

REGENERATING WIRRAL

A Briefing to the Private Landlords Forum

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The Ambition

An aerial photograph of a city, likely Cardiff, showing a mix of residential and commercial buildings, green spaces, and a waterfront area. The image is used as a background for a presentation slide. A semi-transparent dark grey box is overlaid on the top left, containing the title 'The Ambition'. Another semi-transparent dark grey box is overlaid on the center, containing a list of six bullet points. The city's architecture includes a prominent white building with a grid of circular windows in the foreground.

- Develop sustainable communities where people want to live, invest, work and visit
- Grow key sectors
- Improve the quality of life of our residents
- Ensure businesses are able to thrive and grow and attract investment
- Secure increased Council funding to help sustain services

Place-Shaping Wirral

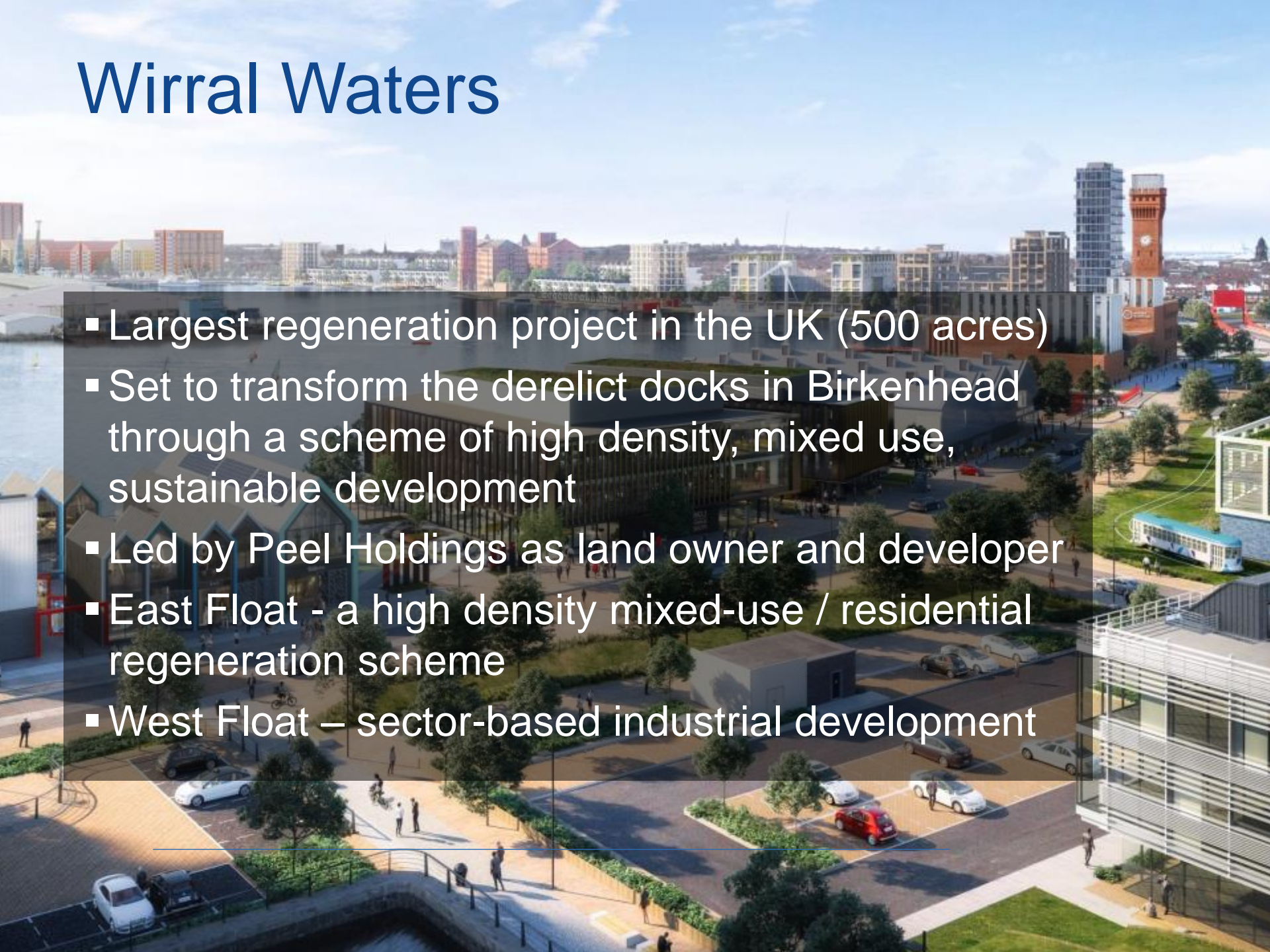
- An ambitious vision for the Borough to enable future economic growth and secure opportunities for local communities
- Supporting sustainable, vibrant communities in the short-term to generate market demand through partnerships and collaboration
- Supporting long-term growth aspirations and guiding investment opportunities in key sectors linked to the city region Local Industrial Strategy

Wirral Growth Company

- A long-term partnership that brings together Council land and assets with leading private sector investment and development expertise
- Borough-wide opportunities – strong focus on Birkenhead
- Investing in residential, office, retail and leisure
- New residential offer in Moreton
- Prime industrial floorspace in Bromborough

Wirral Waters

- Largest regeneration project in the UK (500 acres)
- Set to transform the derelict docks in Birkenhead through a scheme of high density, mixed use, sustainable development
- Led by Peel Holdings as land owner and developer
- East Float - a high density mixed-use / residential regeneration scheme
- West Float – sector-based industrial development



DEVELOPING AN URBAN BLUEPRINT

- Ensure a clear focus for investment, development and regeneration
- Capitalise on large-scale regeneration opportunities
- Enhance connectivity between our town centres, key housing and regeneration sites and other growth areas
- Support sustainable, vibrant communities in the short-term to generate long-term market demand
- Increase market confidence in Wirral as a place to invest.

A 21ST CENTURY COMMERCIAL BUSINESS DISTRICT

- High-quality commercial office space in Birkenhead to attract new businesses and meet demand
- Supported by a strong business services offer through Wirral Chamber
- New office development at Wirral Waters will complement future plans for a Commercial Business District in heart of Birkenhead
- Commercial Business District will promote footfall into the town centre and stimulate demand for a range of retail and leisure uses

A MORE FOCUSED SHOPPING AREA UNDERPINNED BY A VIBRANT MARKET

- A high quality, more focused shopping area in Birkenhead, linked to a Commercial Business District and the waterfront
- Will respond to changing forms of retailing e.g. online shopping and combined retail/leisure trips
- Supported by a vibrant new market, dedicated to fresh produce and local goods to attract consumers from across the Borough and beyond



SIGNIFICANT GROWTH AND INVESTMENT INTO HIGH QUALITY RESIDENTIAL DEVELOPMENT

- Provision of a mix of housing types, sizes and tenures to meet the needs of current and future households
- High-quality housing offer at Wirral Waters will help attract a broader demographic to move into the area
- Will act as the catalyst to start changing perceptions and attitudes towards Birkenhead as a place to live, work and visit



Wirral Waters – East Float



Wirral Waters One

- 500 unit housing scheme
- £90m project
- Council and Peel in Partnership

Northbank East/West

- 347 modularly constructed housing scheme
- £43m project
- JV Peel/Urban Splash

Belong Village

- £16.5m project
- Extra care facility with 38 apartments and 12 households

Maritime Knowledge Hub

- 60,000sqft education, R&D, innovation hub
- Partnership with Peel, LJMU, Mersey Maritime and Council

Tower Road Office

- 30,500 sqft Grade A offices

Egerton Village

- 1,200 sqm waterside amenity and arts hub
- £2m project

EDUCATIONAL EXCELLENCE - A UNIVERSITY TOWN

- Education and training is a key element in the further economic and community development of the borough
- Opportunity to develop an enhanced university presence in Birkenhead through Maritime Knowledge Hub, Skills Factory and University of Chester Nursing Facility
- Provision of modern student accommodation in Birkenhead to support the needs of the further and higher education facilities and to drive demand for town centre amenities

SUPPORTING EMPLOYMENT AND KEY SECTOR GROWTH THROUGH NEW INDUSTRIAL DEVELOPMENT

- High quality industrial floorspace needed in Wirral to meet demand for local business expansion projects and inward investment enquiries
- West Float offers potential to provide a high-quality industrial focus within the Liverpool City Region to support the maritime, civil nuclear and renewables growth sectors





ENHANCED DESTINATION FOR LEISURE AND CULTURE

- Opportunity to create entertainment, culture and leisure amenities to complement the commercial and retail opportunities
- Development of a Creative Arc which encompasses rich heritage of Hamilton Square; emerging creative offer within the town centre; amenity provision at East Float at Egerton Village; and opportunity at Eureka! Merseyside
- Support freelance and micro-enterprises through a creative hub and managed workspace within the town centre
- Closely linked to the Borough of Culture 2019 activities

CHANGING PERCEPTIONS

- A range of 'meanwhile uses' such as Drive-In Cinema at Woodside, supporting regeneration and improving local environment in short-term
- Woodside Area CIC – a new food and drink offer at Woodside Ferry Terminal for 12 independent food vendor concessions
- Birkenhead BID - set up with the support of local business to enhance Birkenhead Town Centre in terms of:
 - Cleanliness & attractiveness
 - Safety & security
 - Marketing & promotion
 - Supporting business

PUBLIC REALM ENHANCEMENTS

- Creation of accessible cycleways and pedestrian links at Wirral Waters
- New 'Civilised Streets' at Tower Road to reduce traffic speeds and create attractive approach
- Planting street trees to improve the local environment – over 1,500 planted to date

Eureka! Mersey Children's Museum

- World-class children's science museum destination for families at Wirral's Seacombe Ferry Terminal on the current Spaceport site.
 - 187,000 visitors per year
 - A new offer for children and families engaging them in learning and discovery linked to STEM themes
 - Opening Spring 2021
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WIRRAL GROWTH COMPANY

PHASE 1 RESIDENTIAL SCHEMES:

Land at Pasture Road, Moreton
Former Foxfield School Site, Moreton

**BROMBOROUGH – WIRRAL
INTERNATIONAL BUSINESS PARK**



Liverpool City Region Opportunities

- LCR Devolution Deal – over £900 million of funding secured over the next 30 years
- £2.98m Strategic Investment Fund awarded to date for non-transport schemes
- Additional £10.28m currently being considered
- SIF Round 2 now open



Next Steps

- Work with key delivery partners
 - WGC Consultation for Birkenhead now started – Your Wirral Your Say
www.wirralgrowthcompany.co.uk
 - Consultation on other Phase 1 WGC sites to follow soon
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