in part including potential to connect to the existing heritage tramway.

5.49. As well as addressing movement challenges, this would be of enormous benefit to the regeneration of the Borough as a whole and make a major contribution to achieving a low carbon Birkenhead.

5.50. In some cases, such as Wirral Waters, there is a need to overcome the constraint in which large-scale or high-density development on brownfield land is hindered by the lack of 'last mile' accessibility to the Merseyrail network. But at the same time, the provision of public transport has not been previously considered feasible due

to lack of demonstrable demand. This 'chicken & egg' situation is presently being examined through preparation of a Mass Transit Business Case to recommend ways in which this impasse can be overcome.

5.51. The Mass Transit Business Case will include a demand study and options appraisal process regarding mode and route alignment. It will articulate the delivery and funding approach necessary to access significant sums of public funding. Further Engineering Studies will be developed in more detail to progress planning for a Mass Transit network.

5.52. The Framework recognises the potential benefits of an expanded Mass Transit network for LeftBank to include:

- Supporting a shift away from car dependency and towards more climate resilient infrastructure

as a key component of the low carbon vision for Birkenhead;

- Spurring regeneration and growth through Transit Oriented Development and increased values around Mass Transit nodes;
- Connecting existing neighbourhoods to each other and wider employment opportunities or social infrastructure;
- Allowing greater development densities and values to be achieved;
- Increased attractiveness to young professionals, who are less likely to own a car; and
- Improved social equity outcomes for those who do not own a car and/or have mobility or visual impairments.

BIRKENHEAD DISTRICT HEAT NETWORK

5.53. Investment in Birkenhead must be future proof. New energy infrastructure is needed if development across the area is to contribute to achieving net-zero carbon emissions to help advert the climate crisis.

5.54. The Government has made the commitment that fossil fuel heating will no longer be permitted in new homes from 2025.

5.55. In response to the economic challenges of individual

renewable heat and supported by the Department for Business, Energy and Industrial Strategy, Wirral is currently undertaking a detailed feasibility study into the practicalities of a district heat network to enable economically-viable decarbonisation of energy at a regional level.

5.56. Many of the barriers of renewable heat sources do not exist in Wirral as there is potential to abstract heat from water in

the docks, transport tunnels and wastewater treatment works.

5.57. The network would be one of the largest in the country and is currently being considered for construction between 2025 – 2030.

5.58. Subject to the outcome of the feasibility study new development will be required to make provision for future connection to the heat network through emerging Local plan policy.

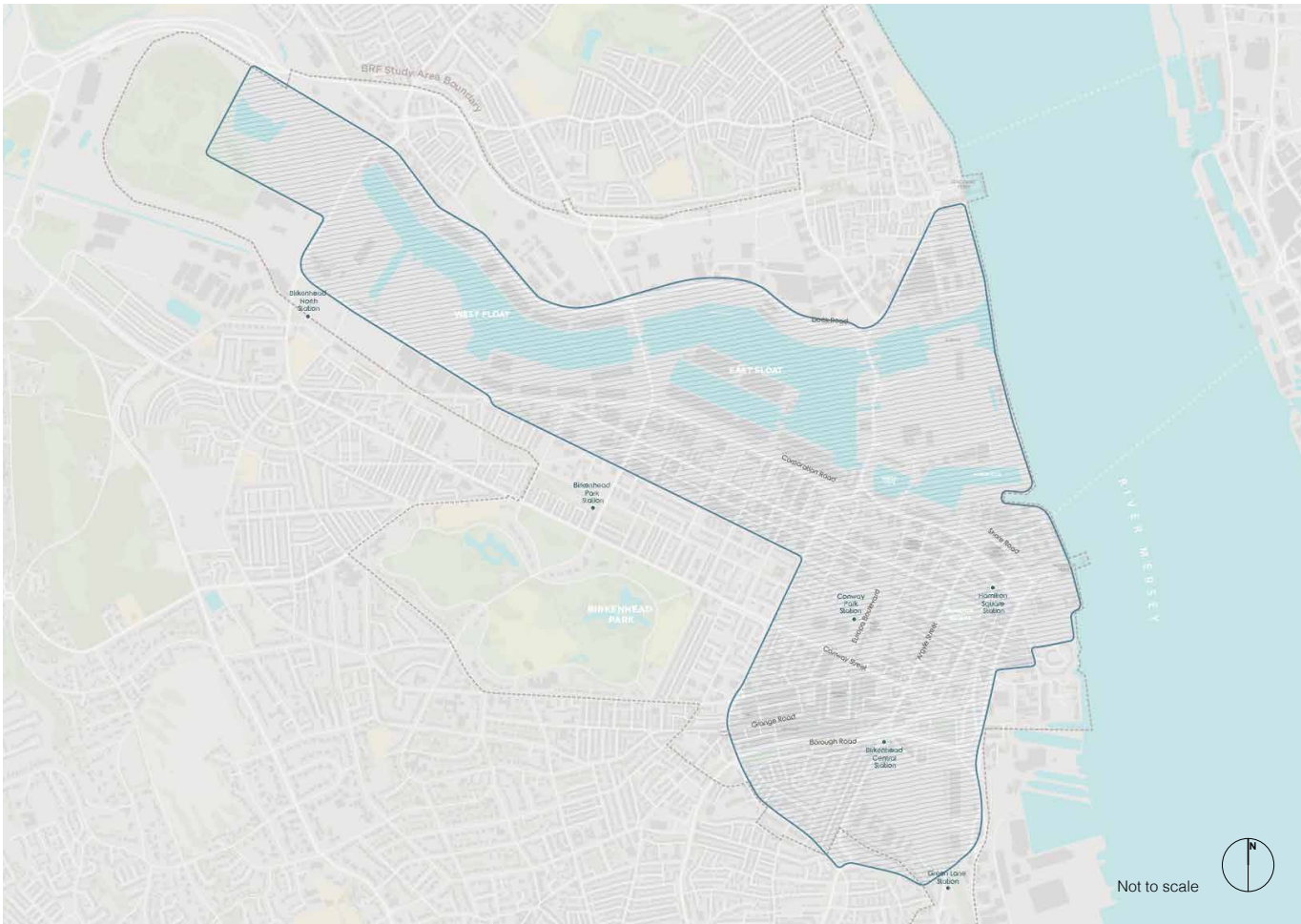


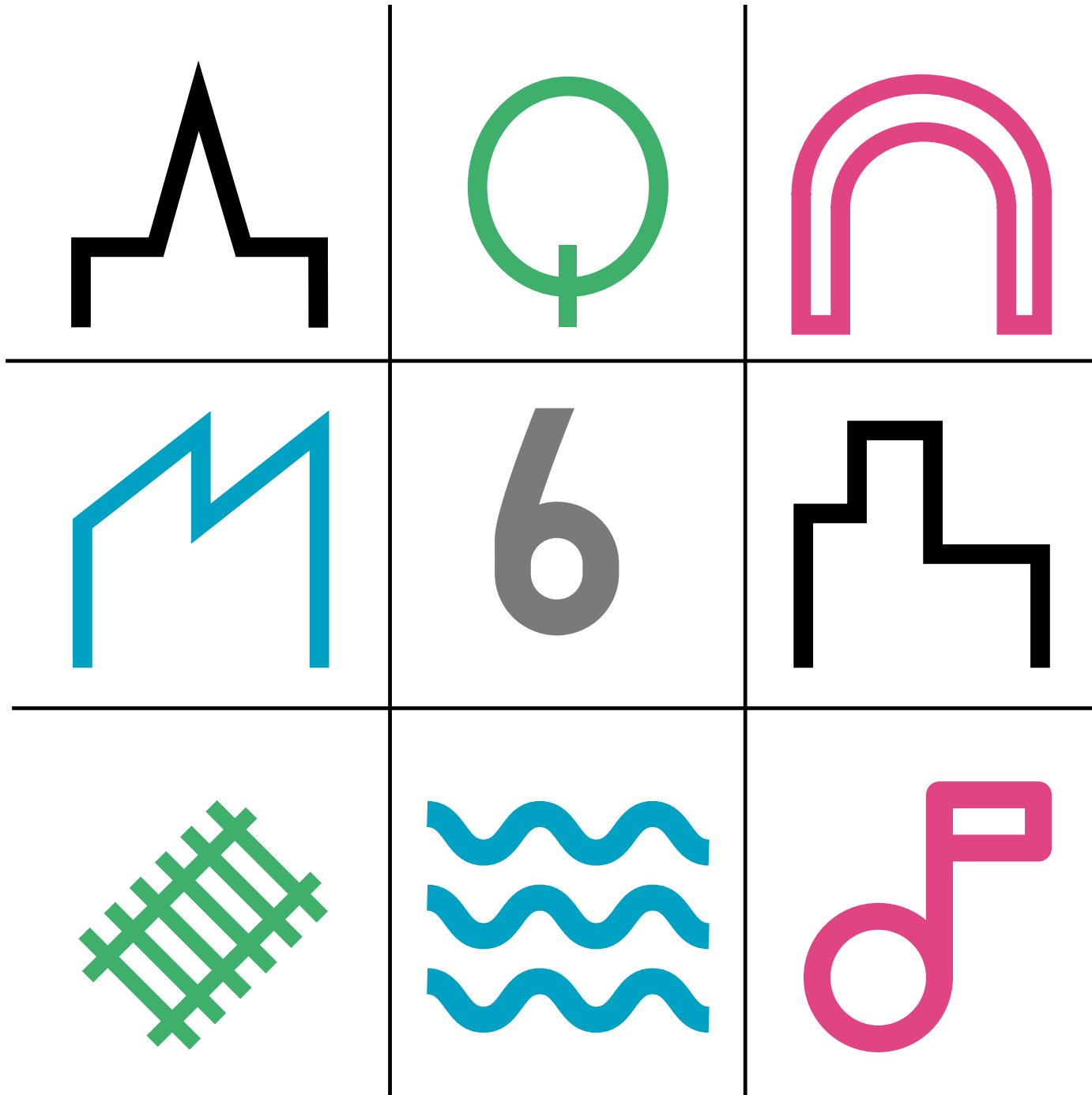
Figure 57. District Heat Network Area



Figure 58. An example of a recently constructed District Energy Centre, Newcastle



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EN
EAD



6. BIRKENHEAD'S NEIGHBOURHOODS

BIRKENHEAD'S NEIGHBOURHOODS

**NINE DISTINCT
NEIGHBOURHOODS HAVE
BEEN IDENTIFIED ACROSS
BIRKENHEAD.**

- 6.1. As noted earlier, nine distinct neighbourhoods have been identified across Birkenhead.
- 6.2. Across each neighbourhood the Framework notes underutilised and vacant assets which hold the potential for development in the future. In addition, a number of movement priorities have been identified for each neighbourhood, central to the vision to reconnect and rediscover Birkenhead.
- 6.3. The neighbourhood-based development potential, movement priorities, and kick-start priorities are identified in the remainder of this section.
- 6.4. These neighbourhood summaries are presented as briefs for future more detailed Neighbourhood Frameworks (NFs), to be progressed where appropriate (for all neighbourhoods with the exception of Wirral Waters – already captured within the Outline Planning Permission in place). In each case the progression of this more detailed masterplanning, alongside delivery strategy, is a kick-start priority.

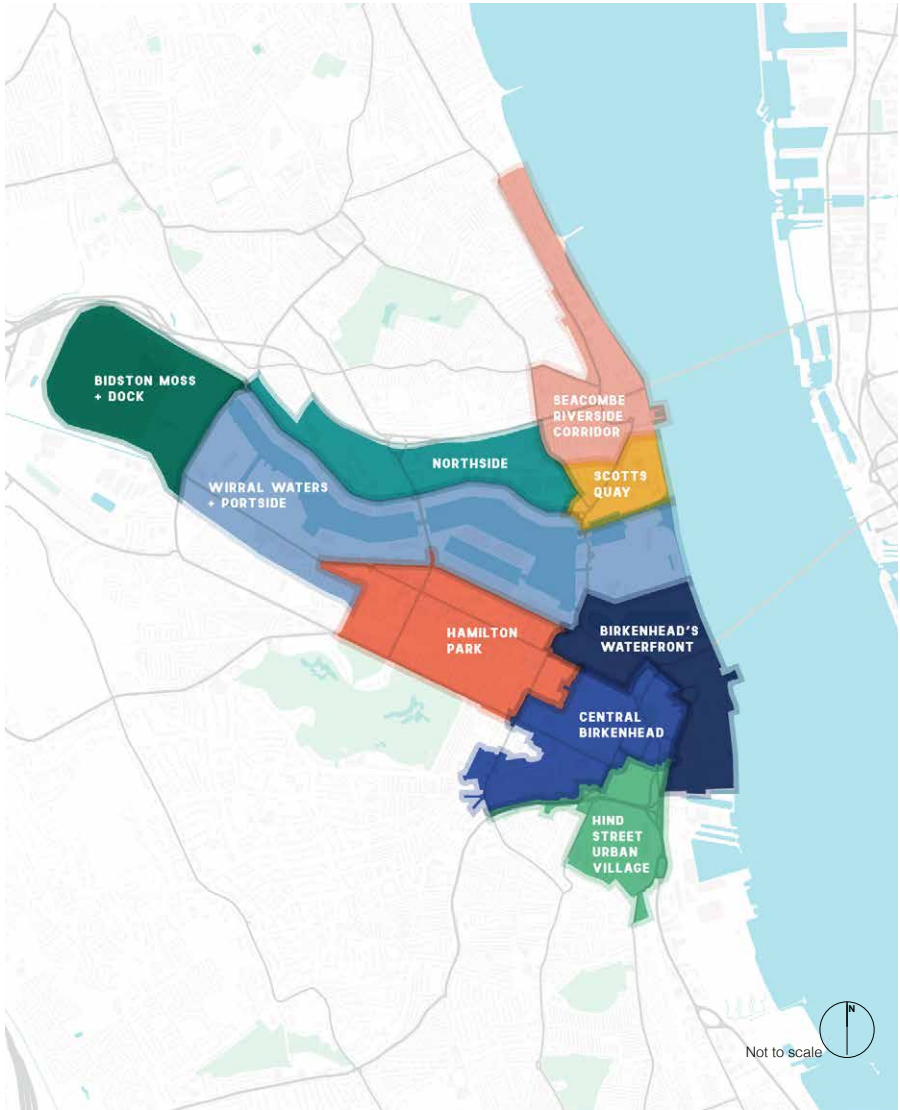


Figure 59. Birkenhead's Neighbourhoods Plan

CENTRAL BIRKENHEAD	BIRKENHEAD'S WATERFRONT	HIND STREET URBAN VILLAGE
WIRRAL WATERS AND PORTSIDE	HAMILTON PARK	SCOTTS QUAY
SEACOMBE RIVERSIDE CORRIDOR	NORTHSIDE	BIDSTON MOSS AND DOCK

6. BIRKENHEAD'S NEIGHBOURHOODS



KEY FRAMEWORK CONSIDERATIONS

6.5. This is a failing centre that needs comprehensive intervention.

6.6. But it is a centre with great opportunity. Dissected by two catalytic projects, Dock Branch Park and the Cultural Axis, Central Birkenhead is home to the Birkenhead Commercial District and Birkenhead's 'Heritage Heart' at Hamilton Square, adjacent to the Waterfront and topped and tailed by Wirral Waters, Birkenhead Landing and Hind Street Urban Village. Change is coming in the core of Birkenhead, at scale, and at pace.

6.7. The extent of underutilised land in the context of these new influences is vast. This includes the potential to reimagine multiple zones of the centre, including:

- **The Conway Grid:** a potential new residential led but genuinely mixed-use neighbourhood within the core area unlocked by Dock Branch Park, bringing sites and streets to life within a completely new environment, delivering on the Laird Grid ambition in the heart of Central Birkenhead.

- **The Argyle Corridor and Hamilton Square and Heritage Heart approach:** re-establishing vibrant uses on the approach to Hamilton Square as our heritage heart, facilitating an incremental spill-over of cultural uses by encouraging live music and creative business space and attracting visitors to Birkenhead and Wirral in the future.
- **St Werburgh's:** a new mixed use residential led quarter to the east of the Commercial District, unlocked by the delivery of Birkenhead Landing and the removal of the concrete collar, with important role in redefining the eastern approach of the centre from new communities beyond including at Hind Street Urban Village.
- **Grange Road East:** a truly sustainable residential neighbourhood in the heart of the core area, with the scale to deliver a range of property types and densities, generating direct footfall and surveillance and supporting the transition to further residential development to the south and east and attracting visitors to Birkenhead and Wirral in the future.

6.8. Any development brought forward across Central Birkenhead will deliver an enhanced public realm, creating a network of quality spaces between buildings to establish a new high-quality and well-managed environment across the core area.

6.9. The Council has a significant degree of control across Central Birkenhead through existing land ownership. Wider opportunities exist to acquire land or work in partnership to deliver the scale of change envisaged. The Council have commissioned a Parking strategy which will consider the right quantum, location, nature (including zero carbon infrastructure), ownership, pricing strategy and opening hours to support the high street and wider diversification of the centre.

6.10. The Council are also mindful of the changing market circumstances in the centre at the time of writing as result of COVID-19, including the acceleration of the decline of high street retailing which could present opportunities through assets becoming distressed in the core of the centre enabling the required restructure and rebalance of land uses within this critical zone.

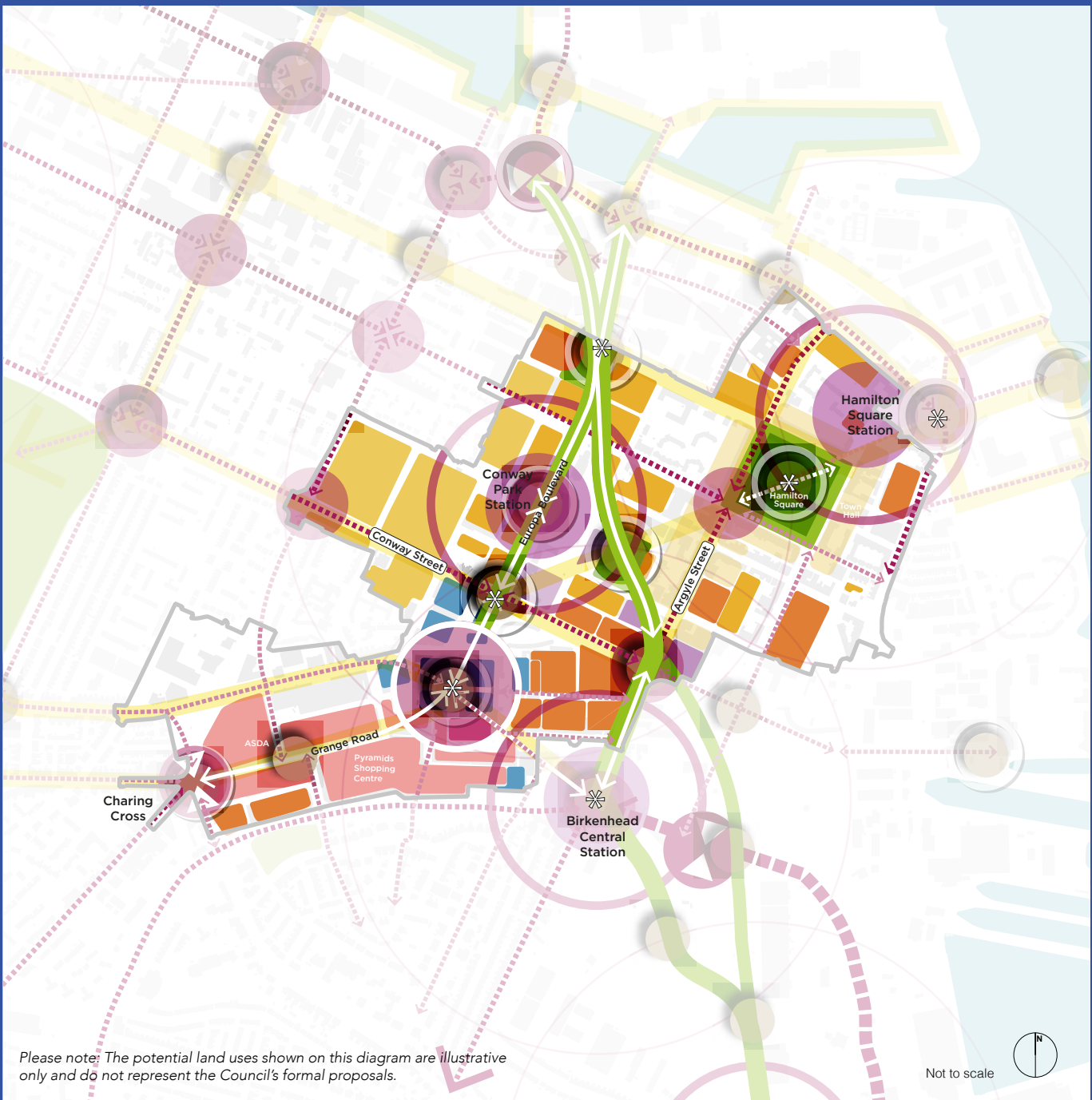


Figure 60. Central Birkenhead Strategy

CENTRAL BIRKENHEAD CONT.

MOVEMENT PRIORITIES

IMPROVE CONNECTIVITY
BETWEEN AND TO KEY
TRANSPORT NODES.

6.11. Central Birkenhead benefits from three railway stations, and the bus station, but the physical environment between these important assets– connecting the urban area to other parts of Wirral and beyond via sustainable means of travel – is poor and does not facilitate movement. The Framework creates opportunity to not just improve these links, but to create intention routes between the nodes, encouraging people along streets where passing trade and footfall will support the strategy.

CREATE STRONG AND
POSITIVE FIRST IMPRESSIONS
AT KEY TRANSPORT NODES.

6.12. Key arrival points to Central Birkenhead, such as Birkenhead Central Station or Queensway Toll Plaza, do little to create a good first impression. For many people, these might be the only areas of the town they see, as they pass through to travel elsewhere. Major changes are achievable in these locations.

PRIORITISE PEDESTRIAN AND
CYCLE MOVEMENT, AND
REDUCE TRAFFIC SPEEDS AND
DOMINANCE

6.13. The high street sits within a 'highway box'; encircled by dominant road infrastructure like Borough Road and Conway Street – a concrete collar surrounding the town centre. This isolates the

centre, and reduces the potential for natural footfall, particularly in the evening. Many of these streets have a poor road safety record, which further reinforces the need for change.

6.14. Whilst the challenges and opportunities are different on every street, many locations like Conway Street, Charing Cross and Grange Road, are in need of a rethink or refresh. Excess highway capacity can be reallocated to pedestrians and cyclists. This is particularly important to support the wider regeneration of the town and will help create a safer and more attractive environment. Opportunities should be explored for centralised hubs for the storage and distribution of goods and deliveries.

RECONNECT CENTRAL
BIRKENHEAD TO
THE WATERFRONT
AND SURROUNDING
NEIGHBOURHOODS.

6.15. Central Birkenhead is disconnected from its waterfront, and from neighbouring areas. Car-focused highway infrastructure has created an isolated core, with unintuitive connections between adjacent areas and edges that are often actively hostile to pedestrian and cycle movement. To the north and west, links like Argyle Street and Conway Street should draw people into the town centre from the waterfront and Birkenhead Park, as well as exist as successful destinations in their own right. To the south and east, we can reconnect Central Birkenhead with its residential hinterland, and assets like The Priory, by downscaling major highways infrastructure.

EARLY PHASE ACTIONS
AND KICK-START
PROJECTS

6.16. The Council has already commenced early phase kick-start activity across Central Birkenhead as a long-established priority for regeneration.

6.17. This includes a commitment to relocate its employees to the Commercial District, taking 8360 sqm in the first phase delivery.

6.18. It has also been pro-active through strategic acquisitions. In recent years this has included Birkenhead Market, the Europa Building, The Vue cinema, B&M Bargains, and the northern half of Milton Pavements (required for the WGC delivery of the Phase 1 Commercial District) and the House of Fraser building in St Werburgh's Square. Further negotiations are progressing on critical or distressed assets across the town centre. These assets, in addition to land already owned by the Council, ensure control across the key sites identified in the Framework.

6.19. The Council successfully secured £24.6m Future High Street Funds in December 2020, and a bid of £47m was submitted for newly established Town Deal Fund to Central Government in January 2021 with projects including Dock Branch Park, East-West Cultural Axis and connectivity between Central Birkenhead and Birkenhead's Waterfront.

BLENDED SHOPPING, MARKET AND F+B EXPERIENCE: INDOOR AND OUTDOOR



Old Spitalfields Market, London E1



Duke University, North Carolina

VARIED EMPLOYMENT SPACE, CULTURE AND CREATIVITY



Terraced office units, Tariff St, Manchester



FarGo Village, Coventry

LIVEABLE, PEDESTRIAN AND CYCLIST FRIENDLY STREETS



Columbia Road, Hackney



Oxford Road corridor, Manchester

Figure 61. Central
Birkenhead Precedent
Images

POTENTIAL SCALE OF CHANGE: AT
LEAST 980 NEW HOMES

BIRKENHEAD'S WATERFRONT

KEY FRAMEWORK CONSIDERATIONS

6.20. Living in the shadow of the docks, and of Hamilton Square, a revitalised Birkenhead Waterfront needs to embrace and frame both. Cut-off from the centre by an over-engineered gyratory, it must also better connect into the heart of Birkenhead.

6.21. This neighbourhood has the specific potential to deliver:

- A greener exemplar more active waterfront environment that celebrates and emulates the views across to Liverpool and encourages spill-out, vibrancy and life along this historically closed off environment. Birkenhead's own Graces –

iconic architecture to frame its people-first environment and purpose-designed spaces to form a 'necklace' along the waterfront encouraging movement and flow and activity at every stop;

- A canvas for world class architecture;
- An opportunity to enhance the Birkenhead Priory offer and reconnect to the Town Centre and the waterfront;
- A globally recognised arts destination as the climax of the cultural axis connecting Central Birkenhead to its water;
- Activation of Birkenhead's waterfront through the delivery

of recreational activities within the inland water bodies at Egerton Dock as well the introduction of a new waterside attraction at the historic Monks Ferry; and

- An improved gateway to Birkenhead via the historic Woodside Ferry terminal providing direct links to Liverpool waterfront;
- Celebration of the heritage of the area and the role the waterfront has played in the fortunes and evolution of Birkenhead and the wider Liverpool City Region.
- Opportunities for residential and mixed use development in a world class setting



Figure 62. Birkenhead's Waterfront Strategy

- Employment**
- Existing
 - Potential for industrial / light industrial
 - Potential to maximise maritime and related uses
 - Finer grained employment (e.g. office, small scale studios, workshops) and education.
- Residential**
- Existing residential including opportunities for regeneration and infill development
 - Potential for new medium density
 - Potential for new higher density
- Mixed use**
- Existing mixed use
 - New residential-led mixed use
 - New employment-led mixed use
 - Existing and new town centre uses
 - Opportunity for commercial leisure and cultural uses
- Strategic core location
- Strategic gateway
- Other strategic nodes in movement network
- Locally significant node / threshold
- Key rail hub and 400m / 5min walk isochrone
- Strategic landmark location
- Primary movement corridor
- Secondary movement corridor
- Opportunity to strengthen strategic ped/cycle orientated movement
- Opportunity for green corridor links, including utilising former rail cutting
- Strategic junction for port and industrial traffic
- Strategic opportunity for transformed environment and experience at a key nodal location, directing pedestrian movement
- Key opportunities for people-friendly spaces and corridors
- Key opportunity to maximise views out over Mersey
- Key opportunity to capture the value of views towards Birkenhead from the Mersey

BIRKENHEAD'S WATERFRONT CONT.

MOVEMENT PRIORITIES

RECONNECT THE WATER:

6.22. Waterfront cities have historically evolved through the relationship between water and landscape, but today this association is less apparent in Birkenhead. The links to the waterfront from the wider town require strengthening and the waterfront environment enhancing, with pedestrian movement prioritised over the needs of traffic in particular through realignment and improvement of the Woodside Gyratory supporting active travel movements between whilst still maintaining the key route network from the A41 to the A554.

A WORLD CLASS PUBLIC SPACE:

6.23. Birkenhead Waterfront has the inherent advantage of a world recognised view. It should be a place to spend time, to live and to work but presently feels more like a transitional space – an area to pass through – and only if you know it is there. As new development comes forward here, the waterfront should be transformed to become a world class public space, and one that emulates the quality of space on the other side of the river at the Pier Head and at other locations along the Liverpool waterfront.

EARLY PHASE ACTIONS AND KICK START PROJECTS

6.24. The Framework notes the following important early phase actions to progress delivery of comprehensive change across the Waterfront:

- Reconfiguration of the Woodside Gyratory – not required to unlock highways capacity but recognised to be a material constraint to achieving the right type of development within this location. As a gateway to the waterfront the gyratory is over-engineered, creating issues for all users and detracting from the opportunity that exists to deliver a special place connected back into the central area. Work needs to be progressed to agree a design, landowner strategy and progress through the Outline to Full Business Case steps to secure funding alongside dialogue with the Liverpool City Region Combined Authority and Homes England.
- Business relocation from Woodside Business Park – there are active businesses within Woodside Park on individual leases that will need to be re-accommodated elsewhere in Birkenhead or Wirral to enable

the redevelopment of this area. These businesses need to be included in the business relocation considerations being progressed alongside the Hind Street Urban Village, Hamilton Park, Scotts Quay and Wirral Waters neighbourhood delivery processes. A single relocation strategy needs to be in place to enable the positive relocation of these businesses and ensure that sufficient and appropriate space is available to meet relocation needs.

- Commercial agreement between the major landowners underpinned by development principles, responsibilities and roles, and funding strategy.
- Investigation into the potential to open an entrance to Hamilton Square Train Station from Shore Road. An existing pedestrian tunnel exists, which if feasible for use as second entrance, could help improve access between the station and the waterfront.

6.25. More widely, opportunities to progress plans for cultural uses in this location should be explored with key stakeholders including the Department for Digital, Culture, Media and Sport, Arts Council England, National Lottery, and National Museums Liverpool to inform early phase design and delivery.

MAJOR WATERSIDE DESTINATION SPACES WITH A WORLD CLASS PANORAMA



Domino Park, Brooklyn, NY

POSITIVE FRONTAGE ONTO LARGE SCALE WATER BODIES, GIVING DEFINITION AND SCALE, AND MAXIMISING VIEWS



Oslo waterfront

MIX OF USES AND MAGNETS: FROM CHILDREN'S PLAY TO FOOD AND DRINK AND CULTURAL ATTRACTIONS



Wynyard quarter, Auckland, New Zealand

Figure 63. Birkenhead's Waterfront Precedent Images

POTENTIAL SCALE OF CHANGE:
OVER 1,800 NEW HOMES

6. BIRKENHEAD'S NEIGHBOURHOODS



KEY FRAMEWORK CONSIDERATIONS

6.26. Hind Street Urban Village offers a unique opportunity across the Birkenhead urban area to deliver an exemplar urban village and community within an ultra-sustainable and high-quality urban garden setting.

6.27. This will include the removal of the two flyovers currently bisecting the site and creating a hostile road environment separating this future community from Central Birkenhead. The delivery of the Birkenhead Landing catalyst project will remove this unnecessary infrastructure and enable the creation of this new neighbourhood.

6.28. Hind Street Urban Village is strategically located, and its future development will contribute to the wider regeneration of Central Birkenhead and strategic movement across the urban area. These movement benefits – including the removal of the flyovers that run across the site, the creation of a new vehicular access point and gateway to the Central Birkenhead area, a new arrival to Birkenhead from the Birkenhead Central station, and the southern stretch of Dock Branch Park can only be delivered through the comprehensive redevelopment of this area.

6.29. Detailed masterplanning will underpin the delivery of:

- An exemplar and innovative residential-led low carbon mixed use urban village, creating a new and mixed tenure residential offer with scale and potential for inter-generational living;
- Accessible, well-located, high-quality accommodation, including for families, which can help to underpin diversification of the existing town centre including an enhanced food and drink and leisure offer;
- Creation of a new gateway into the town centre through improved public realm and complementary town centre uses of an appropriate scale that complement, not compete with, the existing and future town centre offer, as well as providing the opportunity to support a vibrant working urban community by responding to the demands of modern working lifestyles. There must also be consideration of the retention or relocation of existing and valued businesses within this area;
- New community infrastructure – including specific potential to deliver an innovative and modern urban primary school to meet wider need across Birkenhead.
- High quality public open spaces complementing Dock Branch Park.
- Delivery through private sector collaboration, prioritising residential amenity as part of the wider offer at Hind Street Urban Village and ensuring that long term sustainability is underpinned by a robust neighbourhood governance and management approach;



- Employment**
 - Existing
 - Potential for industrial / light industrial
 - Potential to maximise maritime and related uses
 - Finer grained employment (e.g. office, small scale studios, workshops) and education.
- Residential**
 - Existing residential including opportunities for regeneration and infill development
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 - Existing mixed use
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- Opportunity for green corridor links, including utilising former rail cutting
- Strategic junction for port and industrial traffic
- Strategic opportunity for transformed environment and experience at a key nodal location, directing pedestrian movement
- Key opportunities for people-friendly spaces and corridors
- Key opportunity to maximise views out over Mersey
- Key opportunity to capture the value of views towards Birkenhead from the Mersey

Figure 64. Hind Street Urban Village Strategy

HIND STREET URBAN VILLAGE CONT.

MOVEMENT PRIORITIES

ULTRA-SUSTAINABLE AND
LOW CAR LIVING:

6.30. Embracing the opportunity of a highly accessible location, the need for car use will be further reduced through provision of a range of on-site amenities, high-quality streets and connections, cycle parking, and upgrades to Central Station – including a new direct access on to strategically located public open space provision. Creation of a direct access to Green Lane Station will also enhance the location’s accessibility to public transport;

ACHIEVING THE FULL DOCK
BRANCH PARK AMBITION:

6.31. The opportunity for Dock Branch Park spans Wirral, from Hoylake in the north to Rock Ferry in the south. Hind Street Urban Village sits as the centrepiece of this. The intended first phase delivery will run from Argyle Street to Wirral Waters, with the potential to connect via a high-quality environment along Hind Street and Argyle Street, including enhanced walking, cycling and green infrastructure, linking in to the intended second phase of the southern stretch of the corridor within the Hind Street Urban Village SMF area;

AN EXEMPLAR STREET
NETWORK:

6.32. Connections within the site will be designed to a high standard, utilising Gear Change LTN 1/20 and Manual for Streets design principles to provide low traffic, low speed connections that prioritise pedestrians, cyclists and public transport. Vehicular access will be deliberately restricted, and spaces between plots will promote social interaction through ‘home zone’ type environments;

PERMEABLE AND CONNECTED
TO ITS SURROUNDINGS:

6.33. Around the edges of the site, links such as the A41, Borough Road, and the Queensway Toll Plaza will be downgraded to better integrate Hind Street Urban Village into its surroundings. New connections will create a site that is permeable for existing residents and well connected to essential services and amenity, particularly to Central Birkenhead in the north-west, Hamilton Square to the north, Birkenhead Park in the west, the waterfront to the east, and Green Lane Station and communities to the south.

EARLY PHASE ACTIONS
AND KICK-START
PROJECTS

6.34. Ongoing collaboration between major landowners underpinned by development principles, responsibilities and roles and funding strategy to facilitate the development of delivery framework and detailed masterplan for Hind Street Urban Village;

6.35. The Council and the Liverpool City Region Combined Authority (LCRCA), including Merseytravel are working together to secure the removal of the flyovers at Hind Street and new supporting road infrastructure to unlock the Hind Street Urban Village development area. The LCRCA have confirmed conditional approval with an indicative funding allocation for the demolition of the flyovers, programmed for 2021/22.

6.36. Ongoing collaboration between major landowners underpinned by development principles, responsibilities and roles and funding strategy to facilitate the development of delivery framework for Hind Street Urban Village.

FAMILY-ORIENTATED NEIGHBOURHOOD, WITH DESIGN REFERENCES TO FORMER LAND USES



Villa Industria, Hilversum, Netherlands

MULTI-GENERATIONAL LIVING IN A DISTINCTIVE, HIGHER DENSITY URBAN ENVIRONMENT



The Malings, Ouseburn, Newcastle-upon-Tyne

NEW GREEN SPACES AND CORRIDORS AS PART OF AN INTEGRATED REGENERATION APPROACH



Eastside city park, Birmingham

Figure 65. Hind Street
Urban Village Precedent
Images

POTENTIAL SCALE OF
CHANGE: OVER 850 HOMES

WIRRAL WATERS AND PORTSIDE

KEY FRAMEWORK CONSIDERATIONS

6.37. Wirral Waters and Portside is unlike the other neighbourhood areas, in that it includes the largest planning permission in the UK by consented floorspace – at Wirral Waters East Float – and it also includes adjacent development opportunities outside of the Outline Planning Permission. The west float area is also included as one of three tax sites within the LCR Combined Authorities' successful application to Government for Freeport status. At the time of writing the LCR CA are developing the detailed business case for the operation of the Freeport.

6.38. In developing proposals for the area Peel L&P prepared a significant body of work including a vision and guiding principles and formed the basis of the Design and Access Statement (DAS) which underpinned the East Float outline planning application. The masterplan captured within the DAS articulated a partnership-based neighbourhood approach for the regeneration of Birkenhead, building on the Birkenhead Integrated Regeneration Strategy.

6.39. Wirral Waters proposes to transform over 200 hectares of docks and water in Birkenhead over a 30-year+ delivery horizon.

The project seeks to create a new, internationally recognisable, sustainable destination that will create many thousands of new jobs and deliver many thousands of new homes.

6.40. Outline planning consent was secured for the site at East Float, in May 2012, alongside a wider masterplan for 50.4 hectares, to provide up to 13,521 new homes and 422,757 sqm of B1 office floorspace, alongside a range of supporting infrastructure including retail facilities, healthcare, schools, community uses and both formal and informal open space.

6.41. Subsequent to securing planning permission for Wirral Waters, the majority of the area was also designated as one of the UK's first next generation Enterprise Zones. In 2017, Wirral Waters was designated as a Housing Zone by Central Government making it the only project in the UK to benefit from both Housing Zone and Enterprise Zone status and now Freeport status.

6.42. Key developments at an advanced stage across the neighbourhood forming the first phase of delivery, which is also commencing the LeftBank delivery programme include:

- **Belong Village:** a residential care hub including a dementia care facility providing 24-hour nursing care for over 100 residents, together with 34 apartments for independent living and facilities for 72 residents with nursing and dementia needs.
- **Maritime Knowledge Hub:** investment and development at the Grade II listed Hydraulic Tower building, a copy of the Palazzo Vecchio in Florence. This will deliver a national base for marine innovation, skills, research and development, and support for accelerated growth, as well as offering business space to the marine sector and local business community.
- **Hythe (Tower Road South):** A BREEAM Excellent Grade A office hub totalling over 2,787 sqm due to complete in 2021 and will deliver a range of business space to accommodate occupiers within flexible and longer-term available space.
- **Wirral Waters One (Legacy):** A residential development scheme to deliver 500 new homes, as a joint venture between Peel L&P and Wirral Council which was granted planning permission in May 2020.
- **East Float Splash:** The delivery of a new residential quarter comprising 350 homes delivered by the Urban Splash/ Peel L&P Joint Venture, the first phase of which was granted planning permission in January 2020 and work commenced in 2021.

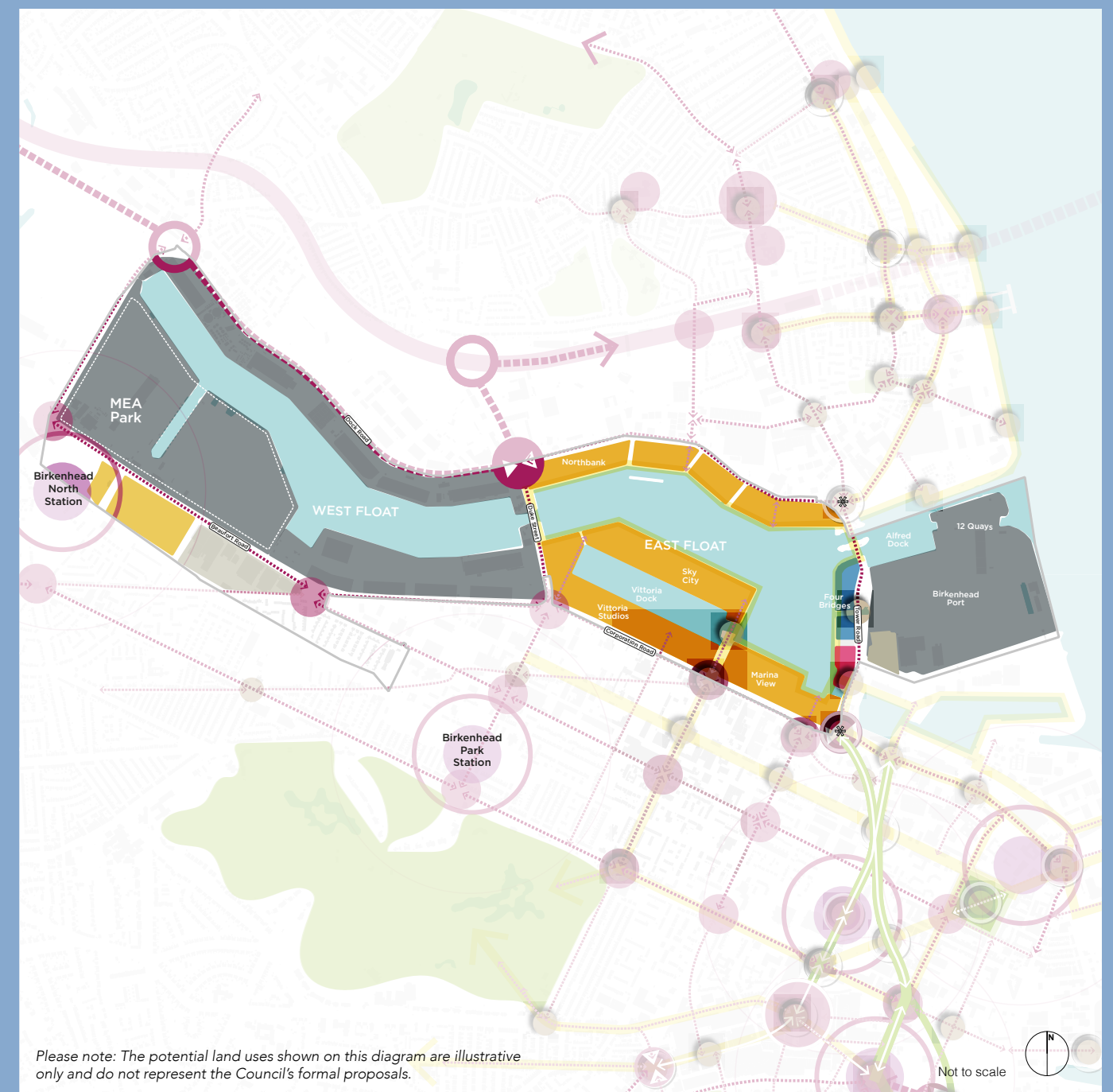
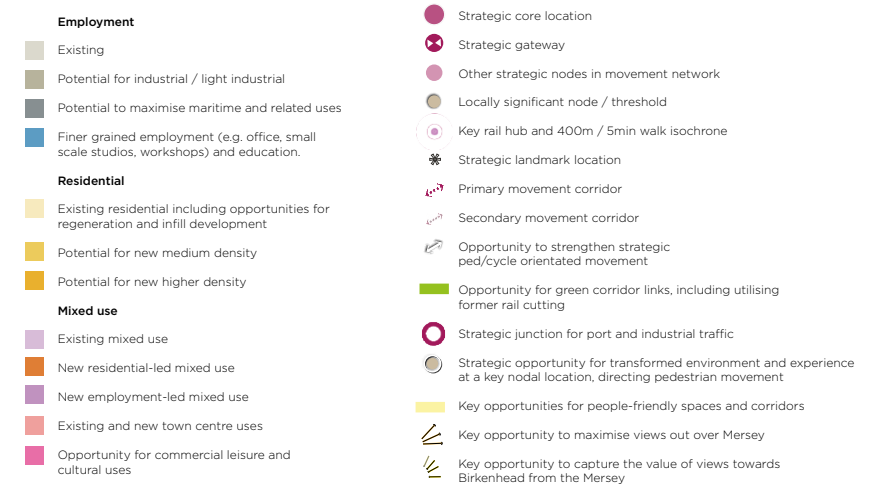


Figure 66. Wirral Waters and Portside Strategy



WIRRAL WATERS AND PORTSIDE CONT.

6.43. A number of infrastructure projects have also been delivered or are underway across the Wirral Waters area to support future development including:

- Wirral Dock Bridges: Tower Road, between Birkenhead and Wallasey, Major works to replace 'A' Bridge and 'C' Bridge in 2019.
- Northbank East, Rendel Street and Duke Street high quality active travel schemes
- Due to complete in Spring 2021 active travel schemes at Northbank West and Phase 2 of Duke Street and under development is the New Brighton to Birkenhead Local Cycling and Walking Infrastructure Plan (LCWIP) high-quality segregated cycle route between New Brighton and Birkenhead.

6.44. Alongside supporting and enabling the delivery of the Wirral Waters masterplan and extant planning permissions, the Framework recognises the importance of the retained and thriving port at West Float and Twelve Quays, by supporting intensification of activity within the port to support wider economic growth alongside the wider ambitions for Wirral Waters.

6.45. It will be important to have a strategy for public realm, open space and community infrastructure delivery as part of the Wirral Waters neighbourhood alongside the adjacent Hamilton Park neighbourhood.

MOVEMENT PRIORITIES

EAST FLOAT:

TOWER ROAD AS A CENTRAL CONNECTING STRATEGIC CORRIDOR :

6.46. Tower Road is a key through-route between the areas to the north and south of the docks. It is the sole point of access to the Stena Line Ro-Ro ferry terminal, and consequently experiences significant movements of HGV's on a day-to-day basis. It is also the focus for major investment with two new bridges and the first phases of Wirral Waters constructed in recent years. In part to encourage HGV's to route to strategic routes via Dock Road, a major public realm civilised street investment is also nearing completion on the southern section of Tower Road, which provides high-quality pedestrian and cycle routes by removing excess highway capacity.

PUBLICLY ACCESSIBLE WATERFRONT:

6.47. Public open spaces play an important role in urban life. The East Float site has the major advantage and asset of a directly waterfront setting, which should be used by both existing and future communities. This area should retain continuous public access to the entirety of the non-active port waterfront and provide high-quality public realm. Initial public realm works, and land remediation were granted planning permission in August 2019.

LOW CAR USE DEVELOPMENT:

6.48. The aspiration is for new commercial and residential uses at East Float and adjacent areas to be low or no car use developments. Options for a supporting high-quality mass transit system are being investigated and planned for, with a system envisaged to connect Wirral Waters with central Birkenhead to support more sustainable development here by significantly reducing car reliance. Active travel has a key role to play in achieving the vision of low or no car use, there is clear potential for enhancing the pedestrian and cycling environment on several key links to the south of the area, as well as at key junctions along the fringes of the area. This is closely linked with other schemes proposed in Hamilton Park and Cleveland Street Gateway.

WEST FLOAT:

ENHANCE CONNECTIVITY FOR BUSINESS AND WORKERS:

6.49. Over time, as uses relocate from East Float and intensify at West Float, it will be important to strengthen connections for both business and workers alike. The area already benefits from excellent strategic connectivity via connections to the M53 and focusing industrial uses on West Float will have the added benefit of reducing HGV through-traffic

COMPREHENSIVE MIXED USE REDEVELOPMENT OF FORMER WATERSIDE INDUSTRIAL



HafenCity, Hamburg



Hammarby Sjöstad, Stockholm

ACTIVATION OF INDUSTRIALISED WATERSIDE ENVIRONMENTS



Oslo harbour



Oslo waterside

LARGE FORMAT EMPLOYMENT DEVELOPMENT WITH POSITIVE URBAN DESIGN QUALITIES AND SENSE OF PLACE



Proposed MEA Park development, West Float



Messestadt Riem, Munich

Figure 67. Wirral Waters and Portside Precedent Images

POTENTIAL SCALE OF CHANGE: OVER 14,500 NEW HOMES (INCLUDING THE CONSENTED 13,521 AT WIRRAL WATERS)

WIRRAL WATERS AND PORTSIDE CONT.

in central areas of Birkenhead. However, intensification at West Float is likely to mean enhancements are required on the local highway network as traffic is focused upon a geographically tighter network. It will also be important to improve active travel connections. In line with the LCR Local Journeys Strategy the Council will encourage walking and cycling to become the mode of choice for local journeys of up to 5 km and there is opportunity through this framework to ensure this is designed into our communities.

**EARLY PHASE ACTIONS
AND KICK-START
PROJECTS**

6.50. Since the grant of the Wirral Waters East Float Outline Planning Permission a considerable amount of work has been progressed to support and enable delivery. The commercial challenges associated within this area are well understood – including the complexities of enabling businesses to relocate to unlock development land and wider market challenges associated with residential development within the Birkenhead urban area.

6.51. The Framework is clear in the critical nature of the full delivery of the Wirral Waters ambitions as a key part of the wider Birkenhead opportunity.

6.52. The next intended phase of delivery is at Vittoria Studios involving over 3,000 new homes and commercial space – with a need for a comprehensive approach to the relocation of existing businesses to enable development to come forward.

6.53. The delivery of the Vittoria Studios development is crucial, with a clear interface with the delivery of aspirations at Hamilton Park. The existing nature of Hamilton Park is a deterrent to investment at Vittoria Studios, including beyond Price Street/ Cleveland Street and up to Corporation Road, a poor quality mix of employment uses, vacant land, underutilised land, poor environmental quality which provides the backdrop to change in this area. It is therefore vital that investment is progressed within Hamilton Park as unlocking and enabling change at Vittoria Studios.

Figure 68. Artist's illustration of new development on Northbank, at Wirral Waters. Peel L&P



HAMILTON PARK

KEY FRAMEWORK CONSIDERATIONS

6.54. The Framework recognises the importance of the gateway role of Hamilton Park – making it too critical to leave as it is and recognising that neighbourhood management and public realm interventions alone will not address the underlying issues and impact of the area on wider opportunities.

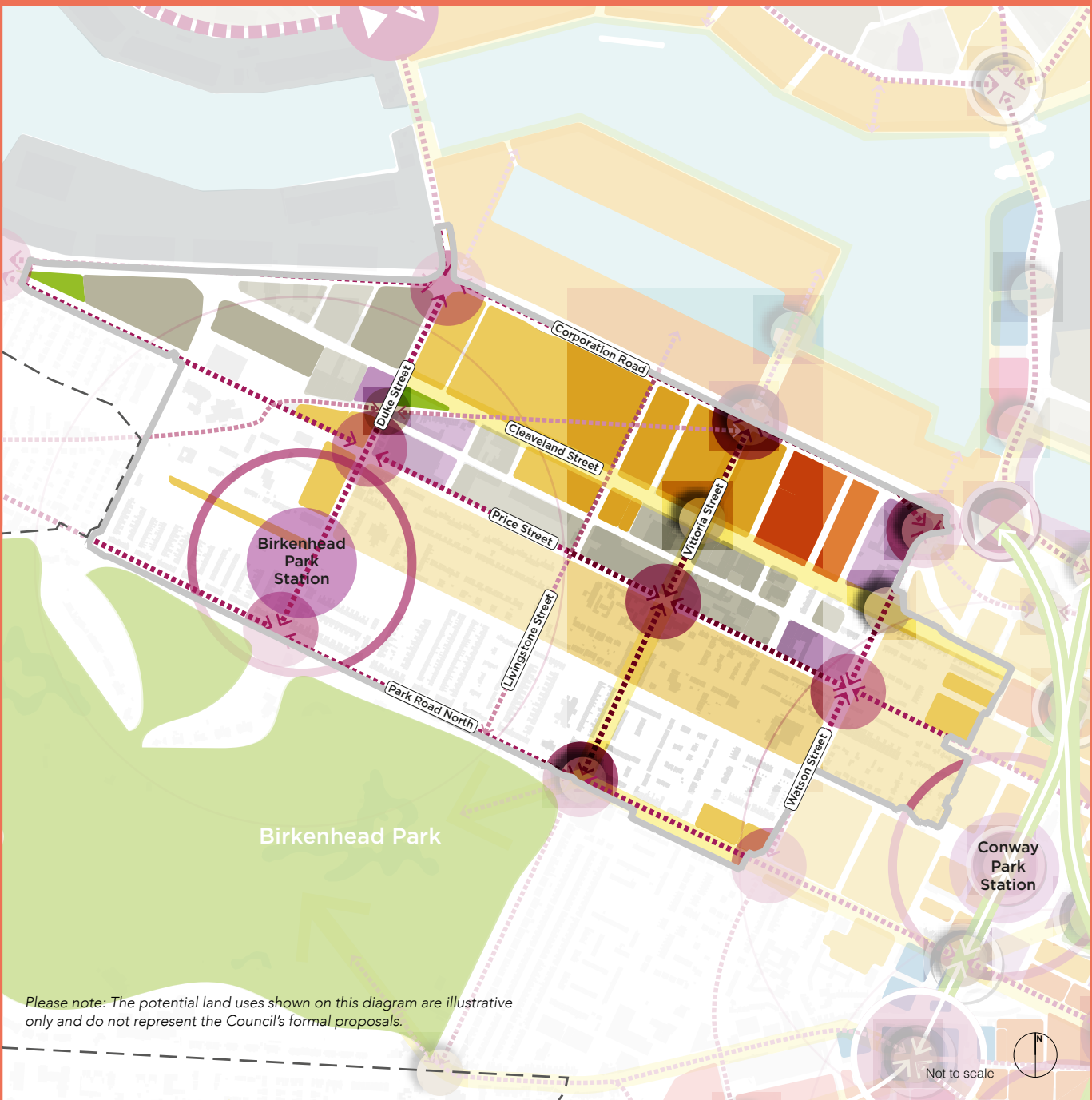
6.55. For Hamilton Park to achieve its potential, the dominance of the Laird Grid needs to be embraced and maximised as a positive structure for a re-purposed neighbourhood. The Grid always assumed a greater level of activity, creating opportunity for intensification through redevelopment and infill delivery. This is the urban garden 'city' fringe, a strategic approach to Central Birkenhead, and a place that needs a distinctive, new character and identity.

6.56. Hamilton Park must provide safe, high-quality and vibrant links between Birkenhead Park and Wirral Waters. It must also deliver improved east-west connections connecting Central Birkenhead to its new and existing communities. Within Hamilton Park this can be achieved through investment in the existing legible grid. Its open space, public realm and community infrastructure strategy delivery programmes need to be integrated fully with wider projects including Wirral Waters and Dock Branch Park, plus any future intervention or investment at Birkenhead Park.

6.57. There are a series of opportunities for enhanced gateways and arrival points within the neighbourhood to improve the sense of place and identity.

6.58. More detailed masterplanning of the neighbourhood will deliver:

- An area of distinct positive character and identity, integrated with adjacent assets including Birkenhead Park, Wirral Waters and Central Birkenhead, as a key gateway and vibrant city-fringe location;
- A vibrant and modern high density but family oriented residential-led neighbourhood that is defined by a richness of better-integrated communities, spaces and street life, unlocking and contributing to the viability and vibrancy of Wirral Waters and Vittoria Studios in the immediate area;
- A more balanced approach to business – retaining uses that complement and sit alongside wider plans for regeneration and housing delivery and improvement, alongside the implementation of a strategy to support and relocate businesses from the area into alternative locations across Wirral as a comprehensive relocation strategy;
- The potential to accommodate new, higher quality, urban density family housing within this neighbourhood, more consistent with the aspirations for regeneration at Wirral Waters;
- An improved interface and connection with Wirral Waters and specifically the Vittoria Studios area, enabling improved pedestrian and cycle links between Wirral Waters waterside and amenities, Birkenhead Park and Birkenhead Park Station;
- The promotion of less environmentally intrusive active travel whilst managing vehicle circulation within a more legible city fringe context;
- The greening of streets and buildings including the adoption of sustainable urban drainage and the introduction of street trees and new public spaces and green walls and roofs where possible including a coherent, deliverable and agreed management framework; and
- Through working with Registered Providers, investment in the existing housing stock to improve the quality, mix and configuration of affordable housing that exists within the area.



Employment

- Existing
- Potential for industrial / light industrial
- Potential to maximise maritime and related uses
- Finer grained employment (e.g. office, small scale studios, workshops) and education.

Residential

- Existing residential including opportunities for regeneration and infill development
- Potential for new medium density
- Potential for new higher density

Mixed use

- Existing mixed use
- New residential-led mixed use
- New employment-led mixed use
- Existing and new town centre uses
- Opportunity for commercial leisure and cultural uses

- Strategic core location
- Strategic gateway
- Other strategic nodes in movement network
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- Opportunity for green corridor links, including utilising former rail cutting
- Strategic junction for port and industrial traffic
- Strategic opportunity for transformed environment and experience at a key nodal location, directing pedestrian movement
- Key opportunities for people-friendly spaces and corridors
- Key opportunity to maximise views out over Mersey
- Key opportunity to capture the value of views towards Birkenhead from the Mersey

Figure 69. Hamilton Park Strategy

HAMILTON PARK CONT.

MOVEMENT PRIORITIES

CREATE AN ACCESSIBLE
STREET ENVIRONMENT:

6.59. The proportion of residents within the Framework area registered as disabled or living with a Long-Term Health Condition (LTHC) is higher than the Wirral or UK average. In some areas of Hamilton Park, more than 40% of residents are disabled or have a LTHC. However, the accessibility of the street environment here is presently poor. Small changes can make a big difference to accessibility; interventions like footway widening and resurfacing, dropped kerbs, tactile surfacing, seating and decluttering will help improve conditions for those with mobility needs or visual impairment.

IMPROVE ROAD SAFETY:

6.60. This area also presently experiences a high number of road traffic collisions, including those involving pedestrians and children. Measures should be explored to reduce traffic flows and speeds, including major intervention at several traffic junctions that currently have limited pedestrian or cycle facilities, liveable neighbourhoods, modal filtering and potential School Streets.

CREATE STRONG AND
LEGIBLE SPINES FOR
FOCUSING MOVEMENT AND
DEVELOPMENT:

6.61. The grid system in Hamilton Park provides a multiplicity of

route options and therefore a high degree of permeability, but correspondingly also creates an unclear hierarchy of streets. Improvements should be focused upon key spines, to create a more legible pattern of key routes to better focus pedestrian and traffic movement.

BETTER CONNECT BIRKENHEAD
PARK WITH WIRRAL
WATERS, DOCK BRANCH PARK
AND RAILWAY STATIONS:

6.62. Improved links – public realm, pedestrian and cycling – between Vittoria Studios and Birkenhead Park and Birkenhead Station, and enhanced links between the Park and Dock Branch Park through greened streets implementation.

EARLY PHASE ACTIONS
AND KICK-START
PROJECTS

6.63. A programme of tree planting has commenced along key arterial routes through Hamilton Park as part of the Mersey Forest Wirral street tree programme. The Council has also undertaken a series of highway works on key routes, including Duke Street, which has introduced dedicated cycle routes to the area. In the short-term, Duke Street Phase 2 will see the completion of the route along Duke Street to the Duke Street/Dock Road junction.

6.64. As a kick-start project in Hamilton Park the Council will focus on further enhancement of the Duke Street Corridor to

enhance its strategic importance as a link for existing and proposed communities to Birkenhead Park train station. Works will include the upgrading of key junctions to improve safety and comfort of pedestrians and cyclists as well as further public realm enhancements.

6.65. As an early phase development project, the Council will use its ownership assets in the core of Hamilton Park around Vittoria Street and Berner Street to bring about physical change.

6.66. The Council will engage and work closely with land owners and delivery partners to develop an appropriate and sympathetic site assembly strategy to minimise disruption to existing local businesses to enable sites in the core of Hamilton Park to be brought forward for redevelopment. Material change within this area will enable the residential potential of the adjoining Vittoria Studios at Wirral waters to be fully realised by providing a positive setting and contributing to improved market conditions to support delivery.

6.67. A more detailed review of the existing housing areas under the ownership of multiple Registered Providers and private stock including private renting will be required early in the programme of change at Hamilton Park to inform strategy for investment and housing renewal within these locations.

SMALL SCALE LIGHT INDUSTRIAL, WORKSHOPS AND MAKER SPACES, INCLUDING PUBLIC ACCESS



Blackhorse Workshop, Walthamstow E17

FINE GRAINED MIXED USE INTEGRATING RESIDENTIAL DEVELOPMENT, INCLUDING FAMILY HOMES



Paintworks, Bristol

FAMILY HOMES IN A LIVEABLE BUT ECLECTIC HIGH DENSITY URBAN CONTEXT



Chobham Manor Ph1, Stratford E20

Figure 70. Hamilton Park
Precedent Images

POTENTIAL SCALE OF
CHANGE: OVER 1,300 HOMES

SCOTTS QUAY

KEY FRAMEWORK CONSIDERATIONS

6.68. Opportunities exist to rationalise and relocate older underused poor-quality stock within Scotts Quay to enable the delivery of residential led mixed use and new employment opportunities as well as exploring the potential for alternative land uses and an improved waterfront environment allowing positive connections from the south to Seacombe in the north.

6.69. The Scotts Quay neighbourhood has the identified potential to deliver:

- Early and medium-term opportunities for high quality residential led redevelopment. This must respond to its riverside location and impressive views whilst addressing constraints in terms of interface with the active Dock to the South and the Wastewater Treatment Plant to the North and port related uses to the south.
- Improvements to the existing housing area within the neighbourhood alongside the delivery of new waterfront living opportunities;
- A high-quality arrival point at the Seacombe Ferry Terminal using Eureka! Mersey as a catalyst to attract new visitors to this area, including the need to ensure safe, high quality sustainable active travel only links to the dock system, recreational uses and culture and arts destinations being delivered to the south within the Waterfront SMF area, and Central Birkenhead and the wider Birkenhead urban area.
- Gateway development at scale that addresses Alfred Dock and gives prominence at Tower Road.
- Interventions to 'civilise' the A554 Tower Road North and provide high quality pedestrian and cycle facilities along Birkenhead Road to connect the existing communities and businesses with the waterfront.
- Opportunities for new modern employment premises to support local economic growth, ensuring the continued positive economic contribution of this neighbourhood in the future.

MOVEMENT PRIORITIES

CONNECTING SUSTAINABLE TRAVEL ROUTES:

6.70. The Scotts Quay area is fortunate in that there are already a number of good quality walking and cycling routes, such as the new route which runs along the south side of Dock Road ; and the promenade adjacent to the River Mersey. Whilst the Wirral Waters proposals will improve part of the network, integration to a wider high-quality segregated network is required and improvements should be delivered to the waterfront route in particular. Birkenhead Road also has the potential to become a key boulevard and 'front door' to the wider area – particularly as it is a key corridor linking development coming forward at Tower Road with growth and renewal around Seacombe Ferry Terminal.

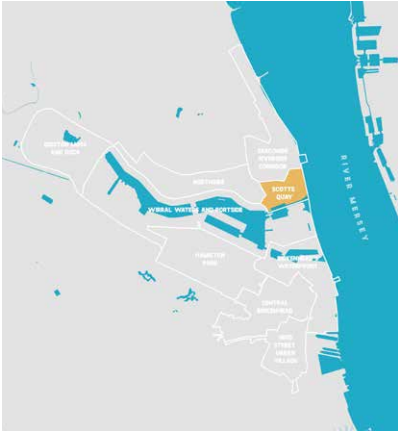


Figure 71. Scotts Quay Strategy



SCOTTS QUAY CONT.

**EARLY PHASE ACTIONS
AND KICK START
PROJECTS**

6.71. The future development potential at Scotts Quay is currently being explored including potential for early delivery of residential mixed-use development within the area with landowners. Any redevelopment within Scotts Quay would need to take account of port related activities to the south. There is also a key requirement to improve setting of Eureka! Mersey and Seacombe Ferry Terminal.

6.72. There is an early opportunity to secure funding to progress the Birkenhead Road active travel corridor and this scheme is currently under development. The Council have also submitted a proposal to the Department of Transport Pinch Point Programme (now subsumed within the Levelling Up fund) to secure £5million of funding for works at the Birkenhead Road/Dock Road/Tower Road roundabout which if successful would enable a major redesign of the junction and prioritisation of active travel movements in this area.



MULTIFUNCTIONAL ACTIVE BUILDINGS ANIMATING WATERSIDE PUBLIC REALM



Thomas More University of Applied Science, Mechelen



VIBRANT WATERSIDE RESIDENTIAL-LED DEVELOPMENT, WITH AN URBAN STREET NETWORK



Fish Island, Tower Hamlets



Copenhagen waterfront

DISTINCTIVE FAMILY HOMES IN A COMPOSED BUT ECLECTIC URBAN NEIGHBOURHOOD



Vauban, Freiburg



Figure 72. Scotts Quay
Precedent Images

**POTENTIAL SCALE OF CHANGE:
OVER 1,900 NEW HOMES**



KEY FRAMEWORK CONSIDERATIONS

6.73. Investment within this neighbourhood must better connect the existing communities to the waterfront and community facilities and build on the major new attraction being delivered at Eureka! Mersey, whilst accommodating new developments that celebrate and maximise the potential of the waterside location.

6.74. It must create a critical mass of activity to activate the Brighton Street corridor. Development to fully exploit this major opportunity to re-configure and re-position the area, will largely be made possible through the release of Council owned assets and partnership working with Registered Providers with ownership across the area.

6.75. The Town Hall is an important asset owned within the area by the Council. Whilst the South and North Annex buildings are earmarked for redevelopment through the Wirral Growth Company, the Town Hall is assumed to remain active. The Seacombe NF should consider and inform the future approach to the retained Town Hall to inform ongoing Council asset management strategy.

6.76. The Town Hall and its setting must be preserved in the long term as an important historic building through sustainable activity.

6.77. This neighbourhood has the specific potential to deliver:

- A new, re-configured low carbon waterside community, enabling enhanced connectivity to the waterfront for existing residents, and bringing life to underutilised and vacant assets;
- A reimagined Wallasey Town Hall Quarter – a vibrant mixed used location including the long-term use of the Town Hall building as a key asset – to be determined as part of a comprehensive masterplanning approach. Piecemeal redevelopment of the north and south annexes must not take place or the significant potential for the area will be lost;
- Vibrancy along a key corridor connecting Birkenhead and New Brighton – the Brighton Street corridor –and including the conversion of retail units for residential where appropriate to ensure active frontages along this route;
- A new visitor and culture offer along the waterfront, building on the back of the delivery of the Eureka! Mersey project;
- An improved gateway to Seacombe Ferry and Eureka! which enhances and respects the setting of this important Grade II listed building;
- Renewal and improved living conditions across the existing communities of Seacombe to fully connect into its riverside potential and the need to improve the environment and integrate with new communities being delivered in the future—including renewal of the social housing areas including opportunities for low carbon retrofit neighbourhoods to be identified working in partnership with Registered Providers; and
- Delivery of an improved and vibrant promenade – linking to New Brighton and beyond, and more locally ensuring connectivity to the Brighton Street corridor, including the potential for a land train to be delivered connecting to the Eureka! Mersey project being delivered at the Seacombe



- Employment**
- Existing
 - Potential for industrial / light industrial
 - Potential to maximise maritime and related uses
 - Finer grained employment (e.g. office, small scale studios, workshops) and education.
- Residential**
- Existing residential including opportunities for regeneration and infill development
 - Potential for new medium density
 - Potential for new higher density
- Mixed use**
- Existing mixed use
 - New residential-led mixed use
 - New employment-led mixed use
 - Existing and new town centre uses
 - Opportunity for commercial leisure and cultural uses
- Legend:**
- Strategic core location
 - Strategic gateway
 - Other strategic nodes in movement network
 - Locally significant node / threshold
 - Key rail hub and 400m / 5min walk isochrone
 - Strategic landmark location
 - Primary movement corridor
 - Secondary movement corridor
 - Opportunity to strengthen strategic ped/cycle orientated movement
 - Opportunity for green corridor links, including utilising former rail cutting
 - Strategic junction for port and industrial traffic
 - Strategic opportunity for transformed environment and experience at a key nodal location, directing pedestrian movement
 - Key opportunities for people-friendly spaces and corridors
 - Key opportunity to maximise views out over Mersey
 - Key opportunity to capture the value of views towards Birkenhead from the Mersey

Figure 73. Seacombe Riverside Corridor Strategy

SEACOMBE RIVERSIDE
CORRIDOR CONT.

MOVEMENT PRIORITIES

ANIMATE THE WATERFRONT:

6.78. The waterfront is a key environmental and social space. The Framework seeks to build upon this major asset through enhancing its attractiveness and distinctiveness. Seacombe is also the southerly starting point of Wirral's extensive coastal promenade, extending almost continuously to Hoylake (some 15.5km) and a hugely popular recreational route for walking and cycling. There is a need for investment to improve the promenade including improved segregation of pedestrians and cyclists.

6.79. Artwork embedded into the promenade already exists, but other features could be added to entice people to journey further along route – such as riverside cafes, bike and electric scooter hire and charging, planters, seating or play space and innovative lighting installations.

IMPROVING CONNECTIONS
BETWEEN SEACOMBE AND
LISCARD:

6.80. Expanding public transport and active travel routes can support better connectivity between the two communities. Future masterplanning of Liscard

must seek to ensure its facilities are capable of adequately serving all of its surrounding communities.

ARRIVAL FROM THE WATER:
IMPROVE SEACOMBE AS A
GATEWAY:

6.81. The Mersey Ferries River Explorer has an annual patronage of around 500,000 trips. This will grow following the opening of Eureka! Mersey with anticipated total visitor numbers of just under 200,000 per annum First impressions have a strong impact on visitors' perception of a place. Seacombe has the potential to evolve into a major gateway with a strong and memorable identity, working as improved connector to and from the surrounding neighbourhoods.

6.82. Opportunities to improve the Seacombe Ferry arrival experience and appearance and connect into a movement system along the promenade must be explored.

EARLY PHASE ACTIONS
AND KICK START
PROJECTS

6.83. Delivery of Eureka! Mersey within Seacombe will create a significant boost to this area. In order to ensure this impact filters up the waterfront, the Framework has identified the need for further engagement with Registered

Providers who own housing assets within the area. These locations, along with a number of assets including community uses, public open space and the leisure centre need to be considered in more detail. Specifically, a review of stock condition should be progressed across the residential locations, and asset strategy decisions made about the community and leisure facilities to directly inform a full testing of scale of opportunity for change within this location.

6.84. The North and South Annexe buildings adjacent to the Wallasey Town Hall have now been vacated by the Council and are to be demolished. It is essential that any redevelopment in this area is informed by a comprehensive masterplan which will enable the constraints and opportunities offered by the spectacular riverside location to be fully realised.

6.85. The Council are engaged in discussions with Registered Providers to develop a joint Neighbourhood Framework or masterplan for the wider River Corridor area during 2021. It will address the future of the Town Hall and a range of options for the improvement or re-provision of existing Council and community assets and the improvement of housing stock as part of a comprehensive approach to the regeneration of this area.

FAMILY HOMES IN A COMPOSED URBAN LAYOUT COMPLEMENTING LOCAL SETTING AND HERITAGE ASSETS



Timekeepers Square, Salford

CONVENTIONAL BUT DISTINCTIVE FAMILY STREETS, WITH ATTENTION TO DETAIL, DESIGN QUALITY AND ENERGY EFFICIENCY



Green Streets, Nottingham

MULTI-GENERATIONAL HOMES WITH A CO-LIVING ETHOS AND HIGH QUALITY SOCIAL PUBLIC SPACE



Marmalade Lane, Cambridge

Figure 74. Seacombe
Riverside Corridor
Precedent Images

POTENTIAL SCALE OF CHANGE:
OVER 450 NEW HOMES

NORTHSIDE

KEY FRAMEWORK CONSIDERATIONS

6.86. Strategically located, benefitting from direct access to the M53 motorway, Northside represents a key location underpinning the Wirral employment land strategy with the potential to accommodate new modern and intensified employment growth, which could also support the relocation of industrial uses from other neighbourhoods across the urban area. It is a critical neighbourhood supporting the wider regeneration programme, ensuring that businesses are, where possible, not displaced from Birkenhead.

6.87. The Northside neighbourhood has the identified potential to deliver:

- Modern and intensified employment floorspace to support the economic resilience of the urban area and Wirral, with enhanced local and strategic connectivity through intensification of existing uses and the remediation and development of contaminated sites.
- Strategic employment accommodation to enable strategic businesses to relocate from elsewhere in the Birkenhead urban area.
- Accommodation for uses not suited to retention within the core of the urban area.



Figure 75. Northside Strategy

NORTHSIDE CONT.

MOVEMENT PRIORITIES

REDUCE HIGHWAY SEVERANCE
BETWEEN NORTHSIDE AND
THE WIDER BRF AREA:

6.88. The area is currently dominated by wide roads and large format junctions – in particular, the junctions of Dock Road, Birkenhead Road and Tower Road forming part of the designated Key Route Network and which includes a large, over-engineered roundabout. There is considerable conflict along these routes between HGV and other private vehicles, cyclists and pedestrians. Junctions and roads in this area cause a feeling of segregation between areas, despite them being in close proximity. This is largely due to the high number of HGVs using this route to access Twelve Quays. Whilst it is important to maintain the flow of these vehicles, rationalising junctions and roads and providing clearly defined, high quality pedestrian and cycling routes will create better conditions for existing and future communities.

PROVIDE BETTER PUBLIC
TRANSPORT:

6.89. Northside, and neighbouring Scotts Quay, are currently served by bus, but with limited services particularly towards Liverpool and wider Wirral. The nearest train stations are Birkenhead Park and Hamilton Square, more than 20-minutes' walk away to the south, along heavily trafficked routes that are hostile environments for pedestrians. It is therefore important to explore ways communities north of the docks can be better served by public transport including possible mass transit connections enabling strategic connections to the south.

EARLY PHASE ACTIONS
AND KICK START
PROJECTS

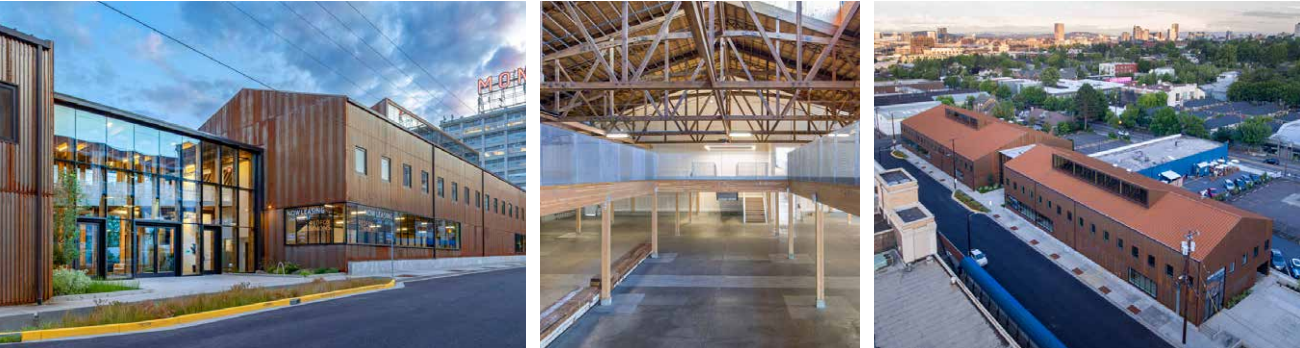
6.90. The future development potential at Northside is materially linked to a sound understanding of the need for business relocation across Birkenhead. Northside in particular has been identified within the Framework as the strategic location to accommodate relocation and enable the wider strategy delivery.

6.91. The Council already has ownership within the Northside area but will need to acquire further or enter into agreements with major landowners to enable this relocation strategy to be implemented. Understanding of land contamination will also be key to the implementation of the ambitions for this area.

6.92. A land assembly strategy for this area will be developed and pursued given the likely requirement for significant freehold opportunities associated with relocation demand. The more detailed masterplanning process which should include a detailed assessment of the potential for vacant contaminated sites to be remediated for employment use and promoting the intensification of other currently underutilised sites will ensure greater certainty on locations of key sites.

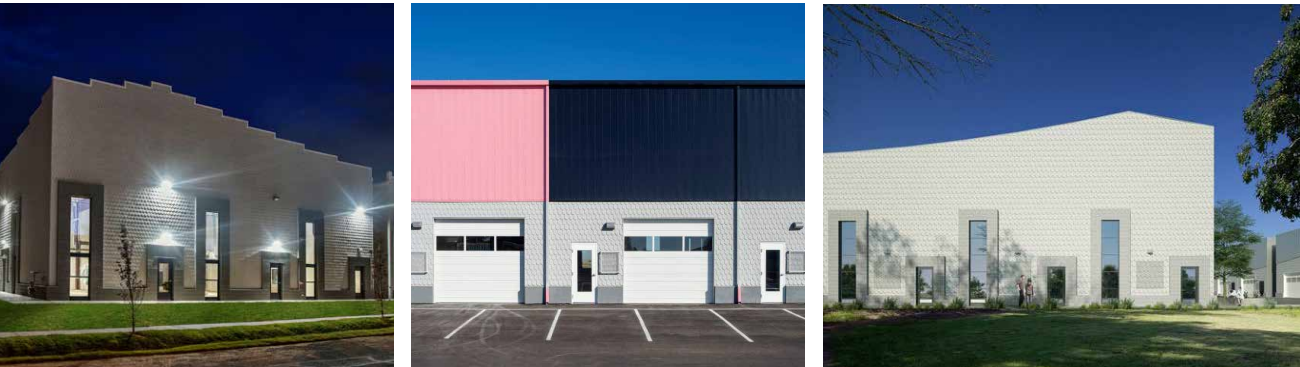
6.93. Opportunities to identify potential clusters should be prioritised to create greater critical mass for future development purposes. The new Freeport status could act as a catalyst for employment related development in the area.

ADAPTIVE REUSE OF OLDER INDUSTRIAL BUILDINGS WITH FLEXIBLE FLOORPLATES



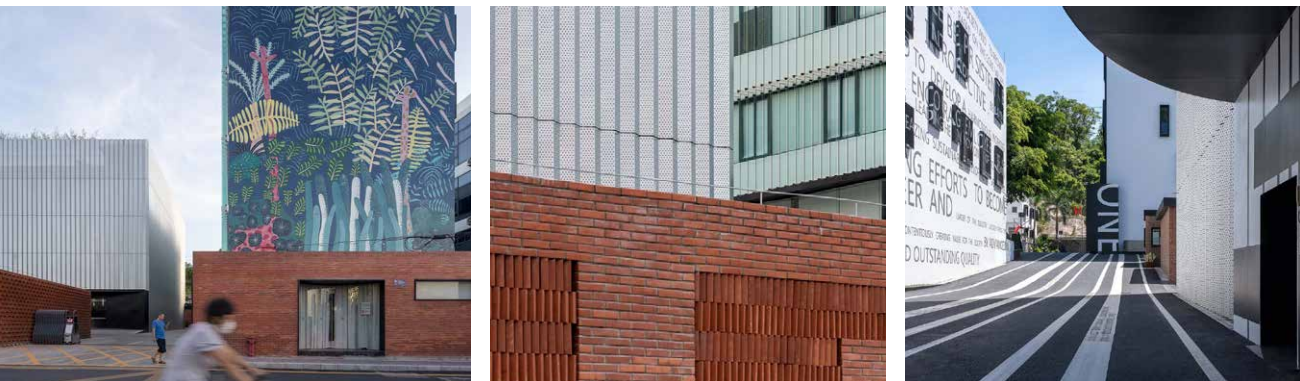
Red Fox Commons, Portland

CONTEMPORARY INDUSTRIAL ENLIVENED BY ARCHITECTURAL DETAIL



Emerald Workshops, Colorado

INDUSTRIAL AND MANUFACTURING IN A CHARACTERFUL, ECLECTIC FORM WITH PLACEMAKING VALUE



Advanced manufacturing headquarters, Bao'an District, Shenzhen

Figure 76. Northside
Precedent Images

KEY FRAMEWORK CONSIDERATIONS

6.94. Future development must serve to protect the recreational offer at the Moss – recognising that beyond Birkenhead Park and Bidston Hill, the Birkenhead urban area does not have a wealth of open green space to provide amenity for local residents. Through the implementation of the Framework, access to all of them will need to be better sign-posted, strengthened and enhanced – including through any new development at Bidston Dock.

- A protected green space with improved connections and amenity value to enrich and improve the lives of local residents;
- Development of unique and active leisure uses on the vacant land at the former dock which contributes to the urban area of Birkenhead and complements ambitions for the central core and the waterfront; and
- A dramatic and memorable

6.95. The Framework identifies the potential to bring forward development on the infilled Dock for leisure uses, in a manner and of a scale and form that does not undermine the strategy for Central Birkenhead and the Grange Road high street. The Framework therefore supports more diversified uses which will align with the recreational qualities of the Moss.

6.96. This neighbourhood has the specific potential to deliver:

- A protected green space with improved connections and amenity value to enrich and improve the lives of local residents;
- Development of unique and active leisure uses on the vacant land at the former dock which contributes to the urban area of Birkenhead and complements ambitions for the central core and the waterfront; and
- A dramatic and memorable gateway to Birkenhead through the use of public art and lighting installations on and at the Moss.

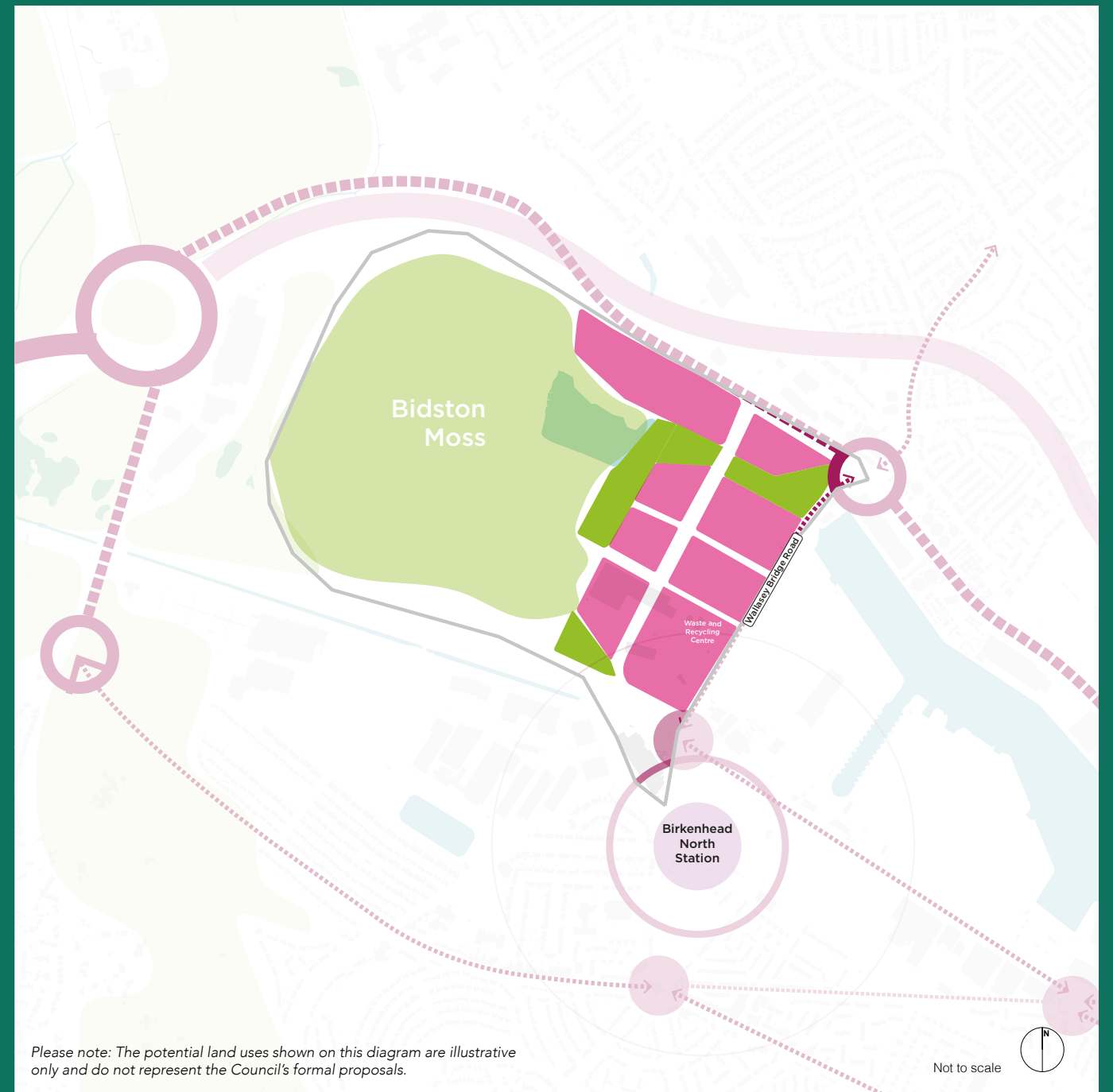


Figure 77. Bidston Moss and Dock Strategy

BIDSTON MOSS AND DOCK CONT.

MOVEMENT PRIORITIES

A CONNECTED GREEN SPACE:

6.97. Bidston Moss, on the edge of the Birkenhead urban area, should be an important green gateway and connecting space between Birkenhead and the wider area – including Wallasey and Leasowe. Environmental improvements and increased use associated with leisure aspects will support that, along with localised improvements to walking and cycling routes and connections to the other green and blue assets including the River Birket.

MINIMISING LONG-DISTANCE JOURNEYS:

6.98. Any future development and investment in Bidston Dock must create local, sustainable linkages - ensuring future development or uses within the area do not fuel disproportionate long-distance journeys, but rather seek to create local opportunities for employment.

EARLY PHASE ACTIONS
AND KICK START
PROJECTS

6.99. The development land at Bidston Moss and Dock is under control of Peel L&P. In order to kick-start delivery within this location, the Council and Peel L&P need to agree a suitable and appropriate development mix and a planning application needs to be progressed.

MULTI-FUNCTIONAL, DESTINATION LEISURE USES COMPLEMENTING AND CONNECTED TO SEMI-NATURAL GREEN SPACE



Treetop Trek, Windermere

LONG RANGE WALKING TRAILS



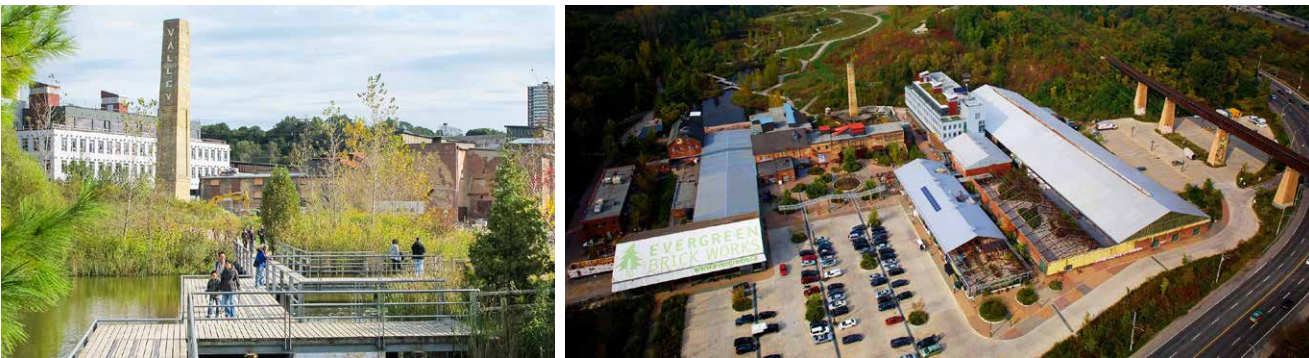
Butler Hike and Bike Trail, Houston

WATER BASED LEISURE ACTIVITIES



Cheshire Aquapark, Manley Mere

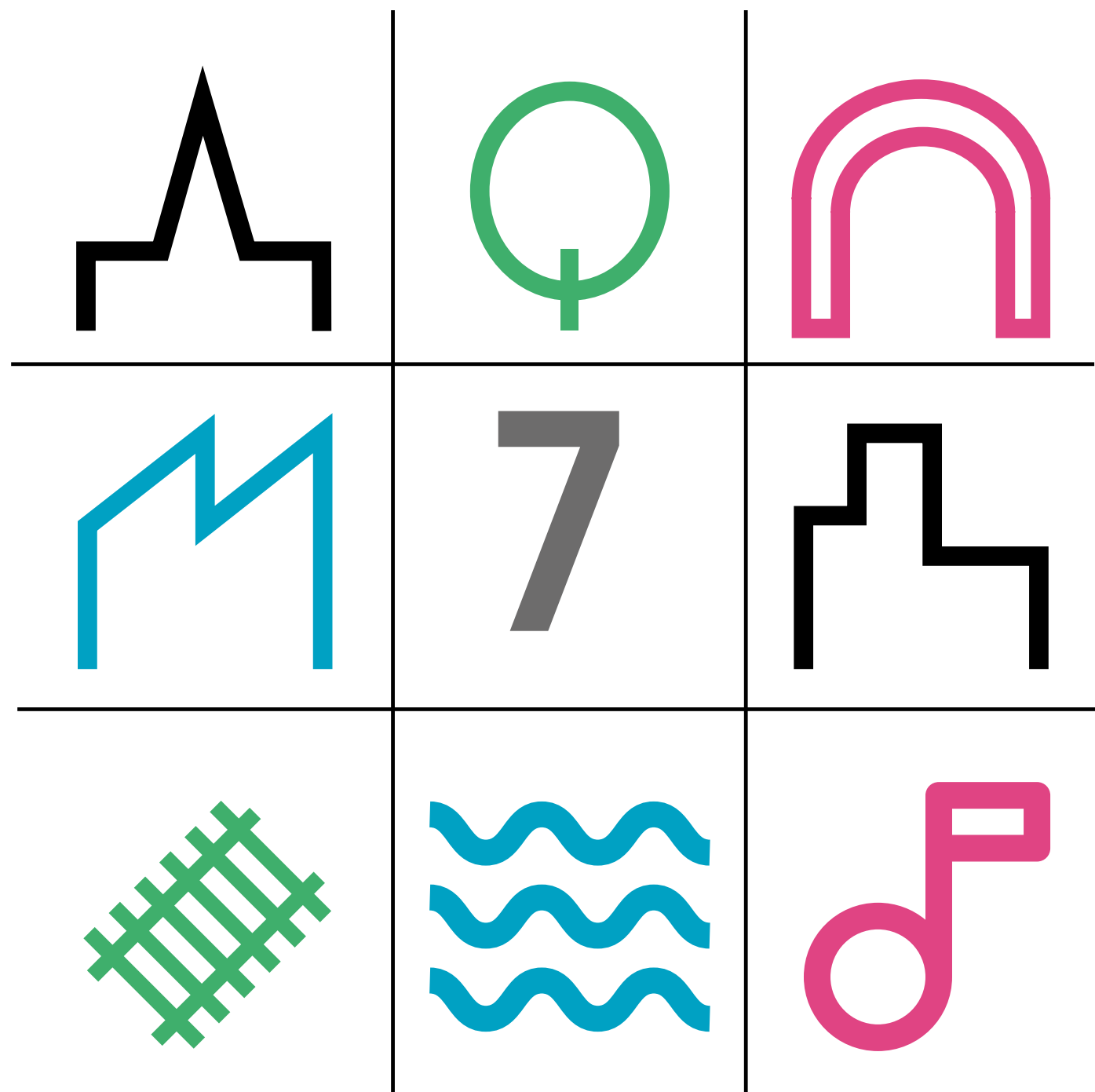
MULTI-FUNCTIONAL, DESTINATION COMMUNITY USES COMPLEMENTING AND CONNECTED TO SEMI-NATURAL GREEN SPACE



Evergreen Brickworks, Toronto

Figure 78. Bidston Moss
and Dock Precedent
Images

POTENTIAL SCALE OF CHANGE: OVER
80,000 SQM COMMERCIAL SPACE



7. BIRKENHEAD'S FRAMEWORK STRATEGIES

BIRKENHEAD'S MOVEMENT STRATEGY

THE BIRKENHEAD 2040 MOVEMENT FRAMEWORK HAS BEEN DEVELOPED IN THE CONTEXT OF AN UNDERSTANDING OF THE EXISTING SITUATION AND CHALLENGES FACED, ALONGSIDE THE KEY SPATIAL PRINCIPLES ESTABLISHED EARLIER IN THIS DOCUMENT.

7.1. Within Birkenhead the biggest movement challenges we face are in fact the over-engineering of the environment and the conflict between the road network and people. The Framework's focus is on making the movement infrastructure across Birkenhead more human in scale and in nature – reducing severance, prioritising sustainable connections and improving gateways.

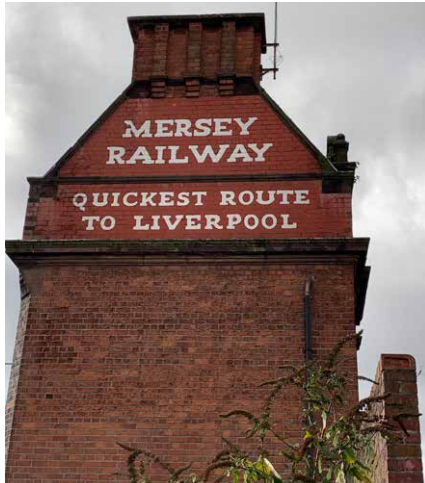
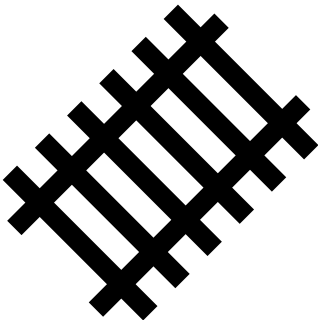
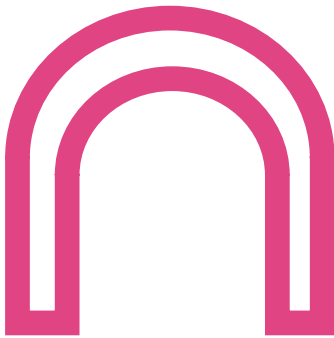
7.2. Helping people and goods to move around efficiently, cleanly, safely and healthily by the most appropriate mode is an integral part of the Framework. This will be achieved by adopting a road user hierarchy that will inform all design and investment decisions, prioritising in line with the following hierarchy:

- People on foot (or with mobility aids);
- People on bikes;
- Public transport vehicles; and
- General vehicles (including cars, taxis, LGVs and HGVs).

7.3. The movement framework will be developed in further detail through the individual NF process as development and place strategy is considered in parallel.

7.4. The Framework is ambitious – best practice street design will be implemented, creating a high-quality and expansive cycle network of predominantly segregated lanes and reclaimed space for pedestrians and cyclists. The Council will also trial high impact solutions like Liveable Neighbourhoods (including Low Traffic Neighbourhoods, Play Streets and 20mph Zones and School Streets)– to give ownership of Birkenhead's neighbourhoods back to the people who live there, not just people driving through them.

7.5. Appendix 1 sets out a draft Infrastructure Plan for the Framework area which will be updated following completion of the Neighbourhood Frameworks.



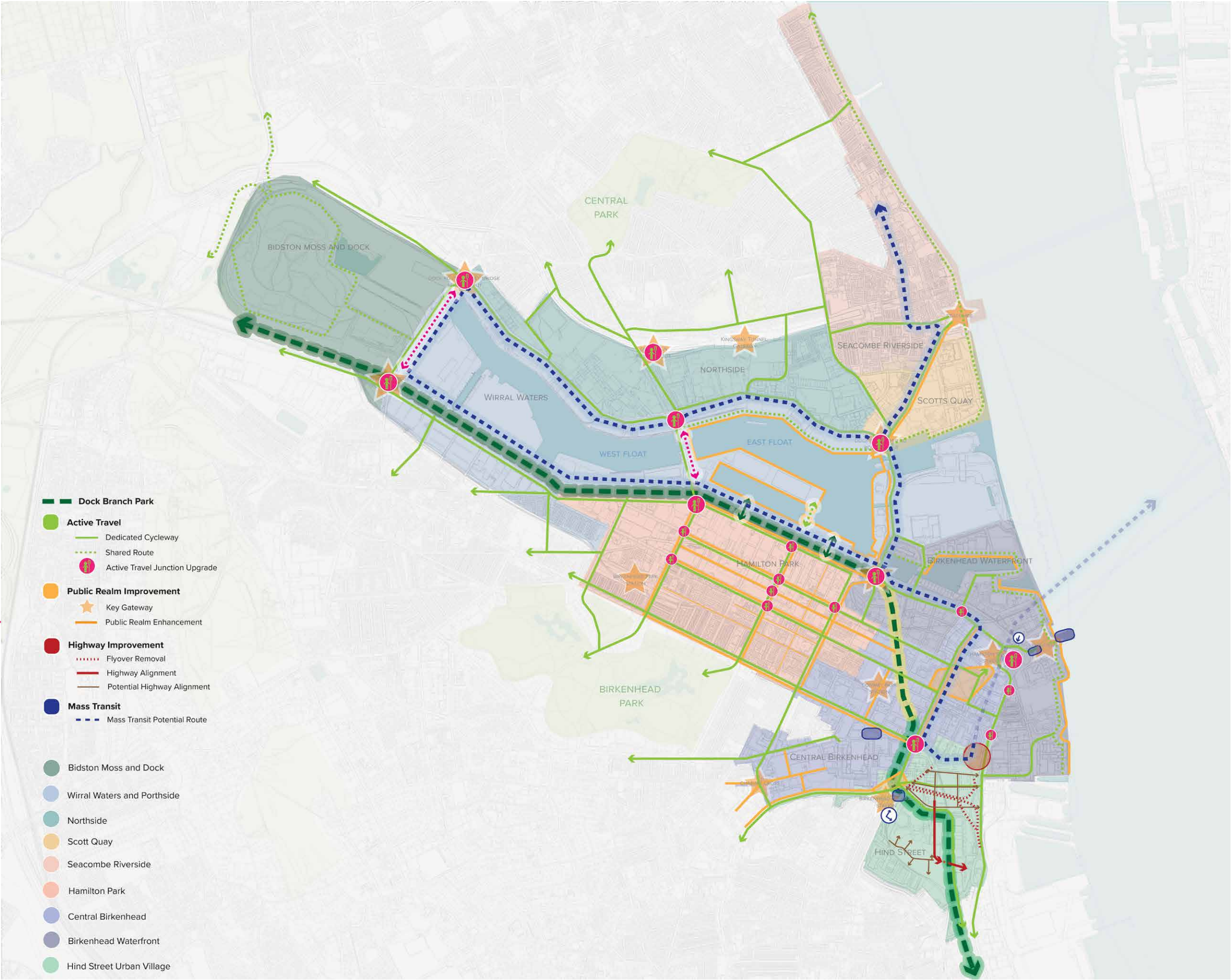
Left to Right:
Wirral Circular Trail along the promenade
Mersey Ferry
Birkenhead Bus Station
Cyclists on the promenade
Hamilton Park Merseyrail underground station
Birkenhead Central Station

MOVEMENT STRATEGY

Figure 79. Movement Strategy



Not to scale



DELIVERING A COMPREHENSIVE ACTIVE TRAVEL NETWORK

7.6. The Council will prioritise the development of a comprehensive cycle network. Department for Transport guidance published in July 2020, 'Gear Change' and LTN 1/20, makes clear that all highway infrastructure (not just 'active travel' projects) must be developed to the highest standard for people on foot and cycle. The Council welcomes and embraces this direction from Government, which is embedded it within this Framework.

7.7. Put simply, all of Birkenhead's streets should be fit for a 12-year old on a bike to use independently. For the most part, this means full segregation from traffic. A comprehensive cycle network will create safe and direct connections on key desire lines across the Framework area, including east-west between Birkenhead Park and the Waterfront, and north-south between Seacombe, Wirral Waters and the town centre.

7.8. This will help continue to keep Birkenhead moving by reducing the number of short to medium distance trips made by private cars and taxis, and better support those who want to walk and cycle more but don't feel confident doing so because of the current nature of the town's network. It will support Birkenhead's transition towards a fully carbon zero transport network, significantly improve public health outcomes, and allow truly sustainable development by reducing car dependency.

7.9. The Council will develop an Active Travel Strategy to support the regeneration of Birkenhead.

7.10. More detailed proposals will be developed for:

- Liveable Neighbourhoods and 'Mini-Hollands'; including extensive modal filtering, 20mph zones, pocket parks, and on-street cycle parking hangars;
- School Streets; to protect key environments for children by restricting vehicle access at certain times;
- A network of cycle hubs at key locations, and cycle, e-bike and e-scooter hire systems;
- Enhanced footways, crossing points, and wayfinding; and
- Support for adapted cycles and e-cargo bikes.

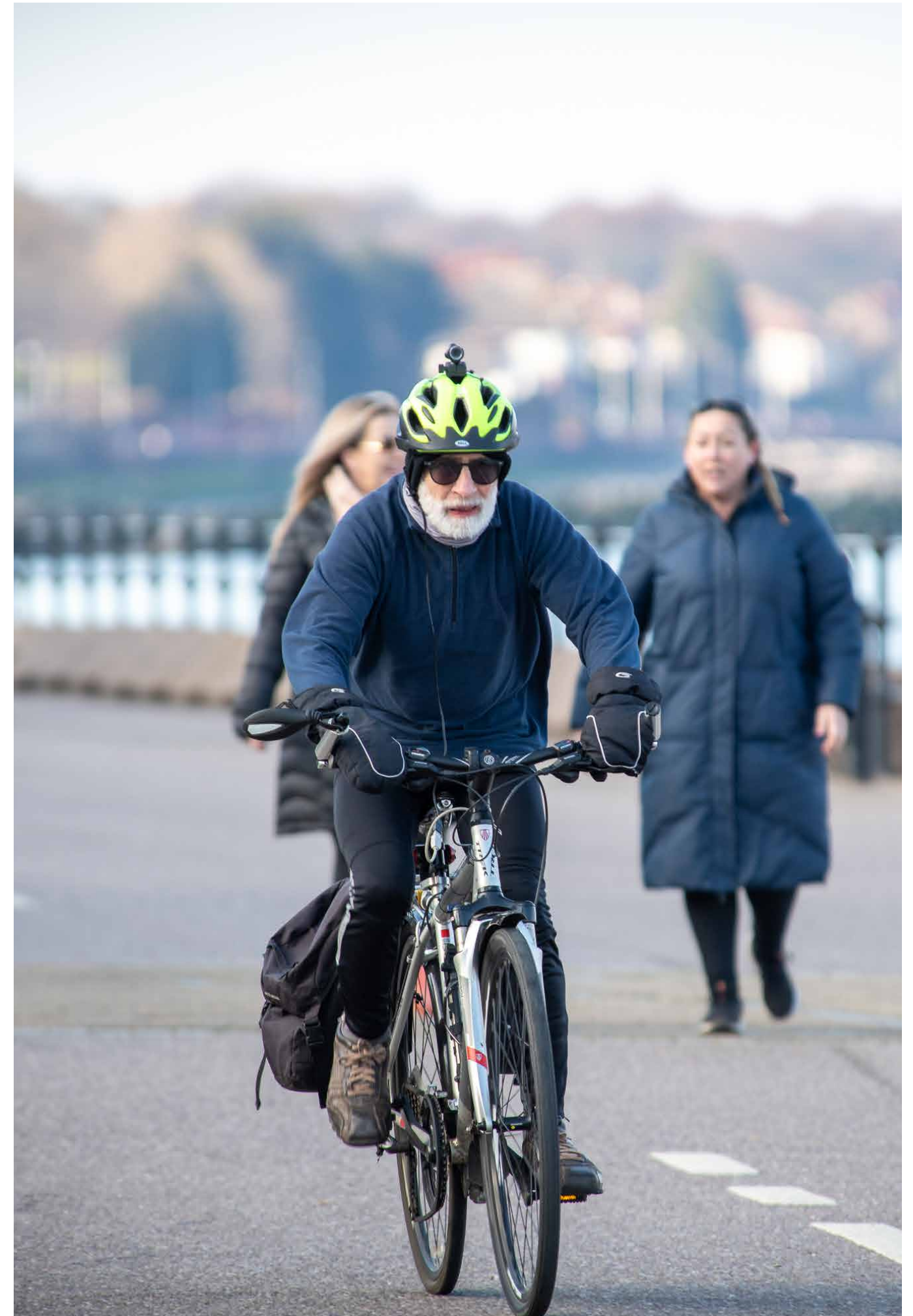
7.11. All of the above requires more detailed further exploration but are considered fundamental to delivery of the change needed in Birkenhead.

7.12. Throughout the development of this Framework several key locations have been identified where early delivery of walking and cycling infrastructure improvements are critical. These locations are predominantly junctions with either a poor road safety record for vulnerable road users, limited (or no) existing pedestrian or cycle facilities, or locations that create a significant barrier to movement:

- **Conway Street to Europa Boulevard:** as part of a wider programme of intervention on Conway Street, delivery of a pedestrian and cycle super-

crossing over Conway Street to enhance safety and connectivity between the high street, Commercial District and Europa Boulevard – including new developments areas and the existing Conway Park Station. This is the first stage of a longer-term transformation of Conway Street, where the Council are proposing to deliver a reduction of the carriageway width, segregated cycle infrastructure and high-quality public realm with green infrastructure.

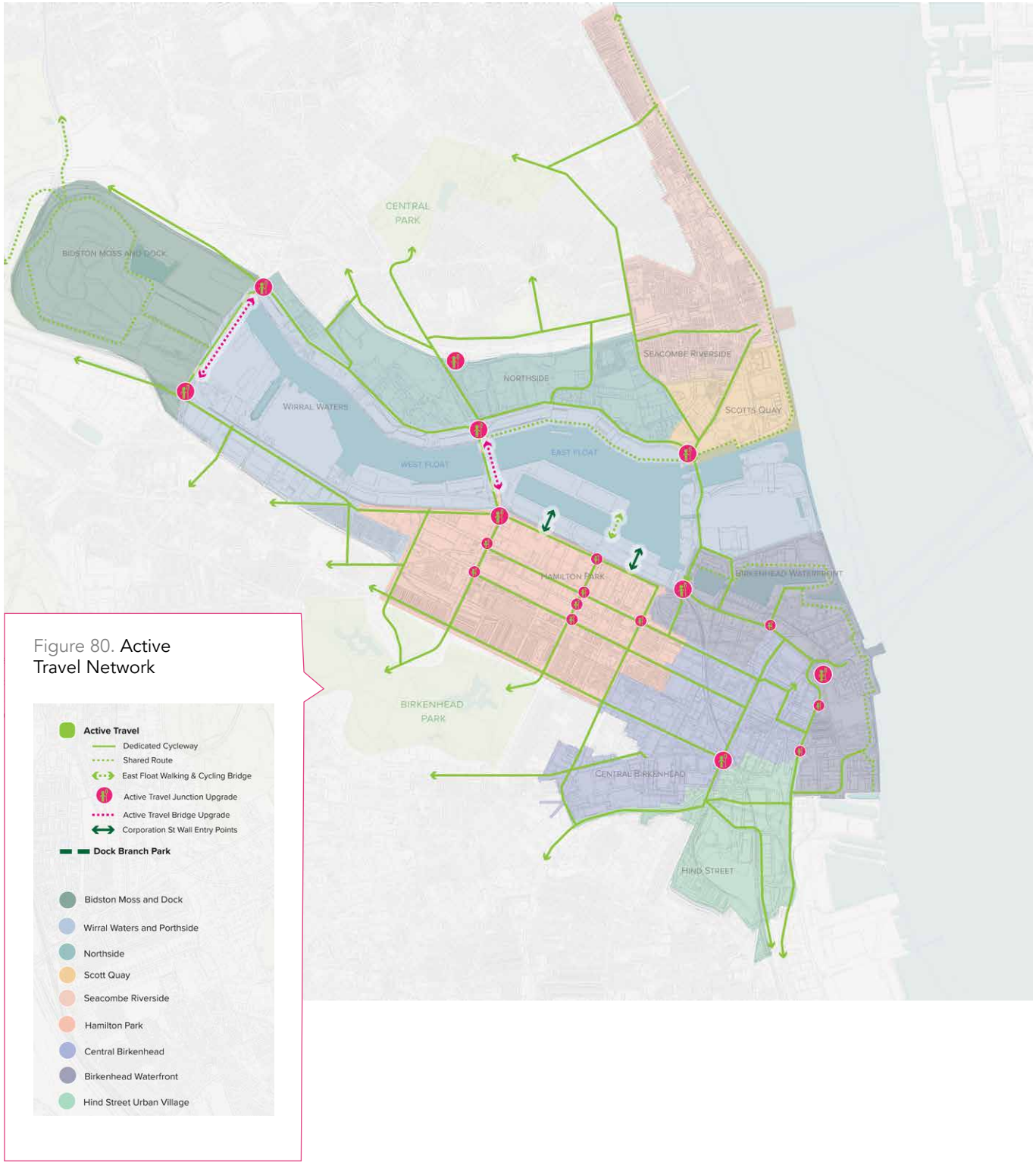
- **Argyle Street / Conway Street:** The junction with Conway Street should be converted from a roundabout to a signalised junction with full pedestrian and cycle facilities. This will better connect these two important town centre streets, and facilitate regeneration through the delivery of a solution more appropriate for the local environment. First stage of a longer-term transformation of both Conway Street and Argyle Street.
- **Charing Cross:** Re-configuration of the junction to remove the Grange Road West arm and replace with a new public space and high street spill-out zone, simplification of pedestrian crossings, improved public realm and landscaping.
- **Grange Road:** introduction of Hostile Vehicle Mitigation (HMV) anti-terror measures including street furniture and planting to protect Grange Road and its users.



- **Birkenhead Central Gyratory (Permanent):** Following removal of the Borough Road flyovers (considered in more detail below), removing current gyratory junction to create a new public square outside Central Station.
- **Corporation Road / Duke Street:** Removal of roundabout and conversion to a signalised junction with full pedestrian and cycle facilities, designed to improve user safety and reduce the severance between areas north and south of East and West Float.
- **Corporation Road:** Delivery of additional entry points through the historic dock wall to improve pedestrian and cycle permeability to Wirral Waters.
- **Dock Road / Wallasey Bridge Road:** Delivery of dedicated walking and cycling facilities, including full signalisation. This is a strategically important node on the network, particularly for journeys south towards Birkenhead North Station. It presently creates a significant barrier to pedestrian and cycle movement.
- **Wallasey Bridge Road / Beaufort Road Junction:** Linked to the above, delivery of dedicated walking and cycling facilities to address safety and severance concerns at this key node.
- **A59/ Gorsey Lane Roundabout:** Capping of the A59 cutting and rationalisation of the highway to deliver a green space connection above the cutting, in place of the existing roundabout. Including reconfiguration and simplification of the junction. To address the major physical and psychological severance created by the A59 between areas north and south.
- **Woodside Gyratory:** Comprehensive redevelopment will be delivered in this area, including removal of the gyratory and the relocation and re-design of the A41 in this location. A new high-quality and legible pedestrian route will be provided connecting Central Birkenhead to the Waterfront via Hamilton Square.
- **Dock Road / Tower Road North:** Reduce the severance and environmental impact created by this major junction by reconfiguring and reducing the footprint. Potential to convert to a signalised T-junction with controlled pedestrian and cycle crossing points, as well as extended public realm enhancement at Tower Road North. Future stage of the current improvements being delivered at Tower Road South, to create a civilised street environment.
- **Tower Road / Canning Street / Rendel Street:** Revised configuration to create a high-quality walking and cycling environment with public transport priority, linked to wider emerging Mass Transit proposals. This will be a key gateway to the Wirral Waters area from the town centre.

7.13. Whilst the above focuses on infrastructure change. We believe softer measures are also key to supporting behaviour change and maximising the benefits of infrastructure delivery through local programmes and policies. The Council will:

- Work with the third sector, local community groups and local schools to reduce reliance on the private car, support active travel and deliver cycle accessibility and identify local needs to facilitate behaviour change.
- Ensure that new development plays its part in delivering our movement strategy, through strengthened policy requirements for high-quality external cycle and pedestrian facilities, internal facilities such as showers and lockers, and ample secure cycle parking. For commercial and residential development, this will mean delivering high quality storage facilities at significantly higher ratios than at present and a clear expectation to deliver infrastructure in accordance with LTN 1/20.



EVOLVING OUR MASS TRANSIT SYSTEM

7.14. Birkenhead is already served by one of the best mass transit systems in the country. The Merseyrail network is a major asset to Birkenhead and the wider City Region. It is fast, frequent and consistently ranked one of the most reliable operators in the country. New rolling stock will be introduced to the network from 2021 with level platform access trains, making it one of the most accessible networks in the country.

7.15. The Framework seeks to ensure that this asset is utilised to its full extent, through a transit-oriented growth strategy and localised access improvements at stations.

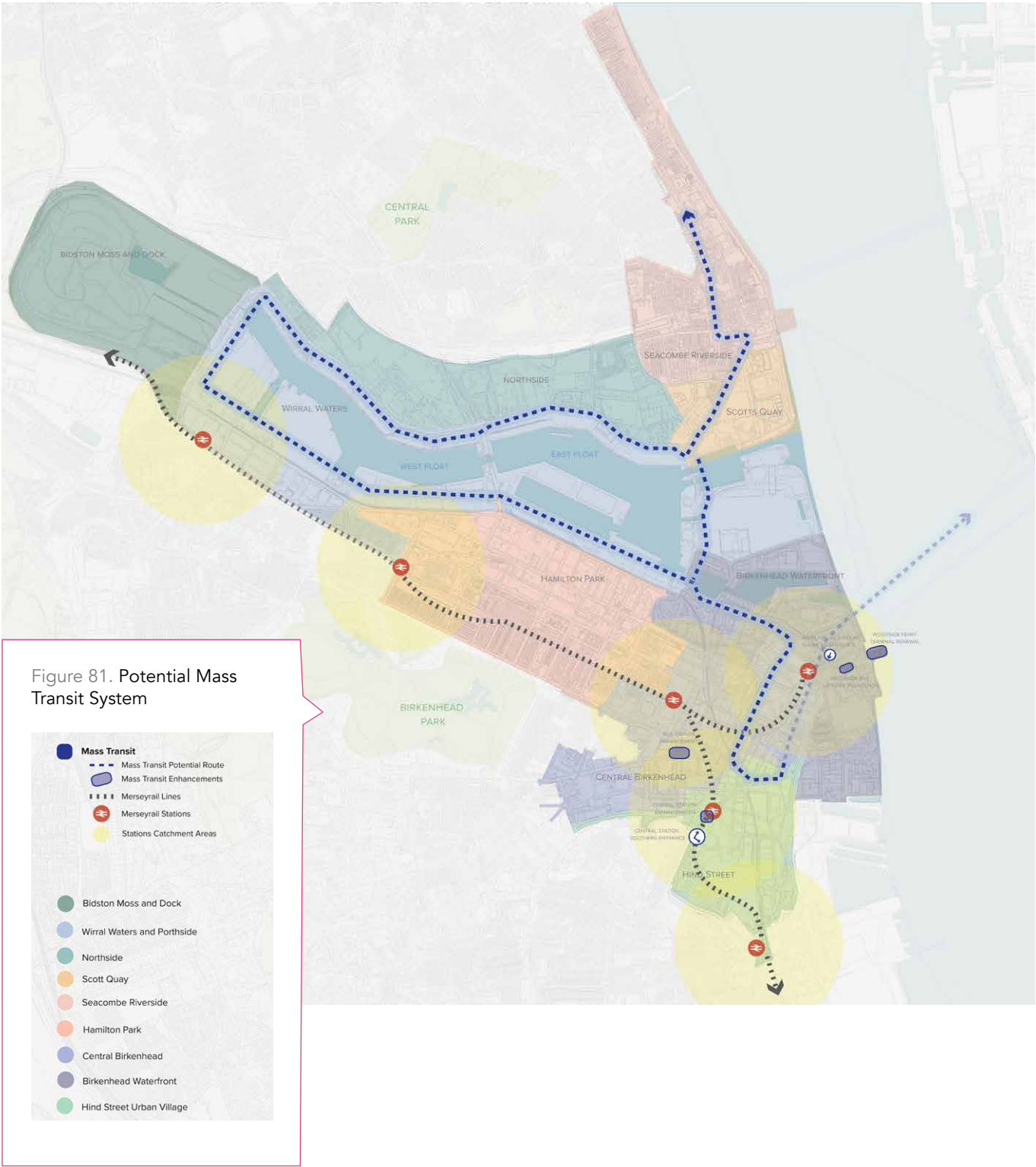
7.16. Birkenhead Central Station, and the area around it, has major potential for improvement – including restoration of the station building, a new public space replacing the Central gyratory, and a new southern entrance serving the Hind Street Urban Village area. A detailed feasibility study is required to explore the design, cost and benefits of these elements.

7.17. It is also important that strong choices and alternatives to car use are provided across the whole Framework area, including area not presently served by Merseyrail.

7.18. The Council has commissioned a demand study to investigate the potential for a new mass transit system. Such a system will support existing and growing communities north of the docks, with the potential to connect through to New Brighton.

7.19. It will facilitate ‘last mile’ market opportunities, creating value to unlock the potential of brownfield sites and neighbourhoods across Birkenhead and beyond through later phase implementation.

7.20. It will also enable less need for parking provision and create denser development that is a more productive and more sustainable use of land – this is key to the Framework ambitions for carbon reduction and sustainable growth.



ADDITIONAL INFRASTRUCTURE PROJECTS

THE A41 NEW CHESTER ROAD

7.21. Cutting across many of the themes of the movement framework is the A41 New Chester Road – a critical part of the strategic road infrastructure serving the economic heartland of Wirral including Birkenhead and Bromborough – in essence the spine of the LeftBank.

7.22. The A41 is an oversized 'fast' highway that creates a hard barrier to its adjacent environment and key neighbourhoods including Hind Street Urban Village and the Waterfront. Over time, the Framework advocates for this route to become 'humanised'; reducing barriers, slowing speeds, and creating new opportunities for east-west crossings.

7.23. Linked to the intended removal of the Borough Road flyovers and replacement of the Toll Plaza, a new junction at Chester Street would remove the requirement for the underpass. This junction could free up significant space which could be used for new development, or potentially a new public park around the Tunnel Monument which was formerly located in King's Square.

ADDITIONAL MAJOR INFRASTRUCTURE DELIVERY

7.24. Although a significant part of Birkenhead's movement framework focuses on the removal or improvement of over-engineered road infrastructure to support the wider ambitions and humanise the 'concrete collar' around our urban area, the Framework also acknowledges the importance of selective delivery of new infrastructure where necessary to unlock development potential.

7.25. In particular, the Hind Street Urban Village development area is identified to be a location requiring new road infrastructure to enable its future delivery. This will include the delivery of a new connection to the site from the A41. A full business case is currently being prepared by the Council to secure funding through the Liverpool City Region Combined Authority for this project.

THE FERRY TERMINALS

7.26. The Ferry Terminals are key gateways to Birkenhead and the wider LeftBank. The Council working in partnership must progress a programme of investment in Birkenhead's ferry terminals. This was needed anyway, but with the scale of change envisaged around the Seacombe and Woodside terminals the need is only emphasised. To encourage movement across the water, the right infrastructure must be in place.

7.27. At Seacombe Ferry Terminal early delivery of improvements to support the investment at Eureka! Mersey are needed. Beyond aesthetic improvements to the terminal, in this location the Framework identifies the need for the reduction of highway dominance in the vicinity of Seacombe Ferry Terminal, creating better conditions for those on foot and bike. The potential creation of a new public square fronting the terminal has been identified.

7.28. Woodside Ferry Terminal is in need of major investment to fulfil its full potential. At present, there is limited commuter service or market here, and it is largely reliant upon leisure trips. The future of this service is reliant upon a clear route map to deliver major regeneration at surrounding sites, but the timeline for this is now critical as the life expectancy of the landing stage is 2022. The Framework envisages bringing back a shuttle service between here and Pier Head once surrounding development and land use change has been delivered at an appropriate scale to support this service.

STRATEGIC PARKING DELIVERY

7.29. Currently, car parking is seen as an important factor in supporting Birkenhead's high street. However, the Framework recognises that as we reduce car dependency through better infrastructure investment and smarter policy making, the nature of car parking must also change. Studies from elsewhere in the UK have shown that people arriving on foot and cycle spend more in the local high streets than those arriving by car²⁷.

7.30. The Framework seeks to shift supply of parking within Birkenhead to facilitate low carbon movement (including electric vehicle charging points).

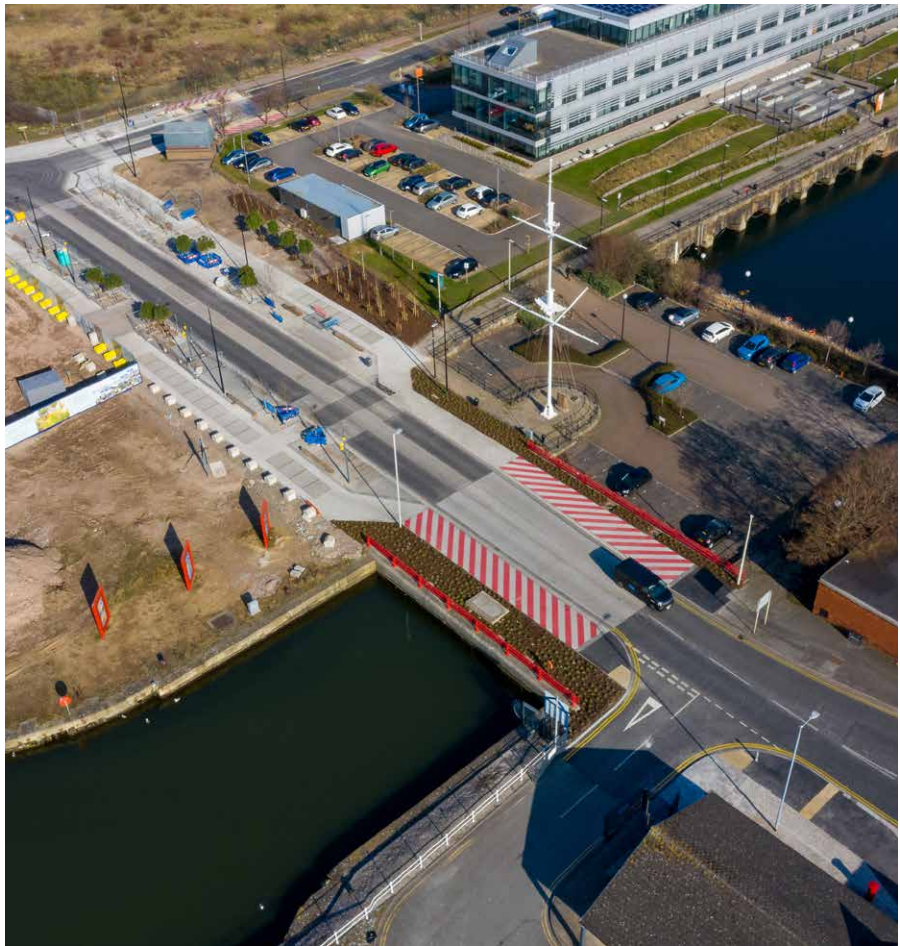
7.31. A detailed approach to parking provision within Central Birkenhead will be established through the development of a parking strategy to ensure the right type (including disabled parking), quantum, location, ownership, pricing and opening hours to support both our transition to a low carbon economy and wider development and diversification of the centre. This will include cycle parking provision to accommodate the increased proportion of trips that will be made by bike. The parking strategy will also need to address the parking of coaches and other forms of private transport in Birkenhead.

27. TfL (2013) – Over a month, people who walk to the high street spend up to 40% more than people who drive to the high street. <http://content.tfl.gov.uk/walking-cycling-economic-benefits-summary-pack.pdf>

THE MOVEMENT FRAMEWORK SETS OUT OUR OVERARCHING APPROACH TO TRANSPORT INVESTMENT AND DESIGN.

7.32. The Framework recognises that transport infrastructure has a profound impact upon the success of a place. In particular, the design and layout of streets is fundamental to creating a stronger local economy, better public health outcomes, tackling the climate emergency and promoting social equity and inclusion.

7.33. The Movement Framework sets out the major project opportunities that we have identified within the LeftBank. These project opportunities are at varying stages – some are just an idea, some at concept design, and others under-going business case appraisal. All require further detailed exploration in the future to develop design, cost and funding, and delivery strategy within the wider programme.



BIRKENHEAD'S SOCIAL AND COMMUNITY INFRASTRUCTURE STRATEGY

THE FRAMEWORK IS ESPECIALLY MINDFUL OF THE NEED FOR A BALANCED APPROACH BETWEEN NEW INFRASTRUCTURE DELIVERY AND INVESTMENT IN EXISTING COMMUNITIES.

7.34. This is a key area where the implementation of the Framework can improve conditions, quality of life and opportunities for our existing communities.

7.35. The Framework includes for the provision of services and facilities that will meet local and strategic needs and contribute towards a good quality of life. It includes for access to health provision, education, community, play, youth, recreation, sports, faith, and emergency facilities. It also includes for green infrastructure in all its forms being a key component of social infrastructure. There will need to be a review of leisure provision in the Birkenhead area to ensure that new communities have access to modern state of the art low carbon facilities to promote health and well-being. This may include the decommissioning of older facilities.

7.36. All new social infrastructure will be easily accessible by walking, cycling and public transport in accordance with the healthy street principles captured within the 2040 Movement Framework, and every effort will be taken to improve access to existing infrastructure. Shared use and co-location of facilities will be encouraged, in order to align service provision, use land more efficiently and facilitate opportunities for different groups of people to come together, encouraging further inclusion and community participation across Birkenhead.

7.37. Shared use and co-location will also help facilities and service providers to work in a more coherent and joined-up way and share maintenance and management costs. It could also potentially reduce the need to travel thereby improving accessibility. This includes the co-location of health and sports facilities and the co-location of facilities within new and existing housing areas to ensure effective usage.

7.38. Potential social infrastructure requirements will be subject to further detailed assessment but may include:

- Improvement of Riverside Primary as part of the Seacombe Riverside Corridor neighbourhood to enable the addition of a third form entry to address local capacity issues;
- A new 2-form entry Primary School as part of the comprehensive delivery at Hind Street Urban Village
- Two new single form entry Primary Schools as part of the comprehensive delivery of Hamilton Park and Vittoria Studios at Wirral Waters
- Investment in health provision to meet local need and support community growth and expansion as appropriate.



BIRKENHEAD'S STRATEGIC GREEN AND BLUE INFRASTRUCTURE STRATEGY

THE FRAMEWORK PROMOTES INVESTMENT IN THE EXISTING ESTABLISHED PARKS AND GREEN SPACES TO MAXIMISE THEIR POTENTIAL TO SERVE NEW RESIDENTIAL NEIGHBOURHOODS ACROSS BIRKENHEAD.

7.39. This will capitalise on the potential of Birkenhead Park, Hamilton Square, Bidston Moss and Bidston Hill to deliver amenity to existing and future communities.

7.40. Investment should enhance their safety and inclusive use, and physical connections between them and residential communities in the future as an absolute priority. Signage will be improved across the urban area to ensure that people are better able to access Birkenhead's assets.

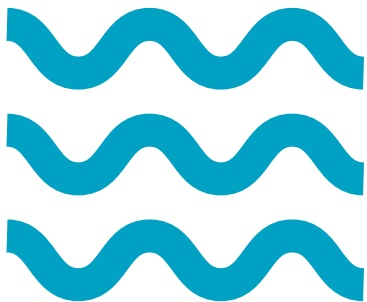
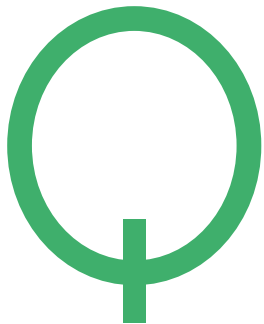
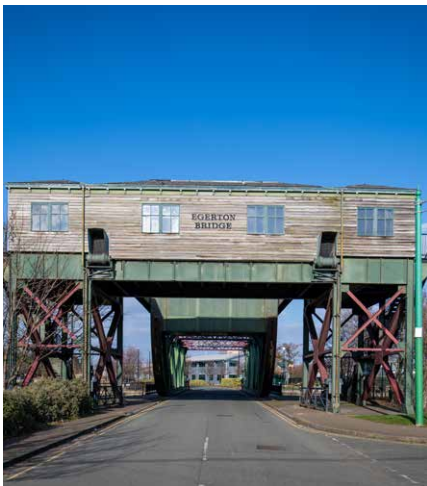
7.41. Beyond investment in Birkenhead's existing strategic green spaces, the Framework also seeks to deliver new green spaces and public squares to be designed with a strong understanding of function and design that facilitates activity and safe use and supported by robust management strategies.

7.42. Streets play a fundamental role not just in the movement of people, but also in the creation of place. Investment will be made in the street network across Birkenhead to prioritise and segregate pedestrians and add value through quality design and use of high-quality and durable materials. Greened streets will be delivered where possible throughout the urban area.

7.43. This will be essential to improving the experience and liveability of Birkenhead, with measures including 20 mph restrictions, school streets, play streets, and low traffic neighbourhoods to be implemented. Upgrades of a varying nature will be delivered in the following areas:

- **Central Birkenhead Streets:** Grange Road and Charing Cross;
- **North-South links:** Tower Road, Argyle Street, Watson Street, Vittoria Street, Duke Street and Cavendish Street;
- **East-West links:** Conway Street, Cleveland Street, Brook Street, Price Street and Borough Road;

- **Major severances:** addressed at the A41 and Woodside Gyratory to unlock Birkenhead's Waterfront;
- **Creation of new public spaces:** at Central Station, Woodside and Seacombe Ferry Terminals, and within the core of Central Birkenhead across the new Birkenhead Commercial District including the creation of a new market square to facilitate spill-out uses from the new Birkenhead Market;
- Improvement to the environment outside Hamilton Square, Birkenhead Park and Conway Park stations;
- **Dock Branch Park:** delivery of the full ambition for the disused railway line including to Hind Street Urban Village and beyond to Rock Ferry providing a high-quality linear park creating and unlocking new space and communities right through the heart of our urban area; and
- **Waterfront corridors:** Seacombe via Egerton Dock to The Priory.



Left to Right:
Swiss Bridge, Birkenhead Park
Segment of the Dock Branch Park
Hamilton Square
View to the Mersey
View towards Morpeth Dock and East Float
Egerton Bridge

7. BIRKENHEAD'S FRAMEWORK STRATEGIES

7.44. The Framework also seeks to take every practicable opportunity to open up the waterfront to active public use, ensuring we do not create gated enclaves that monopolise the water or build highway infrastructure of a scale or nature that creates any further severance. The promenades are assets that must be maximised – including pedestrian and cycle routes.

7.45. Subject to further testing of feasibility and funding availability the Framework also identifies the opportunity to explore the potential to cover the Kingsway Tunnel cutting at the Gorsey Lane Roundabout, providing new green space, the potential for tree nurseries and enhanced pedestrian and cycle connections. If feasible this could physically and psychologically reconnect the two areas separated by the cutting.

7.46. The provision of sufficient quality open space is a vital element of place making. The importance of access to open space for health and well-being has been highlighted during the current Covid 19 emergency.

7.47. The need to promote new residential living at higher densities will require attention to be paid to the provision of suitable open space and play opportunities. The Council wish to promote innovative design in new family living and with the adoption of a higher quality of design for open space. The Council will, as part of the Birkenhead Design and Public Realm Guides, provide guidance on the provision of open space at higher living densities including the provision of:

- Parks & Gardens;
- Amenity Greenspace;
- Natural & Semi Natural Green Space;
- Provision for children & young people;
- Allotments; and
- Private amenity space including gardens, private and shared space.

7.48. The provision of high-quality public realm has a vital role in place making, identity and pride, and is an important catalyst for investment, renewal and regeneration. Appendix 2 sets out the locations of strategic public realm interventions and high-level costs including key streets, corridors, gateways and landmarks.

7.49. Much of the public realm work identified is proposed to be provided in conjunction with key movement and transport infrastructure improvements.

7.50. The Council will commission a Design and Public Realm Guide in 2021 which will ensure that there is a consistent and coordinated approach adopted to the design, provision and maintenance of public realm across Birkenhead. It will include a detailed and innovative lighting strategy and identify how green infrastructure can be embedded into the built realm, including through greening our streets, and the delivery of green walls and green roofs.



PUBLIC REALM STRATEGY

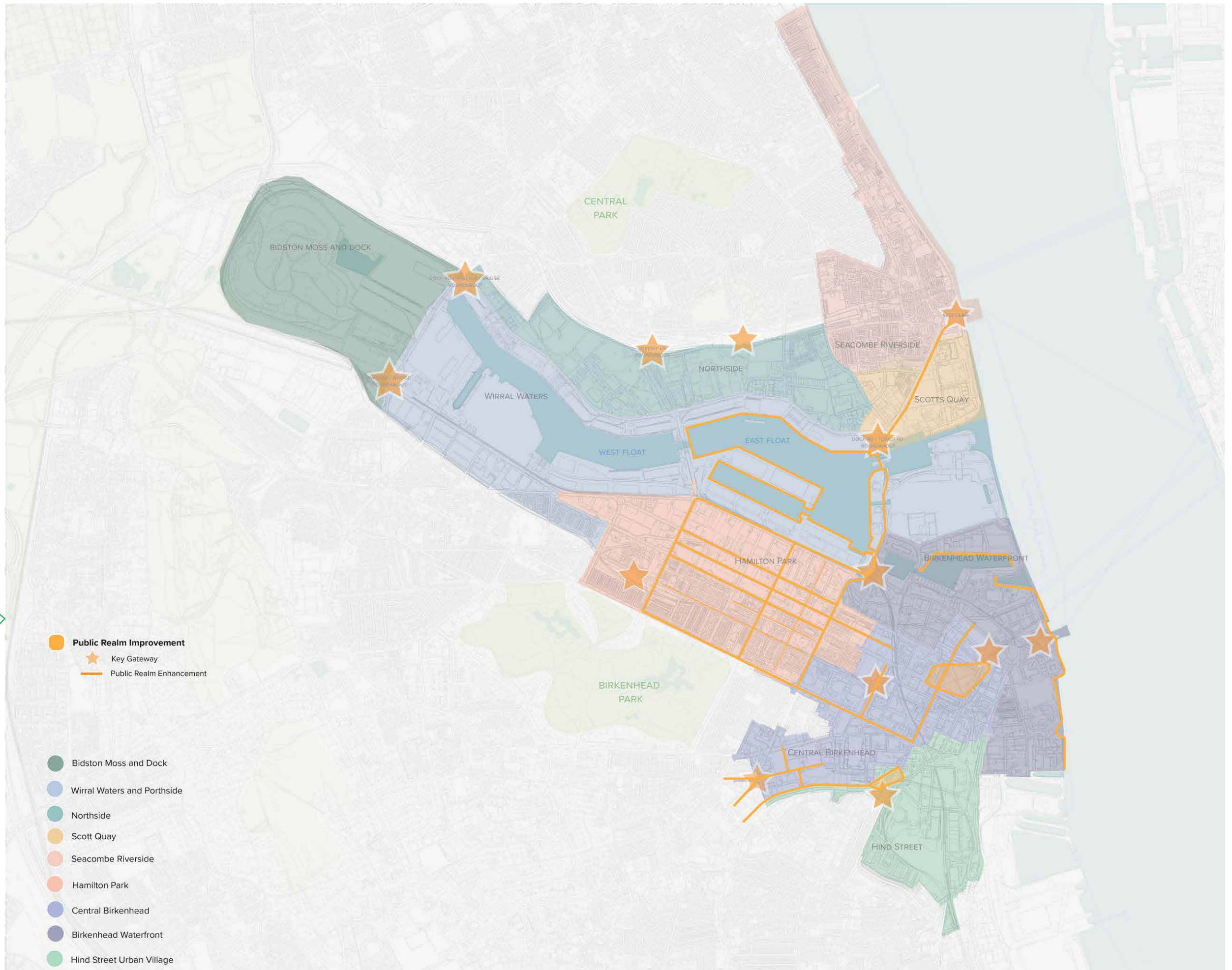
Figure 82. Public Realm Strategy



Not to scale



- Public Realm Improvement
- Key Gateway
- Public Realm Enhancement
- Bidston Moss and Dock
- Wirral Waters and Porthside
- Northside
- Scott Quay
- Seacombe Riverside
- Hamilton Park
- Central Birkenhead
- Birkenhead Waterfront
- Hind Street Urban Village



MERSEY TUNNEL & FLYOVER PROPOSALS

7.51. The Council will work with Liverpool City Council and partners including Merseytravel and the Liverpool City Region Combined Authority to explore all options for the Queensway Tunnel. This will include the potential to create a cycle-superhighway linking Birkenhead with Liverpool City Centre via the Queensway Tunnel.

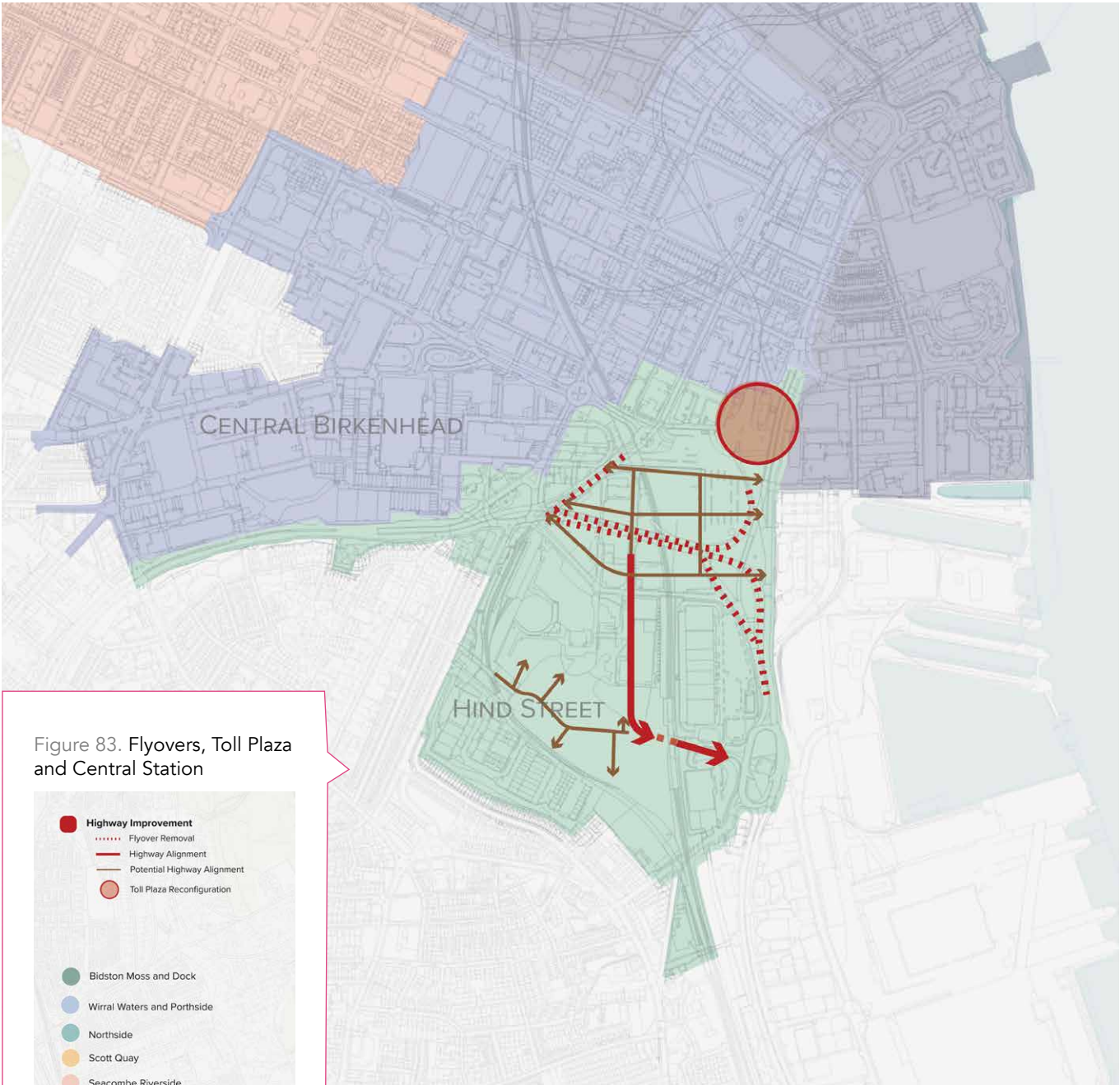
7.52. The Framework preference is to progress with a public transport and cycle only movement strategy for the Queensway Tunnel subject to further feasibility testing.

7.53. The Queensway Toll Plaza is an oversized traffic marshalling area, which is a poor use of land that creates a major severance to movement between Hind Street Urban Village, Hamilton Square and the Waterfront. The transition to a fully contactless payment system (tag or online only) will allow the removal of the booth line and downsizing of this space. Revised access arrangements would also allow space for other uses.

7.54. Associated with the Queensway Tunnel, the Borough Road flyovers have long created a visual blight and physical severance

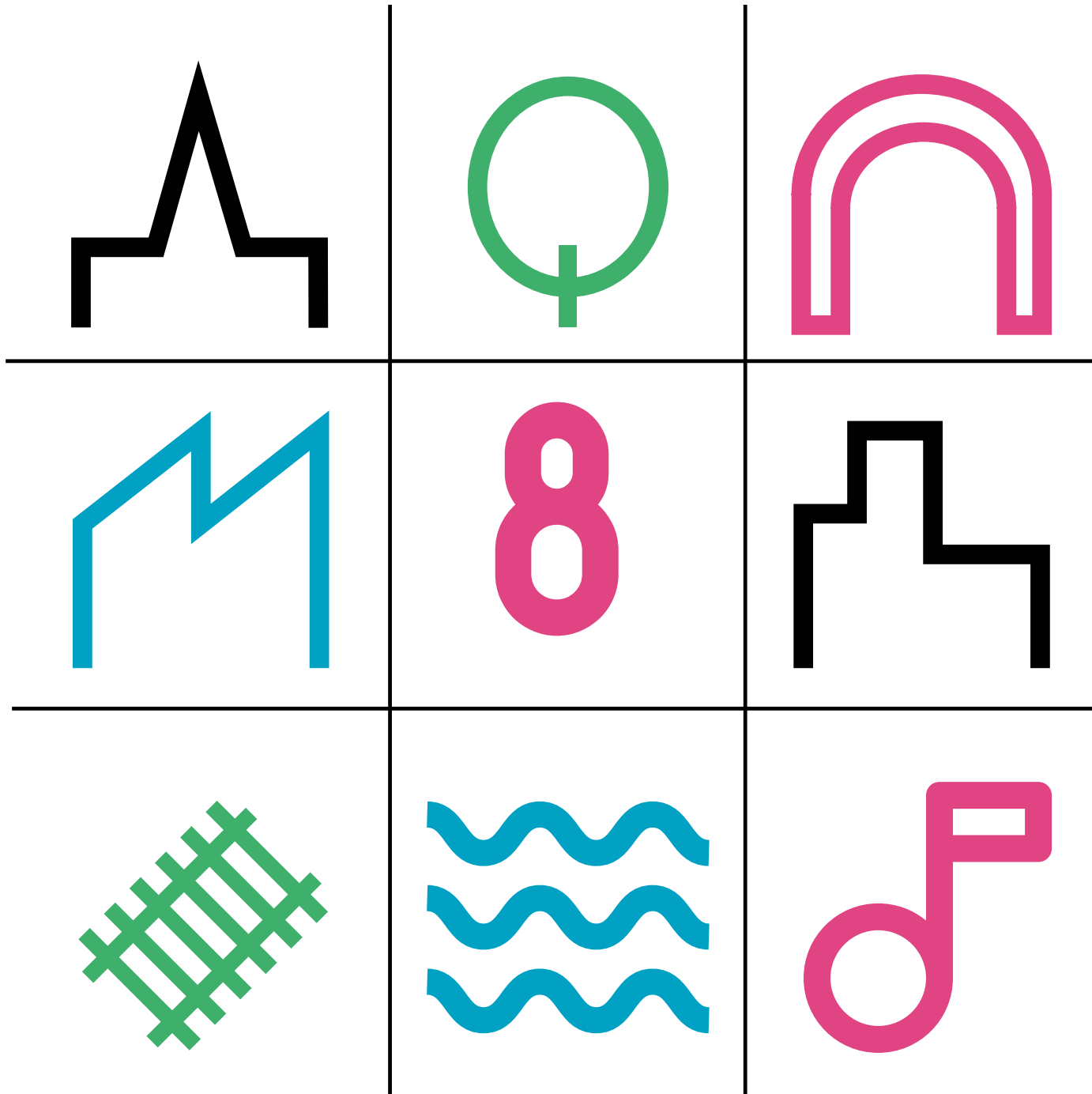
to the town centre, constraining development opportunities below and around them. The removal of the flyovers is paramount to the delivery of the Framework ambitions.

7.55. The Council and the Liverpool City Region Combined Authority (LCRCA), including Merseytravel are working together to secure the removal of the flyovers at Hind Street and new supporting road infrastructure to unlock the Hind Street Urban Village development area. The LCRCA have confirmed funding allocation for the demolition of the flyovers, programmed for 2021/22.





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8. BIRKENHEAD 2040: DELIVERY STRATEGY

BIRKENHEAD 2040: DELIVERY STRATEGY

THE BIRKENHEAD 2040 FRAMEWORK IS UNDERPINNED BY AN INTERIM DELIVERY STRATEGY, DOCUMENTED IN THE REMAINDER OF THIS SECTION.

- 8.1. This establishes the key steps required to ensure the comprehensive delivery of our ambitions as set out in this document.
- 8.2. As has been identified previously the refinement of the Birkenhead 2040 Framework is intended to be an iterative process.
- 8.3. The current version of the document is intended for consultation purposes, enabling stakeholders to feedback and help us strengthen the approach and evidence base before the Framework is finalised.
- 8.4. The commitment to regenerate Birkenhead, and the Council's recognition of the significant opportunity to deliver change in the urban area has been long established. Where relevant this document includes examples of the process of delivery has already started, and where delivery continues to move forward. The Council will ensure this momentum continues, in a way complementary to the Framework.

- 8.5. The scale of opportunity across Birkenhead identified within the Framework is huge. To fail to maximise the potential of the brownfield land identified would be an unacceptable missed opportunity. This is a once in a generation opportunity to tackle deprivation and inequality in Birkenhead. The remainder of this section documents the following:
- Challenges to delivery: A summary of the key barriers to delivery identified through the process of preparing the Framework;
 - Delivering Birkenhead 2040: The Council's commitments to ensuring that the Framework is delivered; and
 - Birkenhead 2040 Action Plan: Capturing all identified projects and activities within the Framework, identifying lead, timeframe, critical interdependencies, funding implications, potential funding sources and key risks (as they relate to the delivery of the overall programme).

CHALLENGES TO DELIVERY

EXTERNAL MARKET INFLUENCES

- 8.6. The Birkenhead 2040 Framework has been prepared at a time of considerable community and public health uncertainty, and in a period where the impact of leaving the EU is still not fully understood. Unemployment in October 2020 was as high as at the peak of the 2008/2009 recession, and there is the potential of negative interest rates being set by the Bank of England.
- 8.7. The COVID-19 pandemic has already had a profound impact on urban areas – with significant impact on the high street accelerating trends already undermining viability of retail in many locations. This has resulted in many examples of innovation – fast-tracked road closures, increased outdoor spaces and positive place management. But it has also demonstrated how vulnerable our lifestyles and built environment is to external influences beyond our control, not least demonstrated by changes in our working practices, adoption of new technology and immediate impact on our high streets.
- 8.8. In the immediate term these known external influences present unique challenges to delivery of this Framework – individually and in combination. Longer term the Framework has been prepared in the knowledge of unknown influences impacting on delivery, and the need for flexibility and

- resilience to be built in from the outset to ensure longevity of the strategy over time and across circumstances.
- 8.9. The Council recognise in this context how important it will be to keep the Framework under frequent review, to take account of the fast changing economic, social and of course environmental and climate emergency context.
- HOUSING MARKET FAILURE**
- 8.10. The wealth of opportunity to deliver residential development across the Framework area is hindered by the market failure that exists across the urban area. A significant proportion of new residential development coming forward is underpinned by Registered Providers – with rental and sales values not sufficient to enable open market delivery to be progressed without grant funding.
- 8.11. This is true of a baseline of housing delivery – and does not take account of the identified need to deliver innovative housing projects including non-traditional higher density urban family housing, designed and delivered to a high quality.
- 8.12. The Council understand and promote the importance of early-phase delivery of development and place making infrastructure to address this failure. Early implementation is critical to set benchmarks, ensure local proofs of concept are in place, increase demand, and to raise values that can be achieved within the area.

DEVELOPMENT VIABILITY AND FUNDING CHALLENGES

- 8.13. Beyond residential values, the Framework recognises viability challenges that exist across development generally within Birkenhead – including specific market challenges now faced across office development and retail development as a result of the COVID-19 pandemic, and historically the need for grant support to enable industrial development across the Wirral.
- 8.14. Delivery of development needs to be innovative in this context – as does engagement with public sector partners and efficient use of investment and funding to leverage maximum impact, including value growth and creating new quality benchmarks.
- 8.15. Investment in supporting infrastructure including public realm and open space to create the right physical conditions for growth alongside enabling investment addressing structural issues associated with infrastructure (including energy) and site conditions will be key.
- 8.16. In a climate of limited grant support and noting competition for funding across the Liverpool City Region and wider Northern Powerhouse, direct engagement with key partners including the Combined Authority, Homes England and Central Government will be key. This process is underway – the Council are already engaged with the Combined Authority and Homes England across the LeftBank programme,

- working in partnership reflecting the scale of opportunity identified. They have recently secured £24.6m through the Future High Street Fund programme, and they are well progressed with other funding bids including through the Town Deal Fund.
- POTENTIAL RELOCATION OF BUSINESSES**
- 8.17. Throughout the Framework a strategic need for potential relocation of businesses to enable development delivery on several key sites has been identified. It is important to the economy of Wirral that the brownfield first strategy does not simply result in displacement, but that there is a plan in place to ensure that businesses can be supported and retained – this will include ensuring that businesses are located in the right places to enable them to thrive.
- 8.18. The Framework has identified locations where business relocation will be critically required and has identified Northside as a location best suited and appropriate to provide a strategic employment and business relocation solution.
- 8.19. The Framework recognises that this relocation will not happen naturally – and that there is a key role for the public sector to ensure that Birkenhead's businesses are supported through the regeneration process.

DELIVERING BIRKENHEAD 2040

THE FOLLOWING SUB-SECTIONS SET OUT THE COUNCIL’S COMMITMENTS TO ENSURE THAT THE BIRKENHEAD 2040 FRAMEWORK IS DELIVERED - INCLUDING DELIVERY AGAINST ITS VISION, OBJECTIVES AND SPATIAL FRAMEWORK. THEY ARE PRESENTED IN NO PARTICULAR ORDER; BUT ALL MUST BE ACHIEVED.

DELIVERING SUSTAINABLE DEVELOPMENT AND ADDRESSING THE CLIMATE EMERGENCY

8.20. The Council’s Sustainability Central approach will be embedded within the LeftBank delivery model – placing the greatest importance on our commitments to positively impact climate change through delivery in the built environment across the Birkenhead urban area.

8.21. Birkenhead will be near net zero carbon in 2040 with the transition supported through the Framework’s ambitious movement strategy, and through a planning policy approach and delivery that prioritises and requires innovation in development form, fabric and infrastructure including realising the identified potential for district heating networks.

8.22. The Council will be proactive around this agenda and will require its partners to be similarly ambitious in their approach. This will include delivering against the objectives within this Framework and the actions identified in the Cool Wirral Partnership’s Cool 2 climate strategy. It will be backed up through the council’s own climate emergency action plan and tree woodland and hedgerow strategy. The Council recognise a need to invest in this to ensure that the 2040 Framework programme responds adequately to the climate crisis and the ambition to make Birkenhead “Sustainability Central” is realised.

PREPARATION OF NEIGHBOURHOOD FRAMEWORKS

8.23. The finalisation and ultimately the delivery of the Birkenhead 2040 Framework will be facilitated at the more local level through the production of more detailed Neighbourhood Frameworks (NFs) and masterplans .

8.24. The NFs, where progressed, will identify a detailed potential scenario for change for each neighbourhood area. Each will present:

- An illustrative masterplan ‘pen portrait’ of the area including illustrative typologies for urban blocks, streets, movement, connections, parking, open space and landscape, key views and vistas, etc;
- Key sites, land use strategy, scale and massing and associated development outputs;
- A Public realm, landscape and open space strategy;
- An Infrastructure, and movement strategy; and
- Potential phasing plan including infrastructure dependencies.

8.25. To ensure a robust delivery strategy, each NF will document:

- Known issues in relation to contamination and potential land remediation;
- On-site and off-site infrastructure costs and phasing including impact on development rates, values and place;

- Intended mix of uses;
 - Requirements and priorities for land assembly and where appropriate business relocation strategy;
 - Funding requirements to enable delivery including public sector investment opportunities and requirements;
 - Delivery mechanisms including strategic alignment with partners including Homes England and the Combined Authority; and
- Delivery risk assessment, proposed mitigation and monitoring.
- 8.26. As has been noted previously, once finalised the NFs will feed back into future updates to the Birkenhead 2040 Framework.

8.27. The table below details the NFs which have been identified across the Framework area.

8.28. In addition to the above, a non-NF detailed masterplanning exercise is being progressed across Dock Branch Park as part of the preparation of a funding bid to the Town Deal Fund and to progress engagement with key stakeholders and potential funding and delivery partners.

8.29. Although not a formal neighbourhood and outside of the NF process, the Framework further recognises the importance of ambitions for Birkenhead Park and its application for World Heritage Status.

NEIGHBOURHOOD	NF REQUIREMENT	NF STATUS AT TIME OF DRAFT BIRKENHEAD 2040 FRAMEWORK
Central Birkenhead	Yes – prioritised neighbourhood to support Future High Street Fund submission	Under preparation
Hind Street Urban Village	Yes – prioritised neighbourhood to support Full Business Case production for Transforming Cities Fund	Under preparation
Hamilton Park	Yes – prioritised neighbourhood to support progression of detailed plans for Vittoria Studios in Wirral Waters	Under preparation
Waterfront	Yes	Under preparation
Scotts Quay	Yes	To be commenced early 2021
Northside	Yes	To be commenced early 2021
Bidston Moss and Dock	No – single ownership, proposals to be addressed through Local Plan allocation and planning process	N/A
Wirral Waters	No – Outline Planning Permission in place	N/A
Seacombe Riverside Corridor	Yes	To be commenced early 2021

ESTABLISHING A PLANNING FRAMEWORK

8.30. The Birkenhead 2040 Framework has a critical role in the emerging Wirral Local Plan. It forms a key part of the evidence informing the Local Plan Preferred Urban Intensification, ‘brownfield first’ strategy. This Draft Framework, amended as required following consultation, will be endorsed by the Council as the basis of a comprehensive regeneration strategy for Birkenhead.

8.31. The Local Plan will set out a series of Regeneration Areas based on the Neighbourhoods identified in this Framework. Each of these Regeneration Areas will have a specific Local Plan policy which will be informed by this Framework and emerging NF’s which will be published as evidence with the Regulation 19 Local Plan.

8.32. Development proposals within the Regeneration Areas will need to comply with the relevant Local Plan policy set out for each area, which will also identify the need for, further detailed site or sub area masterplans. Development will also need to have regard to the Birkenhead Design and Public Realm Guide which the Council is to prepare as part of the delivery strategy for the Framework.

LEVERAGING COUNCIL OWNED ASSETS

8.33. The Council recognise the important role that their own asset holdings have to play in this process. They have committed through the Wirral Growth Company to a review of their assets across the Borough – the review of Birkenhead assets will be fast tracked to be considered as part of the NFs and recommendations for new asset delivery, acquisitions and long-term management obligations. This will be brought together in an Asset Investment Strategy.



CREATING THE RIGHT DELIVERY VEHICLES AND THE IMPORTANCE OF PARTNERSHIP

8.34. The Council recognise the scale of challenge associated with the delivery of the Birkenhead 2040 Framework and the need for innovation in this context. The Council also recognises that it cannot deliver this ambitious project by ourselves – but nor do we want to. The Council is committed to working in partnership with their wider public sector partners and the private sector to make Birkenhead 2040 a reality.

8.35. The Council have proven this commitment with the private sector through the establishment of the Wirral Growth Company – following an OJEU procurement process. Working with Muse Developments within this partnership their plans for the Birkenhead Commercial District have progressed with a hybrid planning application submitted in August 2020.

8.36. The Council will continue to look for opportunities to partner with private, third sector, and social enterprises to deliver the Framework ambitions, without a pre-determined view as to structure or nature of relationship from the outset.

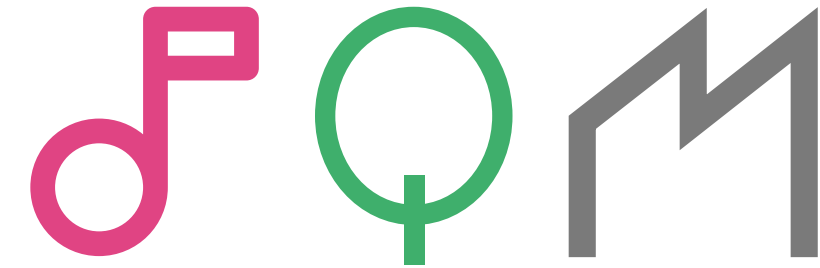
8.37. The Council’s dynamic with its public sector partners has changed considerably in recent years – and is proud of the evolving cooperation and partnership approach with partners from progression of regeneration projects through funding discussions on individual projects, to an authority that works on a comprehensive programme level in which the full range of projects required to deliver the regeneration is Birkenhead is identified and managed.

8.38. The regeneration of Birkenhead and the LeftBank is of sub-regional and national economic significance and has the potential to be a sustainable city extension exemplar in terms of its connectivity and relationships with Liverpool.

8.39. In November 2019, the Council submitted a successful bid to Central Government under the ‘New Development Corporation Competition’, seeking revenue funding to enable more detailed exploration into how as a Council they should be structured to ensure that the full opportunity across Birkenhead is delivered.

8.40. The first objective within this exercise is to design a regeneration delivery model across the LeftBank area (including Birkenhead at its heart), including the need and opportunity to deliver:

- A delivery model with sustainability, creativity and innovative design at its heart – a model which can deliver a world class sustainable urban garden



‘city’ worthy of Birkenhead’s unique opportunity;

- Housing, employment and physical regeneration at scale and pace through having access to the right tools, skills, processes and governance – a model which can deliver structured interventions to overcome market failure and viability constraints;
- Added value outcomes in terms of:
 - » Sustainable transport and infrastructure;
 - » Net zero carbon transition, clean growth, climate resilience and biodiversity;
 - » Creating a sustainable, healthy, inclusive community; and
- Approaches that secure the long-term stewardship of community assets and new neighbourhood management models.

8.41. This Birkenhead 2040 Framework will form a key part of the LeftBank strategy to be delivered under this new model.

8.42. The Council remains in dialogue with Central Government around progressing this bid and will commence this work under the programme to test alternative models and establish the right programme management and governance structure to deliver.

8.43. The Council has the full support of the Liverpool City Region Combined Authority in delivering the Birkenhead

2040 Framework and are actively engaged with Central Government and Homes England as the Government’s housing delivery agency. The Council is working with these partners to develop a detailed programme of priority projects to begin the regeneration of Birkenhead and assist in bringing forward early housing development to assist in meeting the Borough’s housing needs to be set out in the emerging Local Plan. This dialogue will include the progression of funding opportunities, but also active involvement in activities including land assembly and public-private partnerships as appropriate.

8.44. The Council also have a strong relationship with United Utilities, National Grid, Network Rail, London Continental Railways, Merseytravel and Merseyrail and many others all of whom are critical partners in delivery – and with whom more detailed discussion will progress at NF scale where appropriate.

8.45. The Council is also working pro-actively with major landowners across the Birkenhead urban area. Our relationship with Peel L&P has been developed over a long period of time, and we continue to work together to deliver our collective ambitions for Wirral Waters, Woodside and Scotts Quay. More widely the Council are working with major landowners at Hind Street Urban Village and will continue to look for opportunities to work with ambitious like-minded developers and Registered Providers.

PUTTING COMMUNITY FIRST

8.46. At the heart of the regeneration agenda is the local community and it is the community that will ultimately determine the success of Birkenhead regeneration.

8.47. The Council want to ensure that securing community benefits from physical regeneration is not just a worthy intention, but a demonstrable reality. Existing collaborative projects will partner in the implementation of this framework. This includes:

- ‘Cradle to Career’ which focuses on how to get the best outcomes for children and young people (0-25 years old) growing up in North Birkenhead. It is being led by the Steve Morgan Foundation, and the Shine and Right to Succeed charities are also involved.
- Community Matters is the Council’s co-production initiative for a new early help offer. They are working with Capacity: The Public Services Lab, to develop a model which will see a different relationship between the Council and the community in which the Council acts as the enabler for the community to ‘do’, a type of collective impact model.

8.48. The Wirral Community Wealth Building Strategy (2019) set out key areas of work to guide the Council and its partners to reorganise local economies to be fairer, to stop wealth flowing out of Wirral’s communities, and instead place control of this wealth into the hands of local people, local communities, local businesses and local organisations. The Council expect all development proposals and investments as they come forwards to have full regard to this strategy.

8.49. All major planning applications and public sector funding applications will be required to be supported by a robust understanding of impact through the production of Equalities Impact Assessments (EQIA) and Health Impact Assessments (HIA). Each will have to demonstrate how they have sought to maximise positive impacts on residents with protected characteristics, and where harm is avoidable that it is minimised, and mitigation measures identified and delivered.

8.50. As part of the Council’s Development Corporation discussion with Government they will explore models for the long-term stewardship of community assets and neighbourhood

management and governance. This will ensure the people of Birkenhead are in control of the physical environment and community spaces, maintaining quality and shaping spaces for decades to come.

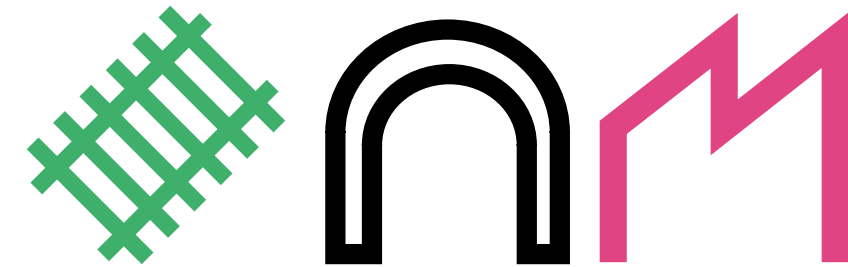
8.51. The Council is in the process of also establishing a ‘critical friends’ advisory group to provide challenge and advice for both the regeneration programme generally and to the to-be-established delivery vehicle. The advisory group will bring together recognised national and international subject leaders in creating and shaping sustainable, urban communities.

8.52. Engagement will take place with our community through the Birkenhead 2040 delivery process and will include local community representation within our delivery governance structure.

8.53. The Framework’s ambitions and actions to support community wealth building underline the Council’s openness to mutual approaches to economic development and our recognition of the role social enterprise and co-operatives play in addressing local regeneration challenges. The Framework recognises the need and opportunity to tackle the severe social and economic deprivation within parts of Birkenhead.

8.54. The Council will ensure that tangible social outcomes are achieved through new development and any partnership structures progressed. These outcomes will address key social, economic and community issues across Birkenhead’s communities and ensure the full integration of new community and existing community, uplifting conditions and living standards for all. The Council will require not just commitments and Key Performance Indicators, but monitoring and genuine implementation over the long-term in programmes designed with our communities.

8.55. The Framework has big ambitions to ensure that place management is delivered with and by Birkenhead’s communities and interest groups – and the Council will work hard to ensure that becomes a reality across the existing and the new neighbourhoods created.



8.56. Engagement with resident and business communities must become more sophisticated to support delivery of this Framework. Through the Town Deal Fund the Council has established a Town Deal Board – made up of local businesses and stakeholders. This will be built upon to ensure implementation maximises local capacity, capabilities and is locally resourced and delivered as much as is possible and appropriate. Protecting and growing Birkenhead’s major employers, key sectors and nurturing the creative sector are all strategic priorities. The Council are also committed to undertaking Participatory Planning, involving early engagement with local communities to shape the form that new developments take.

8.57. The Council has established an active travel forum which will play a key role in supporting and shaping the delivery of the movement strategy.



ACHIEVING DESIGN QUALITY

8.58. The need to ensure a quality benchmark in the design of buildings and the built environment across Birkenhead is a theme that runs through this Framework. Indeed, it is at the heart of the Framework that we will deliver the ambitions ‘by design’.

8.59. Recognising the importance of quality design in shaping the new Birkenhead the Council is prioritising the preparation of a comprehensive Design Guide and Public Realm Strategy for the Birkenhead urban area. This will be prepared in consultation with key built environment and heritage partners including the development industry and the local community. These will be prepared with a view to their future adoption as Supplementary Planning Documents and will provide the quality benchmark against which all planning applications will be assessed. Urban design capability and capacity will be enhanced within the Council through their chosen delivery model for the

LeftBank delivery programme. An independent Design Review Panel approach will be encouraged for the development management process for all major schemes.

8.60. Through the production of the Design Guide and Public Realm Strategy the Council will ensure that there is corporate buy-in to the Framework’s design ambitions across all Council departments. Both documents will be key components of the Council’s development management process for Birkenhead. The Council has acquired a 3D model of the Framework area for use with marketing and educational material, but more critically to use as part of the development management process to promote and deliver high-quality design.

8.61. The Council understands that in order to guide the form of development and facilitate collaboration a common reference point for design quality and ongoing place management and long-term stewardship will be required. The Design Guide will form a critical reference point and material consideration in relation

to future planning applications as well as an important document for engagement with landowners and key stakeholders. It will be a critical tool for the Council to guide future development, set out expectations and as a basis for dialogue through the planning process.

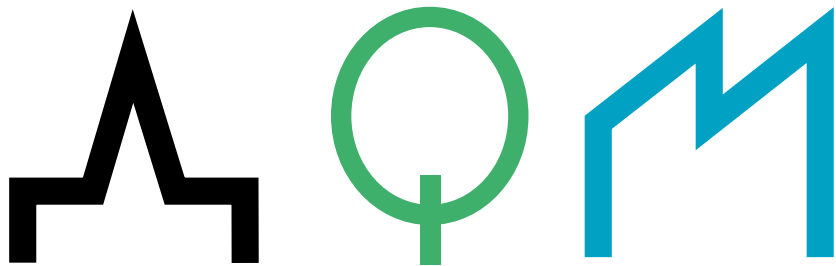
8.62. The emphasis on the strategy set out by this Framework and on the priority for brownfield development being established through the Wirral Local Plan process is critical to the vitality of Birkenhead, but this approach requires innovation in design and place management. The Design Guide will set out a series of strong principles for change but will also provide guidance and precedents that can aid creative dialogue in delivering a Birkenhead urban area to be proud of and inform decision making.

8.63. All of the emerging NFs and this Framework have been subject to independent review and input from the RIBA Places Matter Design Review.

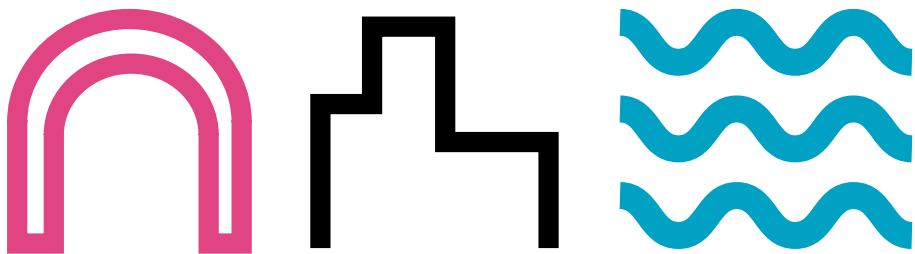
ADDITIONAL STRATEGY DEVELOPMENT AND UPDATES

8.64. The Framework has identified several additional strategies which the Council will progress to support and inform delivery. These include (in no particular order):

- **Business Relocation Strategy:** To enable the full brownfield land ambition to be realised across the Framework, there is a need for a comprehensive business relocation strategy – enabling the positive relocation of businesses and retention of their activity within the Borough as part of the regeneration delivery process:
- **Strategic Land Assembly Strategy:** opportunity and need for public sector land assembly runs throughout the Framework. It is recommended that this is brought together at the culmination of the NF process, to enable a comprehensive approach to be taken. This includes a critical need to consider the right approach to take; including use of statutory powers including Compulsory Purchase Orders to ensure they are not progressed on a piecemeal basis; enabling efficiencies and programme-wide confidence:



- **Central Birkenhead Parking Strategy:** required to enable rationalisation of existing surface level car parks and to address all forms of parking including cars, private taxis, delivery vehicles, coaches and bikes as well as the provision of electric charging points. It will include consideration of residential parking and other on-site development requirements:
- **Meanwhile Strategy and Events Programme:** new strategy required to enable a co-ordinated programme of events and activation including temporary to permanent / regular events and activities across Birkenhead’s public realm and open space assets, including focus on East-West Axis connecting the central core to the waterfront:
- **Wirral Strategic Transport Framework:** to be updated to reflect fully the movement strategy established within the Framework and subsequent NFs:
- **Mass Transit Delivery Strategy:** to include the detailed requirements of a Demand Study, Funding and Finance Study and guidance around the required business case process necessary to access funding required to implement the measures identified:
- **Active Travel Strategy:** new strategy to provide the context for the development of a comprehensive and cohesive walking and cycling network; and
- **Culture and Heritage Strategy:** to ensure we are delivering a vibrant and engaging centre attracting residents and visitors into the core and celebrating the best of our historic and creative assets. Also to provide the context for the protection, enhancement, interpretation and utilisation of our heritage assets. The accompanying Action Plan sets out intended programme of completion of the above strategy documents.



ENSURING LONG-TERM STEWARDSHIP

8.65. The Framework is a long-term ambition – it runs to 2040 and it will run beyond. It is absolutely crucial that long-term stewardship and management strategies are in place and implemented across newly developed and retained buildings and public realm.

8.66. These strategies will ensure the quality of the built environment remains high – and that the experience of the place is optimised.

8.67. There are already elements of management in place across the core urban area – including in association with the Birkenhead Business Improvement District (BID). It is imperative that new management strategies ensure a strong interface with existing activities.

8.68. The Council do not have a pre-determined view of how management arrangements are established, and will not require the establishment of management companies as part of future development, but will require evidence of place management supporting new development, public realm and landscaping as part of the planning application process – and to support decision making regarding scheme design and materials used.

BRAND DEVELOPMENT AND PLACE MARKETING

8.69. In order to attract investment, residents, businesses and visitors to Birkenhead a strong brand is needed. This brand, and the marketing of Birkenhead, needs to sell the ambition but also tell the compelling story of change that is already being delivered.

8.70. Establishing a robust brand and marketing identity for Birkenhead, and the LeftBank more widely will create the opportunity for the programme and investment opportunity to stand out, carve out communications channels, build trust and enable a two-way conversation with target audiences.

8.71. Working in partnership with the rich creative community within Wirral and the Liverpool City Region the Council will create a robust and comprehensive brand identify and platform for Birkenhead and the LeftBank to communicate with all audiences –existing and future communities, stakeholders, investors and developers, and Government.

FUNDING

8.72. The Council acknowledges that there will be a significant requirement for capital funding and investment required to deliver the long-term ambitions for Birkenhead.

8.73. The Council’s capital programme will be reviewed alongside the finalisation of the Framework – and in conjunction with the development of a Business Relocation Strategy and Land Assembly Strategy across the neighbourhoods areas they will seek to commit additional capital to support delivery of this programme within the restrictions current financial and economic constraints place on funding availability.

8.74. Concurrently with that the Council have been engaging with public sector partners whilst developing this Framework.

8.75. The Council have just secured £24.6m Future High Street Fund investment into the Birkenhead Central area and has submitted a bid for the Town Deal Fund to focus on projects connecting Central Birkenhead and the Waterfront including Dock Branch Park

8.76. The Council are in the process of developing a wider housing delivery programme with Homes England and the Combined Authority across the LeftBank area and are developing a Housing Growth Strategy for Wirral.

8.77. The Council have just secured £24.6m Future High Street Fund investment into the Birkenhead Central area and submitted a £47m bid for the Town Deal Fund in January 2021.

8.78. Full Business Cases are being prepared for submission to the Liverpool City Region Combined Authority Transforming Cities Fund (TCF) Programme in relation to the delivery of the A41 North Phase 1A – Connecting Wirral Waters / Birkenhead Central Gateway projects (treated as a single project under the TCF) (enabling Hind Street and Dock Branch Park implementation).

FLEXIBILITY

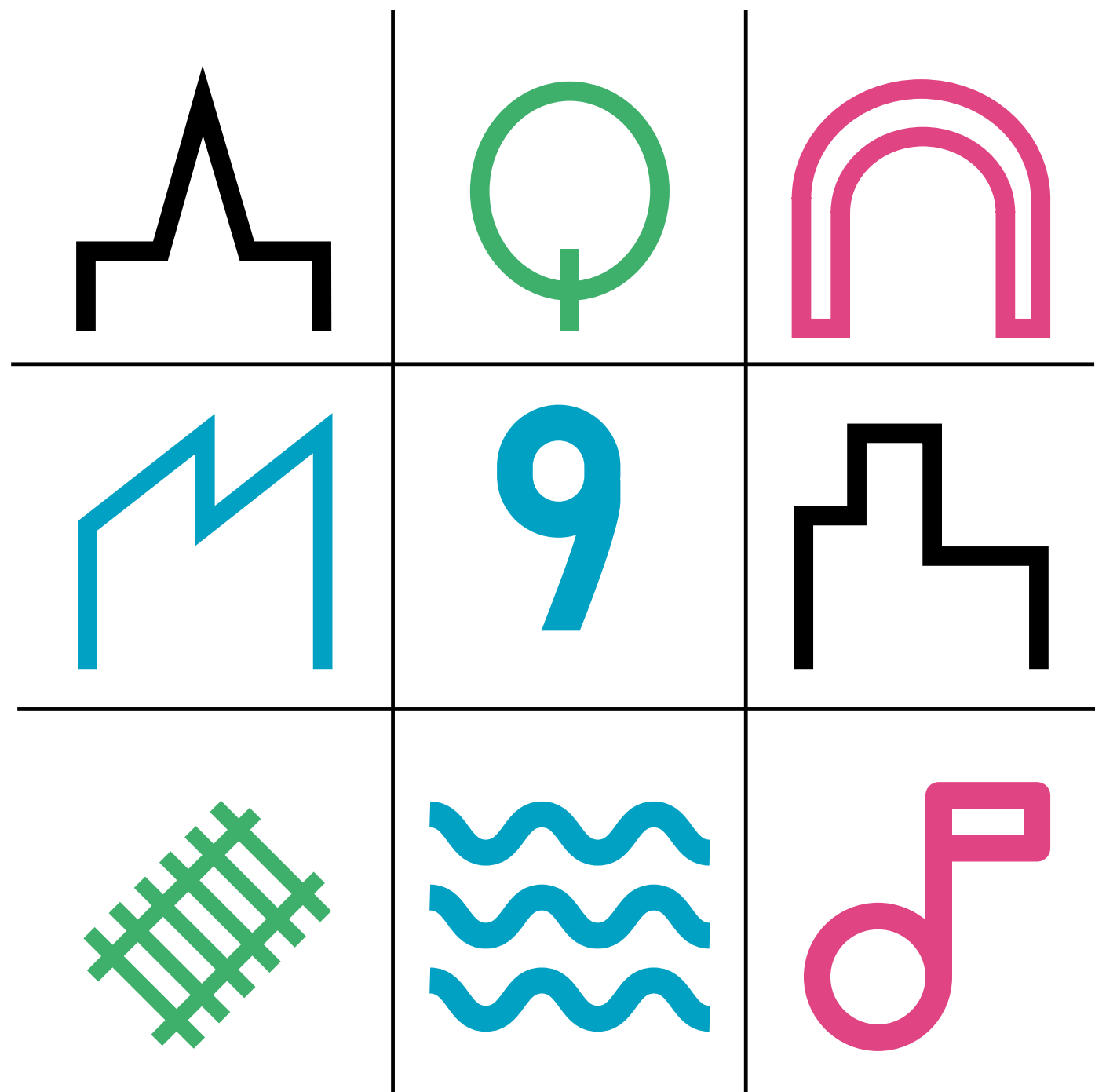
8.79. The Framework has been prepared in an uncertain economic and social environment. The Council recognise in preparing this document that we do not yet fully understand the implications of these uncertainties caused by COVID-19 including likely impacts on the funding climate and potentially the planning system, nor do we know the extent of the impact that leaving Europe will have on our economy.

8.80. As a result the Framework and the NFs are seen as ‘live’ documents, which need to be reviewed on a regular basis – with an approach where this be progressed annually for the first 5 years – to ensure that we are basing actions and dialogue on the most up to date evidence available at the time.





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9. NEXT STEPS

NEXT STEPS

THE BIRKENHEAD 2040 FRAMEWORK PROVIDES THE OVERALL STRATEGY FOR THE REGENERATION OF THE BIRKENHEAD URBAN AREA AND SETS THE SPATIAL AND INFRASTRUCTURE CONTEXT FOR THE DELIVERY OF STRATEGIC DEVELOPMENT AND INVESTMENT ACCORDINGLY.

9.1. It enables the prioritisation of public sector intervention and funding and enables positive engagement with the private, third and social sectors as delivery partners. It is the prospectus for the transformation of Birkenhead.

9.2. The Framework is currently in Draft format for consultation purposes. The Council want to ensure that there is a shared ambition and full understanding of the context for regeneration across Birkenhead – and will test this through the consultation period.

9.3. Alongside the main document the Council is progressing with the preparation of more detailed Neighbourhood Frameworks for each of the Neighbourhoods which will inform the Local Plan and as appropriate will be incorporated into the Framework. These documents will be published as evidence with the Regulation 19 Local Plan.

9.4. We will revisit the Consultation Draft Birkenhead 2040 document to ensure it fully captures the extent of change we will deliver over the Local Plan period and beyond.

9.5. There are a number of actions we will be taking in the next year to keep the momentum:



1. WIRRAL’S LOCAL PLAN

9.6. This is one of the most important enablers to regenerating Birkenhead. We intend to publicise the Draft Local Plan (Regulation 19) in summer 2021, and the comments received on Birkenhead 2040 will shape that Plan. The Local Plan will then be submitted to the Secretary of State later in the year with the Examination in Public likely in early 2022. The regeneration of Birkenhead will be at the heart of the Local Plan’s strategy to meet the Borough’s development needs within existing urban areas.



2. CREATE OUR BIRKENHEAD PLACE-SHAPING POLICY FRAMEWORK

9.7. We know that clarity provides confidence and fosters collaboration. To help this we are developing a suite of key strategies and policies to articulate different elements of the Birkenhead place-shaping approach. These specific strategies for Birkenhead include:

- Culture and Heritage Strategy;
- Design Guide and Public Realm Strategy;
- Sustainability, Wildlife and Biodiversity Strategy;
- Active Travel Strategy; and
- Parking Strategy.



3. BUILD OUR PARTNERSHIP OF PIONEERS

9.8. We understand that it takes a certain type of developer, designer or investor to get involved in a regeneration programme of this scale at this point in its life. However, we also know that there are many creative organisations who share our ethos and ambition and see the challenges Birkenhead faces as an opportunity to do something new and exciting. We are keen to speak to innovative developers with an appetite for creating special places on brownfield sites. We are committed to using local companies and suppliers in all aspects of the regeneration programme so we can make sure the local economy benefits directly from the significant investments which will be made.

9.9. If you would like to speak to us about an idea or development proposal please contact us via email: regeneratingbirkenhead@wirral.gov.uk



4. PEOPLE, ECONOMY AND ENVIRONMENT

9.10. As we have been developing the Local Plan there has inevitably been a focus on the spatial or “place” elements of regeneration. Our vision and objectives set out a holistic approach which incorporates People, Economy and Environment alongside Place. The next year will see an increased focus on drawing these elements together, particularly as we recover from the impacts of Covid-19 and build on the positive community and organisational alliances which have been forged. We will not just focus on “the new” but will continue improvements and investments in our existing neighbourhoods.



5. PLACE MANAGEMENT AND COMMUNITY WEALTH BUILDING

9.11. The ultimate success of creating a place where people choose to live and put down roots is more about its management than it is about building new things. Is it clean, safe and well maintained, do local people feel proud of their town? The early Garden Cities were as much an economic model as a planning one – seeking ways to generate income to plough back into maintaining high quality public spaces. We want to ensure that securing community benefits from physical regeneration is not just a worthy intention for Birkenhead but a demonstrable reality. Over the next year we will develop a delivery model for Birkenhead which seeks to secure the long-term community stewardship of assets and spaces across the town.

CREDITS

This document has been prepared by Avison Young (UK) Limited, Optimised Environments and Mott MacDonald for and on behalf of Wirral Council.



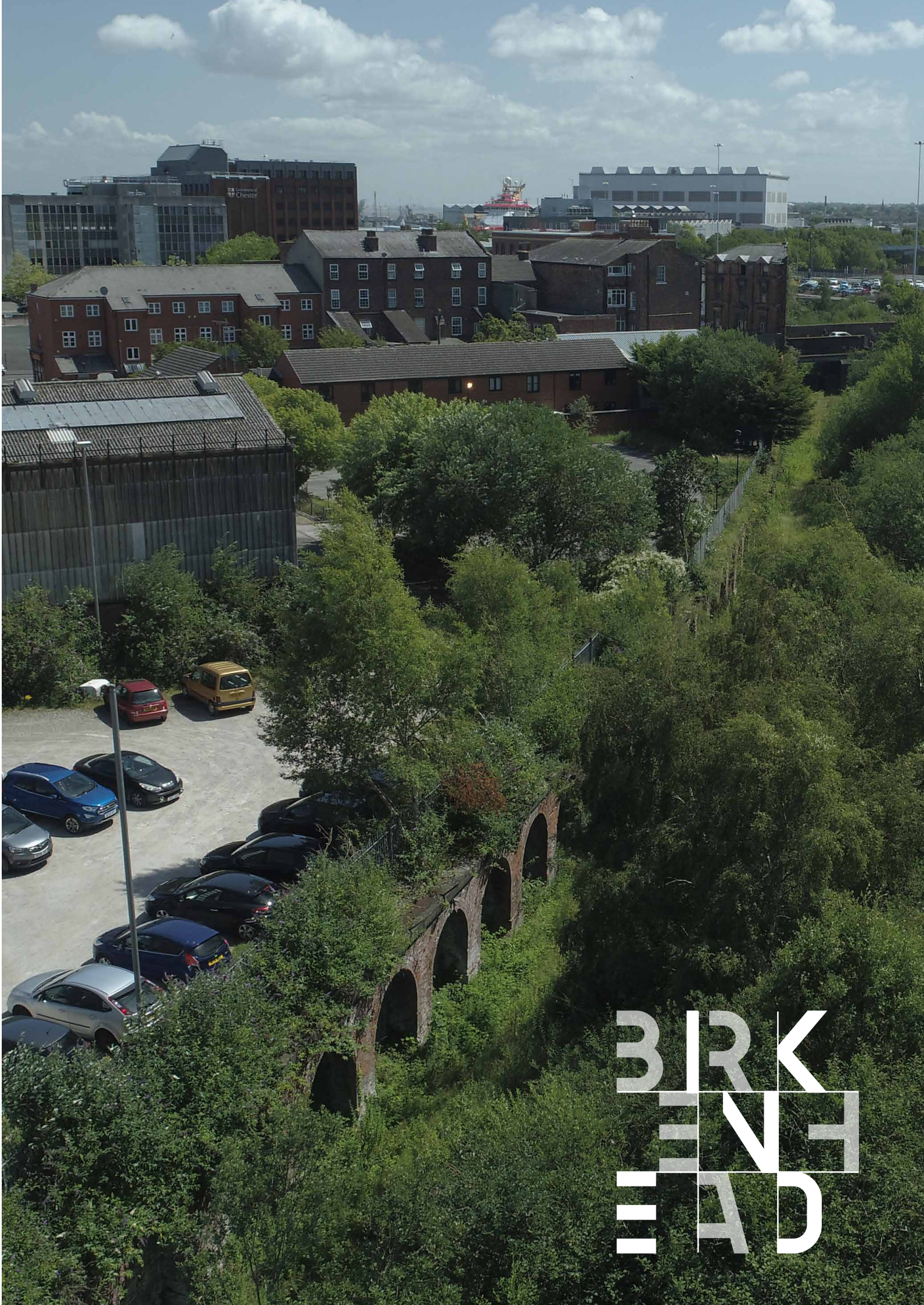
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BIRK
EN
EAD



RIVER MERSEY

Mersey Tunnel

OFFICE

MERSEY RAILWAY

EUREKA!



WIRRAL

Breakfast & Cafe & Bakery

Bar

GIS WORKS