



Wirral Waters

Strategic Regeneration Framework

Guiding Principles: 4. Sustainable Transport

11 December 2009

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METROPOLITAN BOROUGH
OF WIRRAL
DEPT OF TECHNICAL SERVICES

14 DEC 2009

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Introduction and Summary

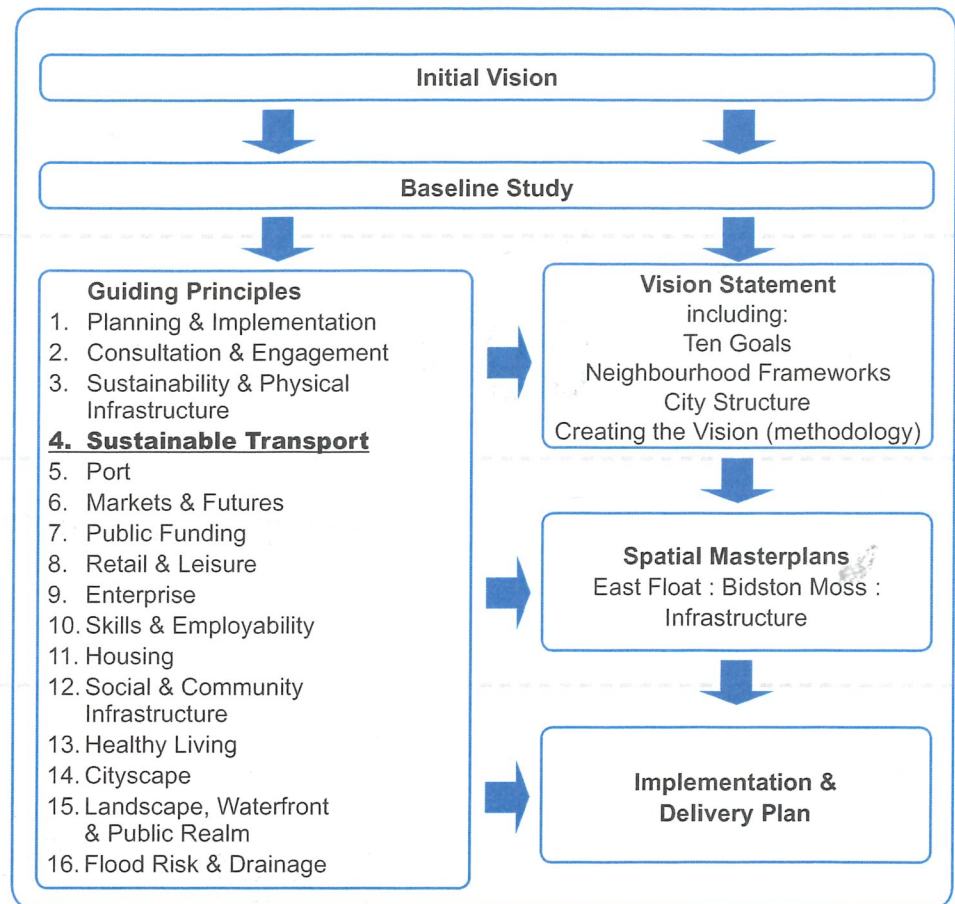
Strategic Regeneration Framework

- 1.1 The vision for Wirral Waters is to create a new city waterfront focussing upon the transformation of Birkenhead and Wallasey Docks and their surrounding neighbourhoods. East Float is to be the principal focus for significant investment, delivering a new residential, commercial, cultural and leisure destination. Delivery of the vision starts immediately and will be continued over a 30+ year timescale.
- 1.2 Wirral Waters is being brought forward through a Strategic Regeneration Framework (SRF). This includes five key stages. Following the Initial Vision (Stage 1) and Baseline Study (Stage 2), a Vision Statement has been produced for Stage 3, which refreshes and expands the Initial Vision through the production of Ten Goals and a series of Spatial Frameworks across 15 neighbourhoods.
- 1.3 The Vision Statement demonstrates how Wirral Waters will act as a catalyst to the sustainable regeneration and growth of Inner Wirral and the wider City Region. It will guide and inform the future evolution of spatial masterplans and the project implementation process.

KEY STAGES

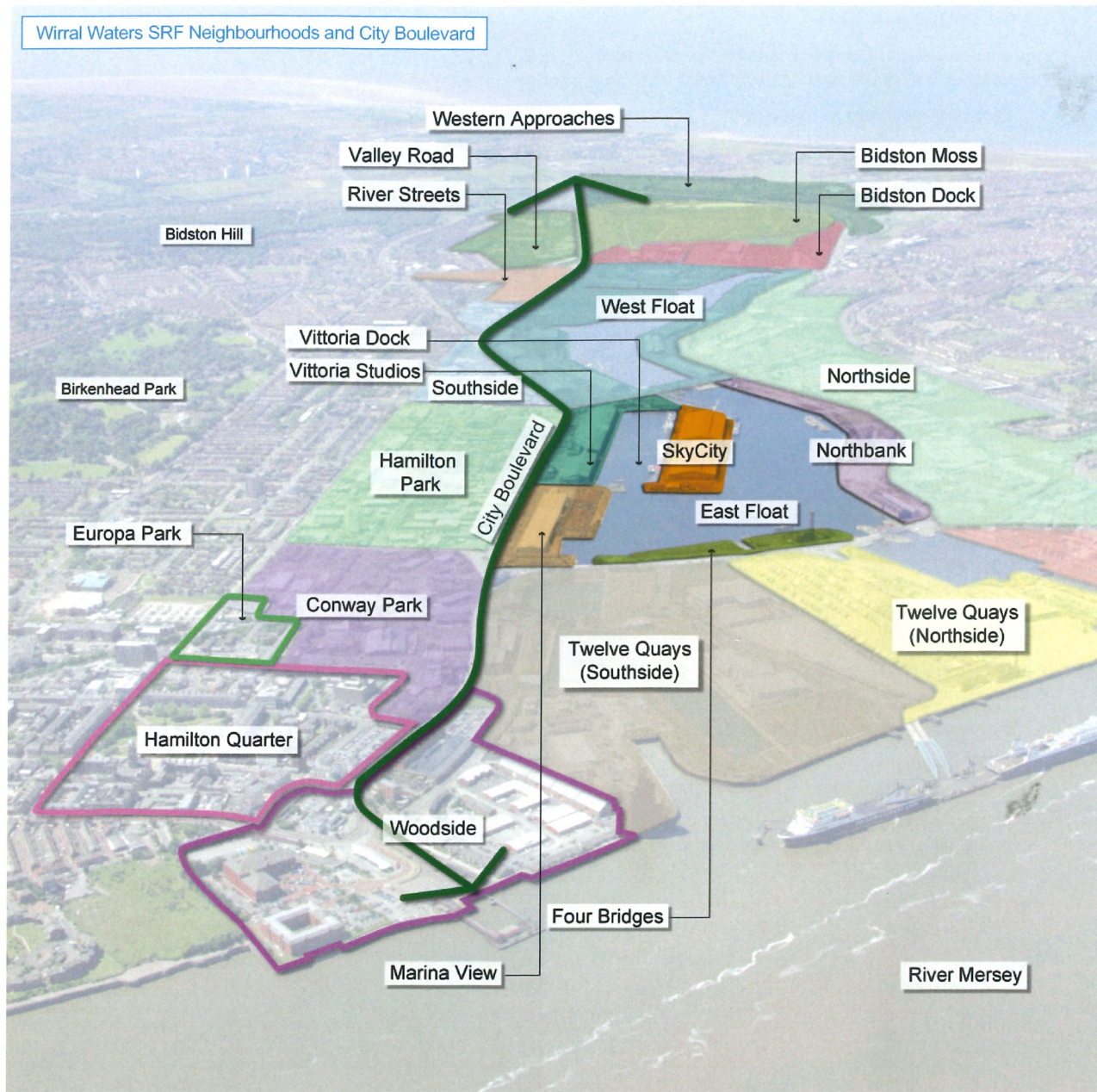
1. Initial Vision
2. Baseline Study
3. Refreshed & Expanded version
4. Masterplanning
5. Implementation & Delivery

STRATEGIC REGENERATION FRAMEWORK STRUCTURE



Guiding Principles

- 1.4 Alongside the Vision Statement, a number of documents have been produced that set out the 'Guiding Principles' of the project. These are the working embodiment of how Wirral Waters will deliver the Vision. Each Guiding Principles Document is owned by one of the Working Groups established between partners to inform, guide, shape and crucially, realise, the project.
- 1.5 It is intended that each Guiding Principles document can be read and understood in isolation. Further information relating to Wirral Waters can be ascertained by reference to the Vision Statement or other Guiding Principles documents, or indeed other aspects of the SRF such as the Baseline Study or individual project proposals. All such information is available on the Wirral Waters website:
<http://www.peelwaters.co.uk/wirralwaters.html>
- 1.6 Each Guiding Principles document is a snapshot in time and whilst they are intended to be timeless, the implementation process will evolve and be shaped by them. Wirral Waters will also be shaped by and need to respond to external factors, such as economic conditions and climate change, so it is important that the Guiding Principles are maintained and reviewed as and when necessary.
- 1.7 Each Guiding Principles document will be taken forward and delivered through individual masterplans and proposals brought forward within the SRF area, and through partnership working between Peel Holdings, Wirral Council and other key stakeholders such as the Homes and Communities Agency, the North West Regional Development Agency, Merseytravel and a range of other local, regional and national groups.



Document Structure

- 1.8 For simplicity, each of the Guiding Principles documents is structured in a similar manner, as follows:
- Section 1 introduces the document;
 - Section 2 outlines the key issues and, where applicable, the options and opportunities available for addressing the issues;
 - Section 3 sets out the overall Guiding Principles;
 - Section 4 provides recommendations and next steps;
 - Section 5 establishes requirements for monitoring and review.

Consultation

- 1.9 This document has been published in advance of the submission of the East Float planning application. The Wirral Waters proposals have been the subject of considerable consultation since 2006 to date, as set out within Guiding Principles (2) Consultation and Engagement. It is therefore hoped that these Guiding Principles reflect the aspirations of a wide range of consultees, both community groups and other interested stakeholders, locally, regionally and nationally.
- 1.10 Comments are nonetheless welcomed and can be made in a number of different ways:
- By email to enquiries@wirralwaters.co.uk
 - By completing the form on the website <http://www.peelwaters.co.uk/wirralwaters.html>
 - By letter to Peel Holdings, Peel Dome, The Trafford Centre, Manchester, M17 8PL

OUR TEN GOALS

1	Celebrating the past, shaping places for the future	<ol style="list-style-type: none"> 1. Revealing the contrasting identities of the 'Wallasey Pools', and the northern and southern riverbanks 2. 'Completing' and responding to the Laird Town gridiron 3. Restoring the Great Floats as a 'seam' of waterside activity 4. Creating a City Boulevard
2	Creating an internationally recognisable city waterfront	<ol style="list-style-type: none"> 1. Creating signature skylines, buildings and structures 2. Creating city approaches and arrival points 3. Creating a world class waters edge 4. Responding to cultural and environmental assets
3	Creating places of distinction, destinations and market concepts for the 21st century	<ol style="list-style-type: none"> 1. Creating a critical mass of investment centred upon East Float and Bidston Dock capable of triggering the wider regeneration of the adjacent 'partnership' neighbourhoods and beyond 2. Defining East Float as a new city waterfront 3. Defining Bidston Dock as a new destination in the heart of the Wirral Peninsula 4. Creating opportunities for new ways of living, working, learning and playing within a lush parkland and waterside setting – all right in the heart of the City Region
4	Creating a dynamic, prosperous Inner Wirral at the heart of the City Region	<ol style="list-style-type: none"> 1. Shaping clear roles for 'partnership' neighbourhoods joining 'catalysts' neighbourhoods to Wallasey, Birkenhead and the River Mersey waterfront 2. Supporting adjacent regeneration proposals and initiatives through partnership working, joined up thinking and actions 3. Defining West Float and 12 Quays as long term operation port facilities 4. Working in partnership with skills and training agencies
5	Creating world class connections, and access for all	<ol style="list-style-type: none"> 1. Working with partners to promote and deliver a 21st century international, national and regional rail, port, and public transport system 2. Placing people at the heart of high density walkable neighbourhoods with a choice of public transport connections 3. Creating a legible 'City Structure' with safe, easily understood, attractive and animated streets, city parks and public realm
6	Sharing prosperity, health and well-being	<ol style="list-style-type: none"> 1. Supporting existing and creating new community 'hubs' and networks 2. Defining City Boulevard as a neighbourhood 'seam', a structural community, landscape, wildlife and recreational resource 3. Encourage healthy living and active lifestyles
7	Creating an exemplar regional environmental resource	<ol style="list-style-type: none"> 1. Defining Bidston as a pivotal destination at the heart of a Wirral 'Windows on the Waterfront' parkland 2. Placing Bidston and East Float at the heart of a 21st Century waste, water and energy infrastructure network 3. Bringing about transformational change in environmental quality by working with partners in 'greening the city' through long term investment in green and blue infrastructure
8	Securing long term success, starting today	<ol style="list-style-type: none"> 1. Bringing forward 'Early Win' projects and events 2. Creating a critical mass of projects to build confidence 3. Raising the quality and profile of developments to set high quality benchmarks for others to follow
9	Engage & inspire	<ol style="list-style-type: none"> 1. Creating an international profile for Wirral Waters to attract new markets and growth sectors 2. Engaging with local communities and interest groups to explore how Wirral Waters may influence established projects and networks 3. Building confidence and leading by example through our long term vision and investments
10	A robust delivery framework	<ol style="list-style-type: none"> 1. Setting in place a shared programme of action that allows all partners and communities to play a role in realising the Vision 2. Ensure that the benefits and critical mass of the 'catalysts' neighbourhoods trigger and shape change across the 'partnership' neighbourhoods and Liverpool City Region

RELEVANCE OF GUIDING PRINCIPLES

major

major

medium

major

major

medium

medium

medium

medium

medium

Summary: Guiding Principles for Sustainable Transport

- 1.11 The Guiding Principles for Sustainable Transport establish the strategic principles for the delivery of a sustainable approach to accessibility, by making the best use of transport infrastructure, the sustainable location and promoting sustainable patterns of movement.
- 1.12 Transport has been a key factor in the Stage 3 Vision and Development Frameworks approach. The transport strategy under development for Wirral Waters is founded on the principles of sustainable development, starting with locational and land use policy options. At the highest level, the location, scale, density, design, and mix of uses can be influenced within the Wirral Waters scheme to minimise overall trip making activity, minimise travel distances, and promote more sustainable transport choices. These principles have informed the Development Frameworks, with the development strategy having the ability to influence travel demand through land use decisions.
- 1.13 At this stage of the Strategic Regeneration Framework approach, the Guiding Principles for Sustainable Transport identify key principles and potential transport interventions to minimise transport impacts, accommodate the major regeneration proposals and to enhance accessibility by sustainable transport modes.
- 1.14 The approach is being progressed via a Transport Steering Group (TSG) formed by key stakeholders of Wirral Council, Merseytravel, the Highways Agency, Peel and their transport consultants Savell Bird & Axon.
- 1.15 The overriding purpose of the TSG is to produce a sustainable transport strategy for delivery of the Wirral Waters scheme, which includes the optimum solutions and outcomes in respect of sustainable transport objectives.

2.1 This section of the report considers:

- Transport issues and opportunities raised by the Baseline Study;
- Transport Strategy Framework to accord with latest Government policy agenda and thinking;
- Timescales for project implementation and transport strategy;
- Funding of transport infrastructure and interventions.

Baseline Study

2.2 The Baseline Study establishes the current accessibility of the Wirral Waters area and the transport issues likely to affect the delivery of a major mixed use development opportunity. It was informed by a comprehensive review of existing and emerging transport policy and programmes, national and regional land use/transport policy, including the Local Transport Plan 2. The Baseline sets out the movement framework including transport connections at the international, national, regional and local levels, which includes an assessment of existing transport provision. It also considers movement patterns to key destinations.

2.3 A key conclusion of the Baseline Study is that the Wirral Waters opportunity area benefits from excellent strategic transport links, and is therefore well placed to deliver sustainable development from a transport perspective. Such opportunities are scarce and should be encouraged in terms of spatial planning policies seeking the integration of land use and transport.

2.4 The strategic location and underutilised transport resources such as the M53 Motorway, Wirral Line rail network and Mersey Ferries provides a major opportunity to exploit the Wirral Waters site for more intensive development, aligned with an integrated transport strategy focussing on demand management and access by more sustainable forms of transport. The site's strategic location from a transport perspective also provides advantages for attracting business, and is well placed for access to existing and emerging economic drivers such as the regional centre (Liverpool City Centre), Mersey Ports, Twelve Quays ferry terminal, the Cruise Liner Terminal, and John Lennon Airport. A plan showing the strategic accessibility is shown on page 6.

2.5 The Baseline study identifies the main commuting patterns to Liverpool City Centre. The creation of a mixed use development, including major employment opportunities, would facilitate growth with a reduction in the proportion of out commuting from Wirral and would therefore allow better and more efficient use to be made of the existing transportation networks. Increase in the demand for transport across the River Mersey is a key issue given there are likely to be future peak period capacity issues.

2.6 Other key issues identified at Baseline stage briefly are as follows:

- Failure to implement proposals for the strengthening of the Bidston Viaduct at Junction 1 of the M53 will result in a constraint to increased port activity and to realising the potential of the Wirral Waters opportunity area.

- There is an opportunity for pricing based demand management through the Kingsway and Queensway toll road tunnels, which at peak times represent a future capacity constraint.
- Public transport, pedestrian and cycle links should be improved/created, where needed, in order to enable easy movement between the components of Wirral Waters and to link Wirral Waters with nearby destinations, including Birkenhead town centre, Woodside/Hamilton Quarter, Birkenhead North, Wallasey/Liscard and Liverpool City Centre;
- Wirral Waters can assist the delivery of Park and Ride objectives for Birkenhead North and Bidston to serve increased rail use;
- Future capacity constraints on the rail network in Liverpool City Centre will need to be considered;
- Utilising existing highway capacity and infrastructure, whilst minimising the need to travel through sustainable patterns of development and encouraging sustainable modes of travel is a fundamental issue for Wirral Waters;
- The viability of rail and Mersey Ferry services can be enhanced through increased patronage arising from the critical mass of Wirral Waters.

Strategic Accessibility – Wirral Waters



- River Estuary & Irish Sea
- Motorway
- Rail Lines
- Borderlands Line
- Ferry Routes
- Cruise Liner Facility
- Liverpool & Wirral Docks
- Strategic Highway Routes
- M Mersey Rail Stations
- Mainline Rail
- Mersey Ferry Stations
- Strategic Footpaths/Cycleways
- Local Highway Network
- John Lennon Airport
- Irish Ferry (RoRo) Terminal

Transport Strategy Framework

- 2.7 A key issue for Wirral Waters is how the significant travel demands created by this major regeneration opportunity will be dealt with, aligned to existing and future transport strategies nationally, for the North West Region and on Merseyside.
- 2.8 In developing future transport strategies for the Wirral Waters opportunity, and in developing Merseyside transport strategies as a whole, account will need to be taken of the latest Government agenda on Transport. This is contained in the Department for Transport's (DfT's) Towards a Sustainable Transport System – Supporting Economic Growth in a Low Carbon World (TaSTS) and Delivering a Sustainable Transport System (DaSTS) which sets out this agenda in terms of five broad goals:
- To maximise the overall competitiveness and productivity of the national economy, so as to achieve a sustained high level of GDP growth;
 - To reduce transport emissions of green house gases, with the desired outcome of avoiding dangerous climate change;
 - Contributing to better health and longer life expectancy through reducing the risk of death, injury or illness arising from transport, and promoting travel modes that are balanced to health;
 - Improving quality of life for transport users and non-transport users, including through a healthy natural environment, with the desired outcome of improving well being for all;
 - Promoting greater equality of transport opportunity for all citizens, with the outcome of achieving a fairer society.
- 2.9 Such an approach fits with the vision for transport on Merseyside which is: "a fully integrated safe transport network for Merseyside which supports economic and social regeneration and ensures good access for all, and which is operated to the highest standards to protect the environment and ensure quality of life". The Wirral Waters sustainable transport strategy is being developed to be complementary with existing

and emerging transport strategies for Merseyside, the objectives of the Merseyside Local Transport Plan (LTP) being based on a balance of the following:

- Provide the appropriate infrastructure to support social and economic growth and regeneration;
- Provide access for all to ensure an inclusive community;
- Manage demand to provide an efficient transport network;
- Support a healthier community by ensuring transport actively improves health, does not impair quality of life, and ensures safety and security of all users;
- Protects and enhances the environment;
- Make the best use of existing resources and strive to ensure value for money at all times.

2.10 The Merseyside authorities through the LTP Partnership are to investigate a range of travel demand management options, known as Planning for the Future, with a view to developing a strategy to take Merseyside beyond the current LTP period. There needs to be strong links between the Wirral Waters major land use proposals, which are to form a fundamental element of the Wirral Local Development Framework, and transport strategies, policies and interventions, under development for Merseyside through future Local Transport Plans and potential TIF proposals.

Timeframe for Development Delivery

2.11 Wirral Waters is anticipated to be developed over a period of 30-40 years, which is a key issue given the difficulties associated with planning for transport so far into the future. The transport strategy will therefore require a degree of flexibility and iteration over time to ensure optimum delivery of transport objectives. The DfT's TaSTS discussion document reports on the Eddington recommendations for longer term transport planning, recognising that transport planning is a longer term process, with a high premium on making the right decisions from the outset. Short term plans should reflect medium term options and a long term outlook. The short-term plans should look 5-10 years ahead, and should set out the transport outputs to be secured. These

should be backed by a medium term strategy which looks 10-20 years ahead, and identifies possible future options to address the changes in the level of and pattern of transport demand. A 20-30 year outlook should also be produced which takes account of the profound impact that changes in technology and attitudes could have on supply chains and the way people work and travel, and what they want from transport.

2.12 TaSTS indicates that in carrying out long-term transport planning, it is important to consider the full range of policy options in order to identify those which offer the best value for money, alongside other advantages, such as long term flexibility. This should include the following types of actions:

- Behavioural change (seeking to change peoples travel habits);
- Getting better use out of existing infrastructure;
- Technology and innovation;
- Pricing signals;
- Regulation and enforcement;
- Changes to public transport services;
- Small infrastructure schemes to address a specific need;
- Major infrastructure schemes.

2.13 The transport strategy for Wirral Waters and Merseyside as a whole will need to be developed taking into account the framework set out in this latest thinking, which suggest clear changes to the way Government tackles transport planning to secure the best long term outcomes.

Phasing of the development is a key issue, and a strategy will need to be developed to allow co-ordination between transport interventions and phases of development coming forward.

Funding of Transport Interventions

2.14 Wirral Waters forms a fundamental element of the economic development strategy of the emerging LDF for Wirral with future transport strategies, including funding mechanisms, needing to be linked to its delivery.

Funding for transport interventions will come from a number of sources. As a private sector development scheme, contributions to identified transport improvements will come from planning obligations under Section 106 of the Town and Country Planning Act and some highway infrastructure schemes delivery under Section 278 of the Highways Act. Public sector assistance maybe required to deliver wider transport interventions and these would be linked to future Local Transport Plan strategies, and to Regional Funding Allocations. Other sources of potential funding include the Government's Community Infrastructure Fund (CIF), given that the Mersey Heartlands has been confirmed as having New Growth Point status, and European Regional Development Fund (ERDF).



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1. Merseyrail
2. Seacombe Interchange
3. Mersey Ferry
4. Birkenhead bus interchange

- 3.1 The following sections of the report sets out the approach to transport planning based on the framework set out above, the transport factors influencing the strategic spatial options, and the principles and potential transport interventions to deliver a sustainable transport strategy for development.

Transport Strategy Approach

- 3.2 The transport strategy approach for Wirral Waters focuses on the following elements and avoids previous policies of predict and provide in line with current Government thinking:

- Ensuring that development is located in the most sustainable places;
- Minimising the numbers and length of trips;
- Transport demand management measures;
- Promotion of the use of more sustainable transport;
- Public transport improvements, including infrastructure and services;
- Making the best use of the transport network;
- Essential highway capacity improvements.

The approach looks:

- to build on the exiting transport strengths identified in the Baseline Study and how these can be capitalised upon and strengthened by Wirral Waters;

- at potential transport needs, including the type and nature of transport infrastructure potentially required, and the likely constraints or challenges to delivery;
- at the spatial planning of transport infrastructure to fit in with the overall Framework, recognising the opportunities to minimise the need to travel through spatial planning and development mix.

Strategic Spatial Options

- 3.3 The Creating the Framework vision sets out the approach to testing a number of Strategic Spatial Options for the overarching land use strategy. Transport issues form a key input to the SWOT analysis for the strategic spatial options. As can be seen from that document, the preferred option is for a refreshed and expanded vision. This comprises a major destination retail/leisure opportunity at Bidston and high density mixed use development at East Float, and incorporates a fundamental review and re-shaping of the proposals to cover a wider spatial area and to provide for much stronger and more coherent links with existing initiatives. Port related activity is proposed to be retained on the West Float site. The preferred spatial development framework for Wirral Waters aims to make the best use of the most sustainable locations from a transport perspective.

- 3.4 East Float has been identified as the most sustainable location for high density, mixed use development for the following reasons:

- a high density mixed use scheme will provide the ability for the undertaking of every day activities

within the development area without the need for motorised journeys elsewhere, thus achieving the aim of minimising carbon emitting trips;

- the density and mix of uses will provide the opportunity for people to live nearer to work, with ease of access by more sustainable modes of transport;
- development at East Float will allow ease of access to Birkenhead and surrounding areas by walking, cycling and public transport, minimising car trips and reducing travel distances to key activities in Birkenhead town centre;
- there is ease of access to the public transport network, including the Wirral Line railway network, and existing bus services on Duke Street and Tower Road;
- the mix and density of uses provides the potential for major enhancements to public transport given the focus of activity to be created;
- ease of access to the rail network will promote sustainable transport trips for the journey to work to the regional centre of Liverpool and other key destinations in the region, again with the potential for significant improvements to services;
- ease of access to Seacombe Ferry will promote sustainable transport trips to Liverpool City Centre;
- accessibility to the strategic highway network, minimising impacts on the local highway network.

- 3.5 The proposed major destination retail/leisure proposals for the gateway Bidston Dock site will benefit from:



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- 1. Pedestrians on Las Ramblas, Barcelona
- 2. Park and Ride bus
- 3. Water Taxi, New York
- 4. Pedicabs

- ease of access to Birkenhead North Rail Station;
- ease of access to existing bus services on Poulton Bridge Road;
- the potential for major commercially viable improvements to public transport accessibility to the site through the demand for travel that would be created, including linkages to the East Float proposals;
- accessibility to the strategic highway network, minimising impacts on the local highway network;
- the ability for the leisure elements of the proposals to link into leisure facilities at Bidston Moss;
- ease of access to the national cycle route to the west and potential for enhanced cycle linkages throughout the opportunity area and beyond;
- potential to create strong pedestrian and cycle linkages from the Rivers Street neighbourhood as an arrival point given the focus of Birkenhead North railway station and opportunity for Park and Ride;
- the ability for linkages of trips to the potential park and ride proposals adjacent to Birkenhead North railway station, assisting the aim of minimising trip numbers and length of trips.

3.6 The retention of port related activity on West Float will benefit from the potential for a new freight rail link to serve this site through proposals to reinstate the existing rail link on the south side of Birkenhead Docks to the existing rail network at Bidston, thus presenting an opportunity for a mode shift of freight from road to rail.

Transport Interventions

3.7 Having reached the above conclusions in respect of the most sustainable locations for the spatial development framework, a key element of the approach to sustainable transport is to facilitate trip making by more sustainable forms of transport, including accommodating development trip making activity by these modes, and managing the demand for travel. At this stage, the principles set out the broad scope of transport interventions under consideration to meet these objectives:

- Walking and Cycling;

- Public Transport;
- Reducing car use;
- Essential highway capacity improvements.

3.8 The various transport interventions for elements of the overarching strategy should not be viewed in isolation but as part of an overall approach. The plan on page 16, 'Goal 5 – World class connections, access for all' illustrates potential transport intervention options at the local level, with the plan on page 6, 'Strategic Accessibility - Wirral Waters' at the more strategic level.

Walking and Cycling

3.9 The design of the Wirral Waters development scheme will be exemplar in terms of providing connections on foot and cycle both within the development area and to surrounding areas. The quality of the public realm can have a major impact on patterns of movement within and around a community. The environmental quality, level of interest and activity, and sense of security along a pedestrian route can influence personal mode choice more than journey length and as such a high quality public realm will be critical in ensuring less people rely on motor vehicles to make their journeys.

3.10 Key elements of the walking and cycling strategy are set out below:

- Priority to be given to pedestrians then cyclists over motorised traffic in preparing the Spatial Masterplans for the development areas. The spatial masterplans will be developed to allow easy walking and cycling access between key attractors and land uses within the development areas, with strong internal pedestrian and cycle linkages;
- To connect the areas within East Float and beyond it is proposed to provide a north/south pedestrian and cycle bridge across the East Float, effectively linking Dock Road to the north with Vittoria Wharf, across Vittoria Dock and linking with Corporation Road to the south. Such a potential bridge would need to be designed to allow through movement of large vessels through East to West Float;
- Improvements to pedestrian/cycle routes to key

transport nodes, including rail stations, bus transport nodes, such as Birkenhead bus station, and ferry services at Seacombe and Woodside;

- The creation of a Greenway route along the corridor of the disused railway line providing excellent east/west cycle links, providing strong pedestrian cycle links between Birkenhead, East Float and Bidston Dock;
- This route to be complemented by pedestrian and cycle routes around the docks road system providing comprehensive pedestrian and cycle connectivity within and between neighbourhoods;
- Linkages of pedestrian and cycle routes to Bidston Moss, which is a focus for cycling activity, including dedicated off road cycling tracks, a racing circuit, and mountain bike trails, and links to the Millennium Cycle route to the west;
- Creation of direct cycle links to the Millennium Cycle route to the east which fronts onto the River Mersey, thus facilitating cycle connections to strategic routes east and west of the Wirral Waters;
- Cycle parking to be provided throughout the development with consideration to be given to the potential for a cycle centre at Bidston linked to the Bidston Moss facilities, and at East Float. Consideration to be given to the potential for the creation of community cycle facilities (for example automated cycle hire); and
- Cycle parking to be provided at key transport nodes such as Birkenhead North, Birkenhead Park and Conway Park rail stations, Hamilton Square and at Seacombe and Woodside ferry terminals.

Public Transport

Rail

3.11 The Baseline Study recognises that the existing rail provision is a major asset for the Wirral Waters area, with the Merseyrail system providing a good feeder service to the south of the Wirral Waters site, and the majority of the areas being within 10 minutes walk of a station. A draft Outline Integrated Rail Transport Strategy considers a range of preliminary options for



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- 1. Shared surface, Brighton New Road
- 2. Whizzo Car Clubs
- 3. Bike share, London
- 4. Pedestrians, Old Mill Street , New East Manchester

improving rail accessibility and for accommodating potential increases in demand for rail travel, including potential light rail options. The opportunities under consideration include the potential for a direct Mainline Rail terminus, in addition to enhancements to regional and local rail services.

Mainline Rail

- 3.12 Access to the Wirral Waters opportunity area via Mainline Rail is currently available through a change in service at Liverpool Lime Street. The high frequency of services on the Wirral Line linking to Lime Street Station make for ease of interchange, and thus the Wirral Waters area already has good links to the Mainline Rail network.
- 3.13 Consideration has however been given to the creation of a direct Mainline Rail service to Wirral, given the potential economic benefits for Wirral as a whole, including Wirral Waters. The route would run between Crewe via Chester and terminate in Birkenhead, where there are options for the location of a new Mainline Station, including the re-opening of Woodside or Birkenhead Town Stations. Re-opening of Birkenhead Town would be favoured as this would minimise disruption to existing development and involve less track reinstatement. One of the scheme's attractions is the potential to use existing track beds no longer in use, making costs comparatively modest although still likely to be substantial. A key constraint is likely to be track capacity on the line from Chester to Birkenhead Central, with capacity enhancements likely to be required along the route. This would require more detailed investigation. As part of the integrated transport strategy there could be direct transit links to Wirral Waters using either bus or light rail.
- 3.14 A business case would need to be carried out to investigate this major transport improvement in more detail, including a cost/benefit analysis given the ease of access from Liverpool Lime Street, but also considering the potential long term economic benefits of providing Wirral with direct Mainline Rail access. The proposal could also assist in relieving pressure on the rail network in Liverpool City Centre. Development of the business case would need to be progressed with key stakeholders including Wirral, Merseytravel and Network Rail.

Regional and Local Rail Services

- 3.15 Wirral Waters benefits from access to stations on the Wirral Line which forms part of the Merseyrail network. The East Float site is within walking distance of Birkenhead Park, Conway Park, and Hamilton Square stations with Birkenhead North station a short walk to the Bidston Dock site. The Wirral Line provides access to various main towns in Wirral, including Wallasey, New Brighton, Hoylake and West Kirby, and to Liverpool City Centre, for which there is a high frequency of services. Interchange in Liverpool allows access to wider destinations in the Merseyside conurbation, regionally and nationally. Interchange at Hamilton Square provides rail access on the Wirral Line to Bromborough and Ellesmere Port, and Chester to the south. Interchange at Bidston provides access to the Borderlands rail line linking Bidston to Wrexham. The focus of activity created by Wirral Waters could assist the business case for this scheme.
- 3.16 Merseyside's rail strategy includes proposals for the Mid Wirral Upgrade (including new stations and park and ride) with Merseytravel investigating the technical, operational and economic/financial case of options to integrate the line between Bidston and Wrexham. The proposals would lead to increased frequency and hence rail accessibility to the Wirral Waters area from Wrexham and for connection to Liverpool City Centre. The focus of activity created by Wirral Waters could assist the business case for this scheme.
- 3.17 There is significant spare capacity on the Wirral Line to accommodate some growth from the Wirral Waters development, including the link to Liverpool City Centre. Increases in capacity will be available in the future by increasing the numbers of car units on trains. Proposals for park and ride at Birkenhead North and Bidston rail stations will increase rail demand, but provide car demand management. Increasing the frequency of trains is potentially constrained by existing network capacity, particularly in Liverpool city centre. Consideration may therefore need to be given to future capacity enhancements in the longer term.
- 3.18 The Baseline Study recognises the potential benefits of utilising the disused rail line running through the southern area of the docks between Birkenhead and Bidston as a sustainable transport corridor. Re-opening

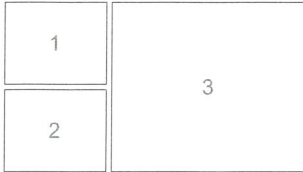
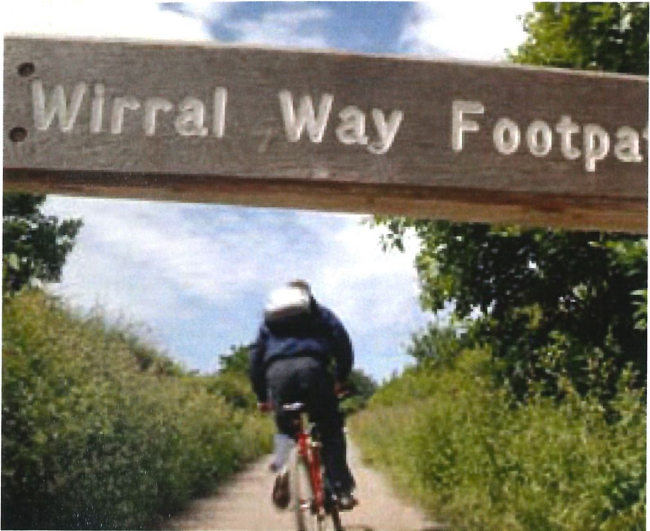
this route for passenger (or rail freight) has been considered, as this would bring rail services directly into the East Float site. The disused railway line is however at grade and would need to cross the existing highway network using level crossings, which is unlikely to be acceptable to Merseyrail, Network Rail or the Highway Authority. An option to put the rail line in cutting would prove prohibitively expensive. To provide a direct link to Liverpool would require the disused rail line to be connected to the existing line between Hamilton Square and Conway Park, requiring expensive underground construction. The direct connection to Liverpool would also split services away from the existing route which could be contentious. An alternative of linking the disused rail line to Green Lane station would require people to change at Green Lane to get to Liverpool with potential negative impacts on services to Chester. In conclusion, the re-opening of the disused rail line for passenger rail services has been discounted with the strategy to focus on improving access and facilities at existing rail stations.

Rail Freight

- 3.19 Options for use of the disused rail line for rail freight have been considered. A route through Birkenhead has been discounted on viability grounds. A route from Bidston is considered more viable however it is proposed that this stops at the West Float site, given access to Twelve Quays is not possible and extending the route through East Float would conflict with the development proposals. A business case would nevertheless be required for the more viable option.

Public Transport Transit Corridor

- 3.20 As indicated, the Wirral Waters opportunity area benefits from a disused railway corridor running along its southern edge. This is considered a major asset to be exploited in transport terms. The difficulties associated with reopening for passenger rail are documented. It would however be possible to reuse the corridor for light rail or bus rapid transit in addition to pedestrians and cyclists.
- 3.21 Light rail is currently not a mode of transport serving Merseyside. The Merseytram proposals on the Liverpool side of the River Mersey still have Transport Works Act powers however, and although there is no funding, a



- 1. Liverpool Lime Street, Liverpool
- 2. Wirral Way Footpath and a
- 3. Photomontage of proposed Greenway route along the corridor of the disused railway with priority for pedestrians and cyclists

new business case is being considered by Merseytravel and the LTP Partners. The timescales for Wirral Waters are such that there is the potential for this scheme to be resurrected and the system expanded. It is therefore reasonable to consider light rail options for serving Wirral Waters in the longer term and the disused rail corridor through the site is considered a potential route. This could link to the existing historic tram route at Woodside, with a link proposed to the Bidston Dock site. The Outline Integrated Rail Strategy sets out a number of options but at this Development Frameworks stage the potential future use of the corridor for light rail is simply noted. The disused rail corridor from Rock Ferry to Birkenhead Dock could be a future transport corridor asset and options for its use for the public transport, cycling and walking could be considered.

- 3.22 Bus Rapid Transit would also be possible on the corridor and to link Birkenhead via the opportunity area to the Bidston Dock site. This has the advantage of being run on and off road, providing greater flexibility than LRT and linking into the main bus network.

Bus

- 3.23 All parts of the Wirral Waters site already have direct access to bus services, with East Float benefiting from the most services on either Duke Street or Tower Road. The scale of development proposed for Wirral Waters presents the opportunity for major increases in economically viable services. As part of the integrated transport strategy a dock circular route is proposed, which would link key interchange points, including Birkenhead bus station and Woodside. To complement the existing provision of good north-south bus links, improvements to east-west links are proposed linking to other destinations in the Wirral peninsula and to direct to Liverpool city centre. It is also proposed to strengthen existing bus links to Seacombe ferry. In addition to the existing transport hubs at Birkenhead and Woodside, hubs within the development would include East Float, the Bidston Dock site and the River Streets site adjacent to Birkenhead North railway station.

Park & Ride

- 3.24 Park and Ride could form an important element of the integrated transport strategy for Wirral Waters, with

strategic rail-based Park and Ride schemes proposed at Birkenhead North and Bidston Stations. Park and Ride would provide significant benefits in terms of reducing cross River Mersey car movements (demand management) and already form part of the LTP for Merseyside. Scope exists to significantly increase the scale of the Park and Ride proposals to assist in accommodating trips between the Wirral Waters development and Liverpool city centre. Emerging proposals for the River Streets development site, north of Birkenhead North railway station, make provision for Park and Ride, including potential for future expansion. This location could provide for a strategic Park and Ride facility to assist supporting the growth in trips associated with Wirral Waters, and complement the local Park and Ride facility being developed by the LTP Partners for the frontage of Birkenhead North Station to serve current demand. Detailed feasibility accounts of such proposals would be required to assess local private car impacts and capacity of the public transport network.

- 3.25 Park and Ride at Seacombe Ferry Terminal could also provide for an option for ferry based Park and Ride links to Liverpool City Centre.

Ferry

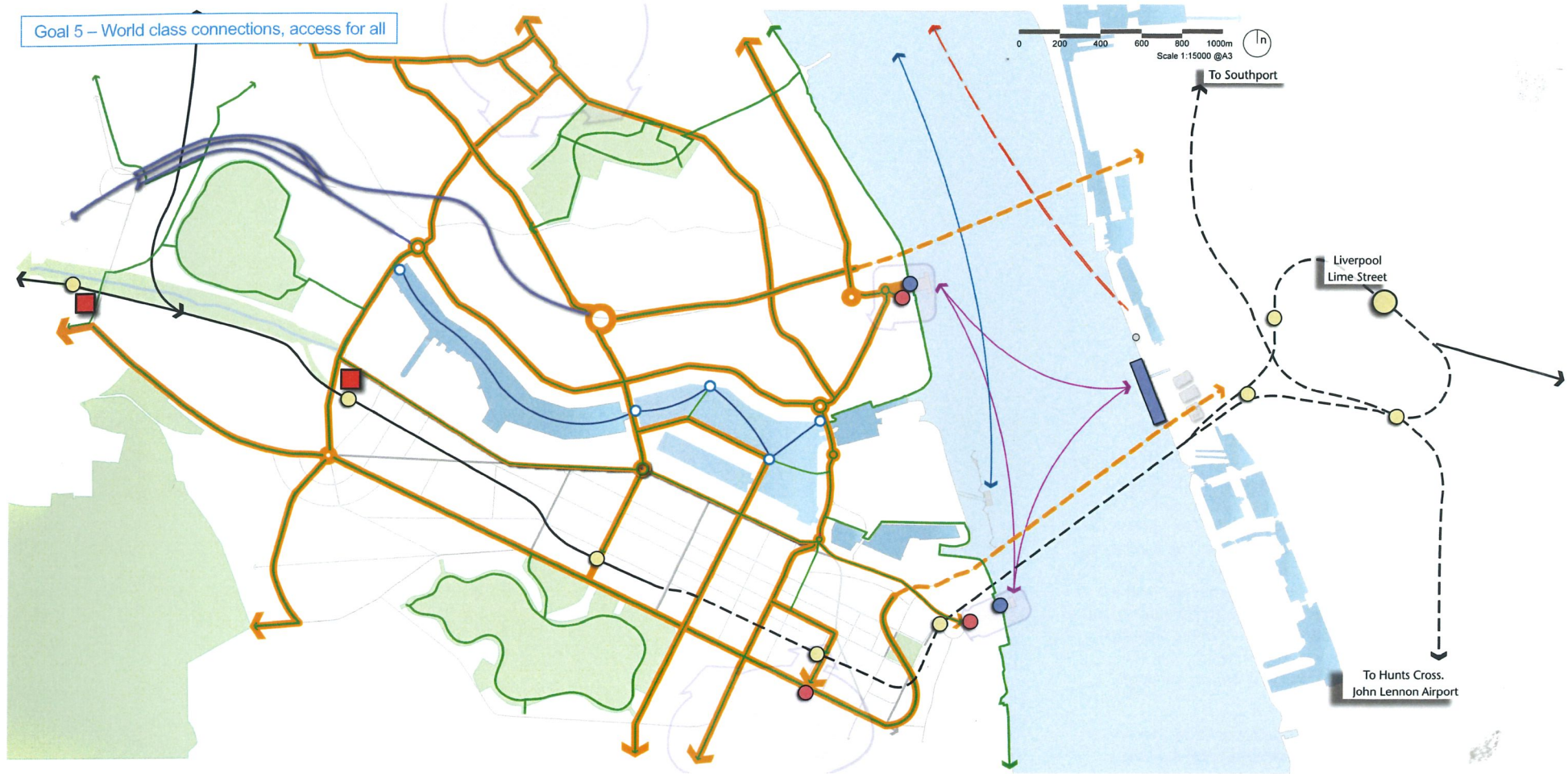
- 3.26 Mersey Ferry services are an underutilised resource for trips between Wirral and Liverpool with a decline in patronage occurring over recent years, and significant levels of spare capacity available. Northbank is within walking and cycling distance of Seacombe Ferry Terminal, with scope for improved bus linkages from East Float. The level of activity created by the Wirral Waters proposals will improve the viability of ferry services, with the focus of commuter ferry activity to be at Seacombe, as rail services would compete with direct ferry services from Woodside. Options for higher speed ferry services could be considered to reduce commuting times. However, in consultation with Merseytravel it is recommended that the focus is on improving Ferry passenger access, including boarding and alighting to existing services, to reduce overall journey time.

- 3.27 The Pier Head landing stage represents a capacity constraint and delay to passengers boarding and alighting. Proposals should therefore be promoted at Pier Head to improve this key ferry terminus, the aim being to reduce overall Ferry trip times.

Reducing Car Use

- 3.28 Encouraging a reduction in car dependency is a key component of promoting sustainable transport usage in new developments. The Strategic Spatial Options have been developed with the aim of providing development that reduces car use and reliance. The Stage 4 Masterplanning will progress this aim. Approach to Stage 4 Masterplanning will include:
- Refining the mix, scale, density of development to minimise the need for making unnecessary car journeys;
 - A parking strategy that minimises the number of car parking spaces to sustainably meet the needs of residents and visitors to Wirral Waters;
 - Providing options for parking in a flexible manner such that a reduction in future demand could allow space reallocation for alternative uses;
 - Looking at opportunities to take advantage of car parking efficiencies across Wirral Waters due to the mixed use nature of the development, for example, parking used by residents, shoppers or tourists in the evening and at weekends could be used by commuters during the working day;
 - Investigating the feasibility of car free zones for elements of residential development, linked to a car club.
- 3.29 The encouragement of smarter travel choices through 'softer' measures will form an important element of reducing car use at Wirral Waters. Such measures seek to give better information and opportunities, aimed at helping people to choose to reduce their car use whilst enhancing the attraction of alternatives. The key measures are as follows:
- Travel Plans;
 - Personalised travel planning, travel awareness campaigned and public transport information;
 - Car clubs and car sharing schemes;
 - Facilities to allow teleworking, teleconferencing and home shopping.

Goal 5 – World class connections, access for all



- Strategic Cycle Links
- Bus Links
- Rail Links
- Park and Ride
- Railway Station
- Bus Interchange
- Ferry Landing Stage
- Pier Head
- Water Taxi
- Mersey Ferries
- Irish Ferries
- Cruise Liner

The vision for transport and movement

Building upon the strategic accessibility of Wirral Waters, the promotion of sustainable patterns of movement by public transport and for pedestrians and cyclists, the vision for movement around the Wirral Waters SRF area is captured on page 16. This plan relates directly to Goal 5 of the vision statement, 'World class connections, access for all'.

- 3.30 This would include working with Merseyside Travelwise, which is the LTP Partnership's Smarter Choices Programme.

Highway Improvements

- 3.31 The integrated transport strategy approach focuses on minimising the number and length of trips and on maximising the use of public transport, walking and cycling; however, commercial realities are such that the proposals will need to accommodate car parking and car trips. Highway capacity improvements will however only be progressed once account has been taken of more sustainable transport options. Whilst there is some spare capacity on the network there are potential future constraints to be identified through traffic modelling to be overcome. Design of highway improvements will give a high priority to the needs of pedestrians, cyclists, and public transport. Making the best use of the network through active traffic management will also be considered, including appropriate intelligent Telematics systems.
- 3.32 Careful consideration will need to be given to the planning of the introduction of significant increases in highway capacity, to ensure that redundant capacity is not built into a route which then encourages the use of the private car over more sustainable transport choices. The aspiration would be that highway improvements would only be introduced having considered the alternatives, with the aim being not to ensure that highway improvements are not introduced in the short term, to serve the projected needs of the medium to longer term which may not ultimately be required due to the changing transport agenda.
- 3.33 Major structural improvements proposed at Junction 1 of the M53 are considered vital to support existing economic regeneration drivers and the maritime economy within the city-region, and would also benefit the Wirral Waters major regeneration opportunity. The main works for these improvements are due to commence in May 2010.

Recommendations & Next Steps

- 4.1 Considerable progress continues to be made on the Wirral Waters transport strategy, including transport modelling. The Transport Steering Group provides an important forum to progress the strategy, including key stakeholders of Wirral Borough Council, Peel, Merseytravel, the Highways Agency and GONW.
- 4.2 The Mersey Gateway transport model is being used to investigate the highway implications of the proposals, in tandem with a public transport model created specifically to assess the Wirral Waters scheme. A micro-simulation model for the highway network surrounding the docks has been created to be used to assess the local highway network, including proposed improvements. This modelling work needs to be progressed to facilitate the production of Transport Assessments to support the Wirral Waters proposals. The approach will include more detailed interrogation of the sustainable transport opportunities which are available to Wirral Waters, including quantitative and qualitative assessment of how these opportunities can be maximised to serve the development and how this can influence minimising private vehicle operation.
- 4.3 The key principles identified in this strategy also form a framework for progressing the Stage 4 Masterplanning stage, including the phasing strategy, infrastructure requirements and timescales. This should also include assessment of the means by which the opportunity to take advantage of sustainable transport modes can be increased through the design of the development. Ensuring that the requirement for a high quality public realm is moved into emerging development proposals is a fundamental aspiration.



- 5.1 Wirral Waters is anticipated to be developed over a 30 to 40 year period, presenting challenges in forecasting and planning for transport so far into the future. The transport strategy will therefore require flexibility over time to account for the range of factors that could materially influence travel demand by the various modes. It is therefore recommended that monitoring and review of the Sustainable Transport Strategy is undertaken through the Transport Steering Group, with the need for flexibility and the requirement to update the transport assessment work regularly as the project progresses.