

# LANDLORD FORUM UPDATE

ADVANCING THE CITY REGION



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**Wirral Growth Company**



**Wirral.**  
**Well made.**



## WGC Strategic Goals

- Kickstart Regeneration and Economic Growth
- Instigate a ‘step-change’ in Regeneration across Wirral: “Move at Scale and Pace”
- Advance Developments at Key Sites
- Interventions to Promote Further Regeneration
- Provide Work and Contract opportunities for Local Residents/Businesses
- Generate Sustainable Income for Wirral Council



## Wirral Growth Company

- 28<sup>th</sup> Feb 2018: Cabinet Recommended Muse Developments as JV Preferred Partner
- 50/50 JV will marry Council's Assets with Muse's Regeneration Expertise and Access to Capital
- Governance will be 50/50 between Council and Muse, Equal Board Representation
- Returns split 50/50 between Council and Muse
- First Development Plans around Summer 2018



## Phase 1 Key Sites

- **Birkenhead:** New Market, Europa Boulevard Commercial District, Hamilton Square District
- **Bromborough:** New Industrial or Manufacturing Park, Supply Chain for Unilever/Lairds/etc
- **Moreton:** New Family Housing; Extra Care Village; Repurposed Clinic, Library, One Stop Shop
- **Bebington:** 55+ Housing on former Town Hall site
- **Seacombe:** Conversion of Town Hall Annexes into housing, live/work space, co-work facility



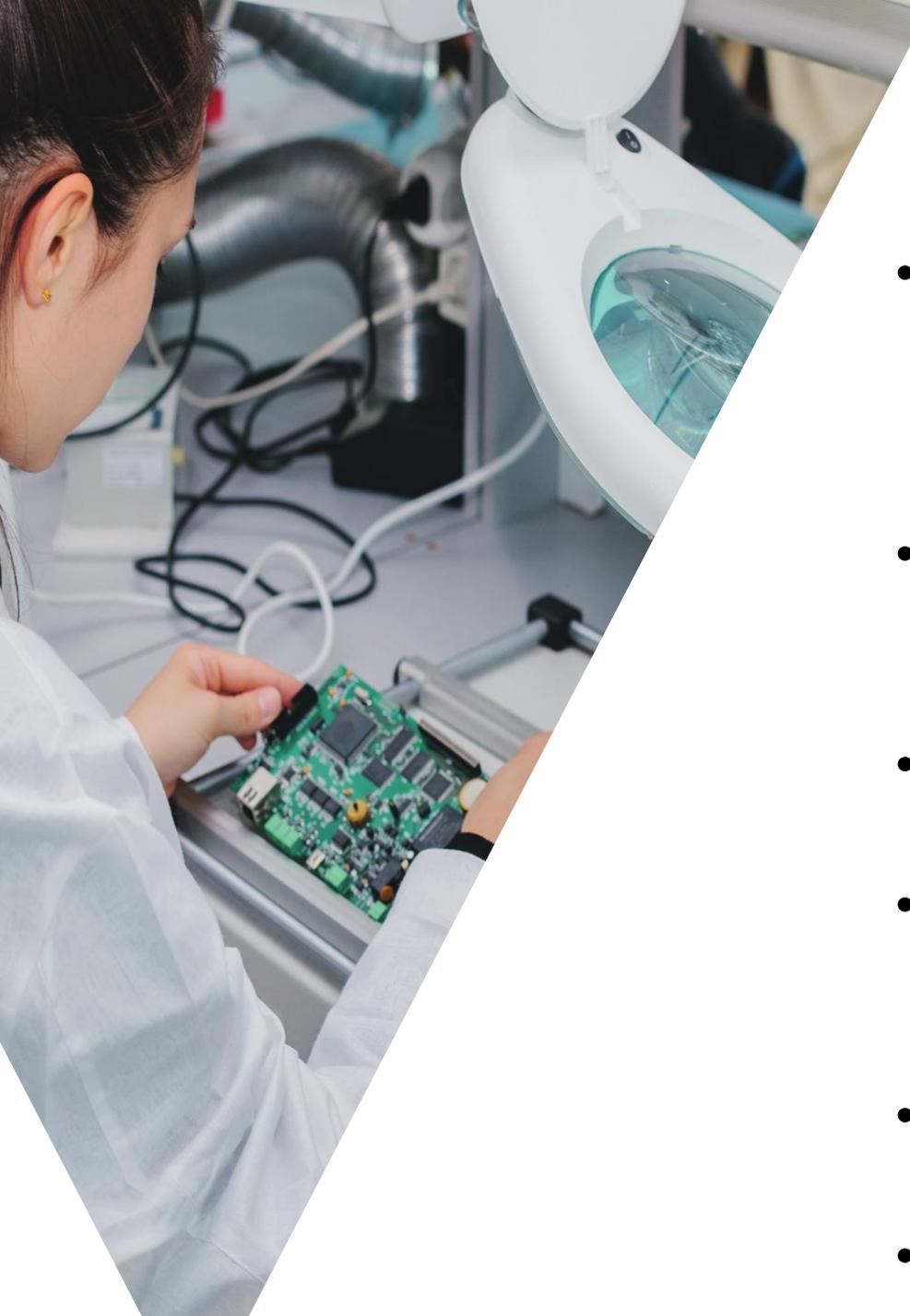
## Local Jobs & Supply Chain

- Economic Growth is the Driver
- Creating 3000 jobs in the first 3 years
- Collaborate with Wirral Met College for skills pipeline
- “Hire Local, Buy Local” Pledge: 60% Target
- WGC will Commission Construction Work
- Support for Firms to Tender and Pitch
- Commitment to Highest HS&E Standards



## Further Benefits

- Phase 1 Key Sites demonstrate action and confidence, attracts attention of investors
- Rise in land values, rates and rents to tackle viability challenges
- Investment in enabling Infrastructure, Digital, Transport
- Prioritise Local Labour and Supply Chain
- Investment in Planning Team and Systems



## Support for Landlords

- Investment in local neighbourhoods – infrastructure, remediation, social regeneration
- New schemes which offer a range of ownership, rental models
- Affordable Housing Policy Targets, Mixed Occupancy
- Encourage Private Landlords to invest – Strengthen portfolios, rental yields
- Intervention with Landlords who don't invest
- 4200 Empty properties



# Interventions as Catalysts For Growth

## **Peel Wirral Waters:**

3 schemes for 1000 new homes

New Office Building

Egerton Square

Maritime Knowledge Hub

## **Hamilton Hub:**

200 bed student/key worker

accommodation

## **Hoylake Golf Resort:**

Environmental, Transport and

Economic Surveys



# Interventions as Catalysts for Growth

## **Saughall Massie Fire Station:**

- Land Surveys and Environmental Report

## **New Ferry:**

- WGC will lend support in regeneration master planning

## **Eureka Children's Museum:**

- Funding applications for Seacombe Ferry site

## **Various Housing Schemes:**

- Acre Lane, Burton's, Birkenhead North, ...



## Questions?

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