

STRATEGIC REGENERATION FRAMEWORK

A BLUEPRINT FOR ECONOMIC
GROWTH IN WIRRAL 2017-2020

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FOREWORD

Driving regeneration, creating jobs and ensuring sustainable, long-term growth in our economy is vitally important. This Strategic Regeneration Framework provides the route-map to achieve it. It clearly defines our plans for future development and investment by providing the robust evidence base, sound principles and strategic drivers on which to plan future regeneration.

Our Wirral Plan places economic growth at its heart: making sure our residents are able to access good, high paying jobs in a stable and thriving economy brings almost immeasurable benefits to all areas of our community, and helps bring us closer to achieving all of our 20 pledges.

The Framework provides confidence and certainty to residents, stakeholders and investors by being clear about our ambitions, plans and vision for the borough.

The Council will provide a clear leadership role, but involvement, joint working and integration with partners will be a major feature of the Strategic Regeneration Framework's delivery. The Framework identifies opportunities for the private sector to take forward and help shape the delivery of our ambitions and we will work with partners such as Wirral Chamber of Commerce and Mersey Maritime to ensure there is a strong private sector input to our plans.

Our plans for the future reflect our understanding of Wirral's growth and regeneration potential, the strengths of our communities and the inherent opportunities of our sector strengths in areas such as advanced manufacturing, energy, maritime and the visitor economy.

The opportunities set out in this Framework are based on an assessment of what is realistically deliverable, but they will require focussed energy and resources from a range of partners including the private sector if they are to be achieved.

As a member of the Liverpool City Region Combined Authority we are working to implement our Devolution Deal with Government and the Strategic Regeneration Framework reflects the priorities and approach as outlined within the City Region's Growth Strategy. There has been strong joint working across the city region for many years, but establishing clear city region priorities for attracting investment, business support transport and assets is clearly supported by our progress as a Combined Authority.

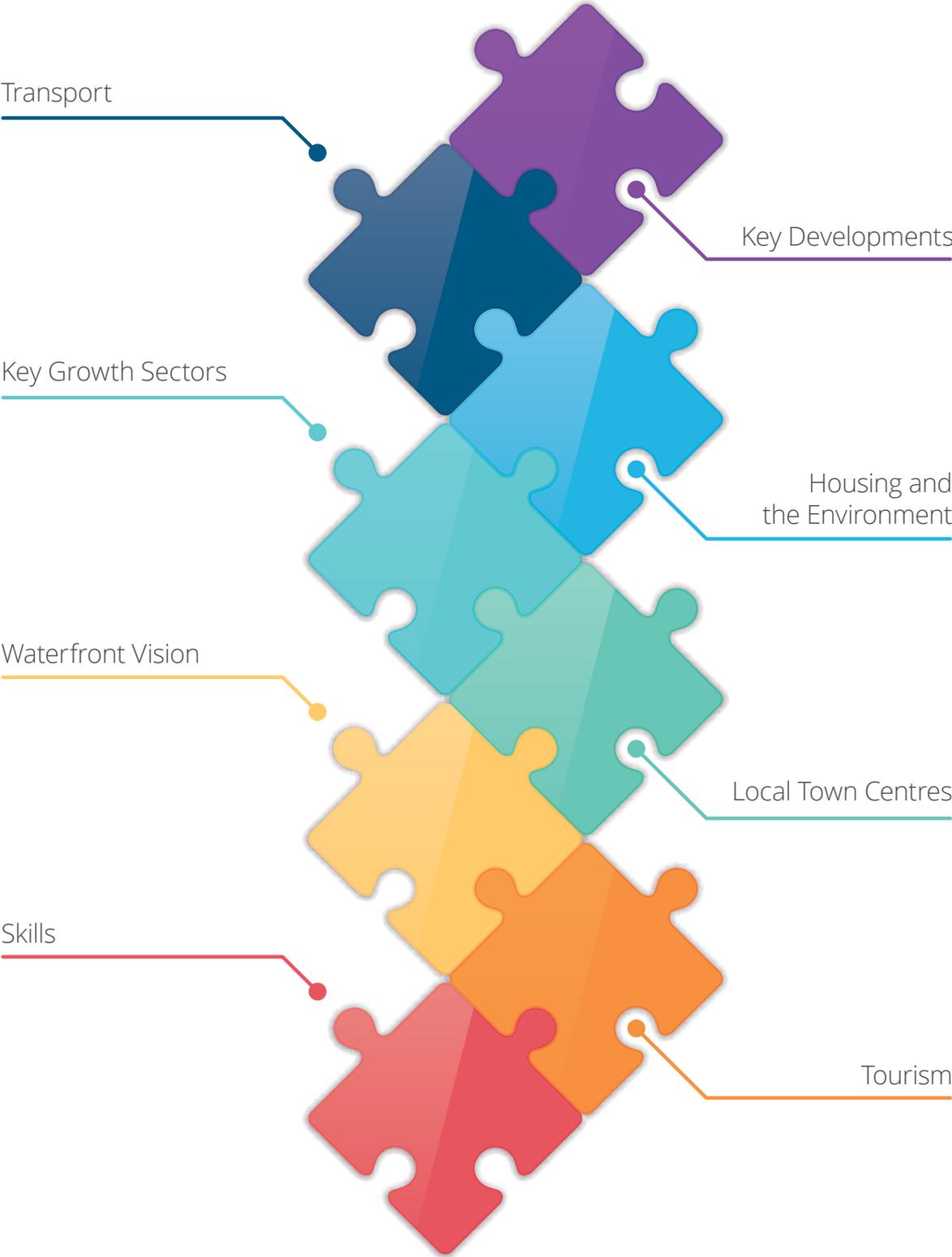
We have not been standing still in recent years, much has been achieved, but we look forward to working together with greater drive and pace in order to realise our shared vision for the borough.



P.L. Davies
Cllr Phil Davies

PLACE SHAPING

Linking key drivers and opportunities for growth and regeneration to maximise outcomes



EXECUTIVE SUMMARY

The Wirral Strategic Regeneration Framework (SRF) sets out the priorities and challenges for economic growth in the borough, to help guide and proactively drive investment and activity across Wirral to deliver our ambitions for the local economy.

With a particular initial focus on the areas of significant growth potential identified and agreed in the Wirral Growth Plan (Birkenhead Town Centre, Birkenhead Hinterland, Wirral Waters Enterprise Zone (EZ) and the A41 corridor); the SRF will align the key development opportunities with relevant national, regional and local strategies to deliver sustainable and accelerated growth.

The Wirral Growth Plan translates our ambitions for economic growth into a clear direction of travel to ensure we deliver outcomes which enable all residents to contribute to and benefit from sustained prosperity, able to enjoy a good quality of life in a high quality environment. The SRF provides further detail on our spatial priorities and shows how we are integrating them with our thematic actions in areas such as housing, tourism, transport, environment, employment and skills, and sustainability.

To meet this challenge we will continue to provide an environment which supports our residents and our existing businesses to unlock and take advantage of these economic opportunities. However, we will also look to the future, encouraging investment into new sectors to generate jobs and growth in the forthcoming years.

The SRF balances a longer term vision for creating new places in Wirral, aimed at strengthening housing and commercial markets with a series of short term catalyst projects to start to change and shape places in line with the Vision.

Therefore the overriding purpose of the SRF is to put in place a clear, shared and delivery focussed framework to guide regeneration and to co-ordinate and secure public and private sector investment.

The SRF will:

- Set out a vision for economic growth in Wirral
- Provide a strategic context for guiding regeneration, housing and planning interventions
- Set a broad spatial framework within which more detailed place making plans can be developed to guide investment
- Build investor confidence through identifying a portfolio of strategic regeneration programmes and activities
- Ensure links with existing regeneration and investment projects across the borough and with emerging national and city region policy initiatives.
- Set out the linkages with the Liverpool City Region (LCR) Devolution Deal and Northern Powerhouse growth and infrastructure proposals.

OUR VISION FOR WIRRAL

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

Wirral is a key gateway to the Northern Powerhouse. We have set out our ambition for Wirral in our Vision 2020 and Growth Plans. Already one of the most attractive places in the UK to live and do business, Wirral combines the benefits of modern living and a thriving local economy – it is a beautiful place, host of globally significant sporting events and is well-connected to the rest of the UK, Europe and beyond. It also boasts a unique waterfront location facing arguably the UK's finest civic panorama – the Liverpool Waterfront.

Wirral also has the opportunity to further its reputation for its independent sectors, music and retail to anchor and underpin the development of new places and spaces.

In addition Wirral has nationally significant economic development projects such as Wirral Waters EZ and key growth sectors such as advanced manufacturing, maritime, visitor economy and energy. One of the largest wind farms in the world is being constructed in Liverpool Bay and the Mersey river has one of the largest tidal ranges in Europe with significant potential to generate sustained renewable energy, all of which provide unprecedented opportunities.

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

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

CONTEXT FOR GROWTH

There are a number of factors that position Wirral to deliver transformational growth:

LOCATION

Wirral, part of the Liverpool City Region, is positioned as the western gateway to the Northern Powerhouse. With one of the fastest growing economies in the UK, unique physical characteristics, plus access to a pool of highly skilled talent, we are seizing the unprecedented opportunity provided by the Liverpool City Region Devolution deal to build on our successes, address some of our remaining challenges and put Wirral and the Liverpool City Region at the heart of the Northern Powerhouse.

BUSINESS BASE

Already home to global businesses such as Unilever, Cammell Laird, Bristol Myers Squibb and Typhoo Tea, Wirral's economy is worth £4.6 billion GVA contributing 16% of the wider £29.4 billion GVA city region economy. With nearly 8,500 enterprises our business base continues to grow with a net gain of over 1,000 businesses in the last two years. We are proud of our thriving small business base, with our 88% of enterprises being micro businesses which continue to sustain and grow.

MARKET DEMAND

Future potential demand has been identified within the key growth sectors of Advanced Engineering, Energy, Maritime and the Visitor Economy. These sectors are the focus of targeted action to drive both indigenous growth and inward investment building on the success of business already operating within these sectors. This includes ensuring provision for clustering as well as actions related to business support and skills provision.

WIRRAL GROWTH COMPANY

We are creating a Joint Venture Public/Private company to drive market-led development at pace.

PEOPLE AND SKILLS

Our people are also our key strength. We have a population of almost 321,000, and a working age population of over 194,000 of which 69% are in employment. Within a one hour drive there are a further 6 million people providing access to a pool of highly skilled talent to recruit from with over 1.2 million graduates. The city region is home to 4 universities, including an elite Russell Group Institution with a total of 12 universities within an hour's drive.

CONNECTIVITY

Our national and global connectivity is a major competitive advantage with two international airports within a 45 minute drive serving over 200 global destinations. The £300m Liverpool2 deep water container terminal has transformed freight and logistics for the city region and the UK and we have outstanding national motorway and rail networks with the West Coast Mainline providing a two hour journey time to London. Our excellent commuter infrastructure links to Liverpool and North Wales and Chester.

The Strategic Regeneration Framework will ensure that our vibrant economy continues to grow by providing the conditions within which investment is encouraged and supported.

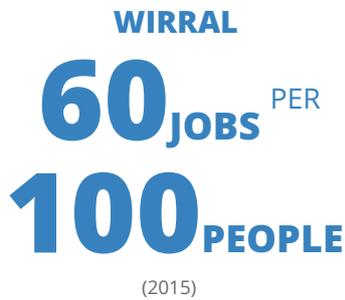
GVA



WIRRAL GVA PER HEAD
FAST GROWING GVA PER HEAD
(2015)



JOB DENSITY



WIRRAL HAD AN ANNUAL INCREASE IN ITS JOB DENSITY OF 5.2% COMPARED TO ONLY 1.2% FOR THE NORTH WEST AND 2.4% FOR ENGLAND WHICH IS AN IMPROVEMENT THAT IS MORE THAN DOUBLE THE NATIONAL AVERAGE.

(2014-2015)

EMPLOYEE JOBS



PROPORTION OF FTE JOBS IN BIRKENHEAD & WIRRAL ARE BELOW NATIONAL AVERAGE
(2015)

PROPORTION OF FTE JOBS BELOW LCR, NW, ENGLAND AVERAGE

(2015)

WEEKLY WORKPLACE EARNINGS

WIRRAL BELOW LCR, NW & ENGLAND AVERAGE



£54.30
LOWER THAN ENGLAND

(2016)

BUSINESS



PROFESSIONAL, SCIENTIFIC & TECHNICAL SECTOR



LARGEST PROPORTION IN WIRRAL



(2016)

POPULATION, EMPLOYMENT & SKILLS



TOTAL POPULATION
321,000
(2015)

69%
OF 194,000 WORKING AGE
POPULATION ARE EMPLOYED



6M PEOPLE WITHIN 1HR DRIVE
GIVES ACCESS TO HIGHLY SKILLED
TALENT TO RECRUIT FROM,
INCLUDING 1.2M GRADUATES

WIRRAL MET COLLEGE -
FE SPECIALIST IN CONSTRUCTION
AND BUILT ENVIRONMENT IN
WIRRAL WATERS ENTERPRISE ZONE



LCR HOME TO 4 UNIVERSITIES
- 12 WITHIN 1HR DRIVE

CONNECTIVITY



**2 INTERNATIONAL
AIRPORTS**
WITHIN A 45 MINUTE DRIVE



£300m
LIVERPOOL2 DEEP WATER
CONTAINER TERMINAL HAS
**TRANSFORMED FREIGHT
& LOGISTICS FOR LCR**



**OUTSTANDING
NATIONAL RAIL AND
MOTORWAY LINKS**
(2 HOURS FROM LONDON)

EXCELLENT COMMUTER INFRASTRUCTURE LINKS TO:



139,775
PEOPLE COMMUTE TO
LIVERPOOL BY FERRY PER YEAR



2 HOURS BY RAIL TO LONDON
3 MINS BY RAIL TO LIVERPOOL

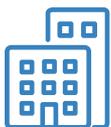


LOGISTICS & FREIGHT EXCELLENCE
VIA L2 DEEP WATER PORT



RAPID ACCESS TO
UK MOTORWAY NETWORK
VIA M53

ASSETS



1,800+
COUNCIL ASSETS

AVERAGE HOUSE PRICES
£135k - £140k
(2013/14) (2014/15)



HOUSING ZONE STATUS
SECURED

HOUSING



**HOUSEHOLD
NUMBERS
PREDICTED TO GROW**
(CURRENTLY 140,000)

STRATEGIC CONTEXT

The SRF defines the strategic context to drive the regeneration of Wirral and it sets out the key strategies, principles and objectives across the range of inter-related economic, social and physical issues that impact on the borough. In doing this the SRF reflects relevant national, city region and local strategies in order to maximise the opportunities to drive forward regeneration within key spatial development areas. Key strategies include:

The Government's Industrial Strategy Green Paper

Government has set out its vision to drive forward industrial strategy across the entire economy, identifying 10 pillars for economic growth: investing in science, research and innovation; developing skills; upgrading infrastructure; supporting businesses to start and grow; improving procurement; encouraging trade and inward investment; delivering affordable energy and clean growth; cultivating world leading sectors; driving growth across the whole country; and creating the right institutions to bring together sectors and places. The strategy will provide a policy framework against which major public and private sector investment decisions can be made, and Wirral's sector strengths are poised to capitalise on this.

Liverpool City Region Growth Strategy
[This document](#) sets out the strategy for growth for the City Region and identifies key priority sectors for growth – Low Carbon Energy, Advanced Manufacturing, Digital and Creative, Finance and Professional Services, Health and Life Sciences, Maritime and Logistics and the Visitor Economy. Focussing on these growth sectors will maximise the impact of investment and opportunities over the coming years.

Wirral's growth sectors of advanced manufacturing, energy, maritime and visitor economy have been identified by city region research as underpinning these key priority areas.

Devolution Deal

The devolution deal with Government gives the Liverpool City Region (LCR) control over a £900m, 30 year investment fund which will help unlock the huge economic potential of the City Region. It also gives the LCR Combined Authority (CA) control over transport budgets and more responsibility for employment and skills provision and strategic regeneration opportunities at a local level. As the second largest partner in the city region, Wirral is a key player in these opportunities. As part of the deal a 'single pot' approach to funding has been established which consolidates various funding streams into one allocation. This allows a streamlined approach to allocating funding across the city region.

The Northern Powerhouse

The Government initiative aims to rebalance the economy by increasing economic growth in the north of England. Critical to the vision is the implementation of a sustainable and connected transport system which links up the cities and towns in the North of England and the LCR CA is a prominent partner within the Transport for the North grouping which will identify the transformational infrastructure schemes needed to radically improve connectivity across the North of England.

Atlantic Gateway

Wirral has been a key player in developing the Atlantic Gateway strategy which recognises the potential for growth linked to the maritime, port and energy sectors.

Mersey Dee Alliance

The Mersey Dee Alliance (MDA) represents shared economic interests across West Cheshire, Wirral and the North East Wales area. The area is unique in the UK as although it is divided by a national boundary it is recognised as a single economic sub-region with a population of close to 1 million. MDA partners work together to realise the full sustainable economic growth potential of the region.

The Wirral Plan – A 2020 Vision

[The Wirral Plan](#) set out the vision for the borough and identifies 20 key outcomes to be delivered over the next three years that reflect the three key priority areas of Business, People and Environment. The Plan provides the impetus to create economic opportunities by attracting enterprise and investment and embraces new models of delivery.

Wirral Core Strategy Local Plan

[The Core Strategy Local Plan](#) will set the overall statutory framework for future land use planning decisions in Wirral over the next 15 years. It sets out the Council's view of what will be a sustainable pattern of development for Wirral and the strategic policies to which neighbourhood plans must be in general conformity. The Core Strategy Local Plan is expected to be submitted to the Secretary of State for public examination in 2019 and once adopted, will be used to make decisions on planning applications and inform other planning documents including a site-specific local plan that will identify the sites needed to implement the policies in the Core Strategy.

The emerging Core Strategy Local Plan sets out:

- a brief picture of Wirral and its relationship with the surrounding areas;
- the spatial vision and objectives for the area;
- the proposed broad spatial strategy and local priorities for each of the Borough's main groups of settlements;
- the strategic policies that will be used to ensure the delivery of the strategy and guide individual development management decisions

At present, the emerging Core Strategy Local Plan sits alongside the Unitary Development Plan (UDP) for Wirral (adopted 2000), the Joint Waste Local Plan for Merseyside and Halton (adopted July 2013) and 'made' Neighbourhood Plans for Devonshire Park (2015) and Hoylake (2016). The strategic policies in the UDP will be replaced by those in the Core Strategy Local Plan and the site-specific elements of the UDP (including the Proposals Map) will be

replaced by a follow-on site-specific Local Plan. In addition, a statutory Spatial Framework for the LCR is expected to be prepared by the City Region Mayor.

The LCR Housing Strategy Plan is being developed to identify common objectives for housing growth and investment across the sub-region.

The Wirral Growth Plan

[The Wirral Growth Plan](#) sets out the aspiration for growth for the borough and the implementation of the plan will support the delivery of the following thematic outcome areas, thereby providing a clear framework for investment and growth.

- **Growing competitive businesses**
- **Increasing employment**
- **Workforce skills that match business needs**
- **Increase inward investment**
- **Develop a vibrant visitor economy**
- **Provide efficient, well maintained and accessible transport networks**
- **Assets and buildings are fit for purpose for Wirral businesses**
- **The provision of good quality housing**

The Growth Plan defines the spatial areas that are seen as priorities for regeneration and key investment opportunities and they therefore provide the starting point as the footprint for the SRF. However, there are other areas across the Borough where there are opportunities for regeneration and these are included within the SRF so that development proposals can be taken forward within the context of the Vision and Principles set out in this document. In addition there are further supporting strategies to the Wirral Plan which include key principles and actions that relate to economic growth. These also provide the context within which the SRF has been developed and include the strategies relating to housing, tourism, culture, digital connectivity, transport and sustainability.

Infrastructure plan

Financial Planning

Budget / Income

- Business Growth:**
- New business
 - Sector growth
 - Export
 - Business space

- Employment:**
- Access
 - Engagement
 - Upskill

- Housing Growth:**
- New sites
 - Enabling
 - Marketing

- Transport:**
- Efficient networks
 - Access
 - Sustainability



- Inward Investment:**
- Attracting new business
 - Marketing place
 - Supply chain growth

- Tourism:**
- Events
 - Place marketing
 - Strong business

- Skills:**
- Skills for growth
 - Skill gaps
 - Meeting business needs
 - Links to schools

Partnership / Collaboration

Core Strategy



Conclusion:

The review of key policies shows that there is a robust higher level framework in place within which the opportunities and needs of Wirral can be considered and which has informed the development of this SRF.

This is principally drawn from the national strategies, Wirral Plan and Growth Plan, together with their supporting strategies as well as from the LCR Growth Strategy and Devolution Deal.

THE WIRRAL OPPORTUNITY

Wirral offers a varied range of modern office, warehousing and industrial accommodation - plus the land to deliver much more. We have major opportunities including the potential to develop the most exciting mixed-use waterfront at Woodside, a new commercial and civic hub in Birkenhead and further development sites at dynamic New Brighton.

£5.75

PER SQ FT

**COST OF MODERN INDUSTRIAL
SPACE IN WIRRAL**

IT'S £10.25 PER SQ FT IN LONDON

£21

PER SQ FT

**COST OF MODERN, NEW-BUILD
GRADE A OFFICE SPACE IN WRRAL**

IT'S £38 PER SQ FT IN MANCHESTER

£250,000

PER ACRE

**COST OF INDUSTRIAL
DEVELOPMENT LAND**

464.1

ACRES

**AVAILABLE EMPLOYMENT LAND
IN WIRRAL**

70

ACRES

**SIZE OF WOODSIDE WATERFRONT
REGENERATION SITE, OVERLOOKING
LIVERPOOL WATERFRONT**

32

**NUMBER OF SITES/ASSETS WIRRAL
GROWTH COMPANY WILL VEST,
INITIALLY, IN ITS FIRST SERIES OF
JOINT VENTURES**

DELIVERING GROWTH

The ambition of the SRF is to deliver by 2020:

- 5,000 new jobs
- £250m of new inward investment
- £450m of tourism revenue
- 3,500 new homes
- 250 new businesses
- 250,000 sq ft of new employment space

The spatial priorities for the SRF are:

- Birkenhead Town Centre – including Hamilton Square and Woodside
- Wirral Waters Enterprise Zone
- The A41 employment corridor – including Wirral International Business Park
- New Brighton
- Local Town Centres

The strategic themes of the SRF for driving growth are:

- High Quality Housing
- Employment, Skills and Economic Development
- Excellent Connectivity – transport and digital
- The Tourism and Culture offer
- Sustainable development and a high quality environment
- A great place to live and work – healthier lifestyles and safer neighbourhoods

Details of these themes are set out in the appendix to this Framework.

We have also identified some key principles to support regeneration:

Maximise existing momentum

- A range of delivery approaches will be considered in order to ensure a step change in pace.
- For council owned assets and sites this will include direct delivery of schemes by the council or through partnership arrangements with investors / developers including the formation of a Joint Venture Property Company in order to enable market led development to take place in the future.
- The council is in the process of identifying an investor / developer partner to work with us in setting up a Wirral Growth Company. A joint venture to support the delivery of a number of key development opportunities across the borough.

Utilisation of public resources

- The LCR single investment fund has been established as part of the devolution deal with government and enables priority schemes across the city region to be driven forward.
- The Wirral Waters Investment Fund: The fund is one of the innovative approaches that the council has taken to support development in the EZ. The EZ status allows the council to prudentially borrow against the projected uplift in business rates to support new developments in the zone.

Engage the community

- Our communities must be at the heart of regeneration across the borough which will be taken forward through a range of mechanisms including our Constituency committees, our local council publication Wirral View and on-going resident consultation.

A council that supports growth

In line with the Wirral Plan, the Council will provide the strategic lead for Wirral's sustainable growth and proactively co-ordinate dialogue and delivery with partners to achieve agreed outcomes. This includes:

- Providing strong leadership
- Communicating with and involving partners, stakeholders and businesses
- Understanding the needs of residents and local markets to shape places
- Ensuring a positive planning environment
- Using public sector assets much more

responsively to meet the needs of communities and businesses

- Being ambitious to help deliver an even stronger future for the city region by influencing growth and decision making beyond our statutory boundaries

To advance this ambitious agenda we will build on the strong partnership arrangements and influence with our partners through local structures such as the Wirral Growth Board, and regional structures such as the CA and the Local Enterprise Partnership (LEP).



KEY INVESTMENT OPPORTUNITIES

The Strategic Regeneration Framework has identified those spatial areas that provide the key opportunities for development and investment following analysis of employment land availability, business space and feedback from developers and investors.

The locality level is the one at which most actions will be delivered, within the overall framework of the SRF, but the boundaries of these areas are not rigidly fixed. There will be certain developments, activities and functions that reflect a clear sense of place and the council will need to be flexible as to linkage and the margins of each area. The Framework is an enabling, not a constraining document.

Viability is a significant issue for employment uses in Wirral and the draft Core Strategy notes that given the low rental and rateable values of industrial and office uses that public sector intervention may be needed in the short term to kick start development.

The SRF recognises this and has enabled the prioritisation of key sites to support the rationale for public funding from programmes such as the LCR Single Investment Fund, the Wirral Waters Investment Fund and other national government programmes.

Investment is already taking place in these areas and they provide the initial basis from which the Strategic Regeneration Framework will be driven forward, programmes developed and schemes delivered.

Profiles have been prepared for those areas identified as providing significant growth potential and they provide further detail on the spatial priority areas of:

- Birkenhead Town Centre
- Hamilton Square
- Woodside Waterfront
- Wirral Waters
- The A41 Corridor
- Borough-wide investment opportunities



KEY DEVELOPMENTS

- The Wirral Growth Company will drive development at pace
- The Wirral Waters Investment Fund is kickstarting projects in our Enterprise Zone (EZ)
- A new residential offer, including potential for student accommodation in Birkenhead to revitalise the area - supporting new retail and leisure uses such as an independent food, retail and music offer
- A new vibrant and refocussed market to position Birkenhead as a city region destination
- A civic cluster to support a modern thriving centre

GROWTH OPPORTUNITIES AND KEY ASSETS

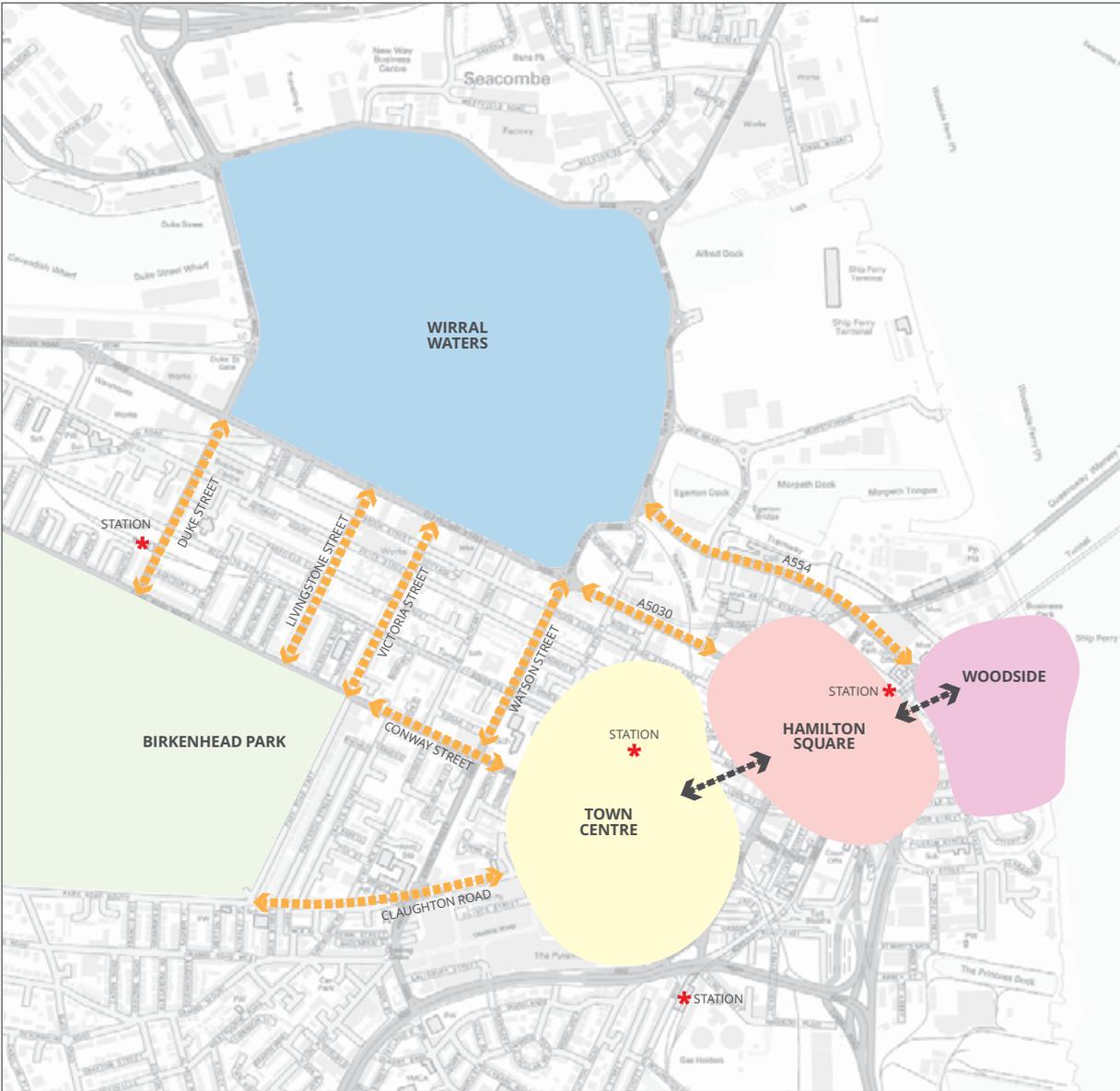


BIRKENHEAD TOWN CENTRE

AMBITION

Birkenhead town centre will once again be a thriving town centre of choice, a destination in its own right as a result of the range and quality of its retail, food and leisure offer, and our civic hub. Its position in the sub-region will be cemented as a second-tier centre only behind Liverpool.

CONTEXT PLAN



POTENTIAL

Birkenhead Town Centre is the largest town in Wirral and a sub-regional destination for retail and leisure in the wider Liverpool City Region and Cheshire area.

The opportunity to maximise and grow the retail, leisure and evening economy in Birkenhead is significant given its catchment potential (both in terms of scale and affluence) and the presence of key assets under Council ownership strategically located in the centre.

Birkenhead has all the makings of a vibrant, creative and inspiring destination in the Liverpool City Region with a well established market and fantastic transport infrastructure, with the town centre having three train stations, and a modern bus station.

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

This is an area that is ready for change and is a key priority for the council.

WHY INVEST?

The Town centre has significant untapped potential within its catchment population. Birkenhead will be the new civic hub for public sector functions to support the growth and aspirations for the area, with reconfigured infrastructure to enable growth and improved linkages to other key locations such as Woodside, Hamilton Square and Wirral Waters.

Birkenhead is strategically located at the end of the A41 corridor which supports the growth of key employment and residential developments for Wirral and feeds directly into Birkenhead.

With Liverpool City Centre less than 3 minutes away on the train and the iconic Mersey Ferry on its doorstep, Birkenhead has the makings of a thriving and vibrant centre which supports the growth of Liverpool City Centre but which has a separate and distinct identity providing different, yet complementary functions and uses.

INVESTMENT OPPORTUNITY

Town centre key outputs:

- A civic cluster of 60,000sqm incorporating civic and commercial floorspace and car parking spaces.
- Increased and improved residential offer.
- An enhanced station gateway – a recognised entry point to the town centre, bringing in visitors from the City Region and beyond.
- An entertainment and leisure offer providing visitor and evening economy focussed space to complement the commercial opportunities.
- Total Gross Development Value across the neighbourhood in excess of in excess of £200m.

WHAT'S HAPPENING NOW

Clustering our civic functions

To underpin and support the regeneration of Birkenhead and the town centre, the council will commit to relocating the core of our civic functions to the centre, to be housed in a new purpose-built facility.

One public estate

Further to the clustering of our own civic functions within the town centre, we will work with our wider public sector partners to further support the delivery of a true concentration of public sector services within the town centre.

Strategic acquisitions

We have identified, as part of the preparation of this document, a number of sites which we believe will be key for the delivery of the ambitions that we hold for the town centre. We are progressing discussions with third-party landowners in each case to identify opportunities for strategic acquisitions to ensure that we have control of these sites. We will continue to work to identify and secure sites as required, alongside any future private sector delivery partner(s).

Transformational infrastructure delivery

We understand that we need to deliver more place-changing infrastructure across Birkenhead and the town centre, specifically to unlock potential in the future, building on previous major investment in a new bus station, removal of a redundant tunnel flyover, construction of Europa Boulevard and Conway Park railway station.

The Council has commissioned a scoping exercise to look at the future requirements to ensure that Birkenhead, the A41 corridor, Woodside and Wirral Waters are linked and connected in the most sustainable and effective way to ensure that people and places are intrinsically linked.

Planning policy integration

Our adopted development plan supports the regeneration of Birkenhead town centre, and our emerging Core Strategy Local Plan promotes it as a sub-regional retail centre, including supporting development for all key town centre uses (A1, A2, A3, A4, A5, B1, C1, D1, and D2) with residential supported at upper floor levels and backland sites.

We will work with delivery partners to develop a comprehensive masterplan for the centre, which will be signed off by the Council in advance of any planning applications, to give greater certainty to delivery and de-risk the process as much as possible.

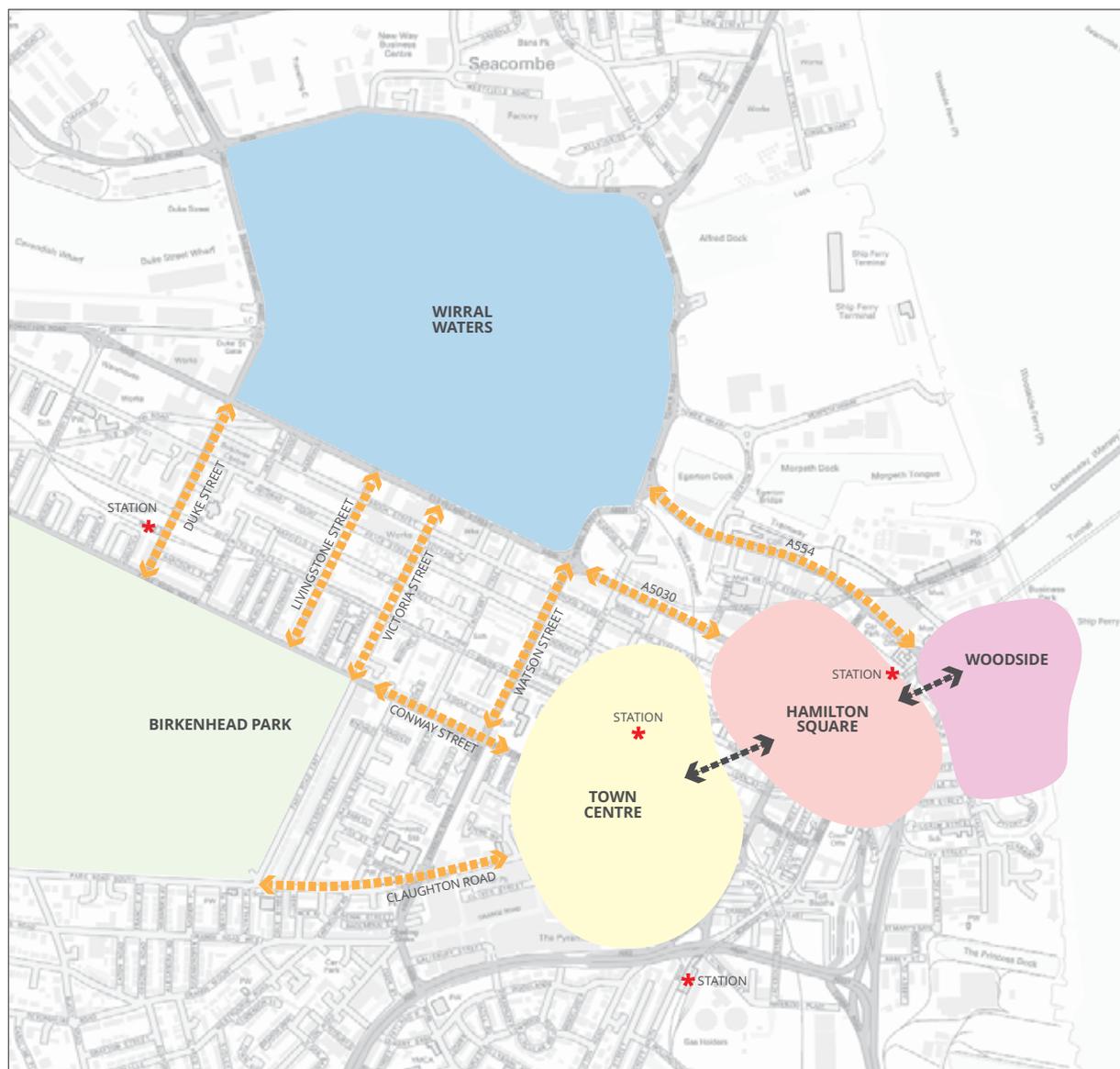


HAMILTON SQUARE

AMBITION

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

CONTEXT PLAN



POTENTIAL

Hamilton Square has the largest collection of Grade I listed buildings in a square outside of London and is a truly iconic setting in the middle of Birkenhead.

Strategically located between Woodside and Birkenhead Town Centre, it is the key linkage between the waterfront at Woodside Ferry, Hamilton Square train station and the town centre. Hamilton Square is a distinct destination in its own right, with a spectacular setting of Georgian buildings and beautiful public space which forms key walking routes across Birkenhead. Liverpool City Centre can be reached in under 3 minutes by underground rail.

The listed buildings within Hamilton Square are a key asset for Birkenhead and require significant investment to realise their full potential, including investment in their surroundings to reflect their quality.

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

WHY INVEST?

The surrounding area comprises a network of streets and buildings with exceptional character and regeneration opportunities. The area has the potential to become home

to cultural and creative entrepreneurs looking to set up in what can be regarded as Liverpool's new Left Bank.

The council's assets here could therefore serve as a catalyst to the creation of a live/work town centre community, including the potential for student accommodation as part of a wider residential mix.

On the corner of Hamilton Square, the Treasury building boasts unrivalled views across Birkenhead to the Liverpool Waterfront. This building could accommodate a modern hotel or residential complex.

There is significant opportunity to regenerate Hamilton Square into a truly remarkable residential area and to create a vibrant neighbourhood to support the growth and aspirations for Birkenhead, Woodside, Wirral Waters and Liverpool City centre.

INVESTMENT OPPORTUNITY

Hamilton Square neighbourhood key outputs:

- Hotel offer.
- Residential units including student bed spaces, 3,600sqm of retail, food and drink floorspace.
- Total Gross Development Value across the neighbourhood in excess of £60m.



WHAT'S HAPPENING NOW

Use of our assets

We recognise that we have ownership of land and buildings within the Hamilton Square neighbourhood which could hold greater commercial potential in the future including the Town Hall. The potential is even greater when the wider public sector is considered – including for example the Police Station. We are committed to reviewing and where appropriate, rationalising our assets in this area to drive greater value returns for the public sector – through either direct disposal or inclusion within any future delivery vehicle that may be established to deliver our regeneration aspirations.

Strategic acquisitions

We have identified a number of sites which we believe will be key for the delivery of the ambitions that we hold for Hamilton Square.

We are progressing discussions with third party landowners in each case to identify opportunities for strategic acquisitions to ensure that we have control of these sites. We will continue to work to identify and acquire sites as required, alongside any future private sector delivery partner(s).

Transformational infrastructure delivery

We understand that we need to deliver placechanging infrastructure across Birkenhead to unlock potential in the future. We are committed, alongside public and private sector partners, to delivering this infrastructure to support our regeneration priorities. For Hamilton Square this could include consideration of a new parking strategy and vehicular flows around the square.

Planning policy integration

Our emerging development plan supports a focus of regeneration to preserve and enhance the character and appearance of the Conservation Area at Hamilton Square, to secure a long-term mixed use commercial future for the designated area. Delivery of additional housing in Wirral is also a corporate priority. We will work with future investment partners to deliver development within this quarter of the town.

Stakeholder engagement and lobbying

Working with Central Government alongside local partners such as the Local Enterprise Partnership, Birkenhead Business Improvement District and Wirral Chamber of Commerce, we will place Birkenhead's regeneration at the forefront of stakeholders thinking including testing delivery strategy fundamentals and areas of innovation and best practice, and alignment of strategy and priorities with funding opportunities.

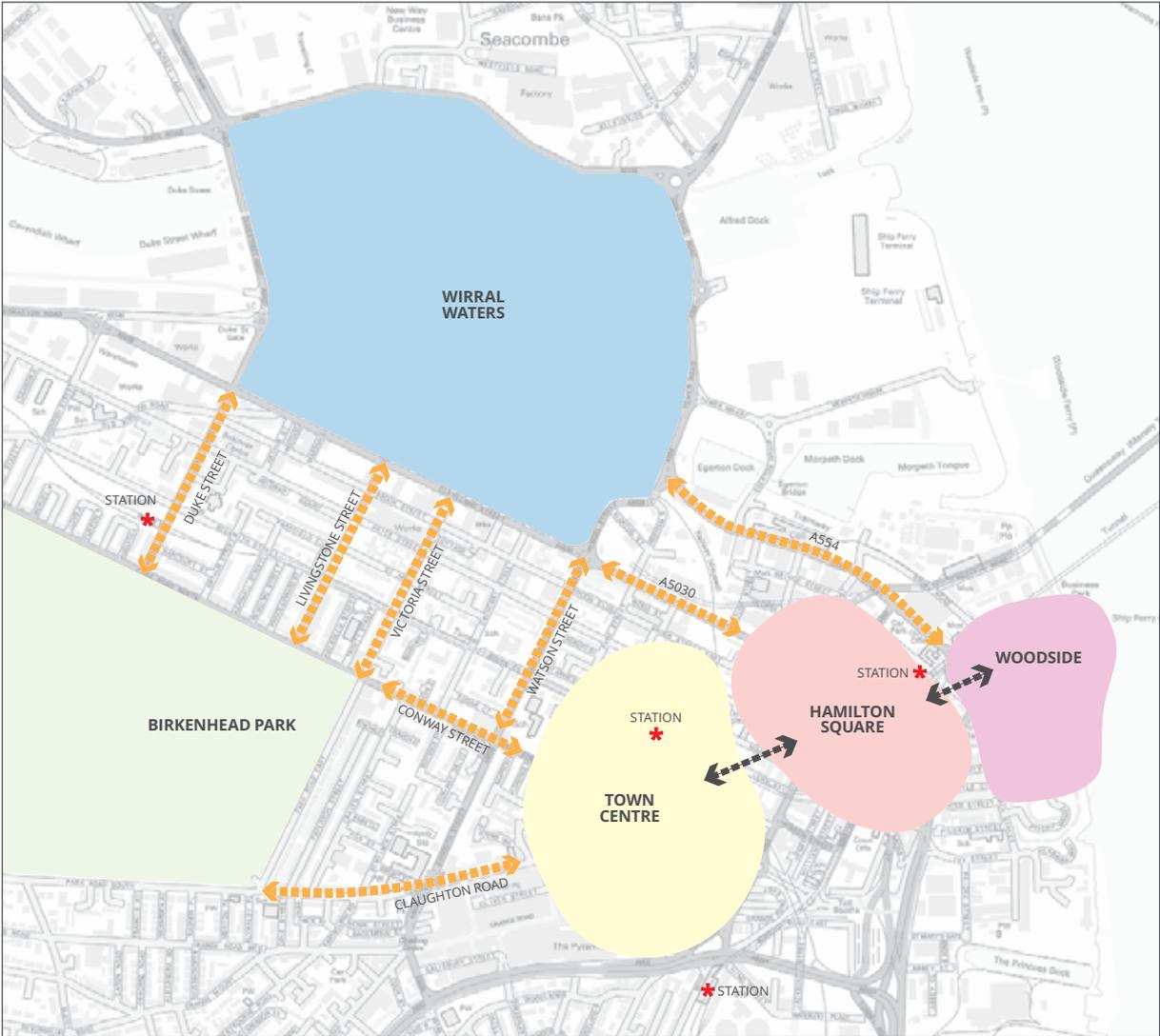
WOODSIDE WATERFRONT

AMBITION

At Woodside, Wirral will have a waterfront residential and commercial quarter of scale, style and built quality that reflects its positioning on the Left Bank of the Mersey, but which also respects and enhances the heritage assets within Birkenhead.

This will be an iconic and exciting residential and commercial hub within Wirral, a home to hotel and conference facilities, commercial office activity, and new residents overlooking one of the world’s most recognisable and spectacular views – that of the UNESCO World Heritage Liverpool Waterfront.

CONTEXT PLAN



POTENTIAL

Woodside is the jewel in the crown for opportunity and ambition for Wirral and the LCR. Woodside is under 3 minutes from Liverpool City Centre, by the fast, frequent underground Merseyrail network. It also has excellent bus and rail links to much of the Wirral and wider City Region. Woodside Ferry terminal provides an additional link to Liverpool city centre which has the potential to enhance its role as part of a regeneration project.

The council supports the principle of a key commercial core at Woodside with links to Hamilton Square and Birkenhead needing to be embedded in the plans to create a corridor of opportunity to Birkenhead Town Centre. The pieces are in place to create a truly unique, sustainable and cultural asset to the City Region and beyond.

WHY INVEST?

The area is perfectly located to act as the next phase of opportunity associated with the critical mass of activity within the Liverpool Central Business District.

The Woodside area holds the potential to deliver an innovative and modern, mixed use development within an area of huge opportunity, enviable connectivity, and with the presence of significantly underutilised public

sector assets. It will form the gateway to Birkenhead from Liverpool, with the resulting opportunity undeniable.

INVESTMENT OPPORTUNITY

Woodside presents a once in a lifetime opportunity to achieve a landmark private sector-led development which should not only drive the regeneration of this important part of Birkenhead but also achieve a quality of design and visual impact worthy of its location. Woodside could comprise a mixed use series of buildings and public spaces which:

- Uses including commercial office, retail, food and drink, hotel and conference, and residential.
- Over 65,000sqm commercial floorspace, a 200-bed hotel, over 580 residential units, and 450 car parking spaces.
- Re-connects the waterfront with the centre of Birkenhead, including Hamilton Square, and Wirral Waters.
- Represents an attraction in its own right and creates a high quality and accessible environment for visitors, day and night and throughout the year.
- Total Gross Development Value across the area in excess of £300m.



WHAT'S HAPPENING NOW

Strategic acquisitions

We have identified a number of sites which we believe will be key for the delivery of the ambitions that we hold for Woodside, including public sector assets.

Woodside Steering Group

A Woodside Steering Group is set up that includes the Council and the key landowners for the Woodside Masterplan area. This is designed to bring third-party landowners and partners together to secure the redevelopment of Woodside through a collaborative partnership approach that builds on the 2010 BDP Masterplan.

Transformational infrastructure delivery

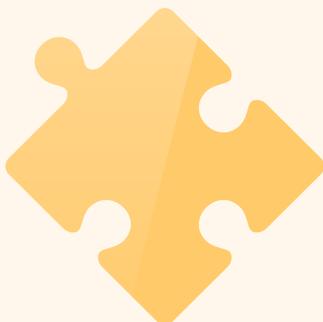
We understand that we need to deliver placechanging infrastructure across Birkenhead and Woodside specifically to unlock potential in the future. We are producing a Transport and Major Infrastructure and Delivery Strategy to support identified growth potential. We are committed, alongside public and private sector partners, to delivering this infrastructure to support our regeneration priorities. For Woodside this could include a potential re-alignment of the A41 at the Woodside gyratory,

and redesign of the road and infrastructure layout, transformational public realm and enhanced, innovative public transport.

The Council has commissioned a scoping exercise to look at the future requirements to ensure that Birkenhead, the A41 corridor, Woodside and Wirral Waters are linked and connected in the most sustainable and effective way to ensure that people and places are intrinsically linked.

Planning policy integration

Urban Regeneration is a consistent theme in our existing and emerging development plans and the mixed-use redevelopment of Woodside to enhance the economic role and commercial offer of Birkenhead Town Centre would support these objectives as well as contributing to the delivery of additional housing in Wirral which is a corporate priority. The endorsed 2010 Woodside Masterplan is being updated by partners and the Council will work with delivery partners and landowners to develop a comprehensive masterplan for Woodside. This will provide a comprehensive framework and a holistic approach to delivery.



WATERFRONT VISION

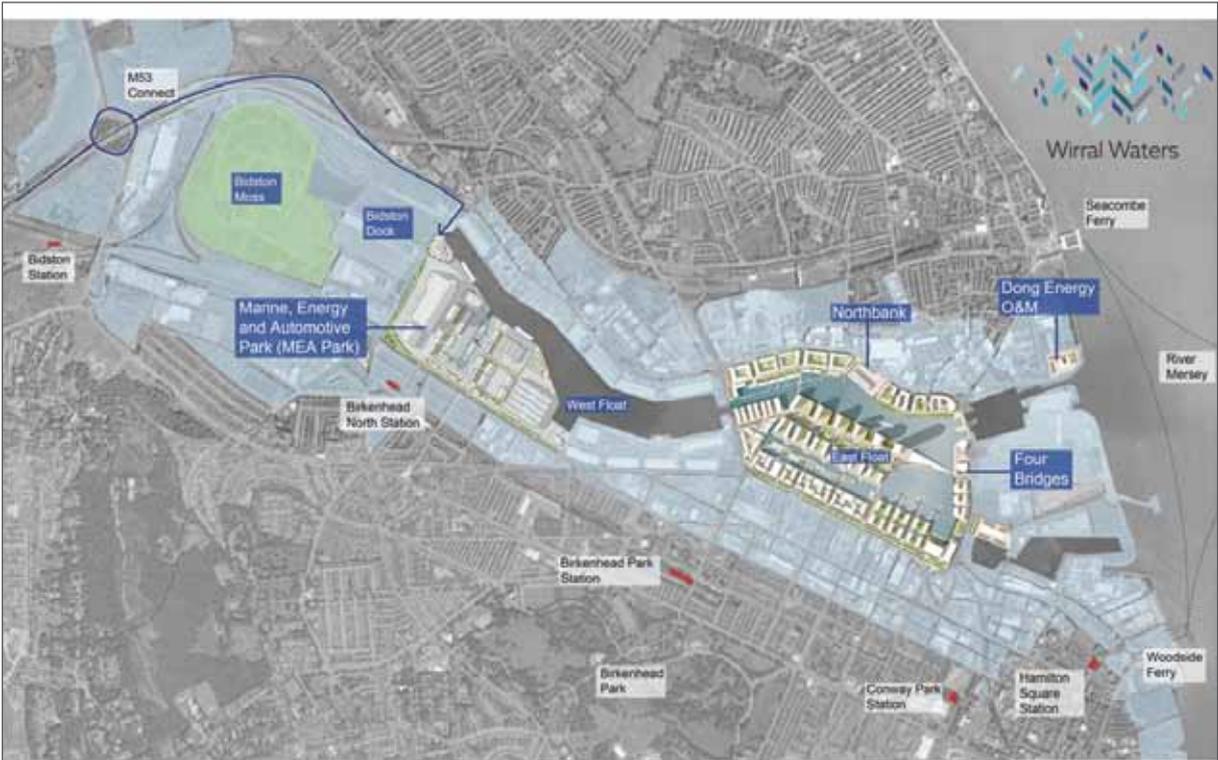
- Creative and digital industries – supporting local entrepreneurs – start-up space and support at The Sheds
- Event space and meanwhile uses supporting an independent creative sector
- Reconnecting the waterfront to Birkenhead – a strong food offer
- New waterfront living will form the gateway to Birkenhead from Liverpool
- Innovative space is being discovered and enabled for use by creative businesses
- Major and iconic development to complement Liverpool's world class waterfront

WIRRAL WATERS

AMBITION

Wirral Waters is the largest regeneration project in the UK and has Enterprise Zone status. It is also set to become the most sustainable. It will be a new place to live, work and play and a place for all. It is centred on the Wirral Dock system on the banks of the River Mersey, overlooking Liverpool’s world-class, city waterfront. At its heart the project seeks to use the unique water assets of the city to drive growth across all sectors; for trade, for jobs, for energy, for transport, for play and for ‘placemaking’.

CONTEXT PLAN



POTENTIAL

The scheme is jobs driven. The economy comes first for Wirral Waters as it seeks to create well over 20,000 permanent new jobs for the Liverpool City Region. The scheme seeks to create the workforce to deliver the project therefore being a catalyst for appropriate training and skills giving the young people of Wirral a brighter future.

Wirral Waters will transform the derelict docks in Birkenhead into a world class waterfront that is alive with activity on land and in the water. Although inspired from other places, Wirral Waters will certainly be 'of Wirral' a unique place known for its big skies, lush countryside, striking coastline as well as its pioneering spirit and distinctive culture.

WHY INVEST?

The Wirral Waters project is supported by Central Government. It was designated Enterprise Zone status in 2011 – one of the 1st four Enterprise Zones in the UK and known as the Mersey Waters Enterprise Zone. Wirral Waters has also been awarded Housing Zone status by the Government in 2017 which recognises the opportunity for housing growth within the Zone which has outline planning approval for upto 13,500 units to be developed throughout the duration of the project.

Wirral Waters seeks to match the undoubted opportunity of the site, its water, its open space, its mercantile infrastructure with the assets of the area and the undoubted quality of life, rich culture, its skills, coastline and countryside.

Wirral Waters is however immediately located within an area of economic need, thereby making the scheme essential to help drive economic growth in East Wirral as well as the Liverpool City Region.

This opportunity is recognised in the wider economic growth strategies of the Atlantic Gateway, the Liverpool City Region LEP, and the Combined Authority. It is a priority project for the Northern Power House.

Building on Peel's track record of sustained investment and delivery in the region over the last decade, including Liverpool John Lennon Airport and the ongoing £350m investment into port infrastructure - Liverpool2, the Wirral Waters project seeks to catalyse the vision to re-harness the water assets of the area – its Port, the River Mersey, the Manchester Ship Canal, the Irish Sea and the wider Atlantic and for these to once again be the drivers of jobs and growth whether through increased trade, logistics & connectivity, energy, advanced manufacturing or through the visitor / creative economy for this genuinely distinct part of the UK. Fundamentally, this is what underpins the Mersey Waters Enterprise Zone- a re-harnessing of the River Mersey to deliver jobs and growth.

In addition, Wirral Council has established the Wirral Waters Investment Fund based on the re-investment of the uplift in business rates. The Fund will enable loans or grants to be offered to developers who present clear ideas/ projects for the successful development of land in the Enterprise Zone, with the effect that such development will ultimately lead to the generation of business rates for the WWIF once end users take occupation in the Enterprise Zone.

Key outputs:

- Transform 500 acres of docklands into an internationally recognisable waterfront destination.
- An Enterprise Zone where over 20,000 new jobs and 13,000 new homes will be created.

INVESTMENT OPPORTUNITIES

Egerton Square

A new amenity village on the banks of the East Float docks that provides local amenity for existing and new residents, students and workers that are starting to populate Four Bridges and Northbank East. The scheme can also provide a much needed hub for the artistic and creative industries of Wirral. Following an architectural competition, architects OMI are working up the project that will include some amenity retail, a new square with an events programme, managed workspace and studios and a restaurant.

Laird House, Tower Road South

Named after one of Birkenhead’s famous forefathers, Laird House at Tower Road South will provide new flexible and sustainable office space with views across the Docks and to Liverpool. This will be available as a single building or in suites. Designed by award winning architects, Glenn Howells Architects, the office will be circa 25,000 sq ft over 4 stories.

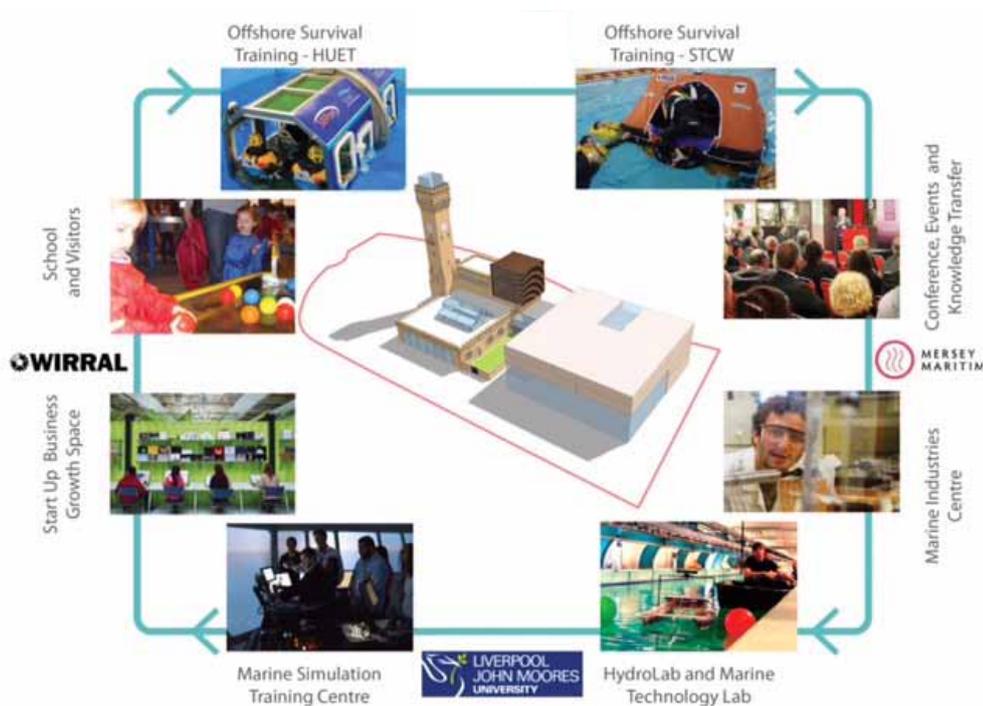
Maritime Knowledge Hub

The Maritime Knowledge Hub is to be developed at the Hydraulic Tower. Focused on the maritime sector, it will provide up to 50,000 sq ft of new office, incubation, teaching, R&D and cultural space. It will also provide a tank for an Offshore Survival Training Centre.

The Maritime Knowledge Hub will be focussed on the Grade 2 listed Hydraulic Tower building, which is a copy of the Palazzo Vecchio in Florence. Bombed in the war and now largely derelict, the Hydraulic Tower is an important part of the history and heritage of the Dock Estate. The Maritime Knowledge Hub will once again become a beacon for the area, positioned at the very heart of Wirral Waters. Its refurbishment will be a barometer of progress for Birkenhead creating a centre for Marine entrepreneurship, enterprise, skills and culture to support the wider Marine & Maritime sectors.

Project partners: Liverpool John Moores University, Mersey Maritime, the Manufacturing Technology Centre, Wirral Council and Peel Holdings.

Wirral Waters Catalyst Project - The Maritime Knowledge Hub



MEA Park

MEA Park (Marine, Energy and Automotive Park) is a proposed new, multi-unit, 1 million sq ft waterside manufacturing, logistics, R&D and assembly campus. This is targeted to support the Marine, Maritime and Energy sectors.

Phase 1 of MEA Park is intended to be the conversion of the existing 42,000 sq ft existing Mobil building where we are targeting a Government R&D Catapult centre. The focus of the project will be a research centre for Modular Construction, skills factory and Digital Design.

It is envisaged that Phase 2 will be a multi-unit B1/B2/B8 project of circa 50,000 sq ft for engineering supply chains in the energy, maritime and automotive sectors.

MEA Park will seek to build on key strengths and growth sectors, in particular the Energy

Sector – offshore wind and civil nuclear – as well as automotive in supporting Jaguar Land Rover in Halewood, GM Vauxhall and Bentley.

The 60 acre MEA Park is now remediated and serviced. This site also benefits from Enhanced Capital Allowances within the Enterprise Zone.

Northbank East Phase 2

Northbank will be a residential neighbourhood with waterside living, designed to attract new residents and strengthen the emerging residential community in the adjacent converted Grain Warehouses.

The development will provide a product that’s unique to the Liverpool City Region: aspirational, high quality design, construction and management, with a south-facing waterside location and views across the River Mersey to the world-class Liverpool city skyline.



WHAT'S HAPPENING NOW**Wirral Met College**

The Wirral Met College Construction campus is the first building to have been delivered in Wirral Waters. This starts the educational / training 'campus' at Four Bridges. The new Wirral Met College is circa 38,000 sq ft with construction courses aligned to Wirral Waters and focussed on the Built Environment. The design of the building has secured a RIBA Regional Award, a RIBA National Award, a Civic Trust National Award and a Wirral Society Award for Excellence.

Egerton Square

A new amenity village on the banks of the East Float docks.

WHAT'S PLANNED

Between now and 2020, it is intended that delivery activity will be focussed at the Four Bridges / Northbank East neighbourhoods and at MEA (Marine, Energy & Automotive) Park. These 'cluster' areas are to be developed in parallel and will create new sustainable employment and residential, office, amenity and educational space within the Wirral dockland.

Site preparation and infrastructure come first. These initiatives create the platforms for delivery followed by the landscaping, the spaces between buildings being vital in 'placemaking'. The 'connecting threads' are then the green infrastructure, and a commitment to cycling and improved public transport.



THE A41 CORRIDOR

AMBITION

The A41 corridor will continue to accommodate employment growth in the key locations from Eastham through Bromborough up to Birkenhead Town Centre and the Waterfront. It offers immense potential to contribute to the growth of the Borough and unlocking development opportunities and barriers to growth is a key priority for the Council through its growth ambitions.

POTENTIAL

The A41 is a Key Route Network for Wirral and has also been identified as part of the Major Route Network for the wider region. It intrinsically links the east of the borough and the key centres as well as some of the main employment locations in the borough including Unilever, Wirral International Business Park, Cammell Laird ship yard and Birkenhead.

Work has previously taken place to deliver improvements through a programme of environmental enhancements to the corridor and recently the Council has enabled developers to bring forward two supplier parks to serve the growing energy sector supply chain.

The potential to increase employment and grow existing and new locations along the strategic highway route is significant and the Council will support sustainable growth and investment in this area.

There is the opportunity to improve access to Birkenhead Town Centre from the A41 through the provision of a new Mollington Road link which could enable the future removal of the Town Link flyover as part of a wider regeneration aspiration to open up under-used and vacant sites south of the town centre. Unlocking sites off the A41 through new road links to bring sites to fruition will be critical.

WHY INVEST?

The A41 corridor provides exciting development opportunities to grow and expand the employment and housing opportunities along this key corridor to Birkenhead. The A41 corridor has a proven track record of delivery of light industrial units and has successfully created a major employment destination which supports and sustains growing companies and adjacent residential areas.



INVESTMENT OPPORTUNITIES

Hind Street

Hind Street is a large under-utilised area to the immediate south of Birkenhead Town Centre and to the west of the A41, well served by public transport including direct rail links to Liverpool and Chester. The Council is working closely with partners to bring forward a key development location at Hind Street which will create a new gateway into Birkenhead Town centre and provide a comprehensive mixed use scheme. A successful office development at Queens Gate, to the immediate north of the area, highlights the potential for high quality development and investment in this location.

Wirral International Business Park

A Strategic Regional Site in Bromborough, to the east of the A41, extending between the watercourse at Bromborough Pool and Eastham Country Park, is one of the Borough's most successful business locations. There are a few remaining sites with the Business park which are yet to be developed out and the Council will be looking to secure suitable uses to complete the business park. Adjacent to the Business Park is the Croft Retail and Leisure Park which is one of the Borough's main retail and leisure destinations.

Eastham QEII Dock

Eastham QEII Dock is adjacent to the entrance to the Manchester Ship Canal - a regionally important facility with links to Stanlow, Runcorn and Manchester, operated as part of the Peel Ports portfolio, with a large area of brown field land which is currently not developed. This is part of the Atlantic gateway prospectus across the City Region and is supported as a key investment location. The Mersey Ports Master Plan proposes the phased re-location of out-dated port facilities.

WHAT'S HAPPENING NOW

Work has taken place to deliver improvements through a programme of environmental enhancements to the A41 corridor, including significant cycling infrastructure along the whole length of the corridor. Several junctions have been identified for road capacity improvements and green corridors. Two new business parks have been established along the A41 which are looking to enable businesses to serve the growing energy sector supply chain.

Unilever Port Sunlight Factory and Research Laboratories

The Unilever factory and adjacent Research Laboratory at Port Sunlight is still one of the largest private sector employers in the Borough. Due for completion in 2017 a new Advanced Manufacturing Centre facility is to house a state-of-the-art pilot plant enabling scientists and engineers to test new ideas during personal care and home care product development on a factory scale.

Housing

The former Golf Driving Range at Bromborough – planning permission has been granted to Bellway Homes for 98 homes on a 4.5 Hectare site and the first batch of 22 units are currently under construction.

Persimmon Homes have planning consent for 169 dwellings on the former Croda site on Pool Lane as part of a mixed use development.

Cammell Laird

The site now provides a major marine engineering and ship building and repair facility. The open land to the south of the ship repair facility is currently in use for the assembly and construction of off-shore wind turbines and other associated equipment and has the potential to become a major supply and construction centre for the offshore renewable energy industry.

Cammell Laird and the Nuclear Advanced Manufacturing Research Centre (AMRC) have recently announced a new partnership which will see the opening of a Nuclear AMRC facility within the site. This will provide a base for the sector in the north west and be used to develop and industrialise technology and knowhow to service the nuclear industry.



WHAT'S PLANNED

Transport infrastructure

The A41 carries significant volumes of traffic and capacity issues are forecast by 2024. A number of transport schemes are planned which will improve capacity at several junctions, reducing delays and allowing the traffic to flow more freely through the junctions, reducing journey times and improving flow and journey time reliability of the A41 Corridor to support growth and opportunities in Wirral.

- New link road (Mollington Link) into the redevelopment of land at Hind Street to open up the site as part of the development.
- Improvements to the A41 / Green Lane Roundabout (Campbeltown Road) to increase capacity.
- Improved bus, cycle and pedestrian routes and connectivity along the A4



BOROUGH-WIDE INVESTMENT OPPORTUNITIES

NEW BRIGHTON

New Brighton is located on the north eastern tip of the Wirral Peninsula and is surrounded by miles of spectacular coastline with stunning views of Liverpool's waterfront. New Brighton is a year-round premier seaside destination, attracting increased day trippers and overnight stays. We want to extend the appeal of the resort to new markets, and regenerate areas with potential for growth to bring further new businesses and jobs.

Potential for New Brighton

In recent years, New Brighton's seafront area has undergone significant regeneration which has led to a dramatic resurgence in its fortunes, restoring New Brighton's reputation as an outstanding visitor destination. New Brighton is recognised as an attractive visitor destination with huge potential that could be further maximised through developing additional unique attractions to entice more visitors to explore and enjoy New Brighton's natural seaside charm.

The Floral Pavilion Theatre and Conference Centre is a key asset within the £70 million New Brighton regeneration programme that includes a hotel; an 8 screen digital cinema; superstore; children's play centre, restaurants & bars, and was rebuilt at a cost of over £11 million. Over 500 new jobs have already been created as part of the regeneration of the town, however Wirral's key coastal resort still has room for economic growth and increased visitors.

The Economic Plan for New Brighton (Jan 2016) outlines that the visitor economy is worth £25.5m to the resort compared to just £15.8m in 2009 (excludes expenditure made by Wirral residents) and has helped Wirral become the fastest growing visitor economy in the city region.

Investment Opportunity

The Economic Plan sets out how we can build on the success of New Brighton to appeal to new markets and regenerate areas with potential for growth to bring further new businesses and jobs into the area. This includes the opportunity to invest in the development of a range of sites.



NEW FERRY

In March 2017 an explosion took place in the centre of New Ferry causing untold damage to business premises and residential areas located close to the site of the blast. High level discussions with Secretary of State for Communities and Local Government have taken place to secure investment for the area.

To ensure its survival it is clear that the district centre will need to contract, creating a smaller more accessible retail centre, using underused land and buildings for businesses to move into as part of a mixed use scheme. Investment interest could be further stimulated through the inclusion of some residential components within any proposed development.

HOYLAKE GOLF RESORT

Building on the success of hosting several Open championships, Wirral Council plan to establish Hoylake as the capital of England's Golf Coast by developing a new world class golf resort. We have entered into a Joint Venture agreement with the Jack Nicklaus Group as preferred development partner.

Plans for the golf resort include an 18-hole championship course designed by Jack Nicklaus and the re-provision of a high quality municipal 18 hole course, a proposed top class hotel, including health and spa facilities and a clubhouse, and a 'Links Academy' where visitors can learn about the unique demands of playing links golf before embarking on a tour of the North West's three championship links courses. Housing units are also included as part of the mix of the development as well as the provision of a new road to provide increased linkage to the site.



LOCAL TOWN CENTRES

In addition to the spatial areas identified here there are other key development sites within our town and district centres across the Borough and more detailed place shaping work is ongoing in order to set out the ambitions for each area.

Wirral's town and district centres are key assets for our local communities as well as supporting the Borough's economy and providing valuable local jobs.

A successful centre is important to the surrounding neighbourhood and any development should support them to retain their vibrancy and vitality and reinforce the sense of community and ownership.

Currently six areas across the borough have been identified on the basis that they contain a high concentration of public assets - Bebington, West Kirby, Wallasey (Liscard), Bromborough, Moreton and Heswall and we are in the process of developing profiles for these areas to provide an overview of the sites and their current uses.

This will be the first step in developing more detailed Place Profiles to be included within the Strategic Regeneration Framework which will be shaped by consultation and engagement with communities and wider stakeholders.

The aim of the consultation and the delivery of the Place Profiles will be to set out a clear ambition for each of the areas that reflects local needs and contributes to the achievements of the aims of the Wirral Growth Plan and Wirral Vision. For example Liscard will be the focus of a pilot to revitalise the town centre and the Place Profile will develop alongside the pilot.



LOCAL TOWN CENTRES

- Innovative business support service will help high streets with new project activity
- The Birkenhead BID is supporting the use of our town centre spaces for creative community and visitor uses
- Promoting our local offer – farmers markets, food and drink festivals
- Use of Parks and open spaces to support our creative people through music and drama festivals, art events

To find out more:



search: Wirral 2020



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