

05

World class connections, access for all

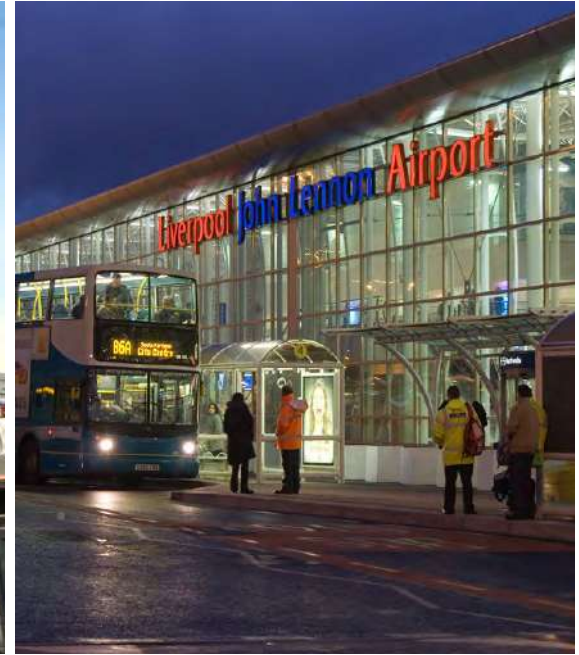
We want to place Wirral Waters at the heart of a World Class infrastructure and sustainable transport networks, with local transport hubs providing safe, attractive, frequent and reliable connections to regional, national and international stations and ports.

We want to place pedestrians and cyclists at the heart of high density walkable neighbourhoods, to manage the use of the car with excellent public transport including on water.

We want to reconnect the communities of Inner Wirral to the 'Great Floats' and River Mersey Waterfront, with open access to a re-animated waters edge.

Today

- 3.05.1 The Liverpool City Region is connected to national and international destinations. Liverpool Lime Street provides direct rail links to the city regions and London Euston. Liverpool John Lennon Airport (LJLA), access to provide national, European and international business centres.
- 3.05.2 Inner Wirral is well served by regional and local public transport connections, with direct rail, ferry and bus connections to Liverpool, and rail and bus connections to Chester and Crewe.
- 3.05.3 Wirral Waters is well placed to access these public transport services and connections, with four Merseyrail Stations to the immediate south. They provide the basis for encouraging walking and cycling across Inner Wirral.
- 3.05.4 Pedestrian and cycleway connections to the rail, ferry and bus stations and beyond are hindered by the poor quality public realm, lack of natural surveillance in streets dominated by industrial uses that are unused in the early evening and throughout the night and the fear of crime and anti social behaviour arising from the limited amount of pedestrian and vehicle movements.
- 3.05.5 **The opportunity is to work with national, regional and local transport agencies to improve direct connections to Liverpool John Lennon Airport (LJLA) and Liverpool Lime Street, to create safe, attractive, easily understood streets and public realm across Inner Wirral to encourage pedestrian and cycling within Wirral Waters.**



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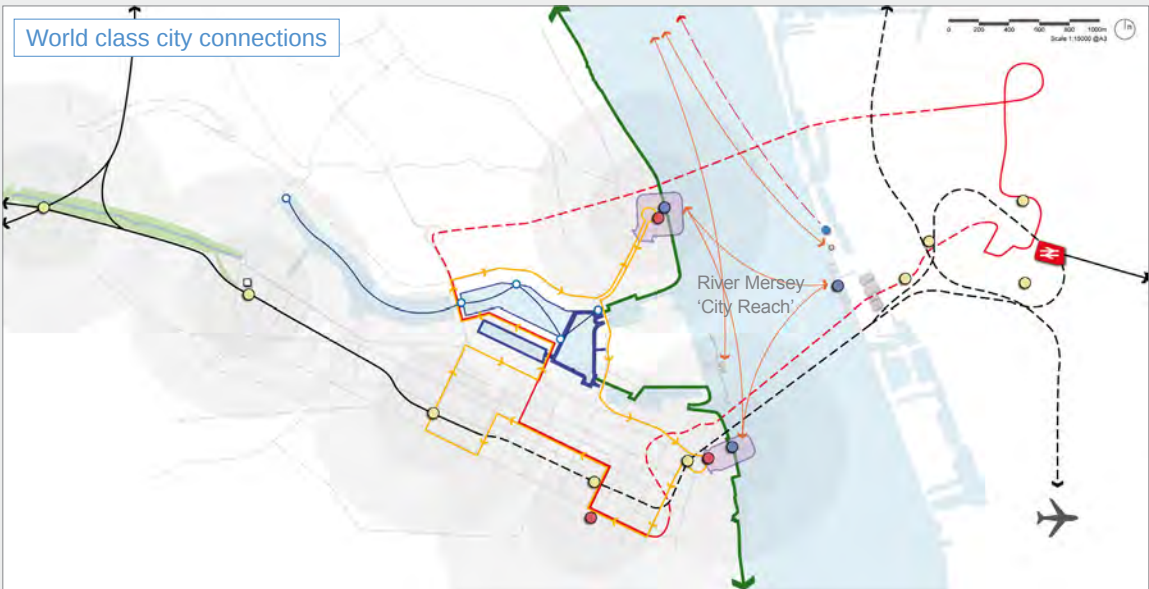
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1. Mersey Ferry, Liverpool
2. Seacombe Promenade, Wirral
3. Liverpool John Lennon Airport
4. Merseyrail, Liverpool
5. Birkenhead Bus Station, Birkenhead

World class city connections

- 3.05.6
- Creating excellent, world class connections between Wirral Waters and Liverpool Lime Street and LJLA is essential to attract international, European and UK companies and investors.
- 3.05.7
- Connections between LJLA are improving. Rail connections to LJLA terminate at Liverpool South Parkway, and passengers travelling to LJLA make the onward journey by bus.
- 3.05.8
- The five Merseyrail stations located to the south of Wirral Waters are underused and have available capacity. They present a poor sense of arrival. The exception is Conway Park, the most recent addition to the Wirral Merseyrail network. This is in part due the condition and quality of the built environment between the stations, which will need to be improved.
- 3.05.9
- The Mersey Ferries provide distinctive and memorable connections to the Liverpool waterfront, ideal for bringing those visiting the Liverpool waterfront or arriving via the Cruise Liner Terminal.
- 3.05.10
- The most immediate solutions are improved direct bus connections providing rapid, frequent, high quality connections linking Inner Wirral and Wirral Waters to Liverpool Lime Street and LJLA, together with high quality approaches and arrival points across East Float and Bidston Dock.
- 3.05.11
- The vision is to work with partners to promote and deliver a 21st century international, national and regional rail, port, and public transport system – in particular significantly improved connections to Liverpool John Lennon Airport and Liverpool Lime Street/London Euston.**



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1. Euston Station, London
2. Lime Street Station, Liverpool
3. Seacombe Ferry Terminal,



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1. John Lennon Airport, Liverpool
2. New York Water Taxi
3. Green Bus
4. Seacombe Ferry and Bus Station
5. Madrid Light Railway System
6. Edinburgh Pedicabs

Walkable neighbourhoods

- 3.05.12 East Float will create high density, mixed use neighbourhoods at the heart of the city region. They are ideally placed to become walkable neighbourhoods with walking and cycling as the preferred choice of moving about.
- 3.05.13 Clear connections around East Float, including new north south connections across the docks, will assist in pedestrians and cyclists with the catalysts neighbourhoods.
- 3.05.14 Creating safe, attractive, easily understood well managed streets and public realm connections to rail, ferry and bus stations and beyond will help encourage walking and cycling beyond the catalyst neighbourhoods.
- 3.05.15 The proposed City Boulevard will provide strategic pedestrian and cycleway connections linking the River Mersey waterfront, Mersey Ferry Landing Stages, riverside promenades and Inner Wirral, to Bidston Moss and the Millennium cycleway connections to Leasowe in the north and Parkgate in the west.
- 3.05.16 Both the 'catalyst' and 'partnership' neighbourhoods will be delivered over a 30+ year time frame, and it is essential to set in place flexible choices that are able to respond appropriately at particular stages of the project.
- 3.05.17 It is recognised that cars and servicing vehicles have a positive role to play in animating the public realm. During the earlier stages, it is likely that there will be a greater reliance upon private and shared car transport.
- 3.05.18 **The vision is to place people at the heart of high density walkable neighbourhoods with a choice of public transport connections – to encourage walking and cycling, manage the car and realise the capacity and close proximity of the existing rail, bus and ferry services.**



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- 1. Hudson Riverpark
- 2. Brighton New Road, Brighton
- 3. Old Mill Street, New East Manchester

Legible city structure

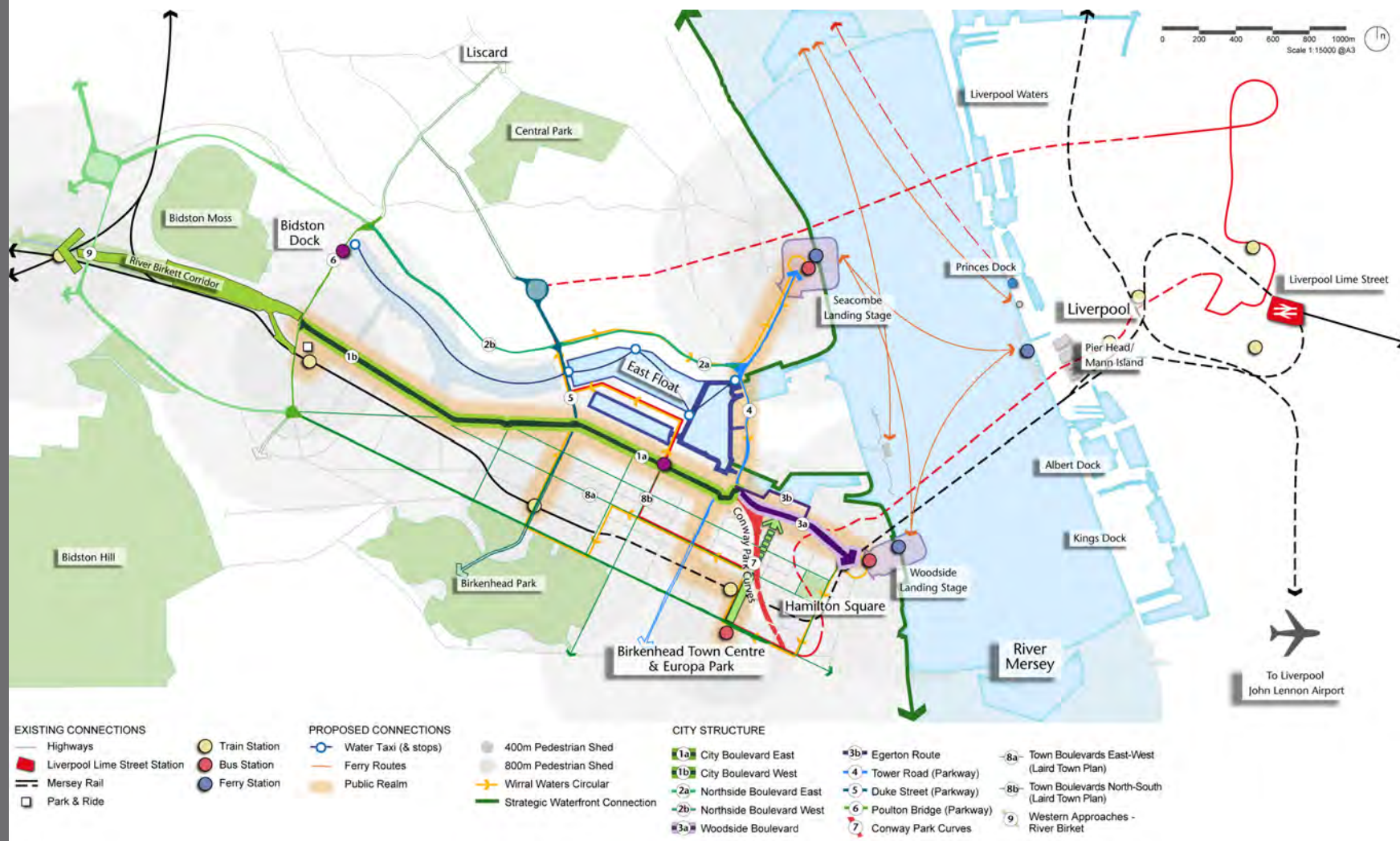
- 3.05.19 The historic street network of Inner Wirral has been fragmented through incremental development and the encroachment of industrial uses and associated poor quality buildings and frontages. As a consequence, there is a lack of clear waymarkers connecting places together or recognisable identity and sense of place to orientate and help people find their way around,
- 3.05.20 The proposed new city waterfront centred upon East Float will provide a dramatic cityscape, defining East Float as a destination, with clearly defined waymarkers and arrival points.
- 3.05.21 The opportunity is to create a wider City Structure of streets and places to deliver an easily understood network of streets and public realm across Inner Wirral, connecting proposed neighbourhoods together and reconnecting wider residential neighbourhoods to the north and south.
- 3.05.22 The proposals for green infrastructure and street tree planting (Goal 7) will assist in creating safe, attractive, easily understood street networks..
- 3.05.23 The 'spine' of this proposed new City Structure is City Boulevard connecting the River Mersey waterfront and Woodside in the east to Bidston in the west. The scale of this strategic landscape corridor is capable of accommodating citywide public transport, pedestrian and cycleway connections.
- 3.05.24 **The vision is to create a legible 'City Structure' with safe, easily understood, attractive and animated streets and public realm – connecting 'catalysts' and 'partnership' neighbourhoods to existing destinations, public transport and community hubs, the River Mersey waterfront and wider Wirral Peninsula.**



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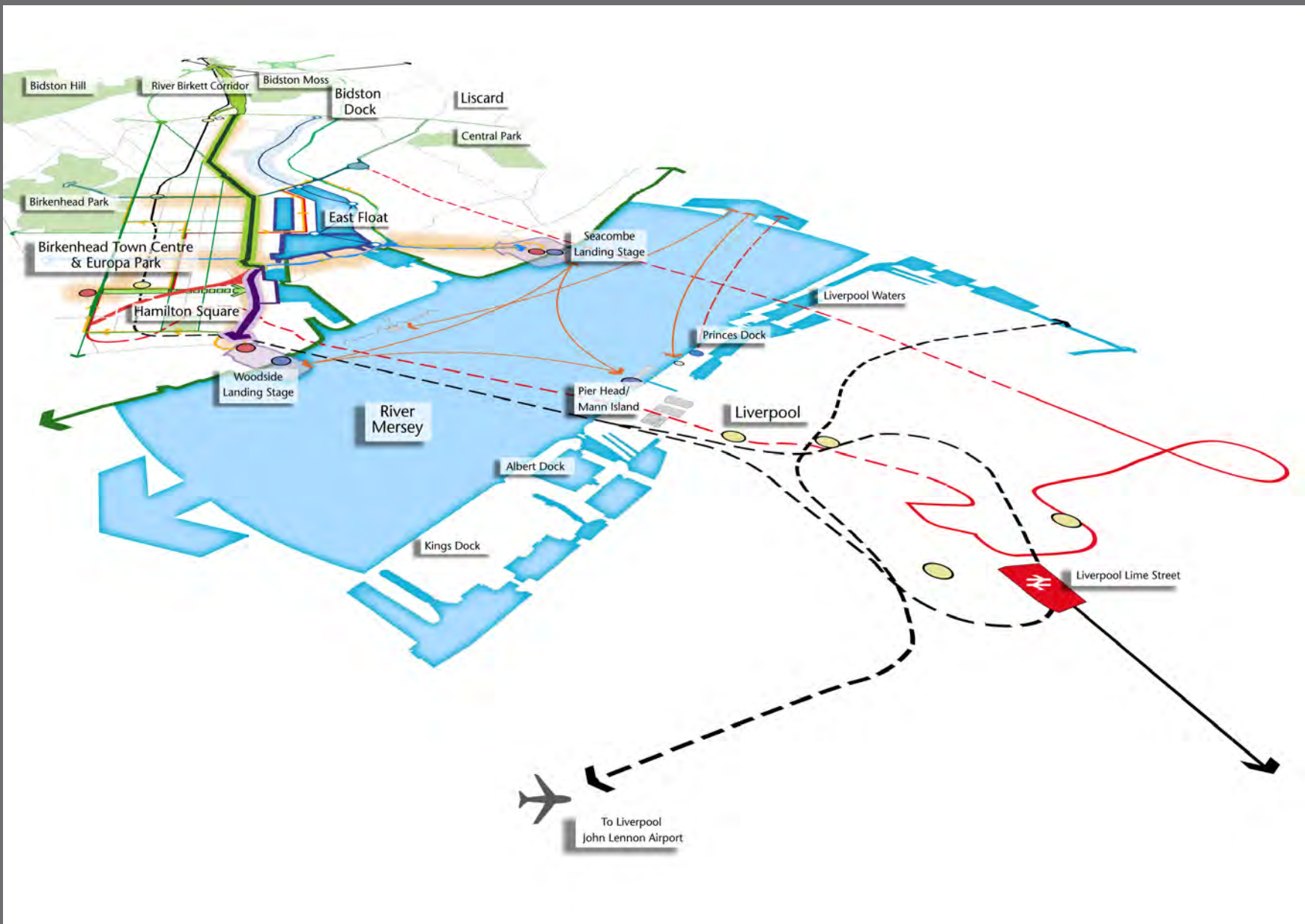
1. Amsterdam Housing
2. Proposal for Hydraulic Tower, as a restored landmark
3. Dusseldorf Waterfront, Germany

Movement Framework



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

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



To deliver world class connections and access for all, we are committed to:

- 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 and cyclable 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

06 | Sharing prosperity, health and well-being

We want to achieve a transformational change in the quality of life for local communities in Inner Wirral by helping to strengthen the viability and quality of existing social infrastructure, schools and services, and creating new community hubs and neighbourhood seams to deliver health, education, culture, training and lifelong learning.

We want to ensure that local communities benefit from and share in the opportunities presented by Wirral Waters.

In particular, we want to bring new and established communities together.

Today

- 3.06.1 The East and West Floats once acted as the seam of activity and interaction bringing the communities of Inner Wirral together. The decline of the docks has created a visual, physical and psychological barrier between residential neighbourhoods to the north and south.
- 3.06.2 From our extensive consultations, many of the communities we have spoken to remember the docks as vibrant places of activity and interaction, and are excited about the opportunity to gain access to the dock estate and waters edge again.
- 3.06.3 The creation of new neighbourhoods needs careful consideration of how well existing community services and networks are placed to respond. The opportunity is to strengthen and complement existing communities and services rather than duplicate and undermine.
- 3.06.4 The impacts of economic decline on the communities of Inner Wirral are acute, particularly in regard to worklessness and health.
- 3.06.5 The proposed City Structure network of green streets and access to proposed watersports and recreational pursuits provides the opportunities to bring new lifestyle choices right into the heart of Inner Wirral.

- 3.06.6 **The opportunity is to support and strengthen existing community assets, and create new community ‘hubs’ and ‘seams’ to bring existing and new communities together improve lifestyle choices and ensure that existing communities are able to share in the prosperity and opportunities created by Wirral Waters.**



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1. Park Stage, Illinois
2. Step Class
3. Chapel Estate, Southampton
4. Allotments, Hegianwandweg, Zurich
5. Paley Park, New York

Community hubs

- 3.06.7
- The relative decline of the industries and maritime activities centred around the East and West Floats has separated residential neighbourhoods in the north and south and increased dependency on those local centres providing community services, including Birkenhead Town Centre. Strategic connections to the wider recreational resources along the Wirral Peninsula coastlines are also fractured.
- 3.06.8
- The opportunity is to encourage new communities to support existing local shops and services, and create new community 'hubs' to deliver additional community services and opportunities.
- 3.06.9
- Both have a role to play in bringing existing and new communities together. The proposed city structure will create of a network of safe, attractive connections to link existing communities to East Float and Bidston Dock, and new residents and workers to existing local shops and Birkenhead Town Centre.
- 3.06.9
- Peel Holdings are working with Wirral MBC and local health, education and training, and social services providers to set in place new social and community infrastructure that complements existing facilities and networks. The approach has been to think beyond the boundaries of East Float and Bidston Dock to set in place new community hubs that are 'seamless' – providing for both existing and new communities.
- 3.06.10
- East Float will create new cultural, educational, civic and leisure destinations. A civic and educational hub at Marina View and Four Bridges, will deliver training and apprenticeships. The Point is the proposed setting for a city park and cultural venue.
- 3.06.11
- Together, they provide new opportunities for local communities to access employment, training and community services. The higher density city forms also brings opportunities for new ways of meeting, including shared and private gardens, streets and dock edges.



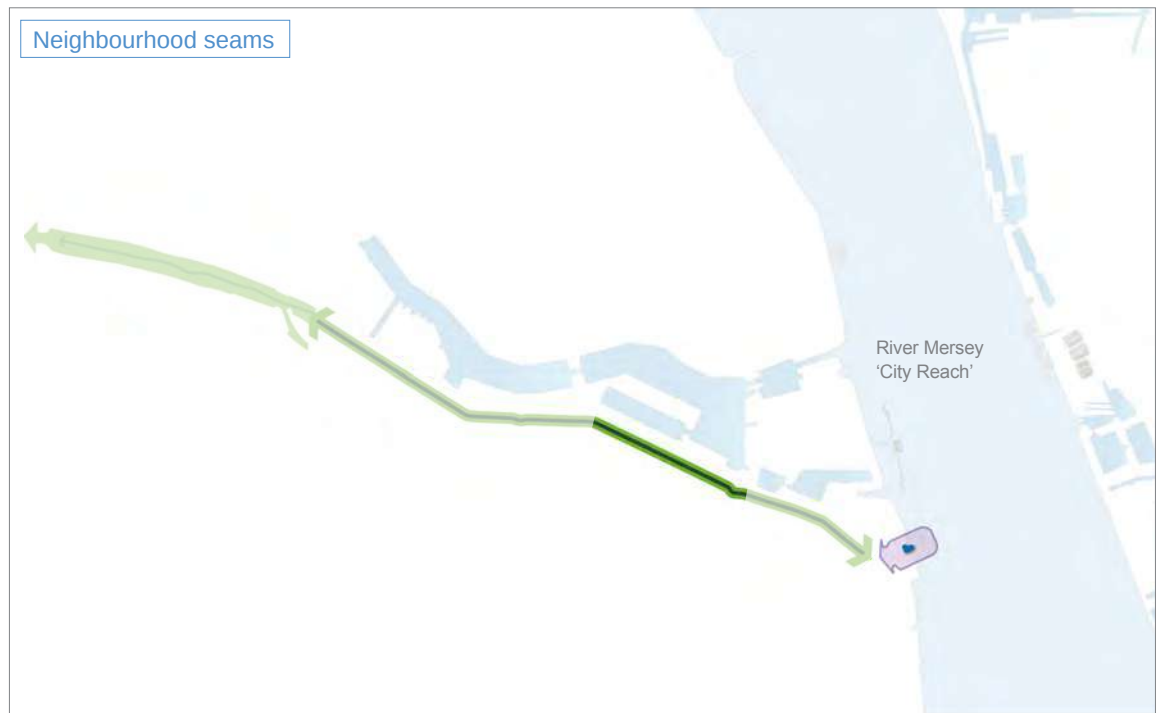
- 3.06.12
- For Bidston Dock, the focus will be upon encouraging participation in new sporting and recreational activities to encourage more active lifestyles and educational facilities for school visits.
- 3.06.13
- The vision is to strengthen existing and create new community 'hubs' and networks – providing focal points to bring existing and new communities together and encourage community ownership and civic pride.**



1	1. Epping Forest College
2	2. Community art project
3	3. Notley Green Primary School, Essex

Neighbourhood seams

- 3.06.14 The proposed City Boulevard will create a strategic east west connection across Inner Wirral, connecting the River Mersey waterfront to Bidston.
- 3.06.15 The proposed scale of City Boulevard is capable of accommodating a diverse range of functions, including public transport connections, new city infrastructure, structural tree planning to mitigate the environment.
- 3.06.16 The City Boulevard is proposed as a neighbourhood 'seam' providing a transition and meeting point for new communities in East Float, and existing and new communities to the south. To enable this, it is proposed to create a sequence of pocket parks and events along the Boulevard.
- 3.06.17 As the City Boulevard passes between East Float and Hamilton Park, the opportunity is to create a linear community park. At this point, the strategic nature of the Boulevard will be balanced with the opportunity to encourage active ground floor uses to extend onto the street, and for the linear park components encourage local play and meeting points.
- 3.06.18 In addition to this neighbourhood role, there is also an opportunity to explore the ability of the City Boulevard to connect all communities across Inner Wirral to the River Mersey waterfront in the east and Bidston Moss and the River Birket landscape corridor to the west. In this wider sense, City Boulevard also provides the opportunity to link those communities living in Liverpool to the wider Wirral Peninsula. This may be achieved by encouraging people to cross the River by ferry to Woodside Landing Stage and continue onwards along the City Boulevard to Bidston Moss and beyond.
- 3.06.19 **The vision is to define City Boulevard as a neighbourhood 'seam', a structural landscape, wildlife and recreational resource - connecting East Float, Birkenhead, Woodside and the River Mersey waterfront to Bidston, the River Birket and the wider Wirral peninsula.**



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1. Avenue Habib Bourguiba Tunisia
2. High St, New Islington
3. Bryant Park, New York

Healthy living and quality of life

- 3.06.20 Environmental quality across Inner Wirral is poor, with direct impacts upon the quality of life for those communities living and working in the locality. The exceptions are the city parks, natural landscape features and waterfronts.
- 3.06.21 The proposed City Structure sets in place a network of greener streets and places to improve the visual and environmental quality across Inner Wirral. The approach is to encourage landowners and developers with buildings and sites fronting onto the proposed City Structure network to improve the quality of their frontages and where appropriate redevelop their plots to deliver an appropriate scale and quality of development.
- 3.06.22 The proposed scale of the City Boulevard enables the introduction of structural tree planting to bring about a dramatic change in environmental quality, together with local recreational and informal sports facilities and direct connections to Bidston Moss and strategic recreational cycleways. Access to the waters edge within East Float provides opportunities to become involved in watersports and leisure activities.
- 3.06.23 The proposed City Structure provides the physical framework to improve environmental quality, encourage walking, cycling and the use of public transport, and create recreational facilities and local parks. A network of community groups will need to be encouraged to manage events and foster a sense of community pride and ownership.
- 3.06.24 **The vision is to encourage healthy living and improve quality of life – through improved environmental quality and a choice of safe, attractive well managed city parks and gardens, allotments, sports, recreational and leisure facilities and activities.**



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1. Exercise in the park
2. Youth football team
3. Local play areas



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1. Golf course, Wirral
2. Swiss bridge, Birkenhead Park, Wirral
3. Sailing, West Kirby Marina, Wirral
4. Fishing, Seacombe Promenade, Wirral
5. Wirral Festival, Seacombe Promenade, Wirral



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

- Guiding Principles: 12. Social and Community Infrastructure
- Guiding Principles: 13. Healthy Living
- Guiding Principles: 15. Landscape, Waterfront and Public Realm



To share prosperity,
health and well being,
we are committed to:

- 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 improving quality of life

07

An exemplar regional environmental resource – ‘contributing to an enduring parkland legacy’

We want to reveal the underlying landscape identity and rich biodiversity of the Wirral Peninsula, River Mersey and River Dee estuaries creating a rich tapestry of lush landscapes, parkland and wetland connecting Bidston Moss to the River Mersey waterfront.

We want to reconnect the water’s edge to existing neighbourhoods and green assets, contribute to the long term environmental regeneration of the River Birket corridor, and work with partners to create a ‘mosaic’ of trees and parks, driving green infrastructure into surrounding residential neighbourhoods.

We will create a exemplar sustainable development that embraces innovation and uses the critical mass of the opportunity, and expertise of Peel Holdings, to deliver 21st century solutions to energy, waste and water.

Today

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|--------|--|--------|---|
| 3.07.1 | The strategic position afforded by the landscape setting between River Mersey city waterfront and Bidston Moss, and the wider River Birket wetlands to the west, is pivotal. Rather than being a strategic east west connection between these two environmental assets, the Great Floats act as a disconnect due to the inaccessibility and industrial nature of the existing environment. | 3.07.5 | There is a unique opportunity to bring a renewed landscape identity and environmental infrastructure into the heart of the City Region. To shift long held perceptions, transformational and sustained improvement will be needed. |
| 3.07.2 | In the past, the close proximity to the Bidston Moss landfill site and the waste reception centre created negative perceptions associated with visual intrusion and eyesores. Whilst the landfill has been replaced by a lush community woodland, negative perceptions remain embedded. | 3.07.6 | There is a further opportunity to make use of the scale of the opportunity, the SuperPort connections, as a platform for the creation of new city energy, waste and water infrastructure to serve Wirral Waters in a 21st century exemplar manner. The aim is to become zero carbon and zero waste. |
| 3.07.3 | The immediate locality is characterised by industrial buildings, structures and storage depots. Those pockets and glimpses of greenscape and planting are fragmented, lacking any cohesion and connectivity. Beyond the immediate industrial setting, there is a wealth of city parks and natural landscape features providing a diversity of environmental resources. | | |
| 3.07.4 | Whilst the scale of this industrialisation is extensive, there are many derelict, underused, neglected and vacant sites that may be transformed, in part or in whole, to create robust, transformational/ multifunctional environmental assets. | | |



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1. Dee Estuary from Thurstaston Common, Wirral
2. Leasowe Lighthouse and River Birket, Wirral
3. East Float, Birkenhead Dock
4. Bidston Dock, Wirral
5. Albert Dock, Liverpool

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Windows on the waterfront park

- 3.07.7
- The Mersey Waterfront Regional Park identifies a sequence of ‘Windows on the Waterfront’ along the coastlines and riverbanks of the Irish Sea, River Mersey and River Dee.
- 3.07.8
- The most significant is the ‘International Waterfront’ connecting the Liverpool and Wirral Waterfronts. This window is centred upon the Pierhead on the Liverpool Waterfront, and East Float on the Wirral Waterfront. Together, these waterfronts enclose the River Mersey ‘City Reaches’, animated by the Mersey Ferries and Cruise Liners and Irish Sea Ferries.
- 3.07.9
- To the north along the Liverpool, Sefton and Wirral coastlines, there are more regional and local destinations. The Wirral Peninsula coastline has the most animated and punctuated coastlines, with a sequence of parks, beaches and attractions moving west from New Brighton, through Leasowe to west Wirral.
- 3.07.10
- Bidston Moss is located inland and as a consequence is disconnected. The opportunity is to connect Bidston Moss into this sequence of events that is focused upon the water’s edge through a landscape strategy that has the creation of a landscape and environmental parkland along River Birket corridor at its heart. Bidston Dock provides the opportunity to create a strategic destination and reanimate Bidston Moss as an eastern gateway to this Park from Wirral Waters, the surrounding neighbourhoods and Liverpool city centre.
- 3.07.11
- The vision is to define Bidston Moss and Dock as a strategic destination and gateway to ‘Windows on the Waterfront’ Park, and to connect Wirral Waters, Inner Wirral and Liverpool city centre and the City Boulevard to the wider Wirral Peninsula.**

Windows on the waterfront park

The map illustrates the 'Windows on the waterfront park' concept, showing a sequence of parks and waterfronts along the River Mersey and the Wirral Peninsula. Key features include the Wirral Peninsula, River Birkett, City Boulevard, Great Floats, River Mersey 'City Reaches', Liverpool, and the Leeds Liverpool Canal. A key indicates that green areas represent River Birkett Park. Arrows indicate a clockwise sequence of 'Windows' around the central area.

Three photographs showing different waterfront park designs:

1. Vikki District, Helsinki
2. Wetlands Park, Hong Kong
3. Lurie Gardens, Millennium Park, Chicago

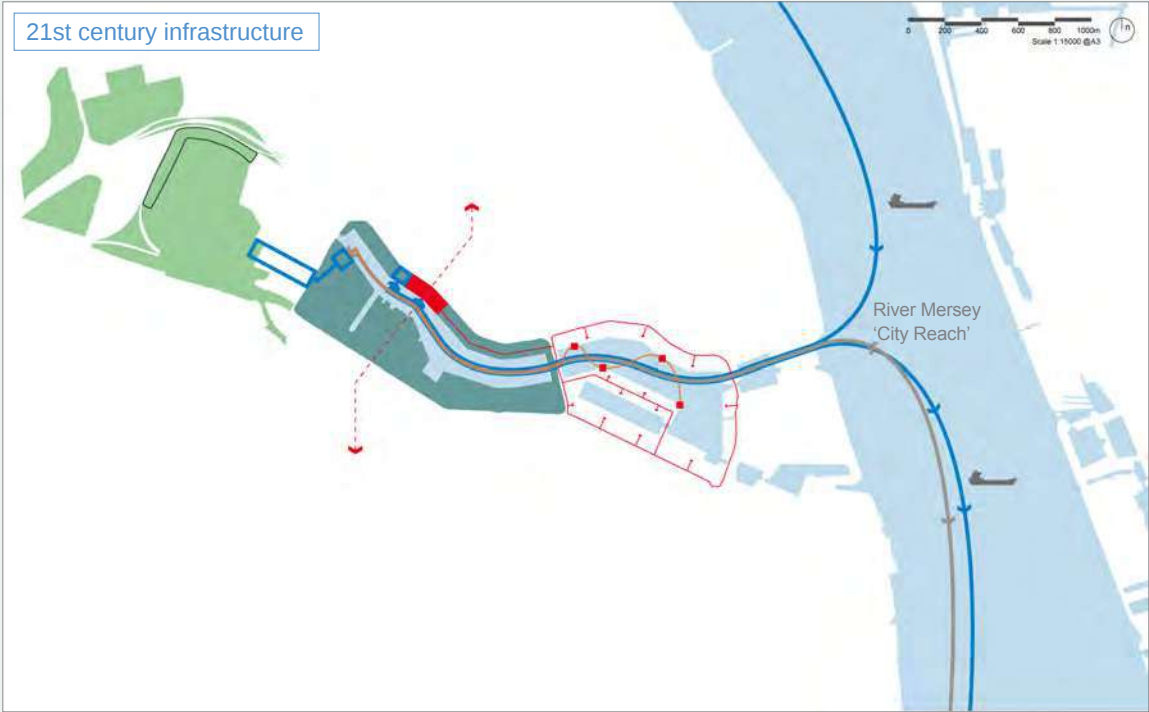


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1. Singing Ringing Tree, Panopticon, Burnley
2. The Dream, St. Helens
3. Another Place, Antony Gormley, Crosby
4. Mersey Wave, Speke, Liverpool

21st century infrastructure

- 3.07.12
- The Wirral Waters ‘Catalyst’ neighbourhoods are entirely in the ownership of Peel Holdings, together with West Float and 12 Quays. Bringing forward a regeneration initiative of this scale and proposed 30+ year timescale under the direction and coordination of a single landowner brings significant opportunities, including new city infrastructure.
- 3.07.13
- Peel Holdings are committed to the delivery of highly sustainable projects and have pioneered the BREEAM Communities approach to sustainability at MediaCityUK. This is under consideration as a tool and benchmark for Wirral Waters.
- 3.07.14
- In regards to energy, the aim is for Wirral Waters to ultimately be zero carbon. There is the opportunity to create renewable energy on site, for example in West Float connected to East Float by an infrastructure ringmain. Options include the use of waste/biomass/gas fuels with the opportunity to potentially source some fuel supplies from the Ince Resource Recovery Park alongside the Manchester Ship Canal in Cheshire – a Peel Environmental Project.
- 3.07.15
- In regard to waste, the proposal is to deliver a ‘zerowaste’ development, working with the Council and the Merseyside Waste Disposal Authority. There is an opportunity to collect and take waste from East Float by barge to Bidston for processing.
- 3.07.16
- Peel Holdings own the Port of Liverpool and the Manchester Ship Canal. This ownership and ability to manage the operation of the docks and canal provides the opportunity for waste and fuel shipments and construction material, to be achieved through shipping/barge.



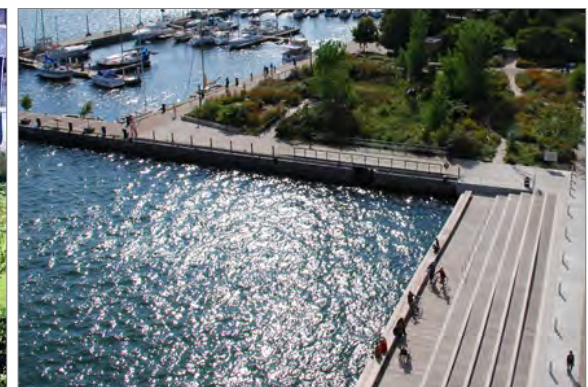
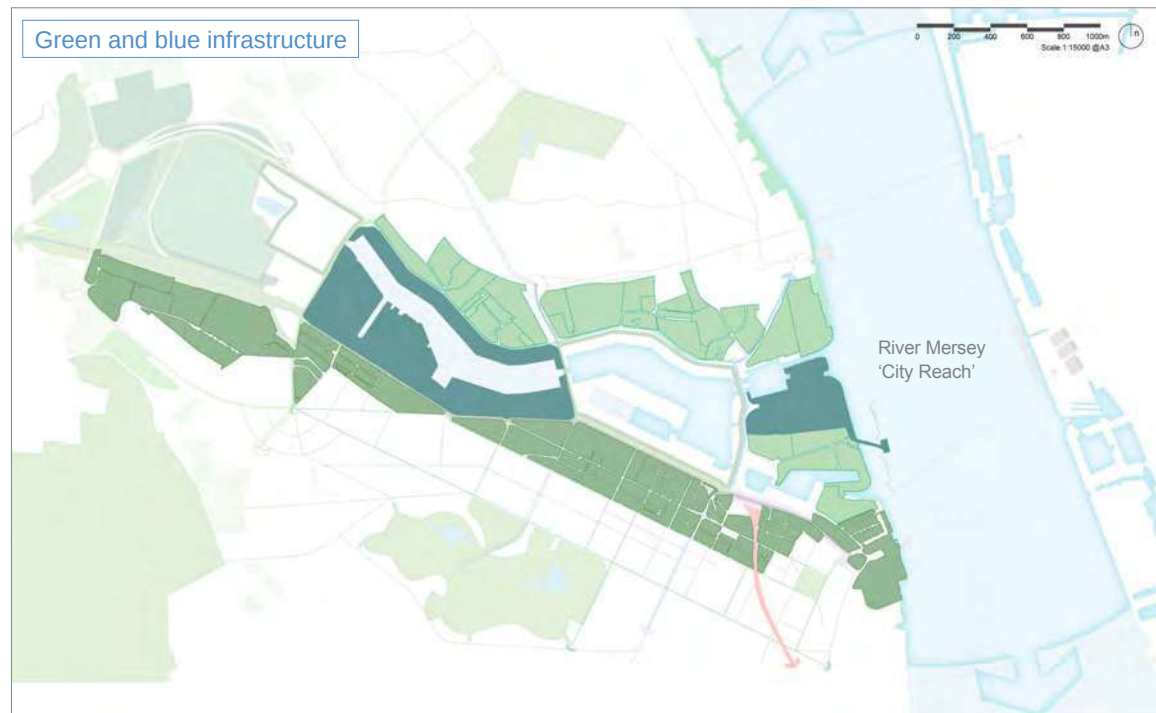
- 3.07.17
- In bringing forward these opportunities, Peel Holdings is able to coordinate closely with Peel Energy, Peel Ports and Peel Environmental particularly in regard to shipping/exchange of waste/fuel with the Ince Resource Recovery Park, exploring the potential for wind power and the long term proposals for harnessing energy from the River Mersey.
- 3.07.18
- The vision is to place Wirral Waters at the heart of an exemplar sustainable 21st century energy, waste and water infrastructure network.**

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1. Wind turbine, Seaforth Docks
2. Shipping barge, Liverpool

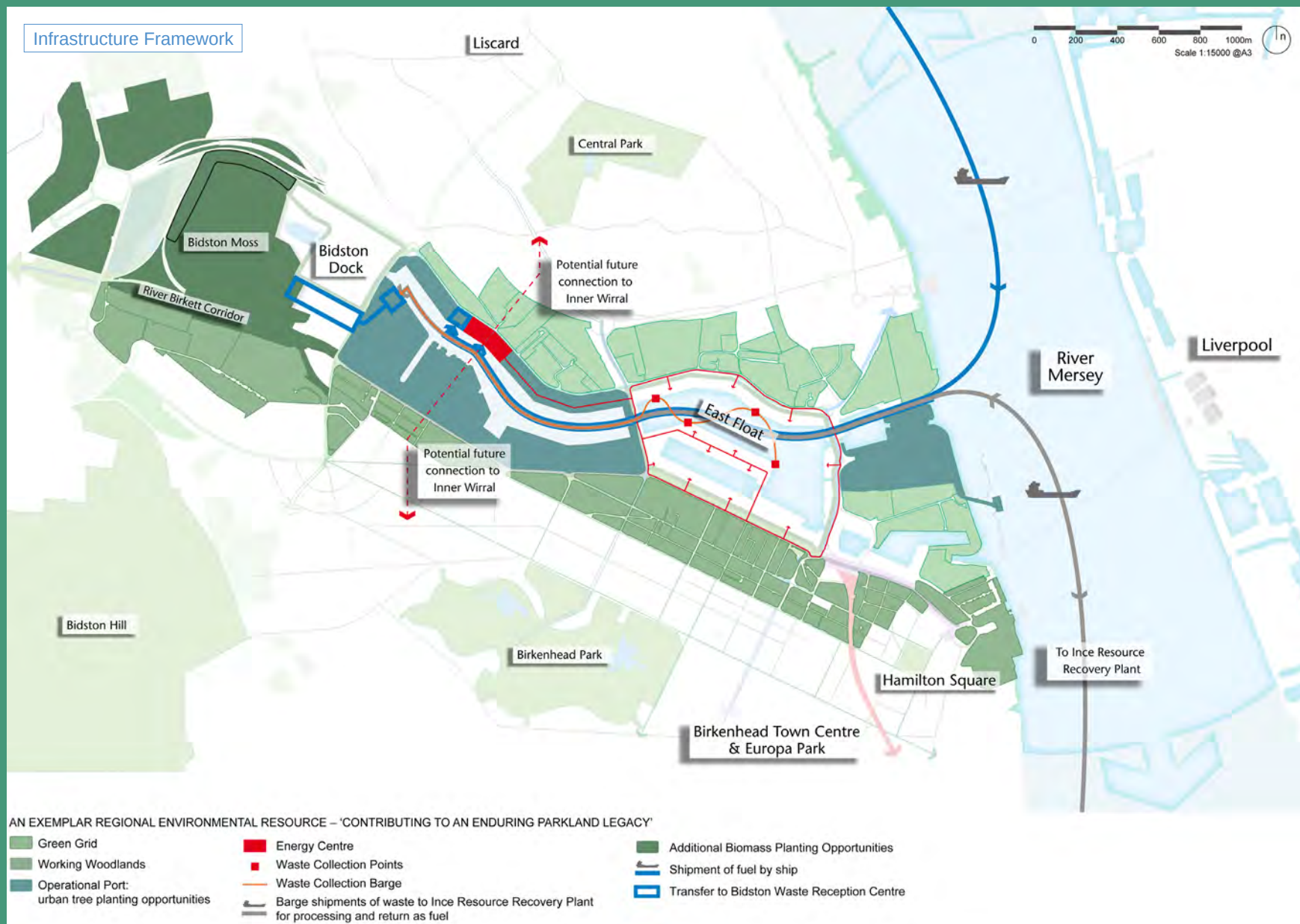


Green and blue infrastructure

- 3.07.19 The landscape setting within the River Birket valley provides the opportunity to recreate and restore the underlying river and wetlands identity that has been masked by incremental industrial development and activity. The scale and drama of the 'Great Floats' provide a robust platform for the creation of this new city greening.
- 3.07.20 The opportunity is to look beyond landscape as a visual backdrop and explore the full spectrum of the green infrastructure agenda – ecology, health, leisure and recreation, managing climate change, city cooling, marketing and branding, land reclamation, economic values and green industries – to name a few. More specifically, there are three opportunities – the Green Grid, 'Working Woodland', and Urban Tree Planting,
- 3.07.21 The gridiron of the Laird Town Plan provides a consistent and integrating street network connecting East Float to the Hamilton Park 'Partnership' Neighbourhood to the south. The aim is to shape this place into a new live work neighbourhood. The opportunity is to bring forward large scale street tree planting as part of regeneration projects
- 3.07.22 The Northside and Southside 'Partnership' Neighbourhoods enclosing Wirral Waters are to be strengthened as employment locations. Introducing robust native tree planting into these environments is a proven approach to delivering structural change across a diversity of fragmented sites in different ownerships.
- 3.07.23 West Float and 12 Quays are to remain in operational port use. As such, operational port requirements and security are paramount in considering the potential contributions these places may offer. The opportunity is to introduce native planting along key frontages to screen and provide an environmental buffer.
- 3.07.24 **The vision is to promote the transformational change of environmental quality through immediate 'meanwhile' landscapes supported by longer term blue and green infrastructure initiatives.**



1. Charlotte Garden
2. Coal Harbour, Vancouver
3. Nottingham University, wetland planting



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

- Guiding Principles: 3. Sustainability and Physical Infrastructure
- Guiding Principles: 5. Port
- Guiding Principles: 15. Landscape, Waterfront and Public Realm
- Guiding Principles: 16. Flood Risk and Drainage



To create an exemplar regional environmental resource, we are committed to:

- 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

08 | Securing long term success, starting today

We want to begin delivering the Vision today, starting with ‘early projects’ to transform long standing signs of decline into positive images and signs of success.

We want to put the mechanisms in place to deliver long term infrastructure projects that will underpin a long term commitment and an holistic approach to delivery over future decades.

Today

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| <p>3.08.1 Wirral Waters is an ambitious vision to be delivered over a 30+ year timescale. Setting out a clear agenda and articulation of the completed proposals is fundamental to communicating the vision for creating a transformational new city waterfront and self sustaining neighbourhoods.</p> <p>3.08.2 Of equal importance is the need to identify and begin those initial steps to demonstrate action on the ground and begin the process of building confidence and creating new markets.</p> <p>3.08.3 The importance of ‘early wins’ and shaping new impressions and ideas is particularly relevant for Wirral Waters, given the degree of long held perceptions dominated by decline, industry and infrastructure.</p> <p>3.08.4 Since the launch of the Initial Vision, Peel Holdings, a number of their delivery partners, and members of the Project Team have analysed and visited internationally recognised successful regeneration projects across the world.</p> <p>3.08.5 Learning lessons from around the world has been key in understanding what works and what doesn’t.</p> | <p>3.08.6 The importance of early projects, beginning with access, site clearance, public art, public realm, free planting events and festivals, are consistently identified as valuable starting points that may be actioned immediately. They, together with embedding quality from the start, are essential precursor to beginning on site development.</p> <p>3.08.7 In parallel with these initial steps, the scale of the proposal presents an unprecedented opportunity to create clusters of new development to build momentum and a critical mass of interest and activity.</p> |
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1. Schooner, Tall Ships Festival, Liverpool
2. Dragon Boat Race, Salford Quays
3. Wavedeck, Toronto Harbour
4. Temporary play sculptures, Lyon

Early wins, events and attractions

- 3.08.8

The ‘Great Floats’ are a real gift. The attraction of the waters edge in drawing visitors to new destinations is well proven and understood. The extent of dock wharves and flexible existing warehousing on East Float are also ideal assets to host temporary events.
- 3.08.9

Being able to enter the East Float neighbourhood and move around the water’s edge is a welcome early win for those members of the local community who have attended the consultation days and events since the initial launch. Many have positive memories of visiting and working in the docks, and the associated ‘hustle and bustle’.
- 3.08.10

Access temporary events and festivals, particularly those that use and reanimate the water and waters edge, are proven ways of raising the profile of unseen or forgotten places. Smaller events and ‘early ownership’ may pave the way for larger scale events that may build over time to become regular calendar events with loyal audiences.
- 3.08.11

They also begin the process of changing views and perceptions and building the confidence of future visitors, buyers, investors and decision makers.
- 3.08.12

The vision is to bring forward ‘Early Win’ projects and events to start the process of changing perceptions and creating positive images.

Creating a critical mass

- 3.08.13

The placemaking and neighbourhood/ quarter approach sets in place a flexible delivery framework that has the ability to appeal to as wide a target audience as possible. This, together with the scale of the project, the 30+ year delivery timescale, and the single developer ownership provides the opportunity for more innovative approaches to phasing and delivery.
- 3.08.14

Phasing and delivery will be informed by markets and investment requirements. Within parameters, the opportunity is to progress development projects in parallel, in contrast to the typical sequential approach with development progressing from one point in a site across the remaining extents.
- 3.08.15

In this context, the opportunity is to encourage interest from a diverse target audience of a range of scales with specific interests in the particular typologies, places and portfolios represented in each quarter. Whilst the need to cluster emerging development projects together to create a critical mass will remain, the opportunity to respond to specific interests in a particular location is to be protected.
- 3.08.16

This approach of enabling a range of development clusters to emerge is appropriate to the nature and scale of the project, and best suited to ensuring that all audiences are able to become involved in Wirral Waters at the earliest opportunity.
- 3.08.17

The vision is to create a critical mass of projects to demonstrate commitment, build market confidence and create momentum.

Setting quality benchmarks

- 3.08.18

The ‘Great Floats’ are a legacy of engineering ingenuity and design quality inherited from the era when the Liverpool and Birkenhead Docks systems, their locks, bridges and infrastructure set the benchmarks that other Cities have followed around the waterfronts of the world.
- 3.08.19

As trading points, waterfronts are inevitably places where new ideas and ways of thinking are exchanged and re-interpreted. As a consequence, their cityscapes and most memorable buildings often reflect and respond to the international and European trading ports they are connected to.
- 3.08.20

This is evident along the River Mersey ‘City Reaches’, from the ‘three graces’ facing onto the River Mersey to the Hydraulic Tower along Tower Road.
- 3.08.21

The vision to create an international city waterfront centred upon East Float. This presents the opportunity to restore and bring to life existing buildings and structures of distinction and create new landmarks, buildings and city squares of world class quality.
- 3.08.22

The vision is to raise the quality and profile of developments to set high quality benchmarks for others to follow

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

- Guiding Principles: 1. Planning and Implementation
- Guiding Principles: 7. Public Funding
- Guiding Principles: 6. Markets and Futures

1	2
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1. Outdoor Market
2. Illustrative proposal for the Hydraulic Tower, Falconer Chester Hall



To secure long term success, starting today, we are committed to:

- 1 Bringing forward 'Early Win' projects and events
- 2 Marketing and branding initiatives
- 3 Creating a critical mass of projects to build confidence
- 4 Raising the quality and profile of developments to set high quality benchmarks for others to follow

09

Engage & inspire

We want to place Wirral Waters on the international map, revealing the inherent positive assets and talents of the Wirral peninsula and Liverpool City Region.

We want to foster civic pride and ownership through partnership working with Wirral MBC, key delivery partners and local communities networks to realise a shared vision and opportunity.

We want to position Wirral Waters as a priority in the region, the City Region, the City Region and Wirral, and working jointly with public sector partners, local communities and others to deliver investment and regeneration across boundaries and scales.

Today

- | | | | |
|--------|--|--------|--|
| 3.09.1 | Beginning with the launch of the Initial Vision, Wirral Waters has been progressed in the spirit of open dialogue and engagement, to build confidence and a shared consensus for Wirral and the Liverpool City Region. | 3.09.6 | The aim is to build interest, confidence and momentum, specifically including a flexible planning permission for East Float to set in place a secure platform for marketing, resource allocation, financing and ultimately, delivery of the vision. That delivery will only take place with the engagement and support of the community, hence it is essential that we 'engage and inspire'. |
| 3.09.2 | The overwhelmingly positive response to the scale and nature of the ambition has been accompanied by offers to engage in further detailed consultation to gain a more detailed understanding of the vision and how it may be delivered. | | |
| 3.09.3 | The Ocean Gateway concept has also provided the starting point for extensive consultations with a wide range of international investors and interests at a regional scale. This has focused upon raising the profile of Wirral Waters and the Liverpool City Region as a place to be. | | |
| 3.09.4 | Meeting with regional and local agencies and communities has focused upon understanding their needs and aspirations, exploring how the investment in Wirral Waters presents the opportunity to consider how policy and funding commitments, and potential ways of working together in partnership, may best respond. | | |
| 3.09.5 | In undertaking diverse and extensive consultations, the profile of Wirral Waters has been raised on the regional, national and international platforms, and the ideas and opportunities set out in the Initial Vision have been 'refreshed and expanded' through partnership working and close dialogue with local agencies and communities. | | |



1	2
3	4

1. Marketing Suite, Hafen City
2. Visitor Centre, Hafen City
3. Sydney Harbour, Sydney
4. East Float, Public Consultation Event, December 2009

Creating an international profile

- 3.09.7 The River Mersey has played a fundamental role in the historic growth, prosperity and success of the North West, connecting the cities and towns of northern England to other global trading routes and ports.
- 3.09.8 Through the Ocean Gateway concept, Peel Holdings is playing a significant role in working with central, regional and government agencies to redefine an international economic profile. Those existing key assets raising the profile of the North West and linking the City Region to other regional, national and international audiences – Liverpool John Lennon Airport; Port of Liverpool; Manchester Ship Canal – are flourishing under Peel Holdings direction and management.
- 3.09.9 Peel Holdings are adept at changing perceptions and growing new markets, by changing long held perceptions and convincing key decision makers considering a choice of competing places. The success in attracting the BBC relocation to MediaCity UK is the most recent and high profile example of bringing an international brand to the North West.
- 3.09.10 These successes are a consequence of long term visions, determination, close partnership working with local, regional and national agencies, and most of all an understanding of how to engage and inspire.
- 3.09.11 This experience and recognition of the need to ‘think big’ and attract all audiences underpins the vision for Wirral Waters. In particular Peel have an awareness that past economic successes that have sustained the City Region for generations have been those that have been connected to international markets, economies and opportunities.
- 3.09.12 **The vision is to place Wirral Waters on the international map, revealing the inherent positive assets and talents of the Wirral Peninsula and Liverpool City Region.**

Engaging with local communities

- 3.09.13 Wirral Waters is a strategic regeneration project that presents a ‘once in a lifetime’ opportunity to bring about a transformational improvement in the quality of life and lifestyle choices for the communities of Inner Wirral.
- 3.09.14 This opportunity has been enabled through the Strategic Regeneration Framework approach, setting in place how the ‘Catalyst’ Neighbourhoods of East Float and Bidston may play a key role in shaping the regeneration of the surrounding ‘Partnership’ Neighbourhoods.
- 3.09.15 From the launch of the Initial Vision (October 2006), Peel Holdings, Wirral MBC and the Project Team have undertaken extensive consultations with local communities through many public presentations and exhibitions, together with one to one meetings with local community interest groups and representatives.
- 3.09.16 This commitment to on going consultation has provided the opportunity to engage with and inspire local communities. This has led to a shared understanding of how the investment being delivered by Peel Holdings through Wirral Waters will assist in strengthening and refreshing existing community networks, initiatives and projects.
- 3.09.17 This track record of open dialogue and engagement provides a respected starting point from which future consultation and engagement in regard to training, employment and other opportunities may be explored as Wirral Waters is delivered.
- 3.09.18 **The vision is to engage with local communities and interest groups to explore how Wirral Waters may influence established projects and initiatives.**

Building confidence and consensus

- 3.09.19 The launch of the Initial Vision revealed the scale and ambition of the Wirral Waters proposal. The overwhelmingly positive support and feedback provided the reassurance for Peel Holdings to progress the proposal further.
- 3.09.20 Many of the positive responses from key stakeholders and potential delivery partners were accompanied by the offer to work in partnership with Peel Holdings and Wirral MBC to understand in further detail how the proposals may be taken forward and delivered.
- 3.09.21 The commitment to adopt a Strategic Regeneration Framework (SRF) and commission an expanded Project Team to cover all technical, regeneration, design and commercial aspects has assisted in building the confidence of Wirral MBC and their delivery partners.
- 3.09.22 Through this approach, Peel Holdings have set out on a course of extensive detailed investigations, design development options testing and technical resolution to allow Wirral MBC, key stakeholders and potential delivery partners to check, interrogate and challenge the principles and assumptions set out in the Initial Vision. As a consequence, a great deal of progress has been made in building confidence amongst key stakeholders.
- 3.09.23 To build confidence and attract investment, new residents, workers and visitors, there is a need to demonstrate that all parties are supportive of the regeneration needs and opportunity, are working together to build a shared consensus and are committed to working together to deliver.
- 3.09.24 **The vision is to build confidence and consensus and lead by example through our long term vision and investments.**

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

- Guiding Principles: 1. Planning and Implementation
- Guiding Principles: 2. Consultation and Engagement



1. Castlefield Festival, Manchester
2. Public Consultation Event



To engage and inspire, we are committed to:

- 1 Creating an international profile for Wirral Waters to attract new markets and growth sectors
- 2 Engaging with local communities, schools 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

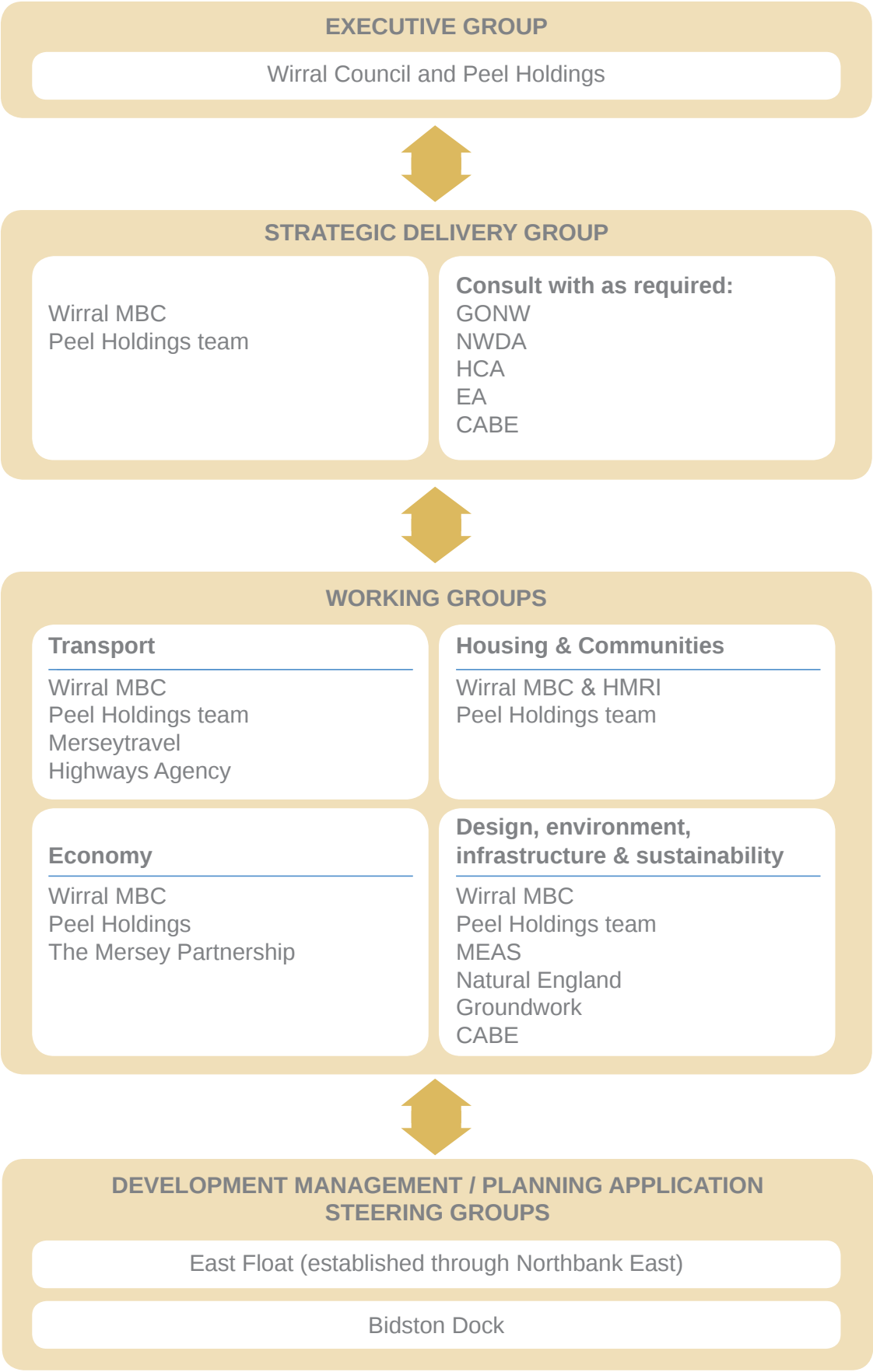
A robust delivery framework

We want to set in place a shared programme of action that allows all partners and communities to play a role in realising the Vision. In particular, we want an enduring delivery framework capable of standing the test of time, responding to future lifestyles, technologies, markets, expectations and challenges.

In particular, we want to harness the momentum of Wirral Waters to transform existing residential and employment neighbourhoods.

Today

- 3.10.1 Setting in place a robust delivery framework has been a central consideration in 'refreshing and expanding' the vision. The SRF is being guided in partnership by Peel Holdings and Wirral MBC, with on going dialogue and involvement of key local and regional partners and agencies.
- 3.10.2 Following a two-day workshop between Peel Holdings and Wirral Council in February 2008, it was agreed that partnership arrangement was required in order to put the emerging partnership working arrangements on an agreed footing.
- 3.10.3 Partnership working arrangements were established and endorsed by Peel Holdings and Wirral MBC as an appropriate vehicle for progressing strategic planning, visioning, spatial frameworks and design development.
- 3.10.4 This partnership working approach has ensured that the emerging ideas and proposals have responded to local regeneration needs, the sustainable communities agenda, and a 'strategic fit' with other policies, programmes and projects being brought forward by Wirral MBC and their partners.
- 3.10.5 This Partnership Working Arrangement consists of Executive and Strategic Delivery Groups, supported by Working and Development Management Groups will lead the strategic direction and delivery of Wirral Waters.
- 3.10.6 Work is now in hand to consider the next stage of delivery, and consideration is being given to the establishing of a bespoke regeneration vehicle to bring Wirral Waters and other initiatives in inner Wirral together.
- 3.10.5 This, alongside flexible yet robust planning and design, provides the basis for a 'robust delivery framework'.

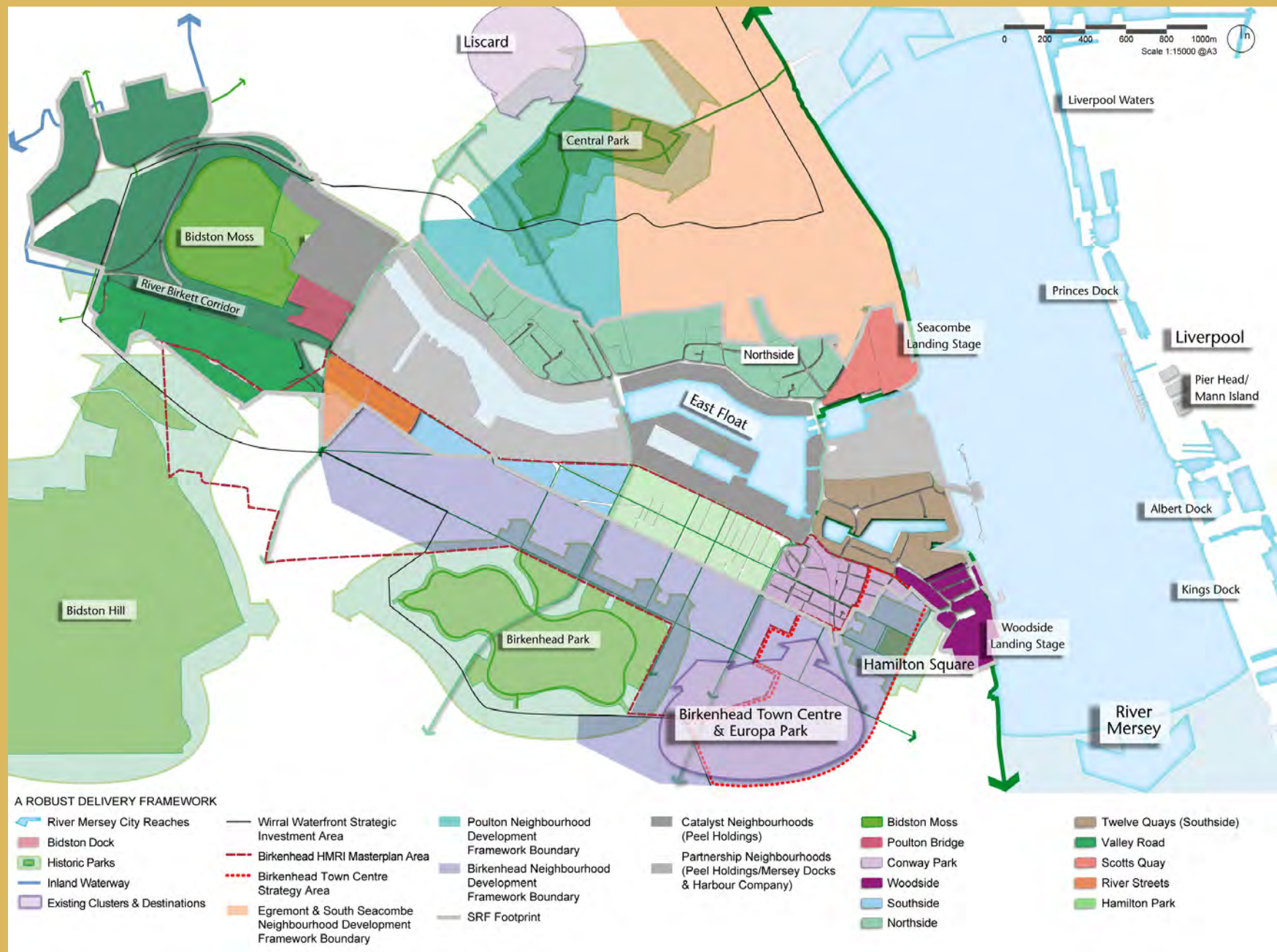


Coordinating the delivery of catalyst and partnership neighbourhoods

- 3.10.6
- Following the launch of the Initial Vision in 2006, Peel Holdings and the Project Team have been involved in ongoing consultations with a wide range of agencies and communities.
- 3.10.7
- Consultations have targeted ‘communities of interest’, (those with a particular role and remit relating to a particular issue), and ‘communities of place’, (those with a particular role and interest relating to a specific place).
- 3.10.8
- The range of consultations undertaken in developing the Vision is extensive. The scale of the proposals has necessitated engagement and consultation at the national, regional and local levels.
- 3.10.9
- The need to engage and understand how local communities want to be involved and play a role in shaping the Vision has prompted many public consultation events and one to one presentations and meetings.
- 3.10.10
- The overwhelming response is positive, providing a robust platform to move forward and deliver the vision.
- 3.10.11
- The most resounding and recurring issue is the need to create new economies, markets, and jobs supported by training and employment opportunities for those communities living in the most deprived neighbourhoods close to Wirral Waters
- 3.10.12
- The Wirral Waters neighbourhoods provide the most appropriate platform for those ‘communities of place’ involved in a particular ‘catalyst’ or ‘partnership’ neighbourhood. The Partnership Working Arrangements provide the most appropriate platform for those ‘communities of interest’ involved in a particular aspect of delivery.
- 3.10.13
- The vision is to ensure that the benefits and critical mass of the ‘catalyst’ neighbourhoods trigger and ‘shape change’ across Inner Wirral and the Liverpool City Region, delivering recognisable changes in the day to day lives of local communities.**

Roles and responsibilities

- 3.10.14
- Peel Holdings and the Project Team have refreshed and expanded this Vision working in close partnership with Wirral MBC and their partners.
- 3.10.15
- The scale and complexity of the project has demanded a sophisticated structure of working groups, with clearly defined roles and responsibilities. This partnership working has changed and evolved in response to the particular demands of the workstage at hand.
- 3.10.16
- The Partnership Working Arrangements set in place the starting point for those involved in delivering the Vision. Peel Holdings and Wirral MBC will continue to lead the delivery process, working closely with delivery partners and decision making agencies through the Working Groups.
- 3.10.16
- The Working Partnership Arrangements have evolved over time, responding to the priorities and tasks being progressed through each of the five key Workstages of the Wirral Waters SRF approach. With the submission of the East Float Outline Planning Application and the focus upon Stage 5: Delivery, Peel Holdings are considering the most appropriate working arrangements for this stage. This Vision Statement, and the supporting Guiding Principles, are part of the consultation process to understand how existing and future potential delivery partners may wish to play a role in delivering the economic, social, cultural and environmental regeneration of Inner Wirral.
- 3.10.17
- The vision is to set in place Working Partnership Arrangements that allows all partners and communities to play a role in realising the vision.**



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

To put in place a robust delivery framework, we are committed to:

- Guiding Principles: 1. Planning and Implementation
- Guiding Principles: 7. Public Funding

- 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

