

# Wirral Employment Land and Premises Study

## **Final Report**

August 2021

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**For and on behalf of Avison Young (UK) Limited**

# 1. Introduction

## Background

- 1.1 Avison Young were commissioned by Wirral Council to update on the previous Wirral Employment Land and Premises Study conducted by Lichfields and Lambert Smith Hampton in 2017 (2017 WELPS). The aim of this report is to guide the Local Plan by understanding the anticipated demand for employment land in the Borough over the Local Plan period to 2037; as well as identifying the potential employment sites that could address this requirement and a strategy for release of any surplus employment land. The report also builds on the Employment Land Options Study (ELOS) which was undertaken in 2019 and undertook a more detailed look at 35 employment sites and updated the employment land portfolio in the 2017 WELPS. This was consulted on with local stakeholders and was agreed that identified opportunity sites would be incorporated into this report.
- 1.2 This report will be an important part of the evidence base for the emerging Local Plan.
- 1.3 This report considers both the likely demand for employment land and the quality and availability of supply in terms of suitability, deliverability and viability.
- 1.4 This report has been prepared in line with the methodology set out in the National Planning Policy Framework [NPPF] and Planning Practice Guidance [PPG].
- 1.5 A draft version of the report was issued to the Council in February 2021, this was then subject to public consultation until the end of March 2021.

## Scope of Study

- 1.6 The scope of the study set out to answer the following core questions facing the Council:
  1. What sectors will be key to the economic future of Wirral due to existing economic strengths and competitive advantages, and what sectors do we want to attract and grow across the borough?
  2. What broad locations are most appropriate to meet business occupier requirements in the future?
  3. Are different types of property and sites going to become more sought after and how do we plan for this demand? Do we need to modernise our employment land and property supply to meet future business needs?
  4. How will changing business practices affect space utilisation and land use efficiency?

5. Is employment development viable across Wirral and within key sub-market areas, and how can we ensure employment land is deliverable in the right locations and at sufficient quanta over the plan period?
  6. Without intervention are we likely to see more businesses which may not want to move but due to market forces or regeneration pressures they are forced to relocate? How can we plan for this shift in the future and ensure business retention over the plan period?
  7. What impact is anticipated from the brownfield-first residential delivery strategy on employment activities, development and viability of employment development in the future? Does it create new opportunities for mixed use development?
  8. How can we deliver against both residential delivery and economic growth objectives over the plan period and beyond to protect the vibrancy and sustainability of the Wirral economy in the future?
- 1.7 This study is meant to be read as an update to the 2017 WELPS and therefore the scope is very much the same, save for the updated expected end date of the Local Plan in point 6. A key difference is that this report includes a new assessment of the demand for employment land in the Borough. The 2017 WELPS relies on demand forecasts included in the then emerging Liverpool City Region Strategic Housing and Employment Land Market Assessment (LCR SHELMA), which set out the requirement for employment land across the City Region. With the availability of more up to date growth forecasts from the LCR, the opportunity has been taken to provide a new assessment of demand for employment land in the Borough. It must be noted that this is a point-in-time assessment and the supply and demand of employment land is ever changing.
- 1.8 This study has taken into consideration the new Planning White Paper and the separate changes made to the Use classes Order which came into effect on 1st September 2020. This study was commissioned to consider the need for all B-class uses; however, whilst B2 and B8 remain. B1 uses have now been included in the new E use class for all kinds of commercial, business, retail and service uses. For clarity and consistency with previous work, this report has only considered the suitability of land for former B1 uses and not other uses within the new E use class and refers to B1 uses throughout.

## Report Structure

- 1.9 The report is structured as follows
- 1.10 **Section 2: Policy Context** – sets out the national, regional and local policy with which this report and the economic land supply should have regard to.
- 1.11 **Section 3: Economic Context** – analyses Wirral’s economic performance compared to its neighbours and other boroughs of the Liverpool City Region
- 1.12 **Section 4: Sub-Area Economic Context** – more detailed economic analysis in the various sub-areas within Wirral.
- 1.13 **Section 5: Market Context** – an examination of the local property market and its performance which will guide the demand and viability analysis.
- 1.14 **Section 6: Viability Analysis** – an assessment of the likely land value achievable for various use types assessed, outlining the various assumptions used to calculate the viability.
- 1.15 **Section 7: Stakeholder Engagement** – analysis of the outcome of stakeholder engagement by way of a business survey
- 1.16 **Section 8: Demand Analysis** – Economic assessment of the likely demand for land for various employment use types, in order to estimate a likely land supply requirement across Wirral for the Local Plan period.
- 1.17 **Section 9: Supply Analysis** – Review of the quality of land supply across various identified potential employment development sites across Wirral.
- 1.18 **Section 10: Conclusions and Next Steps** – outlines the balance of demand and supply and its implications on employment land across the borough and the key considerations the Council need to take in their emerging Local Plan

## 2. Policy and Strategy Context

2.1 This section provides a summary of the relevant policy documents relating to employment land and economic development in Wirral. The same context was provided in the previous Wirral Employment Land and Premises Study which was completed in 2017 (2017 WELPS).

2.2 As a comparison, the table below shows the documents that were included in the previous WELPS and the documents that have been included in this iteration. Additions and removals of documents, and updates to documents have been made where applicable.

**Table 2.1: Document Overview**

<u>2017 WELPS</u>	<u>2020 WELPS</u>
<b>Planning Documents</b>	<b>Planning Documents</b>
National Planning Policy Framework (NPPF)	National Planning Policy Framework (NPPF)
National Planning Policy Guidance (NPPG)	National Planning Policy Guidance (NPPG)
Liverpool City Region Strategic Housing and Employment Land Market Assessment (SHELMA) (Draft)	Planning White Paper – Planning for the Future
Wirral Adopted Unitary Development Plan (2000)	Town and Country Planning Use Classes Amendment 2020
Wirral Emerging Local Plan – Submission Draft Core Strategy (2012)	Liverpool City Region Strategic Housing and Employment Land Market Assessment (SHELMA) and Assessment of Large Scale B8 Sites (2018)
	Wirral Adopted Unitary Development Plan (2000) and Core Strategy (2006)
	Wirral Employment Land Options Study (Draft) (2019)
<b>Economic Strategy Documents</b>	<b>Economic Strategy Documents</b>
Building Industrial Strategy Green Paper	Building Industrial Strategy Green Paper
Northern Powerhouse Strategy	Northern Powerhouse Strategy
Liverpool City Region Growth Strategy	Liverpool City Region Growth Strategy
Wirral Plan: A 2020 Vision	Liverpool City Region Local Industrial Strategy
Wirral Growth Plan	Liverpool City Region Building Back Better
Wirral Strategic Regeneration Framework	Wirral Council Plan for 2025
WELPS Refresh (2012)	Wirral Strategic Regeneration Framework
	Birkenhead 2040 Framework (Draft)
	Birkenhead Neighbourhood Frameworks (Draft)

Source: Avison Young (2021)

## Planning Policy

### National Planning Policy Framework (2021 Update)

- 2.3 The National Planning Policy Framework (NPPF) sets out the Government's economic, environmental and social planning policies for England. Paragraph 11 of the framework states that there should be a "presumption in favour of sustainable development" through both plan making and decision taking.
- 2.4 Paragraph 8 of the NPPF states that achieving sustainable development means that the planning system has three overarching objectives: economic, social and environmental. The objectives must contribute to help build a "strong, responsive and competitive economy", to support "strong, vibrant and healthy communities" and to "contribute to the protection and enhancement of the natural, built and historic environment".
- 2.5 The Framework makes it clear that it is for local planning authorities (LPAs) to proactively plan to meet the employment land and development needs of businesses in their Local Plans. Local land targets will be tested through the Local Plan process and LPAs must collect and use reliable information to justify employment land supply policies.
- 2.6 The Framework also indicates that LPAs are required to ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area. LPAs should ensure that their assessment of strategies for housing, employment and other uses are integrated, and that they take full account of relevant market and economic signals.
- 2.7 Chapter 6 of the Framework states that 'significant weight' should be placed on the need to support economic growth and productivity through the planning system. To help achieve this economic growth, planning policies should:
- "Set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth
  - Set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period
  - Seek to address potential barriers to investment such as inadequate infrastructure, services or housing or a poor environment
  - Be flexible to accommodate needs not previously anticipated in the plan, allow for new and flexible working practices and to enable a rapid response to economic changes"

- 2.8 Paragraph 120 states that planning policies and decisions need to reflect changes in the demand for land. They should be informed by regular reviews of the land allocated for development in plans, and of land availability." Therefore, where there is no reasonable prospect of development, allocated sites should not be protected in the long term. Proposals for alternative uses on such sites should be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities.
- 2.9 Chapter 7 of the NPPF states that planning policies should "support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation." Offices are considered a 'main town centre use'; and as such, LPAs are required to apply a sequential test to planning applications for main town centre uses and when considering edge of centre and out of centre proposals, preference should be given to accessible sites that are well connected to the town centre.
- 2.10 The Framework states that local planning authorities and county councils (in two tier areas) are under a duty to cooperate with each other on planning issues that cross administrative boundaries. It also suggests that strategic policy making authorities should engage with their local communities and relevant bodies including Local Enterprise Partnerships, council councils, infrastructure providers and combined authorities. Paragraphs 24 to 27 require local authorities to demonstrate evidence of having effectively co-operated to plan for issues with cross-boundary impacts when their local plans are submitted for examination.

### **National Planning Policy Guidance (PPG)**

- 2.11 The Practice Guidance sets out broad methodologies for assessing the demand for and supply of housing and economic development.
- 2.12 The Practice Guidance states that plan makers should liaise closely with the business community to understand their current and potential future requirements. Plan makers should also consider:
- "The recent pattern of employment land supply and loss to other uses;
  - Market intelligence (from local data, discussions with developers and property agents and engagement with business and economic forums;
  - Market signals such as changes in rental values and differentials between land values in different uses;
  - Public information on employment land and premises required;
  - Information held by other public sector bodies and utilities in relation to infrastructure constraints;

- The existing stock of employment land which should indicate the demand for and supply of employment land and determine the likely business needs and future market requirements;
- The locational and premises requirements of particular types of businesses;
- Identification of oversupply and evidence of market failure.”

2.13 When examining the recent take-up of employment land, the Practice Guidance advises that it is important to consider projections (based on past trends) and forecasts (based on future scenarios) and identify occurrences where sites have been developed for specialist economic uses.

2.14 In terms of forecasting future trends, the Practice Guidance advises that:

- “Plan makers should consider forecasts of quantitative and qualitative need i.e. the number of units and amount of floorspace but also its particular characteristics e.g. footprint of economic uses or proximity to infrastructure;
- Local authorities should develop an idea of future needs based on a range of data which is current and robust;
- Emerging sectors that are well suited to the area being covered by the analysis should be encouraged where possible;
- The available stock of land should be compared with the particular requirements of the area so that ‘gaps’ in local employment land provision can be identified.”

2.15 The Practice Guidance advises that plan makers should consider:

- “Sectoral and employment forecasts and projections (labour demand);
- Demographically derived assessments of future employment needs (labour supply techniques);
- Analyses based on the past take up of employment land and property and/or future property market requirements;
- Consultation with relevant organisations, studies of business trends, and monitoring of business, economic and employment statistics.”

2.16 In identifying the type of employment land needed the Practice Guidance advises that:

- “The need for rural employment should not be overlooked;
- Underlying population projections can be purely demographic or tied to future housing stock which needs to be assessed separately;
- Plan makers should be careful to consider that national economic trends may not automatically translate to particular areas with a distinct employment base.”

2.17 In order to derive employment land requirements, the Practice Guidance states that when translating employment and output forecasts into land requirements there are four key relationships which need to be quantified:

1. Standard Industrial Classification sectors to use classes
2. Standard Industrial Classification sectors to type of property
3. Employment to floorspace (employment density)
4. Floorspace to site area (plot ration based on industrial proxies)

### **Planning System White Paper - Planning for the Future**

2.18 In August 2020, the government released its Planning for the Future White Paper which sets out a package of proposals to reform the planning system covering plan-making, development management, developer contributions and other policy interventions.

2.19 The overarching objective of the reforms is to streamline and modernise the planning process, 'cutting red tape not standards' and ensuring more land is available for development where it is needed. Emphasis is also placed on building environmentally friendly, sustainable homes, taking a digital-first approach to modernising the planning process, reviving town and city centres and improving the system of developer contributions towards infrastructure.

2.20 The reforms are encompassed within three 'pillars' each of which contain a number of individual proposals. The pillars are:

- Pillar One: Planning for Development
- Pillar Two: Planning for Beautiful and Sustainable
- Pillar Three: Planning for Infrastructure and Connected Places

2.21 Pillar One is centred around introducing a new approach to plan making. It includes proposals to set out all areas of land into one of three categories; Growth Areas, Renewal Areas and Areas that are Protected which would impact how the land can be brought forward for development. There are also plans for a new 'sustainable development' test which would replace the existing test of soundness in Local Plans. It is also proposed to be a revised standard method for distribution of the national housebuilding target of 300,000 homes annually.

2.22 Pillar Two is centred around securing high-quality sustainable development. The proposals within this pillar include encouraging the development of locally produced design guides and codes, the introduction of a 'fast track for beauty' which would incentivise and accelerate high quality

development which reflects local character and preferences and proposals for simpler assessments for environmental impacts.

- 2.23 Pillar Three is centred around reforming the approach to developer contributions to facilitate the delivery of infrastructure. It includes proposals to reform the Community Infrastructure Levy (CIL) including for it to become charges as fixed proportion of the development value, for local authorities to have more freedom on how to spend the CIL and that affordable housing provision should be raised through CIL.
- 2.24 The consultation on the White Paper closed on 29th October 2020.

### **Town and Country Planning Use Classes Amendment 2020**

- 2.25 The Government on 21st July 2020 published The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020, which came into force on 1st September 2020.
- 2.26 The most significant change and most relevant to this report is the introduction of a new 'Commercial, Business and Service' Use Class, Use Class E. This subsumes A1, A2, A3, B1, D1, D2 into one single class. This means uses including office space, retail offerings and other services including health centres, creches, gyms and indoor recreation now fall under the same use class. This is a significant change because it means that planning permission will no longer be required for change of use between these former different use classes.
- 2.27 The residential (C classes), general industrial (B2) and storage and distribution (B8) use classes will remain unchanged and the existing A4 (pubs and drinking establishments) and A5 takeaways now move to the Sui Generis category.
- 2.28 The government have said that one of the main needs for change is to enable the repurposing of buildings in town centres and on high streets and reflect the changing retail requirements in the future.
- 2.29 As the country continues to reopen, and come to terms with a post-pandemic world, this new use class system allows for quicker adaptation to changing circumstances and allows quicker responses to the needs of the local communities.
- 2.30 The change of use class allows for buildings to be used flexibly by having a number of uses take place within the building at the same time or by allowing different uses to take place at different times of the day. This will allow more flexible spaces to develop, which many people see as vital to maintain the viability of high streets and town centres. It is also hoped that it will allow for vacant units to be

brought back into use quicker than previously, as the broader range of uses will attract a wider range of tenants for landlords.

- 2.31 On the other hand, this ability to change uses much more easily could lead to a reduction in the services high streets offer with a lack of diversity seen in town centres. The changes also mean that the Local Planning Authorities may have less control over the nature and occupier combinations within centres.
- 2.32 Whilst much of the commentary around the new Class E has been around the impact on retail and the high street. It is important to also note the potential impact on offices and other B1 space in existing employment areas, a key consideration of this study. Following the introduction of Class E, existing office floorspace which does not have an historic planning condition restricting its use to office floorspace only, can also be converted to any of the other uses within Class E without planning permission.
- 2.33 This gives flexibility for areas with high amounts of office vacancy to repurpose them for alternative more attractive occupier uses. However, there are question marks on what other Class E use types might be suitable particularly in office space that is not on a ground floor level.
- 2.34 Former B1 - light industrial units may also be impacted with the ability to convert to other compatible building use types such as retail warehousing without the need for planning permission. This could potentially erode the manufacturing and creative space in existing industrial estates where light industrial units are prevalent.
- 2.35 These changes came into effect during the process of completing the Employment Land Study. However, for consistency of approach with the previous WELPS study we have only focused on the former B1 use class. It is understood that there is the ability to repurpose former B1 office premises to alternative uses within the new Class E. Nevertheless, the sites this applies to make up a small number of sites within the study, with the majority of reviewed sites of B2 or B8 classification which have remained the same and are therefore unaffected.

### **Liverpool City Region Strategic Housing and Employment Land Market Assessment (SHELMA)**

- 2.36 The Liverpool City Region Strategic Housing and Employment Land Market Assessment (SHELMA) covers the Local Planning Authorities of Halton, Knowsley, Liverpool, Sefton, St Helens, Warrington (housing only), West Lancashire and Wirral over the period 2012-2037. It was completed in 2018.
- 2.37 The SHELMA considers issues related to future economic performance and the scale of growth in jobs to 2037; as well as the objectively assessed need for housing; and the need for B-Class employment land. In considering employment land provision, consideration was particularly given to the future

strategic need for warehouse / distribution floorspace across the Functional Economic Market Area (FEMA), taking account of local demand drivers and the growth of the Port of Liverpool.

- 2.38 The SHELMA notes that the office market is dominated by Liverpool, and that supply was tight for both Grade A and B space. In addition, there is a shortage of larger warehousing and storage units across the Liverpool City Region, with demand for large sites to accommodate increased demand arising from the expansion of the Port of Liverpool and for large sites close to Jaguar Land Rover's Halewood Plant.
- 2.39 The SHELMA considers two scenarios for future economic growth potential; a 'Baseline Scenario' using Oxford Economics' model and a 'Growth Scenario' based on the Liverpool City Region LEP's growth ambitions and targets. The 'Baseline scenario' sets out a total growth over the period 2012 – 2037 of 58,900 jobs across the FEMA with a net job growth of 5,800 (+6,600 FTEs) for Wirral.
- 2.40 In the 'Growth Scenario', the total growth over the 2012 – 2037 period is 134,100 jobs across the whole FEMA and an increase of 11,400 jobs (11,500 FTEs) over the same 25-year period for Wirral. The 'Growth Scenario' takes into account existing available land and sites for strategic B8 development.
- 2.41 The SHELMA considers that the 'Growth Scenario' captures the overall scale of demand which is expected to arise from enhanced demand for large scale B8 warehouse development. Furthermore, the 'Growth Scenario' forecasts that a significant proportion of the transport, warehouse and postal jobs will be in St Helens considering potential future allocations.
- 2.42 The 'Baseline Scenario' for Wirral in the SHELMA is driven particularly by growth in professional and scientific services (+3,200 FTE jobs), construction (+2,500 FTEs) and health (+2,600 FTEs), with the most significant decreases being in wholesale and retail (-700 FTEs), public administration (-1,100 FTEs) and particularly education (-1,600). The 'Growth Scenario' for Wirral accelerates this forecasted growth in business services in particular, as well as manufacturing, and neutralises the decline in wholesale and retailing seen in the baseline scenario.

2.43 The table below indicates the need for housing and employment land across the SHELMA analysed areas.

**Table 2.1: SHELMA Proposed Housing and Employment Land Needs 2012 - 37**

	Housing OAN (dp)	Baseline Scenario (ha)		Growth Scenario (ha)		Completions Trend (ha)		
		B1	B2	B1	B2	B1	B2	Small Scale B8
Halton	326 – 565	28.1	20.9	9.8	21.1	63.0	62.3	26.2
Knowsley	280 – 373	24.4	33.0	26.8	33.0	20.7	88.0	15.7
Liverpool	1,739 – 1,791	39.7	29.4	70.0	29.4	79.2	117.8	12.7
Sefton	594 – 641	14.2	6.1	18.4	6.1	24.2	15.0	9.5
St Helens	416 – 855	11.6	13.7	28.8	27.3	6.3	44.8	10.3
Warrington	949 – 973	-	-	-	-	-	-	-
West Lancs	241 – 261	14.5	7.7	14.9	7.7	16.3	20.4	29.2
Wirral	730 - 803	27.6	29.1	33.8	30.1	26.1	89.0	14.5
FEMA	4,015 – 6,122	160.1	139.8	232.5	154.8	235.7	437.3	118.2

Source: GL Hearn

2.44 This shows that there is a need for B1 development of between 160 ha (baseline scenario) and 236 ha (based on the completions trend) across the FEMA. The 'Growth Scenario' is closer to the completions rate (232 ha) and suggest significantly stronger office floorspace demand in Liverpool. Wirral's B1 office need ranges from 26.1 ha based on past completions, to 28 ha under the baseline and 34 ha under the growth scenario.

2.45 As for B2 industrial floorspace, an overall need across the FEMA of 140 to 155 ha is identified in the 'Baseline and Growth Scenarios', rising to 437 ha based on past completions across the FEMA. This is an assessment of gross requirements to meet modern business needs and does not necessarily imply that poorer quality older industrial sites will meet these needs.

2.46 In Wirral, there is a wide range calculated in the need for B2 floorspace, with it being identified as between 29 and 89 ha. The SHELMA notes that this reflects the amount of new development which is not driven by any increase in labour demands i.e. existing companies vacating older stock and moving into more modern premises or expansions at existing sites.

2.47 For small scale B8 warehouse / distribution, a need for 118 ha of land across the FEMA in units of under 9,000 sqm is identified (i.e. sites of less than approx. 2.5 ha). Wirral has a need for 14.5 ha of small-scale B8.

- 2.48 The main SHELMA report identifies the need for large-scale B8 across the whole Liverpool City Region but does not disaggregate the demand to a local authority level. This was the subject of a separate Strategic Sites Assessment report which was published alongside the main SHELMA report in 2018. The need for large scale B8 warehousing development, over the period to 2037, is 308 ha of land for strategic B8 development as identified in the baseline/do minimum scenario and up to 397 ha in the Growth Strategy scenario. The SHELMA identifies that there is a shortage of large sites capable of accommodating large scale B8 development within the City Region, with a number of potential sites identified across the FEMA.
- 2.49 15 potential sites were appraised in Wirral. These sites are displayed in the table below. In total, 8 of the 15 sites appraised in the draft SHELMA are recommended for further consideration to meet strategic B8 needs, with the potential to accommodate 81.9 ha of 549 ha across the LCR (14.9%). A number of these sites have been assessed in more detail as part of this report.

**Table 2.3: SHELMA Large Scale Employment Sites Appraisal for Wirral**

Site	Conclusion
Birkenhead Dock Estate – Bidston Dock	<ul style="list-style-type: none"> <li>• Suitable for strategic B8 development in the short/medium term</li> <li>• A prominent location and vacant and largely flat site</li> <li>• Proximity to the M53 and Birkenhead Docks</li> <li>• Potential to connect to the rail network</li> </ul>
Birkenhead Dock Estate – Former RHM Mills and Canada Creek	<ul style="list-style-type: none"> <li>• These sites have potential to support strategic B8 development in the short/medium term</li> <li>• Proximity to the M53 and Birkenhead Docks</li> </ul>
Birkenhead Dock Estate – Land East of Wallasey Bridge Road	<ul style="list-style-type: none"> <li>• Potential to connect to the rail network</li> </ul>
Burtons Biscuits, Pasture Road	<ul style="list-style-type: none"> <li>• Discounted from the available supply of strategic B8</li> </ul>
Premier Brands, Reeds Lane	<ul style="list-style-type: none"> <li>• Development is dependent on decision making of Manor Bakeries, Typhoo Tea and Burtons Biscuits</li> </ul>
Lever Faberge – Bromborough Road	<ul style="list-style-type: none"> <li>• Discounted from the available supply of strategic B8 as they form part of Unilever’s operational site</li> </ul>
Unilever Site – Former BOCM Silcock Animal Feeds	
Former Stone Manganese Site, Seacombe	<ul style="list-style-type: none"> <li>• Suitable for strategic B8 development in the medium term</li> <li>• Location within existing industrial area</li> <li>• Proximity to the M53 and Kingsway Tunnel</li> </ul>
Eastham Dock Estate – North Road Tank Farm	<ul style="list-style-type: none"> <li>• Discounted from the available supply of strategic B8 as identified by Peel for the Port Wirral development</li> </ul>

Site	Conclusion
Eastham Dock Estate – Queen Elizabeth II Dock	<ul style="list-style-type: none"> <li>• Suitable for strategic B8 development in the long term</li> <li>• Location adjacent to new port site</li> </ul>
East of Lubrizol, Bromborough Coast	<ul style="list-style-type: none"> <li>• Suitable for strategic B8 development in the short/medium term</li> <li>• Located within an established employment area</li> <li>• Potential to benefit from direct waterfront access</li> </ul>
Former MOD Tank Farm, Old Hall Road	<ul style="list-style-type: none"> <li>• Suitable for strategic B8 development in the short term</li> <li>• Location within existing employment area</li> </ul>
Centuria Business Park, Stadium Road	<ul style="list-style-type: none"> <li>• Suitable for strategic B8 development in the medium term subject to site preparation and remediation</li> <li>• Potential to benefit from direct waterfront access</li> </ul>
Wirral Waters, South of Vittoria Dock	<ul style="list-style-type: none"> <li>• Discounted from the future strategic B8 use as they are proposed to cease port-related uses as part of the Wirral Water proposals</li> </ul>
Wirral Waters, North of Vittoria Dock	

Source: GL Hearn

2.50 As this study found that the supply of sites for large scale B8 across the city region fell short of the minimum forecast requirements in the main SHELMA, a further report, the Liverpool City Region Areas of Search Assessment, published in 2019 assessed a further number of areas of search considered to provide further development potential for strategic B8 requirements. No areas of search were identified in Wirral due to its position relative to logistics demand.

### Adopted Wirral Local Plan

2.51 The Wirral Unitary Development Plan is an old-style development plan that was adopted in February 2000. It sets out the council's policies and proposals for the use of land within Wirral Borough and is an important factor in assessing and determining planning applications. It is the first district wide statutory development plan produced for Wirral and was completed after extensive public consultation.

2.52 The two main themes of the Plan were seeking continued urban regeneration and the protection of the Green Belt. The strategy seeks to focus investment into the existing urban areas of the Wirral, to maximise the re-use of previously developed land in the Borough and to support the regeneration and redevelopment of the more re-down areas of the Borough, which are mainly located in the east of Wirral around Birkenhead and Wallasey. Crucially, the system must protect the environment whilst delivering new homes and jobs. The UDP is also supported by Supplementary Planning Guidance which reinforced the need for good design.

- 2.53 Revitalising the local economy is a fundamental part of the UDP and is one of the main aims of the Council. Policy EMP1 of the UDP is the policy for the provision of employment land. A total of 185 ha was allocated for employment uses. This is made up of the following:
- Two special development opportunity sites in the Birkenhead area totalling 63.8 ha.
  - 99 ha for general employment uses principally in the Birkenhead/ Wallasey/ Bromborough areas
  - 21.6 ha for the expansion of existing firms.
- 2.54 A further 940 hectares of land were also designated as part of Primarily Industrial Areas on the Proposals Map.
- 2.55 The UDP was initially drawn up for the period April 1986 to March 2001 but was intended to continue to be in place until the plan could be formally reviewed and updated.
- 2.56 In 2006, the Council commenced work on a new Core Strategy which reached Regulation 19 stage in 2012. The Core Strategy is a legal document intended to set the overall framework for future land use planning over 10 – 15 years and sets out the Council's view of what a sustainable pattern of development for Wirral must look like.
- 2.57 The spatial vision of the Core Strategy was that "by April 2028, Wirral will continue to offer a high quality of life, as an attractive place to live an active, sustainable, productive, safe and healthy lifestyle, to complement the attractiveness and economic competitiveness of the wider sub-region."
- 2.58 Following consultation on two sets of proposed modifications it was determined that the Council should produce a full Local Plan.

### **Joint Waste Local Plan for Merseyside and Halton, 2013**

- 2.59 Wirral Council, alongside the five authorities of Halton, Knowsley, Liverpool, Sefton and St Helens adopted a Joint Waste Local Plan for Merseyside and Halton in July 2013. The Joint Waste Local Plan provides a clear direction for future waste management development in terms of both site allocations and detailed development management policies across the Liverpool City Region. It forms part of the statutory development plans for each of the local authorities.

### **Emerging Local Plan**

- 2.60 Wirral Council is currently preparing a new Local Plan. The plan will influence the supply of employment land for the period 2022 to 2037. The Local Plan is being prepared to accord with the NPPF and the NPPG. The Council consulted on a Regulation 18 stage Wirral Local Plan issues and Options consultation document between January and April 2020. The full draft Wirral Local Plan is

currently in development and the Council intends to publish a Regulation 19 Submission Draft Local Plan during 2021.

## Economic Strategy

### Industrial Strategy: Building a Britain fit for the future

- 2.61 In November 2017, following consultation on the 'Building Our Industrial Strategy' Green Paper, the 'Building a Britain fit for the future' White Paper was released. The paper was to define a strategy which would help businesses create better, higher paying jobs with investment in the skills, industries and infrastructure of the future.
- 2.62 The intention was to boost productivity and earning power across the country by focusing on 5 foundations which align to the vision for a transformed economy. These are:
- Ideas – the world's most innovative economy
  - People – good jobs and greater earning power for all
  - Infrastructure – a major upgrade to the UK's infrastructure
  - Business Environment – the best place to start and grow a business
  - Places – prosperous communities across the UK
- 2.63 Some of the key policies included in the Green Paper are:
- Raise total research and development investment to 2.4% of GDP by 2027
  - Invest £72 million in new Industrial Strategy Challenge Fund programmes to capture the value of innovation
  - Invest an additional £406 million in maths, digital and technical education, helping to address the shortage of science, technology, engineering and maths (STEM) skills
  - Increase the National Productivity Investment Fund to £31 billion, supporting investments in transport, housing and digital infrastructure
  - Boost digital infrastructure with over £1 billion of public investment, including £176 million for 5G and £200 million for local areas to encourage roll out full-fibre networks
  - Drive over £20 billion of investment in innovative and high potential businesses, including through establishing a new £2.5 billion Investment Fund
  - Agree Local Industrial Strategies that build on local strengths and deliver on economic opportunities

- Create a new Transforming Cities fund that provide £1.7 billion for intra-city transport. This will fund projects that drive productivity by improving connections within city regions

2.64 The Green Paper also sets Grand Challenges to put the UK at the forefront of industries in the future. These include putting the UK at the forefront of the artificial intelligence and data revolution, maximise the advantage for UK industry from the global shift to clean growth, becoming a world leader in the way that people, goods and services move and harness the power of innovation to help meet the needs of an ageing society.

### **Northern Powerhouse Strategy**

2.65 The Northern Powerhouse is a vision for joining up the North's great towns, cities and counties, pooling their strengths, and tackling major barriers to productivity to unleash the full economic potential of the North. The objective is to achieve a sustained increase in productivity across the whole of the North.

2.66 Published in 2006 by Central Government, The Northern Powerhouse strategy, explains how Central Government will work with local stakeholders to seek to tackle major barriers to productivity in the region. This will be done by "improving connectivity both within and between towns, counties and city regions; addressing the disparity in skills between the North and some other parts of the country; ensuring the North is an excellent place to start and grow a business; and promoting trade and investment across the North."

2.67 The North has significant strengths in a number of sectors and the Strategy aims to build on these existing sectoral strengths, most notably:

- Manufacturing – this sector was worth £46bn in the North in 2014, over a quarter of the UK's total manufacturing output
- Pharmaceuticals – the Northern Powerhouse exported £7.3bn worth of pharmaceuticals products in 2015
- Energy – 31% of the UK's total renewable electricity was generated in the Northern Powerhouse in 2015
- Digital – the North is home to seven of the UK's 27 key tech clusters

2.68 Nevertheless, the North faces persistent barriers across a range of areas fundamental to productivity most markedly connectivity, skills, enterprise and innovation and trade and investment. Therefore, within the Strategy, identified support from the Government totalled over £17bn. In addition, Government support is re-stated for the 17 Enterprise Zones across the North including the Wirral Waters Employment Zone.

## Liverpool City Region Growth Strategy

- 2.69 The Liverpool City Region Local Enterprise Partnership (LEP) published its Growth Strategy, 'Building Our Future', in 2016. This sets out the LEP's economic strategy for the entire City Region, acknowledging the unique strengths and assets of each of the local authority areas and communities.
- 2.70 The Strategy notes that the City Region has transformed over the last 20 years, with a rising population and economic growth, an increasing number of high growth companies and a cultural resurgence. The City Region economy is worth £28.3 billion GVA, with output increasing by 8.4% in the five years up to 2014.
- 2.71 Liverpool City Region is identified as having "significant strengths and huge potential in innovative and globally competitive sectors: Advanced Manufacturing, Digital and Creative, Financial and Professional Services, Health and Life Sciences, Low Carbon Energy, Maritime and Logistics, and the Visitor Economy. "
- 2.72 This Strategy aims to capitalise on these sector strengths to "unlock growth, creating tens of thousands of new jobs and new businesses." Despite these strengths, the report identified a number of remaining challenges: "A historic skills gap, too few private sector jobs, high levels of worklessness and pockets of concentrated poverty and poor health." These are seen as the biggest barriers to growth. The Strategy aims to address these challenges.
- 2.73 A number of key targets are identified which include:
- The creation of over 100,000 additional jobs in the Liverpool City Region by 2040
  - A net increase of 20,000 businesses over the next 25 years with an increased diversity of business ownership including a doubling of the number of women owning and running businesses
  - The creation of an additional £22 billion in GVA by 2050
  - Average productivity per worker to increase by 56% by 2040
  - A substantial increase in the number of exporting businesses and the value of exports and a substantial increase in the commercialisation of research and development
- 2.74 Economic growth will be delivered by focusing on 3 growth pillars:
- "Productivity – to maximise the potential of the sector strengths and related assets and to focus on starting and growing more successful businesses by promoting innovations and entrepreneurial activity

- People – to improve and increase skills, developing existing talent and attracting new talent for sustainable growth
- Place – to improve our transport, energy and digital infrastructures, and protect and enhance the cultural and environmental assets. This will improve quality of life for residents and attract and retain investors, skilled workers and visitors who contribute to growth”

2.75 In particular, the first pillar to sustained economic growth is to maximise the potential of LCR’s sectoral strengths and related assets and to focus on starting and growing more successful businesses by promoting innovation and entrepreneurial activity. Consideration needs to be given to Wirral’s role within this and the core sectors identified.

### **Liverpool City Region Local Industrial Strategy (Draft)**

2.76 The Local Industrial Strategy sets out Liverpool City Region’s vision for transforming together: delivering a competitive, clean and inclusive City Region. It provides a framework for the investment decisions, and for the conversations with government about how to work together, through devolution, to maximise prosperity for all people and communities.

2.77 The Local Industrial Strategy articulates how to build on the City Region’s distinctive economic strengths, tackle the challenges, and develop transformational policies to unlock growth and be a catalyst to the development of an inclusive economy.

2.78 Underpinned by evidence and aligned with the National Industrial Strategy’s Grand Challenges, the Liverpool City Region Local Industrial Strategy is focused across a number of transformational opportunities that builds on key assets and competencies:

- Building a sustainable industrial future through utilisation of industrial digital technologies
- Open health innovation to improve health and wellbeing whilst developing new market opportunities
- Global cultural capital, through creating a City Region where culture creates prosperity for all
- Social innovation to solve society’s deepest challenges
- Pioneers of the zero-carbon economy, to become a national leader in clean growth and a net zero carbon City Region by 2040
- Tech for good, which utilises the specialisms to use technology and data in a way that improves society and addresses global challenges.

2.79 To realise these opportunities, there needs to be further improvement in the performance against the five foundations of productivity:

- Thriving and distinctive places (places);
- The opportunity to turn potential into prosperity (people);
- A dynamic business base creating opportunity (business environment);
- Collaboration that translates innovation into impact (ideas);
- Connecting all of our communities to opportunity (infrastructure).
- Each of these are addressed in turn within the strategy.

2.80 The Local Industrial Strategy was agreed locally in March 2020. Since then, the COVID-19 pandemic has altered the landscape, and so the next stage will be to reframe the strategy to ensure that the fundamental changes within economy and society are fully reflected.

### **Liverpool City Region Building Back Better**

2.81 The LCR Building Back Better is an economic recovery strategy that has built on the long term opportunities set out in the Local Industrial Strategy, and to fulfil the vision for a globally competitive, environmentally responsible and socially inclusive economy.

2.82 However, this strategy has been developed in the wake of the COVID-19 pandemic and the evidence from the impacts of the pandemic have suggested that the recovery needs to reflect the economy's future shape with a people focused recovery, based on health, wellbeing and livelihoods, a place based recovery including to support the revitalisation of city and town centres and a green recovery with an aim to achieve carbon neutrality.

2.83 The strategy will intend to support existing businesses to recover, grow and create new jobs, protect the gains in education, skills and employment, allow the city centre to lead the recovery and create town centre revival plans and an aspiration to launch three major green initiatives, two of which have national importance.

2.84 As a result, an investment of £1.4bn will unlock projects within the LCR that will start in the next 12 months which are worth £8.8bn. These projects will create 94,000 jobs and an additional 28,000 construction jobs and secure employment for 26,000 people who are not in work. In addition, this will also unlock the development of over 19,000 new homes, retrofit over 6,500 homes and bring forward over 560,000 sq. m. of new commercial and retail floorspace.

**Wirral Plan 2021-2026**

- 2.85 This Wirral Plan is a set of goals and objectives, which Wirral Council and its partners will strive to achieve over the next five years. They are a commitment to local people, a specific and clear set of priorities. It follows on from the Wirral Plan for 2020 which produced in 2015 with a set of pledges to achieve.
- 2.86 The vision of the Plan is to secure the best opportunities and outcomes for residents. To achieve these there are a set of priorities listed below:
- Inclusive Economy: create jobs, support businesses and attract ethical investment, encourage, affordable homes, deliver an ambitious, high quality and inclusive culture events programme, promote Wirral regionally, nationally and internationally
  - Brighter Futures: invest in young people and their future, provide access to a good education and opportunities for employment, enable families to access the support they need, help all children with special educational needs and ensure their families feel included
  - Active and Healthy Lives: support more people with disabilities to live independent lives, promote healthy active lives, reduce loneliness and social isolation, promote wellbeing and improve mental health
  - Safe and Pleasant Communities: tackling homelessness, reducing crime and anti-social behaviour, protect the most vulnerable residents and engage with communities
  - Sustainable Environment: urgently tackle the environment emergency, protect biodiversity, improve street cleanliness, take forward the 'Cool Wirral' approach, support active travel networks that work for all

**Wirral Strategic Regeneration Framework**

- 2.87 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 the Council's ambitions for the local economy. It sets out the "blueprint' for economic growth in Wirral 2017 – 2020" and was adopted by the Council in October 2017.
- 2.88 The SRF aligns the key development opportunities with relevant national, regional and local strategies to deliver sustainable and accelerated growth. It also provides further detail on spatial priorities and shows how the Council are integrating them into thematic actions in areas such as housing, tourism, transport, environment, employment and skills, and sustainability.

2.89 The SRF outlines the ambitions for the Borough's key investment opportunities at:

- Birkenhead Town Centre – to make it become a thriving town centre of choice again and cement it as a second-tier centre only behind Liverpool
- Hamilton Square - to be a unique sustainable residential neighbourhood for a new urban community within Birkenhead
- Woodside – to create a waterfront residential and commercial quarter of scale, style and built quality that reflects its positioning but respects and enhances the heritage assets within Birkenhead
- Wirral Waters Enterprise Zone – to create a new place to live, work and play using the unique water assets to drive growth across all sectors; for trade, for jobs, for energy, for transport, for play and for 'placemaking'
- The A41 Corridor – to continue to accommodate employment growth in the key locations from Eastham through Bromborough up to Birkenhead Town Centre and the Waterfront
- Borough Wide Investment Opportunities – in New Brighton, New Ferry, Hoylake Golf Resort and Local Town Centres.

#### **Wirral Employment Land Options Study (ELOS)**

2.90 In 2019, Wirral Council reviewed its employment land supply to inform the emerging Local Plan for the Borough. The purpose of this was to ensure economic ambitions are reflected in policy and to identify the most appropriate sites to match the strategy and meet anticipated needs over the plan period.

2.91 The purpose of the ELOS was to consider the most appropriate land use strategy for each area, outlining the high-level outcomes which could be achieved, together with identifying the opportunities and challenges that would arise from taking forward any changes of use. A total of 35 employment sites were assessed with all but two of the sites coming from the Council's Strategic Housing Land Availability Assessment (SHLAA).

2.92 The ELOS built on the recommendations in the 2017 WELPs and dependent on the recommendations, the impact was described and the difference calculated. In total, the ELOS recommended the following:

- A reduction of 4.61 ha of Employment Land
- An increase of 22.01 ha of Residential Land
- An increase of 2.28 ha of Safeguarded Land

- An increase of 1.99 ha Mixed Use Land
- A reduction of 23.89 ha net overall Land

### **Birkenhead 2040 Framework (In Progress)**

- 2.93 The comprehensive regeneration of Birkenhead is at the heart of the emerging Wirral Local Plan 2020 to 2037 Vision and Strategy and key to delivering its 'Preferred Urban Option'. The last comprehensive regeneration strategy for Birkenhead was published in 2010. The Birkenhead 2040 Framework covers the main area of Birkenhead and its immediate urban environment. This includes for the purposes of the Framework the settlement of Seacombe.
- 2.94 The vision of the framework is centred on the reconnecting, reimagining, rediscovering and repopulating of Birkenhead, as an urban garden town at the heart of the LeftBank regeneration programme and as a key part of the wider offer of the Liverpool City Region – a complementary urban centre, a sister to Liverpool within the same city core divided only by a river.
- 2.95 The vision is underpinned by a series of objectives. These objectives capture the commitments and expectations and are intended to inform decision making, development and investment over the next 15 years and beyond. The objectives are:
- Birkenhead by Design – to deliver high quality design across the built environment
  - An Urban Garden Town – to create a vibrant, viable housing market, meeting housing needs and supporting economic growth, a provision of sufficient and appropriate social, health and community infrastructure and the creation of an integrated high quality and function green and blue public realm
  - An Industrious Birkenhead – to deliver clean employment growth, improved productivity, to nurture the indigenous economy, to evolve and grow the infrastructure and imagination of spaces and consider meanwhile approaches to support long term change
  - A Heritage Town – to celebrate the built heritage, respect the history of the place and create heritage assets of the future
  - A Waterfront Town – the creation of an iconic and world class waterfront mixed use neighbourhood, delivering a view to be proud of and maximising the potential of the space
  - A Connected Birkenhead – the simplification of infrastructure by removing physical barriers to sustainable movement, the creation of ultra-sustainable neighbourhoods and an urban environment embracing digital change and influences
  - A Sustainable Town – to produce cleaner and leaner energy, to promote cleaner travel, to promote carbon storage and the adaptation of new and existing buildings to be more 'green'

- A Healthy Town – to create an accessible urban area and an active town, promoting healthy lifestyles for all
- An Inclusive Town – to leverage maximum social value for local communities, to have positive impacts on protected groups and to have representative community involvement to promote pride and ownership
- A Resilient Town – the promotion of a safe town and a legacy to be proud of and a ‘living framework’ responding to changing circumstances

2.96 The Birkenhead 2040 Framework identifies the potential to deliver non-residential space within the Birkenhead urban area including the re-provision of existing space where appropriate to support the creation of a sustainable community. It is intended that this space will support the economy of Birkenhead and Wirral across a range of sectors and activities, growing existing businesses and, through the creation of an attractive business environment, encouraging new businesses to form or locate there.

2.97 Many of the development sites identified within the framework currently house employment activities (of a varying quality and level of intensity). In order to retain and create this economic activity in Birkenhead, no specific employment land is considered necessary. The WELPS analysis has captured the major commercial projects, including for example the Birkenhead Commercial District.

2.98 However, as set out in Section 8, these jobs (along with other planned investments in Wirral) will generate a series of indirect and induced employment opportunities in supply chain and linked sectors. It is these jobs that will drive a future requirement for employment floorspace outside of the BRF plans. In total 53 sites within the Birkenhead 2040 Framework boundary have been assessed as part of this study.

### **Neighbourhood Frameworks (In Progress)**

2.99 Avison Young are currently developing Neighbourhood Frameworks for several neighbourhoods within Birkenhead. Four Neighbourhood Frameworks are currently under development which align to the vision and objectives of the Birkenhead 2040 Framework. These are:

- Central Birkenhead
- Hamilton Park
- Birkenhead Waterfront
- Hind Street

- 2.100 A further three Neighbourhood Frameworks are to be commissioned and brought forward in line with the vision and objectives of the Birkenhead 2040 Framework:
- Northside
  - Scotts Quay
  - Seacombe Riverside
- 2.101 In preparing each of the Neighbourhood Frameworks, the neighbourhoods have been considered in the context of:
- The Birkenhead 2040 Framework supporting baseline analysis context for future development within the neighbourhoods
  - The vision and principles for future development and investment across all the neighbourhood areas
  - Alternative land use and development options considered and an option appraisal exercise informing the preferred option for change within the neighbourhoods
  - The preferred land use and development option for the neighbourhoods including illustrative masterplan, development outputs, scale and massing, open space, environmental enhancement, and movement and connectivity
  - The delivery strategy associated with the preferred option including consideration of land ownership, phasing and funding strategy
- 2.102 The Neighbourhood Frameworks currently in development, are expected to be completed in line with timescales for the Local Plan.
- 2.103 The Northside Neighbourhood Framework will also be of key importance in relation to this study. This covers the area immediately to the north of Birkenhead Docks. This is currently an underutilised employment area with significant potential for greater employment development. Delivery of employment in this location is seen as a key opportunity to allow for the relocation of businesses from other areas of Birkenhead to facilitate the delivery of other elements of the Birkenhead 2040 Framework proposals. This makes this an important part of this study and 7 sites have been assessed within this Neighbourhood Framework area as part of this study.

### **Liverpool Freeport (In Progress)**

- 2.104 On the 3 March 2021 in the 2021 Budget, the Chancellor announced the creation of eight freeports across England.

2.105 The UK Government set out three key objectives for the freeports<sup>1</sup> :

1. Establish Freeports as national hubs for global trade and investment across the UK
2. Promoted regeneration and job creation
3. Create hotbeds for innovation

2.106 Details are still emerging but proposed benefits include the ability to designate multiple sites within one Freeport geography; subsidy, customs and tax benefits; trade and investment support and simplification and easing of the planning process within the freeport boundary. Many of these benefits are believed to likely be time limited, similar to existing established Enterprise Zones.

2.107 Finally, there is potential for a share of £175m of seed capital funding, expected to focus on land assembly, site remediation and small-scale transport infrastructure to connect different sites within the Freeport. This investment is subject to the submission of an Outline Business Case.

2.108 The Liverpool Freeport centres on the Port of Liverpool, but also encompasses other locations including areas around Liverpool John Lennon Airport, the Stobart Rail Terminal in Widnes and Port Salford. However, the relevance to this study is the inclusion of Wirral Waters (Birkenhead Docks) as a tax site within the Freeport. The proposed boundary of this is set out in Appendix 1.

2.109 Whilst full details of the freeport proposals are still awaited, the inclusion of Birkenhead within the freeport boundary has clear potential economic benefits to the area by leveraging new investment and economic benefits. We have factored in the impact of the Wirral Waters proposals in terms of new employment creation and displacement of existing businesses as part of the analysis in Section 8 below, which makes up the majority of the freeport boundary in Wirral. Due to the limited information available currently further analysis on the specific impact of freeports has not been possible at this stage.

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<sup>1</sup> Freeports – Bidding prospectus

## 3. Economic Context

### Introduction

- 3.1 This section outlines Wirral's economic context and draws comparisons with the wider region, both comparing Wirral to neighbouring local authorities and regions (North West and Wales). The context is important for identifying strengths, weaknesses and changing dynamics in the local economy and the factors that influence the need for future employment space.
- 3.2 It can be noted that this analysis is not constrained by the boundary of the Functional Economic Market Area but looks at the wider picture of Wirral by analysing all its neighbouring authorities.
- 3.3 Wirral's economic context is reflective of its industrial and maritime past. The Borough has witnessed slower economic growth over the last decades compared to the rest of the country and North West Region. This has been driven by a decline in traditional local industries such as ship building and heavy industry more generally. Consequently, large swathes of brownfield land remain available for redevelopment.

### Functional Economic Market Area

- 3.4 This section provides a broad overview of Wirral's FEMA. The Practice Guidance provides advice on how a FEMA can be defined. It states that commercial property market geographies should be thought of in terms of market requirements for the location of premises and spatial factors used in analysing demand and supply. The Practice Guidance goes on to state that since patterns of economic activity vary from place to place, there is no standard approach to defining a FEMA. However FEMAs can be defined by taking account of factors including travel to work areas and housing market areas.
- 3.5 More detailed guidance on how to define a FEMA is provided by CLG<sup>2</sup>. This states that examining commuting flows can help to define the FEMA of an economy. These commuting flows can be assessed using the latest travel-to-work flow data from the 2011 Census.
- 3.6 The ONS defines labour market areas as those areas where the bulk of the resident population also work. Defining labour market areas requires an analysis of commuting patterns to identify Travel to Work Areas [TTWAs] for local economies. The current criteria for defining TTWAs is that at least 75% of an area's working population work in the area and at least 75% of the people who work in the area also live in the area. The area must also have a working population of at least 3,500 (Wirral has a

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<sup>2</sup> CLG (2010) Functional Economic Market Areas: An Economic Note

working population of nearly 150,000<sup>3</sup> ). However, for areas with a working population in excess of 25,000, self-containment rates as low as 66.7% are accepted to define a TTWA as part of a limited “trade-off” between workforce size and level of self-containment. Wirral (Council area) has a self-containment of 81.1% (population aged 16 and over) based on the 2011 TTWA Census data.

Therefore, Wirral can be considered as a single, coterminous Functional Economic Market Area. It is noted that this is different from the FEMA used in the Liverpool City Region SHELMA which covers defines the FEMA as the Liverpool City Region, but for the purpose of this study, the Wirral Council area was considered appropriate as set out above and given the Wirral specific focus of this study (compared to the geography of the SHELMA).

- 3.7** It also must be noted that there are other key local economic areas including Chester and Ellesmere Port which borders the Wirral boundary with some key employment sites being cross boundary including the Vauxhall site and Site 81 where only the Wirral element of the site has been assessed as part of this study.

## Population

- 3.8 Understanding the demographic context of an area is critical to understand its future economic growth prospects.
- 3.9 Data published by the ONS, including 2011 Census data, Annual Population Survey or ONS Mid-Year Population Estimates, enables us to understand how the Wirral population has evolved over the past years and critically allows us to draw conclusions on the likely size of the labour force willing and able to take up the jobs available in the Borough.
- 3.10 The latest statistics record a population of 324,011 people in the Wirral in 2019. This represents a steady increase of 0.16% since 2001, slightly below the 0.45% population growth experienced in the broader North West region. The population growth in the Wirral is generally one of the slower rates of growth across the dataset.

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<sup>3</sup> ONS annual population survey, Jan 2020-Dec 2020

**Table 3.1: Population Growth by Local Region**

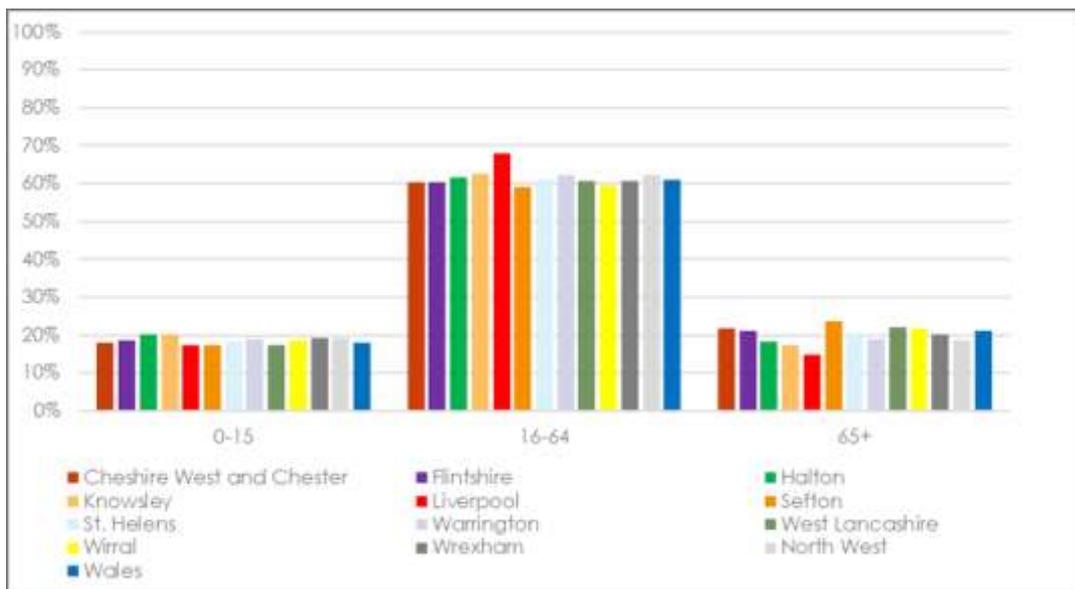
	2001	2019	CAGR*
Cheshire West and Chester	322,154	343,071	0.35%
Flintshire	148,629	156,100	0.27%
Halton	118,559	129,410	0.49%
Knowsley	151,238	150,862	-0.01%
Liverpool	441,858	498,042	0.67%
Sefton	282,884	276,410	-0.13%
St. Helens	176,826	180,585	0.12%
Warrington	191,202	210,014	0.52%
West Lancashire	108,480	114,306	0.29%
Wirral	315,004	324,011	0.16%
Wrexham	128,540	135,957	0.31%
North West	6,772,985	7,341,196	0.45%
Wales	2,910,232	3,152,879	0.45%

Source: Nomis (2020)

\* Compound Annual Growth Rate

3.11 The Wirral presents similar population distribution trends to surrounding boroughs, with 60% of residents aged between 16 and 64. This falls slightly below the 62% seen in the North West more broadly. The Wirral also presents similar trends with regards to 0-15 and 65+ figures, with figures of 19% and 22% respectively, compared with the North West’s 19% and 19%.

**Figure 3.1: Age Distribution by Local Region (2019)**

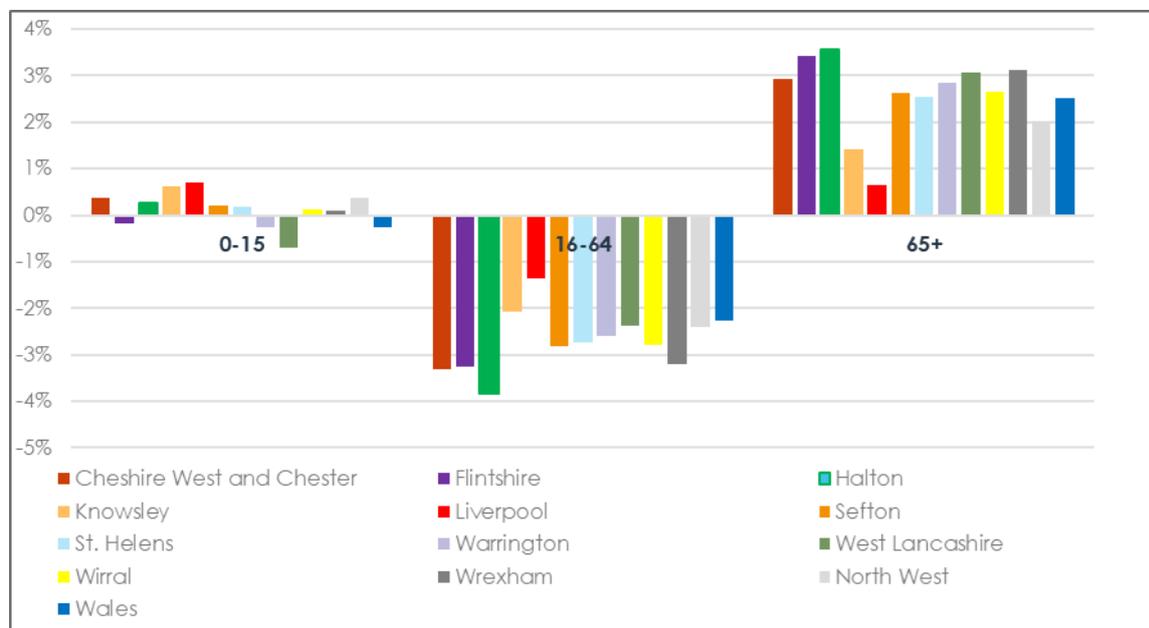


Source: Nomis (2020)

3.12 Since 2011, the proportion of working age persons has decreased by 3% in the Wirral (proportionally to the total population). This is generally in line with neighbouring boroughs, presenting a c.0.4% greater decrease than has been experienced in the North West region. The majority of the shift in

Wirral is towards residents within older age bands, with the 65+ population experiencing 3% growth, as a proportion of the total population. This trend is similar to observations made in the benchmark areas.

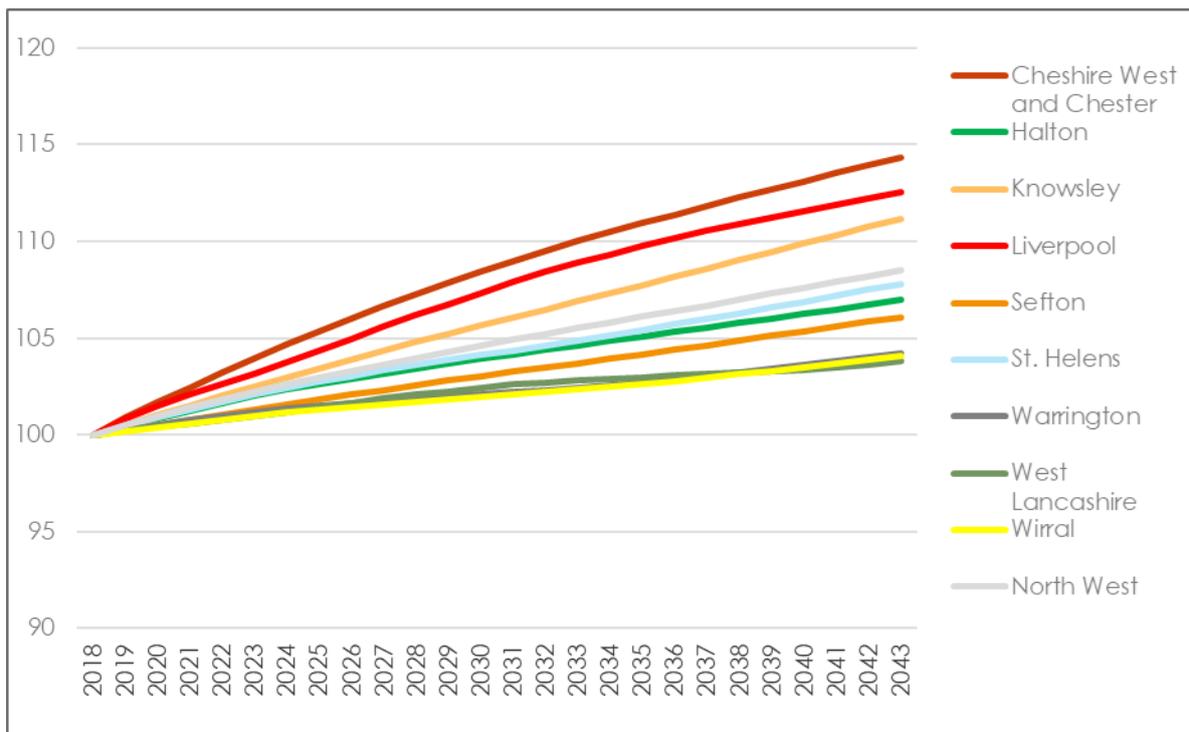
**Figure 3.2: Age Distribution Proportional Change by Local Region (2011-2019)**



Source: Nomis (2020)

- 3.13 If such population trends continue, Wirral will see an increasingly ageing population, with a shrinking pool of available labour supply.
- 3.14 Figure 3.3 shows that the population forecast for the Wirral shows one of the slowest rates of growth of all surrounding Councils. There was no data available for Wales, and consequently, the dataset has been slightly narrowed for this particular indicator.
- 3.15 Whilst growth is below 5% for the Wirral, the North West more broadly is projected to see population growth of c.8%.
- 3.16 Population in Wirral is expected to grow from 323,235 in 2018 to 329,608 in 2030; 331,724 in 2035 and reach 334,513 in 2040.

**Figure 3.3: Population Projection Index by Local Region (2018 = 100)**

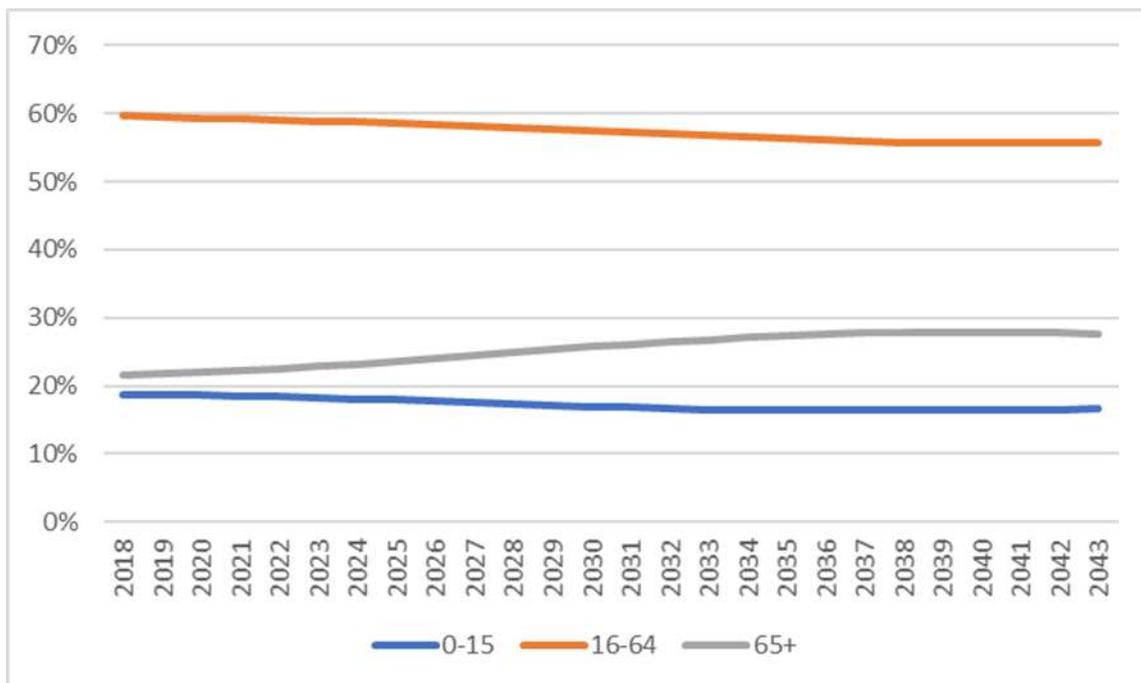


Source: Nomis (2020)

3.17 However, as can be seen in Figure 3.4, the increase in population will be exclusively driven by a sharp increase in the 65+ year old population. Indeed, the population aged 0 to 15 is expected to decrease by 8.9% in Wirral between 2020 and 2040; the population aged 16 to 64 is expected to decrease by 3.2%; the population aged 65 and over is the only segment of the population expecting to grow, at a rate of 30.1% between 2020 and 2040.

3.18 These trends could have significant longer-term implications for the ability to maintain the current number of jobs in Wirral without significant levels of in-migration/in-commuting or reducing the levels of unemployment and economic inactivity in the Borough; whilst presenting an opportunity to create additional jobs in personal service and social care activities (particularly to the elderly).

**Figure 3.4: Population Projection by Age Group as Percentage of Total Population**



3.19 Source: Nomis (2020)

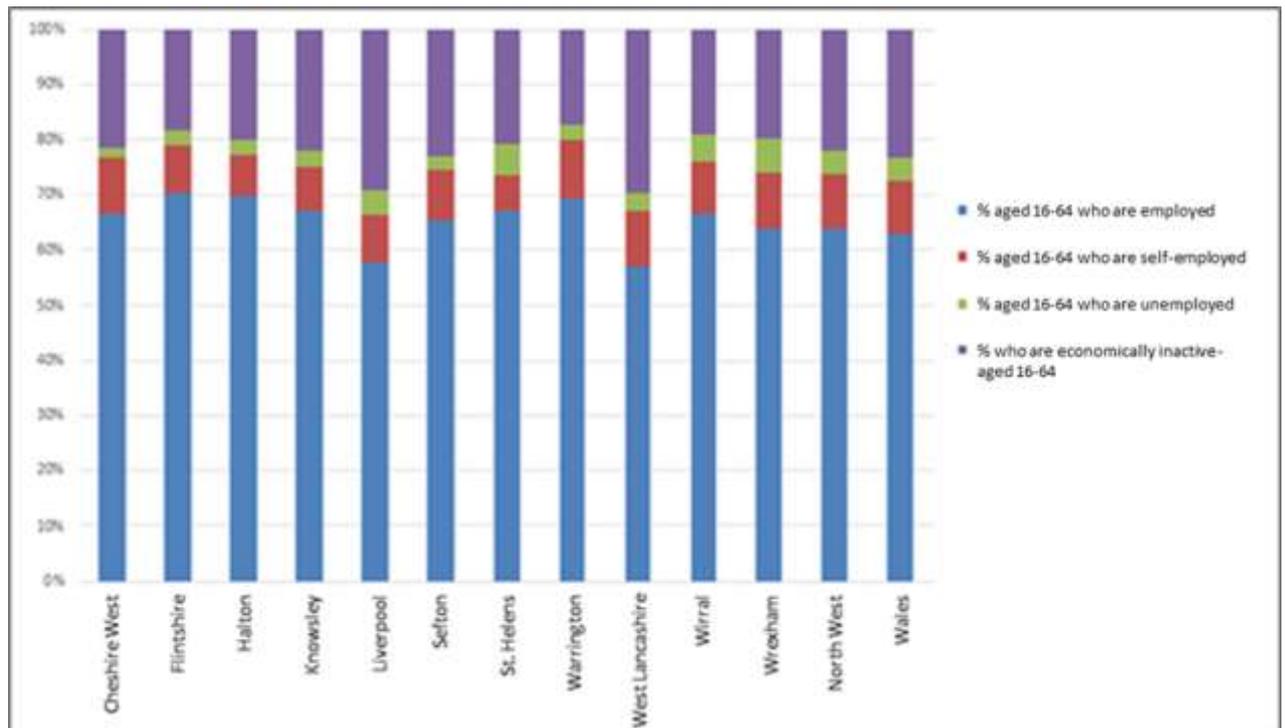
### Labour Market

3.20 Figure 3.5 presents a snapshot of the economic activity and employment related indicators for the Wirral and the wider area in 2018 (latest data currently available). Persons who are economically active are persons who are in employment (employees and self-employed) and in unemployment. Persons who are economically inactive are formed by the rest of the population (not in employment and not looking currently for employment).

3.21 The figure shows employment rates (employees and self-employed) of 77% in the Wirral, which is one of the higher rates when compared to all the benchmark areas.

3.22 The rate of people in unemployment (16-64) is also one of the highest amongst the comparable areas. The decline in working age population could therefore be an opportunity for Wirral to reduce the rate of people in unemployment by encouraging greater take up of local jobs by local people.

Figure 3.5: Economic Status and Employment by Local Region (16-64, 2018)



Source: Nomis (2020)

3.23 However, historical data, as presented in Table 3.2, shows that the position in 2018 represents an improvement on that in 2011, with an increase of the number of people in employment (+8% of people employed, +1% of people self-employed) and a decrease of people in unemployment (-4%) or inactive (-6%).

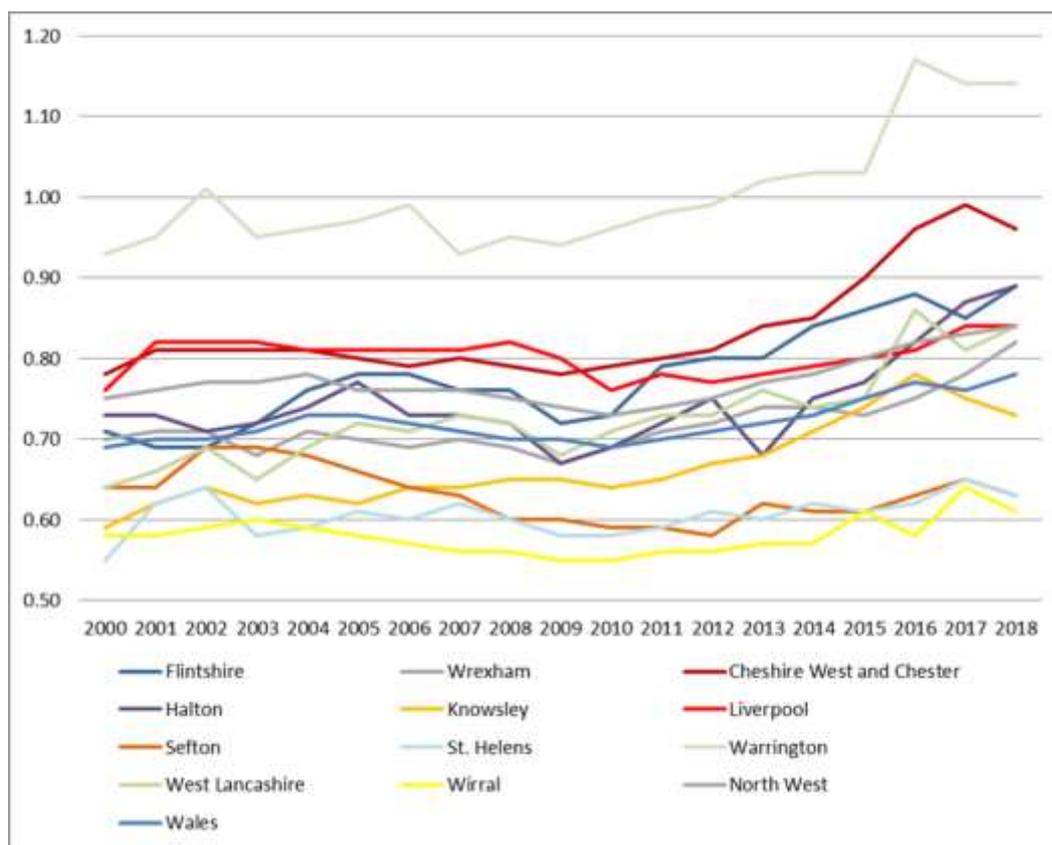
**Table 3.2: Economic Status and Employment Change by Local Region (2011-2018)**

	% aged 16-64 who are employees	% aged 16-64 who are self employed	% aged 16-64 who are unemployed	% who are economically inactive -
Cheshire West and	2%	3%	-4%	-2%
Flintshire	6%	1%	-2%	-5%
Halton	8%	1%	-6%	-5%
Knowsley	11%	1%	-10%	-4%
Liverpool	4%	4%	-7%	-3%
Sefton	7%	1%	-7%	-2%
St. Helens	8%	1%	-3%	-7%
Warrington	3%	3%	-4%	-3%
West Lancashire	-5%	0%	-3%	8%
Wirral	8%	1%	-4%	-6%
Wrexham	-1%	3%	-1%	-2%
North West	5%	2%	-4%	-3%
Wales	5%	1%	-4%	-3%

Source: Nomis (2020)

- 3.24 The unemployment rate in Wirral was 8.6% in 2011, compared to 4.7% in 2018. This however remains one of the higher unemployment rates across the benchmark areas.
- 3.25 The level of job density, which is defined as the number of filled jobs in an area divided by the number of working age people resident in that area, indicates a poor performance of Wirral in comparison to other benchmark areas.
- 3.26 As shown in Figure 3.6 the job density ratio of Wirral is 0.61 in 2018 which is the lowest among all benchmark areas. The low job density in Wirral is a structural issue, principally due to its large proportion of older people (retired), which is not likely to improve over the coming years based on the population forecasts presented above.

**Figure 3.6: Job Density by Local Region**



Source: Nomis (2020)

- 3.27 Skills and learning are central to economic growth and global competitiveness. Figure 3.7 shows the qualification profile<sup>4</sup> in Wirral in 2011<sup>5</sup> compared with the benchmark areas.
- 3.28 Wirral has relatively high skill levels, when compared to the other benchmark areas, with 39% of the working age (aged 16 - 65) having Level 3 or 4 qualifications (the 3rd out of 11 highest).
- 3.29 It also has a significantly low proportion of its population with No Qualification or Level 1 qualifications, although it still has about 23% of people with no qualification, which is below the regional average but slightly above the England and Wales average of 22%.

<sup>4</sup> **No Qualifications:** No academic or professional qualifications

**Level 1 qualifications:** 1-4 O Levels/CSE/GCSEs (any grades), Entry Level, Foundation Diploma, NVQ level 1, Foundation GNVQ, Basic/Essential Skills

**Level 2 qualifications:** 5+ O Level (Passes)/CSEs (Grade 1)/GCSEs (Grades A\*- C), School Certificate, 1 A Level/ 2-3 AS Levels/VCEs, Intermediate/Higher Diploma, Welsh Baccalaureate Intermediate Diploma, NVQ level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First/General Diploma, RSA Diploma

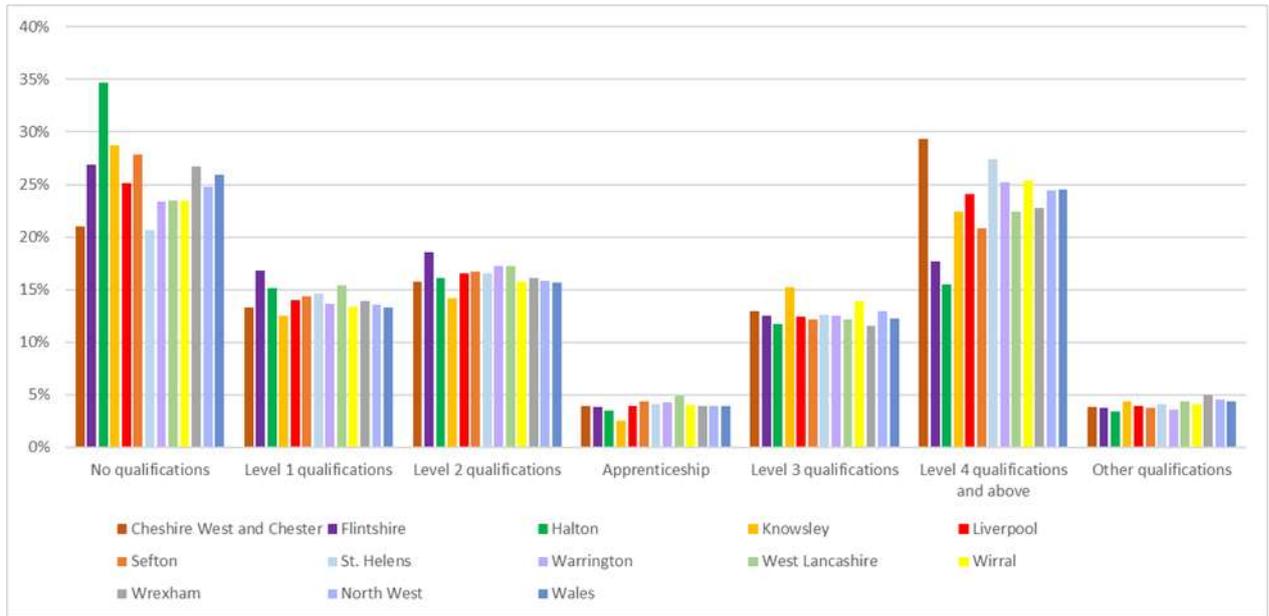
**Level 3 qualifications:** 2+ A Levels/VCEs, 4+ AS Levels, Higher School Certificate, Progression/Advanced Diploma, Welsh Baccalaureate Advanced Diploma, NVQ Level 3; Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma

**Level 4+ qualifications:** Degree (for example BA, BSc), Higher Degree (for example MA, PhD, PGCE), NVQ Level 4-5, HNC, HND, RSA Higher Diploma, BTEC Higher level, Foundation degree (NI), Professional qualifications (for example teaching, nursing, accountancy)

**Other qualifications:** Vocational/Work-related Qualifications, Foreign Qualifications (Not stated/ level unknown).

<sup>5</sup> Latest Census available. Next Census will be published in 2021

**Figure 3.7: Qualification Levels by Local Region (2011)**



Source: ONS Census (2011)

- 3.30 Despite a high level of qualification of residents in Wirral, the Borough has an average level of people working in managerial positions (managers, directors and senior officials), demonstrating a lack of alignment between education level and employment level. As shown in Table 3.3, Wirral residents are mainly engaged in mid to high range occupations in comparison to the benchmark areas, but not the very top managerial positions. This is despite the level of highly educated residents is higher than in benchmark area, indicating a slight difference between qualification levels and expected job role attainment.
- 3.31 Most people in Wirral are engaged in mid-range occupations such as professional occupations (18%), associate professional and technical (12%) and administrative and secretarial (13%), when compared to the benchmarks, these proportions are in the median to high range. After the regional areas (North West and Wales), Wirral (c.140,000) is only third to Cheshire West and Chester (c.160,000) then Liverpool (c.190,000) in regard to the number of people employed suggesting Wirral has high employment numbers.

**Table 3.3: Occupation Type by Local Region (2011)**

	managers, directors and senior officials	professional occupations	associate prof & tech	administrative and secretarial	skilled trades	caring, leisure and other service	sales and customer service	process, plant and machine operatives	elementary occupations
Cheshire West and Chester	12%	18%	12%	11%	11%	9%	9%	7%	11%
Flintshire	9%	14%	11%	11%	14%	10%	9%	11%	12%
Halton	8%	12%	11%	12%	11%	9%	12%	11%	14%
Knowsley	7%	12%	10%	13%	11%	12%	11%	11%	13%
Liverpool	8%	17%	11%	13%	9%	11%	11%	7%	13%
Sefton	10%	16%	12%	14%	11%	11%	10%	7%	10%
St. Helens	9%	15%	11%	12%	12%	11%	9%	9%	13%
Warrington	11%	18%	13%	12%	10%	9%	10%	7%	12%
West Lancashire	11%	17%	11%	11%	12%	10%	8%	8%	12%
Wirral	9%	18%	12%	13%	11%	11%	9%	8%	10%
Wrexham	8%	14%	10%	10%	13%	11%	8%	12%	12%
Wales	9%	16%	11%	11%	14%	10%	9%	8%	12%
North West	10%	16%	12%	12%	11%	10%	9%	8%	12%

Source: ONS Census (2011)

- 3.32 The high level of education combined with a high proportion of mid-range occupations translates into higher earnings. Wirral has the 3rd highest average and 4th highest median salary amongst the comparison boroughs, as shown in Table 3.4.
- 3.33 The annual salary in Wirral also grew positively between 2012 and 2018, with the average salary progressing at the fastest pace amongst all the comparative areas, which could indicate an improvement of the economic situation in the Borough.
- 3.34 However, the median salary progressed less rapidly over the same period, demonstrating an increase in inequalities in the Borough (widening gap between higher salaries and lower salaries).

**Table 3.4: Annual Average Gross Pay by Local Region**

	Median	Change 2012-2018(%)	Mean	Change 2012-2018(%)
Cheshire West and Chester	£25,451	5.1	£30,557	4.7
Flintshire	£22,781	5.3	£26,248	4.3
Halton	£22,695	3.4	£26,304	-0.1
Knowsley	£22,695	1.8	£25,844	3
Liverpool	£23,314	4.4	£26,687	4.4
St. Helens	£24,644	7.8	£27,151	4.9
Sefton	£23,520	4	£26,995	4.2
Warrington	£25,177	-0.8	£30,720	2.9
West Lancashire	£24,120	6.4	£28,560	-0.9
Wirral	£24,172	5.3	£29,043	8.5
Wrexham	£23,928	4.7	£26,664	0.5
North West	£23,686	4.4	£27,908	3.8
Wales	£23,002	4.1	£26,267	3.2

Source: ONS Annual Survey of Hours and Earnings – Resident Analysis

## Commuting Patterns

3.35 Travel to work areas can help identify where the bulk of resident population works. We have analysed the commuting patterns of the residents and workers in the Wirral based on Office of National Statistics (ONS) Census data. The latest census was organised in 2011.

**Figure 3.8: Wirral Commuting Patterns (2011)**



Source: ONS Census (2011)

- 3.36 Overall, Wirral is losing a substantial share of its working population as a result of out-commuting, with a net change of -27,734 people.
- 3.37 It is clear from the figures that the main boroughs on which Wirral relies for employment (both in terms of providing workforce and providing employment) are Liverpool and Cheshire West and Chester (characterising a Functional Economic Market Area).
- 3.38 Out of the 17,291 people in 2011 that commuted into the Borough for work, 35% were Cheshire West and Chester residents, followed by Liverpool (24%). The remainder came from Sefton (7%), Knowsley (6%), and Flintshire (6%).
- 3.39 Out-commuting from the Wirral totalled 45,025, demonstrating a net -out-commuting trend. Out-commuters typically travel to work in Liverpool (40%) and Cheshire and Chester West (23%). Other areas include Flintshire, Sefton, Knowsley, Warrington, Halton and Manchester (all between 2% and 6% only).

### Economic Performance

- 3.40 Table 3.5 provides a list of industries by sector and the percentage of employment in each industry in 2018. It shows that human health and social work activities are the biggest employer in Wirral attributing to 22.8% of all employment, followed by Knowsley with 20%, then Liverpool with 18%.

- 3.41 Wholesale and retail trade; repair of motor vehicles and motorcycles (G) have the highest average across all broad industries with an average of 15.7% across all benchmark areas. The second highest average across all benchmark areas is Human health and social work activities (Q) accounting for an average of 14.6%.
- 3.42 Conversely, Wirral has a relatively low proportion of employment in financial and insurance activities (1%), Agriculture, forestry and fishing (0.2%) and Administrative and support service activities (6.9%) compared to the North West (2.6%, 0.5% and 9% respectively).
- 3.43 Wirral shows relative strength in Public administration and defence; compulsory social security (5%) compared to the North West average (4.4%) and some of its neighbouring boroughs (although not all).

**Table 3.5: Employment by Industrial Sector by Local Region (% , 2018)**

	Cheshire West and Chester	Flintshire	Halton	Knowsley	Liverpool	Sefton	St. Helens	Warrington	West Lancashire	Wirral	Wrexham	Wales	North West
A: Agriculture, forestry and fishing	0.9	0.7	0.1	0.1	0	0.2	0.4	0.1	4	0.2	1	1.2	0.5
B: Mining and quarrying	0.2	0.4	0.5	0	0	0	0	0	0	0	0.1	0.1	0.1
C: Manufacturing	8.2	29.3	12.5	18.8	4	4.9	9.8	5.2	16	7.9	19	11.3	9.6
D: Electricity, gas, steam and air conditioning supply	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.7	0	0.4	0.7	0.5	0.5
E: Water supply; sewerage, waste management and remediation activities	0.7	0.7	1.4	0.9	0.4	0.3	0.7	1.3	1	0.7	1.6	0.9	0.6
F: Construction	4.1	4.7	4.7	5.5	2.8	4.4	5.7	6	5	4	3.4	5	4.7
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	18.8	12	15.6	15.6	14.8	18.7	16.4	16.4	16	15.8	13.8	13.9	16.9
H: Transportation and storage	4.1	3.3	9.4	6.2	5.2	4.4	9.8	6.7	6	3.5	3	3.3	5.4
I: Accommodation and food service activities	7.6	6	3.9	3.1	8.8	7.7	5.7	5.2	9	6.9	5.2	7.9	7.1
J: Information and communication	2.4	1.3	2.3	1.1	3.2	1.4	1.3	3	1.2	1.5	1.7	2	2.7
K: Financial and insurance activities	5.9	1.2	0.7	2	3.2	4.9	0.8	1.3	1.8	1	0.7	2.6	2.6
L: Real estate activities	1.5	0.9	0.8	0.7	2	1	1.6	0.9	0.7	1.5	0.7	1.6	1.5
M: Professional, scientific and technical activities	10	8	9.4	5.5	6.8	5.5	5.7	17.2	6	7.9	3.4	5.6	8.3
N: Administrative and support service activities	8.2	10.7	10.9	7.8	8	5.5	13.1	14.2	7	6.9	8.6	6.8	9
O: Public administration and defence; compulsory social security	3.5	4.7	3.1	2.7	7.2	9.9	4.1	3.7	1.8	5	5.2	7.1	4.4
P: Education	8.2	5.3	6.2	6.2	10.4	9.9	8.2	5.2	10	9.9	7.8	9	8.5
Q: Human health and social work activities	10	8	12.5	20.3	18	16.5	11.5	9.7	12	22.8	19	16.7	13.3
R: Arts, entertainment and recreation	2.9	1.2	1.6	2	4	2.5	2.5	1.5	1.4	2.5	1.7	2.4	2.4
S: Other service activities	2.1	0.9	2.7	1.6	1.8	2.2	2	1.5	2	2.5	2.2	1.8	1.9

Source: BRES

3.44 Human health and social work activities (providing 23,000 jobs in Wirral) is the largest employer, however this industry has not increased from 2015 to 2018, as shown in Table 3.6.

3.45 The second largest industry is Wholesale and retail trade; repair of motor vehicles and motorcycles (providing 16,000 jobs).

3.46 Other major industrial sectors include Education (providing 10,000 jobs) decreasing by 9% over the 3-year period; Professional, scientific and technical activities (providing 8,000 jobs) increasing by 14% and Manufacturing (providing 8,000 jobs) remaining constant over the 3-year period.

3.47 The Transportation and storage industry, whilst being the fastest growing industry in Wirral, is slightly below the North West employment growth rate for the same industry (17% against 23% respectively).

**Table 3.6: Average Annual Change in Employment by Industrial Sector (2015-2018)**

	Wirral		North West	
	2018	CAGR	2018	CAGR
A: Agriculture, forestry and fishing	175	-22%	150,00	0%
B: Mining and quarrying	0	N/A	2,250	50%
C: Manufacturing	8,000	0%	318,000	4%
D: Electricity, gas, steam and air conditioning supply	400	0%	18,000	50%
E: Water supply; sewerage, waste management and remediation activities	700	0%	21,000	-5%
F: Construction	4,000	0%	156,000	12%
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	16,000	7%	561,000	9%
H: Transportation and storage	3,500	17%	181,000	23%
I: Accommodation and food service activities	7,000	0%	236,000	1%
J: Information and communication	1,500	-33%	90,000	-13%
K: Financial and insurance activities	1,000	0%	88,000	6%
L: Real estate activities	1,500	0%	49,000	-2%
M: Professional, scientific and technical activities	8,000	14%	275,000	20%
N: Administrative and support service activities	7,000	0%	300,000	6%
O: Public administration and defence; compulsory social security	5,000	0%	148,000	1%
P: Education	10,000	-9%	282,000	1%
Q: Human health and social work activities	23,000	0%	444,000	-3%
R: Arts, entertainment and recreation	2,500	11%	81,000	5%
S: Other service activities	2,500	0%	62,000	-7%

Source: BRES

\* Average Annual Change Between 2015 and 2018

3.48 Generally, the trend shows that Wirral's employment rates for most of its sectors has remained constant or reduced between 2015-2018.

3.49 Data shows that arts, entertainment and recreation is proportionally employing an additional circa 11% of all employment in Wirral, while the proportion has increased by 5% in the North West. But sectors such as Information and communication has reduced the most (33%) which follows the North

West trend of 13%, whilst Agriculture, forestry and fishing has reduced the second most in Wirral (22%) between 2015-2018.

- 3.50 Table 3.7 looks at the employment by industry in the Borough against the wider comparator areas through the Location Quotient (LQs) analysis. LQs provide a simple yet powerful tool to compare places and employment activity. A LQ of 1 shows that employment in a sector is proportionately the same as the benchmark geography (i.e., there is no sector specialism), a LQ greater than 1 shows that a sector is proportionately more strongly represented in the Wirral than the benchmark areas (i.e. there is a specialisation, and a LQ less than that shows a sector is under-represented in the Wirral).
- 3.51 A gradient of colours has been used to define the strength specialism. The gradient goes from red to show a low concentration, going from dark red for very low and lightening as it increases, to orange to show moderate concentration, and green to show strong concentration, going from light green to darker green as concentration increases.
- 3.52 For greater clarity, industries for which there is no workforce in Wirral have been removed. LQs are provided for Wirral in relation to Wirral and the regions, both in 2015 and 2018.
- 3.53 Between 2015 and 2018 Wirral's industries are generally inclined (an average score above 1) towards activities like Human health and social work activities; Education; Other service activities; Professional, scientific and technical activities.
- 3.54 In 2018, in relation to Wales, Wirral has common sectoral strength in the following sectors:
- Arts, entertainment and recreation (2015 had a slightly lower concentration of 0.8)
  - Administrative and support service activities (2015 had a higher concentration of 1.1)
- 3.55 In 2018, in relation to the North West region, Wirral has common sectoral strength (1) in the following sectors:
- Accommodation and food service activities (2015 had a slightly lower concentration of 0.9)
  - Professional, scientific and technical activities (2015 had the same level of 1)
  - Arts, entertainment and recreation (2015 had a slightly lower concentration of 0.9)
  - Real estate activities (2015 had a slightly lower concentration of 0.9)
  - Employment by Industrial Sector by Local Region (% , 2018)

**Table 3.7: Employment, Location Quotient**

	Wirral vs North West		Wirral vs Wales	
	2015	2018	2015	2018
A: Agriculture, forestry and fishing	0.4	0.4	0.1	0.2
C: Manufacturing	0.8	0.8	0.7	0.7
D: Electricity, gas, steam and air conditioning supply	1	0.8	0.4	0.8
E: Water supply; sewerage, waste management and remediation activities	1	1.2	0.6	0.8
F: Construction	0.9	0.9	0.9	0.8
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	0.9	0.9	0.9	1.1
H: Transportation and storage	0.6	0.6	0.8	1.1
I: Accommodation and food service activities	0.9	1	0.9	0.9
J: Information and communication	0.7	0.6	1.4	0.8
K: Financial and insurance activities	0.4	0.4	0.4	0.4
L: Real estate activities	0.9	1	1.2	0.9
M: Professional, scientific and technical activities	1	1	1.4	1.4
N: Administrative and support service activities	0.8	0.8	1.1	1
O: Public administration and defence; compulsory social security	1.1	1.1	0.7	0.7
P: Education	1.2	1.2	1.1	1.1
Q: Human health and social work activities	1.6	1.7	1.4	1.4
R: Arts, entertainment and recreation	0.9	1	0.8	1
S: Other service activities	1.2	1.3	1.5	1.4

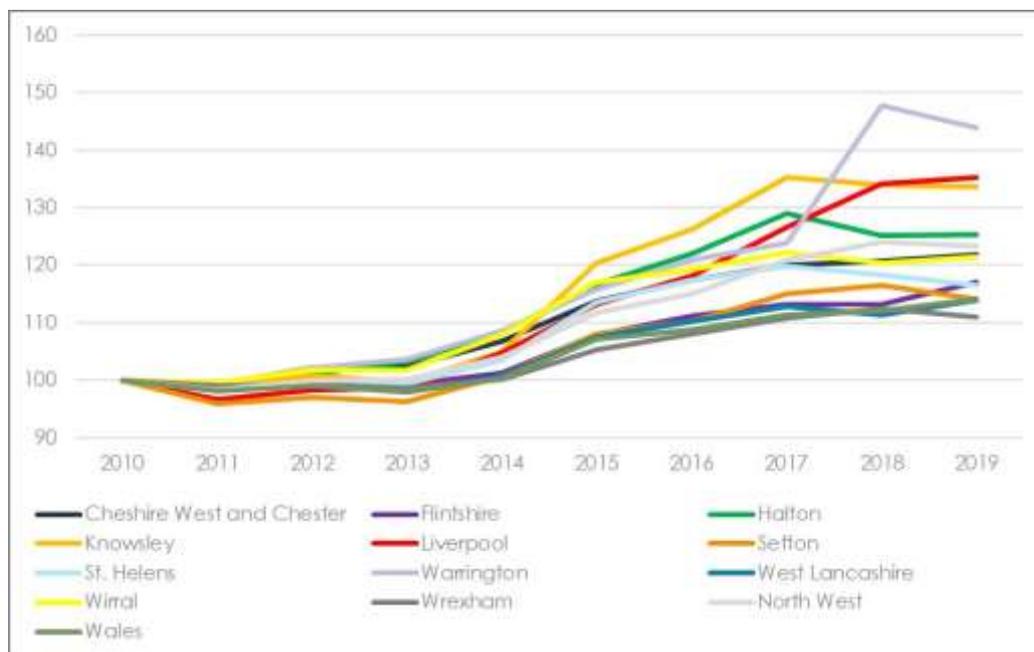
Source: BRES

- 3.56 It should be noted that Wirral Council recently published a paper on the future of the creative and digital industries in the Borough<sup>6</sup>. This report identified a demand for workspace in the Wirral for the creative and digital industries. The Wirral has an emerging creative and digital industry, with circa 2,000 people employed in the industry. The proportion of employment in this industry is in line with the average for the Liverpool City Region (2%). The creative industry in the Wirral is dominated by 'IT, software and computer services employment' (37.5%) followed by architecture, 'film TV, radio and photography'. The industry as a whole is dominated by micro-businesses, with 98% of creative & digital businesses in the Wirral employing less than 10 people. The nature of those businesses requires flexible and affordable workspaces without the constraints of long leases – often delivered through the repurposing of older existing stock.
- 3.57 Figure 3.9 shows the business stock in the Wirral and the benchmark areas from 2010 to 2019. The data provides context for the make-up of the existing business community and dynamics of change within the areas.

<sup>6</sup> Creative and Digital Market Demand Study, December 2019

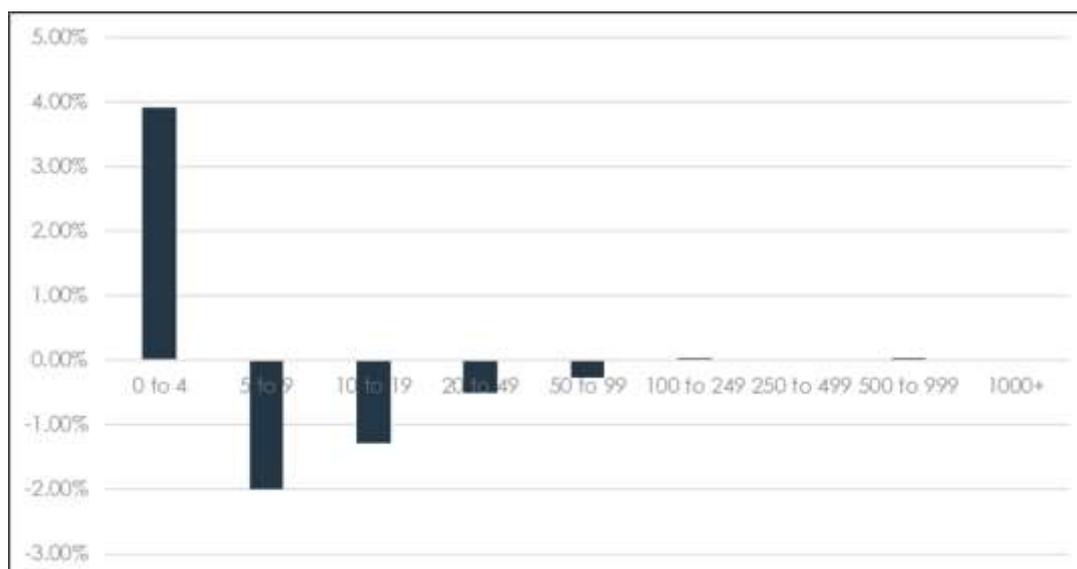
- 3.58 The Wirral has shown reasonable growth in its business stock (21%) between 2010 and 2018. When compared against benchmark areas, this represents the 7th highest rate of growth in the dataset, indicating an average level of performance. The broader North West region demonstrated similar levels of stock growth, operating at 23% growth.
- 3.59 Growth in the Wirral was particularly marked between 2013 and 2015, where stock increased by 17%. In the ensuing years, in spite of some degree of fluctuation, stock has continued to experience steady growth to its 2019 level, 21% above the base year (2010).
- 3.60 In terms of absolute numbers, the Wirral has seen growth of business stock from 8,605 in 2010 to 10,445 in 2019.

**Figure 3.9: Change in Business Stock by Region (2010 = 100)**



Source: Business Count, ONS

- 3.61 The smallest micro-businesses (1 to 4 employees) are the only business employment size band to have proportionally increased (in comparison to the total business stock) in the Wirral between 2010 and 2018.

**Figure 3.10: Change in Proportion of Wirral Businesses by Number of Employees (2010-2018)**

Source: Business Count, ONS

3.62 Wirral follows the trend of benchmark areas (increasing share of micro-businesses and reducing share of small, medium and large businesses). The amplitude of the change is slightly more pronounced than is the case in the North West more broadly, with a growth of micro-businesses by 2.8%, relative to 2% in the North West since 2010, and a cumulative reduction in small, medium and large businesses of -2.7%, relative to -2.1% in the North West.

**Table 3.8: Change in Proportion of Business by Number of Employees for Local Regions**

	Micro (1-9)		Small (10-49)		Medium (50-249)		Large (250+)	
	2019	Change from 2010	2019	Change from 2010	2019	Change from 2010	2019	Change from 2010
Cheshire West and Chester	83.50%	0.80%	13.40%	-0.70%	2.80%	0.00%	0.30%	-0.10%
Flintshire	82.60%	1.40%	13.70%	-1.30%	3.10%	-0.20%	0.60%	0.20%
Halton	78.40%	2.90%	16.50%	-2.50%	4.50%	-0.40%	0.70%	0.10%
Knowsley	80.10%	5.40%	15.10%	-3.60%	4.00%	-1.50%	0.70%	-0.20%
Liverpool	81.00%	4.00%	14.60%	-3.10%	3.70%	-0.70%	0.70%	-0.20%
Sefton	83.30%	2.90%	13.50%	-2.50%	2.80%	-0.30%	0.40%	0.00%
St. Helens	80.70%	3.30%	15.60%	-2.00%	3.20%	-1.20%	0.50%	-0.20%
Warrington	83.40%	3.70%	12.90%	-2.40%	3.10%	-1.00%	0.60%	-0.30%
West Lancashire	83.40%	0.70%	13.50%	-0.50%	2.80%	-0.20%	0.40%	-0.10%
Wirral	83.50%	2.80%	13.50%	-2.30%	2.50%	-0.30%	0.40%	-0.10%
Wrexham	81.90%	0.90%	14.20%	-1.10%	3.30%	0.30%	0.50%	-0.20%
North West	83.30%	2.00%	13.40%	-1.60%	2.90%	-0.40%	0.40%	-0.10%
Wales	83.20%	0.70%	13.80%	-0.40%	2.60%	-0.20%	0.40%	-0.10%

Source: Business Count, ONS

- 3.63 The majority of additional businesses, between 2010 and 2019, are micro companies (less than 10 employees).
- 3.64 Four industrial sectors generated 65% of the total business stock growth in Wirral between 2010 and 2019:
- Professional, scientific and technical activities
  - Construction
  - Information and communication
  - Administrative and support service activities

**Table 3.9: Change in Business Stock by Sector and Number of Employees (2010-2018)**

	Micro (1-9)	Small (10-49)	Medium (50-249)	Large (250+)
1: Agriculture, forestry & fishing (A)	5	0	0	0
2: Mining, quarrying & utilities (B, D and E)	0	5	5	0
3: Manufacturing (C)	70	-20	-10	0
4: Construction (F)	180	5	0	0
5: Motor trades (Part G)	20	-5	0	0
6: Wholesale (Part G)	-25	15	0	0
7: Retail (Part G)	-60	40	-5	0
8: Transport & storage (incl. postal) (H)	165	-5	5	0
9: Accommodation & food services (I)	115	20	5	0
10: Information & communication (J)	170	5	0	0
11: Financial & insurance (K)	55	-10	0	0
12: Property (L)	60	-5	0	0
13: Professional, scientific & technical (M)	515	5	0	5
14: Business administration & support services (N)	280	20	0	0
15: Public administration & defence (O)	0	-5	-5	-5
16: Education (P)	5	-5	0	0
17: Health (Q)	100	-15	20	5
18: Arts, entertainment, recreation & other services (R and S)	125	5	0	0
<b>Total</b>	<b>1,775</b>	<b>50</b>	<b>20</b>	<b>0</b>

Source: Business Count, ONS

- 3.65 The change in business stock as discussed above reflects the survival rates of new businesses starting in the Wirral.

- 3.66 Business births have experienced steady decline in the Wirral between 2015 and 2018, falling from 1,315 to 1,195 over the period. By comparison, the North West region has seen growth of business births, from 36,500 to 42,975, outlining the poor performance of business births in the Wirral.
- 3.67 In line with a steady decline in business births, the Wirral has experienced a small increase in business deaths between 2015 and 2018 (c.4%). By comparison, the North West has experienced a c.8% increase in business deaths.
- 3.68 The Wirral's 2015 business survival rates have been higher than is the case in the North West more broadly.

**Table 3.10: Business Births, Deaths and Survival Rates**

Area	Year	Births	Deaths	Survival Rates (2015)		
				1 Year (%)	2 Year (%)	3 Year (%)
Wirral	2015	1,315	1,050	93.2	73	55.9
	2016	1,320	1,040			
	2017	1,230	1,200			
	2018	1,195	1,095			
North West	2015	36,500	7,710	90.7	70.8	54.6
	2016	42,035	7,820			
	2017	47,465	9,045			
	2018	42,975	8,345			

Source: Business Demographics, ONS

- 3.69 Table 3.11 examines the total Gross Value Added (GVA)<sup>7</sup> levels and its rate of change in the last decade for the Wirral and its neighbouring boroughs. As shown in the table the Wirral had a reasonably sized economy in terms of GVA output in 2016 (£4,895 million) relative to the benchmark areas.

<sup>7</sup> Gross Value Added (GVA) measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom

**Table 3.11: Gross Value Added (£m)**

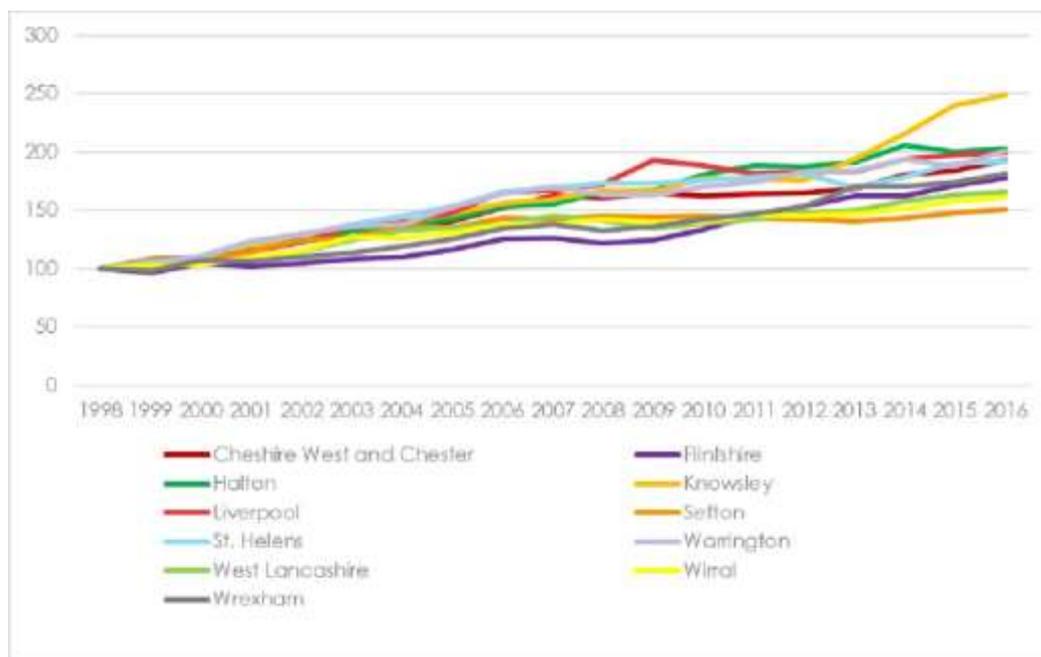
	GVA Output (£ million) - 2016	CAGR (1998-2016)	CAGR (2007-2016)
Cheshire West and Chester	9,677	3.73%	1.97%
Flintshire	4,073	3.24%	3.89%
Halton	3,244	4.02%	3.01%
Knowsley	3,999	5.20%	5.02%
Liverpool	11,334	3.90%	1.95%
Sefton	4,314	2.32%	0.64%
St. Helens	3,072	3.71%	1.43%
Warrington	6,598	3.96%	1.87%
West Lancashire	2,386	2.86%	1.50%
Wirral	4,895	2.71%	1.74%

Source: ONS

3.70 However, over time, GVA growth was also one of the lowest in the Wirral, with an average annual growth (compounded) of 2.7% between 1998 and 2016 and 1.7% between 2007 and 2016

3.71 Wirral's performance was relatively weak next to neighbouring boroughs, only outperforming Sefton.

**Figure 3.11: Proportional Change in Gross Value Added by Region (1998 = 100)**



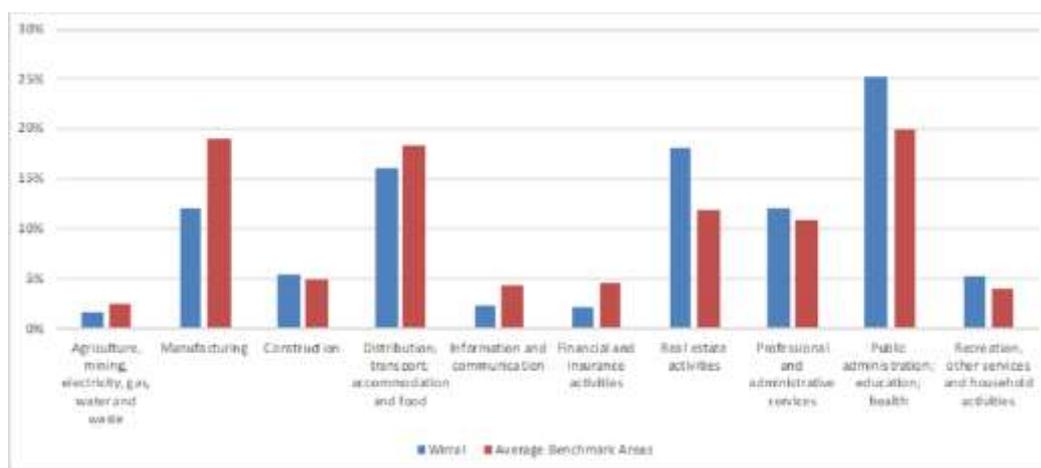
Source: ONS

3.72 Figure 3.12 compares GVA contribution of broad sectors in Wirral, against the total average of all benchmark areas at the local authority level.

3.73 It shows that Public Administration and Education; Health (25%), Real Estate Activities (18%), and Distribution; Transport; Accommodation and Food (16%) are the top contributing sectors for the Wirral's economy.

3.74 Relative to the benchmark areas, it's interesting to note the proportionally low contribution of manufacturing to the Wirral's economy. Agriculture, Mining, Electricity, Gas, Water and Waste (2%), Information and Communication (5%) and Financial and insurance activities (2%) generally performed poorly both in Wirral and the benchmark areas.

**Figure 3.12: GVA Contribution by Broad Sectors (2016)**



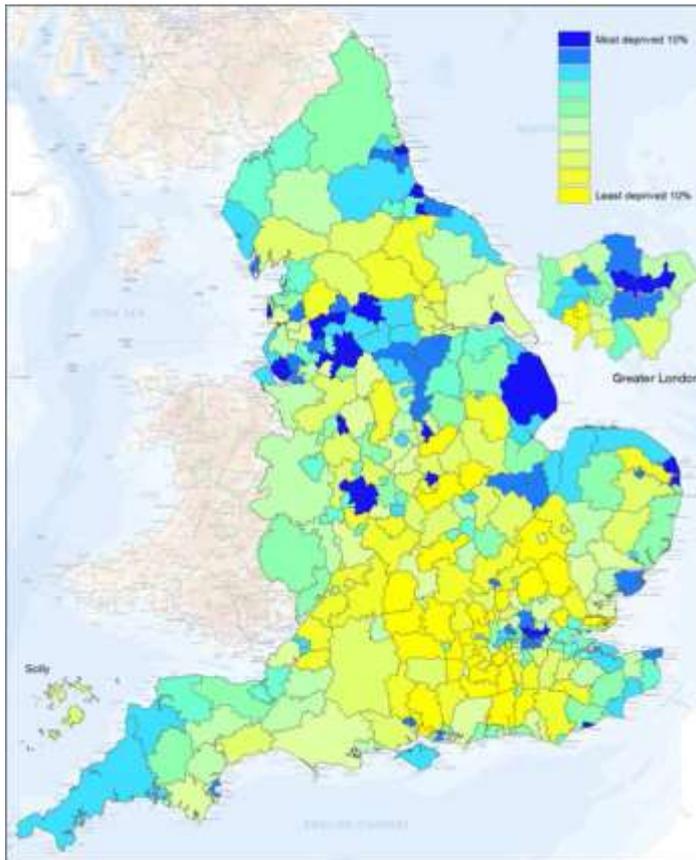
Source: ONS

## Deprivation

3.75 In 2019, Wirral was ranked the 77th most deprived authority (of 317 authorities) in England (1 the being most deprived, 317 the least deprived). Whilst as a whole Wirral ranks at 77, there is a high variability within the Wirral as a place and the ranking does not reflect the concentration of deprivation towards the east of Wirral. According to the Index of Multiple Deprivation, 25% of Wirral falls within the 10% most deprived areas of the country with the majority of these locations in Birkenhead, Bidston, Seacombe and Rock Ferry.

3.76 Figure 3.13 shows the ranking of all of England's boroughs for deprivation. Looking specifically at the North West region, it shows that the Wirral presents similar levels of deprivation to that found in Sefton. Liverpool and Knowsley present more severe levels of deprivation, whilst Warrington is significantly less deprived.

**Figure 3.13: Indices of Multiple Deprivation, Overall Score (2019)**



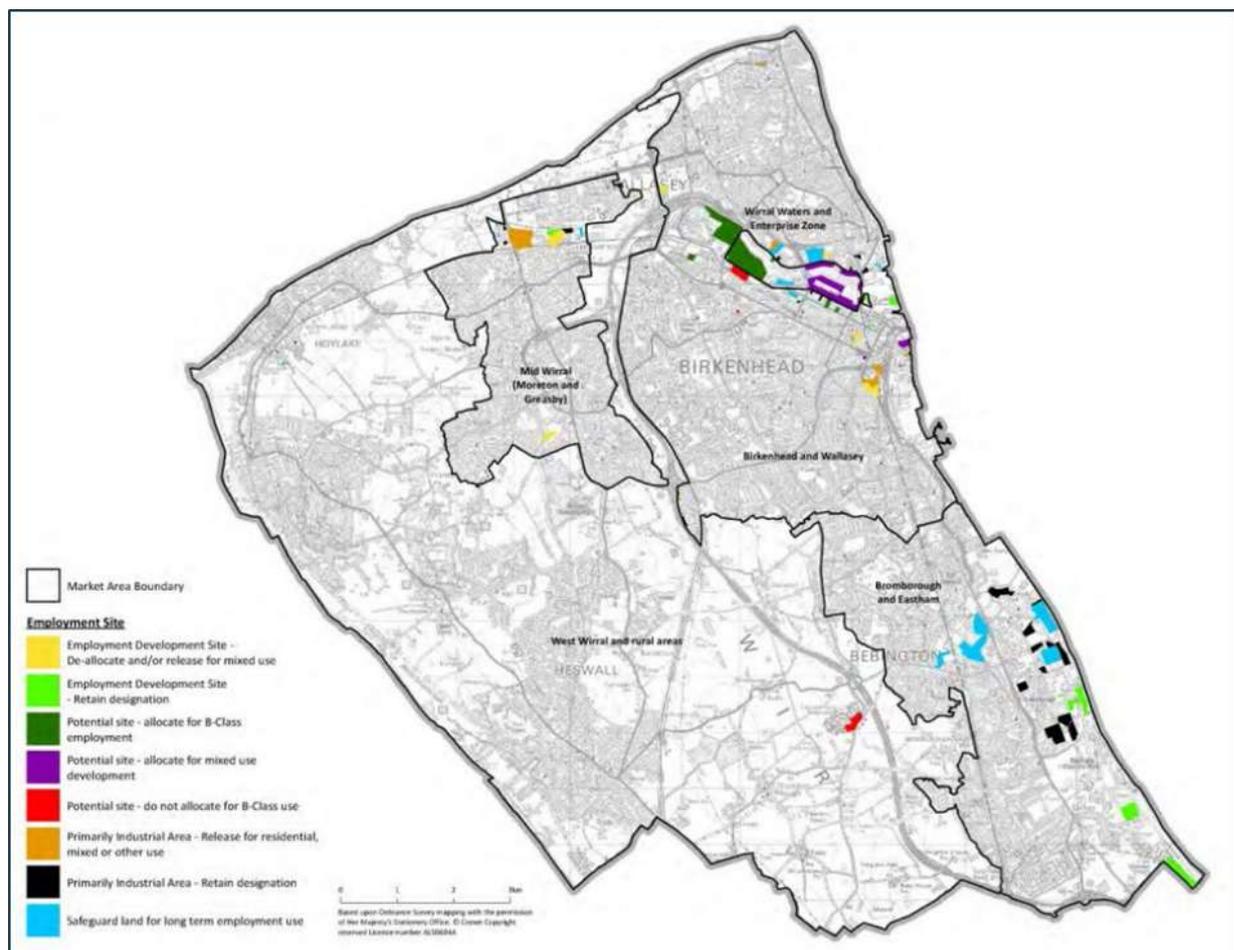
Source: *Indices of Multiple Deprivation (2019)*

3.77 The Index of Multiple Deprivation in Wirral is particularly driven down by the low performance in terms of health, employment and living environment and to a lesser extent to the performance in terms of education and crime; whilst the performance in terms of barriers to housing is good overall (despite pockets of low performing areas within the borough).

## 4. Sub-Area Baseline Economic Analysis

- 4.1 Having looked at the Wirral-wide picture in Section 3, this section provides an analysis of the Wirral at a sub-area level to understand the dynamics within the Borough.
- 4.2 The starting point of this analysis is to define the sub-areas within the Borough. For ease of comparison, the boundaries considered for the sub-areas are aligned with the ones adopted in the Wirral Employment Land and Premises Study (WELPS) 2017.

**Figure 4.1: Sub-Area Map**



Source: Lichfields, WELPS (2017)

### Sub-Area Definitions

#### Wirral Waters

- 4.3 As with the previous WELPS report, Wirral Waters has been looked at separately to reflect its Enterprise Zone status and its specialist position within Wirral in terms of its large-scale redevelopment potential. Parts of Wirral waters are also in the proposed freeport.

4.4 Peel Property have outline planning permissions for large-scale mixed-use development of commercial, residential, leisure, retail and education uses in both East and West Floats. Whilst in West Float there are also active proposals for a new large industrial and warehousing development entitled MEA Park. Therefore, there are significant proposals in this area of which the employment land identified in this study will play a critical part.

### **Birkenhead and Wallasey**

- 4.5 Birkenhead is the main town within the Borough and it contains the main office location in Birkenhead Town Centre; with further investment planned, creating circa 300,000 sq. ft. of Grade A office space in the Birkenhead Commercial District.
- 4.6 Birkenhead has a number of large business locations, most notably Hamilton Park, a very active, well-occupied functioning employment area, although many of the buildings are low in quality. This area is located immediately to the south of the proposed Wirral Waters development and there is likely to be significant change in this area which is being looked at in the Hamilton Park Neighbourhood Framework.
- 4.7 As well as Hamilton Park, Birkenhead Waterfront has a number of significant employment sites most notably in the Campbeltown Road area where there is significant amount of light industrial and retail warehouse units around the Cammell Laird shipyard. Further north along the waterfront is an active office location with large public sector occupied office buildings, as well as Woodside Business Park which provides smaller office units which we understand to be well-occupied.
- 4.8 Furthermore to the north of Birkenhead Docks and the Wirral Waters proposal is the area subject to the Northside Neighbourhood Framework. This is currently an underutilised employment area with significant potential for greater employment development. Delivery of employment in this location is seen as a key opportunity to allow for the relocation of businesses from other areas of Birkenhead to facilitate the delivery of other elements of the Birkenhead 2040 Framework proposals. Northside is also within the proposed freeport.

### **Bromborough and Eastham**

- 4.9 Bromborough is the second major employment location in Wirral after Birkenhead. In particular, it includes Wirral International Business Park which benefits from large well-occupied units and excellent road links. This area is also home to some of the largest occupiers in Wirral most notably Unilever at Port Sunlight, as well as CSM Bakery Solutions, Meyer Group Ltd and Tulip Ltd which all have large premises within Wirral International Business Park. Eastham is a secondary location in

terms of employment development and is focused on more heavy industrial uses particularly around the Eastham Oil Terminal.

- 4.10 However, employment sites in Bromborough are also under significant pressure from alternative uses, in particularly residential. Residential values in Bromborough are significantly higher than other parts of eastern Wirral with recent newbuild developments such as Kings Hill by Bellway and Stanley Gardens by Morris Homes achieving average values of £250-£260 per sq. ft.

### **Mid-Wirral**

- 4.11 The Mid-Wirral market area covers the settlements of Greasby, Moreton, Upton and Woodchurch. The most significant employment location is the Premier Foods facility in Moreton. This 29 hectare site has been the home to food production for many years, although has seen a scaling down of activity with some periphery sites recently released for housing.
- 4.12 The main industrial area in Upton is along Arrowe Brook Road. The majority of this area is well occupied small business units on Wirral Business Park or larger units on Champions Business Park. The one large site on the western side of the Arrowe Brook Road complex has recently been granted planning permission for redevelopment for residential and development by Bellway homes has recently commenced.

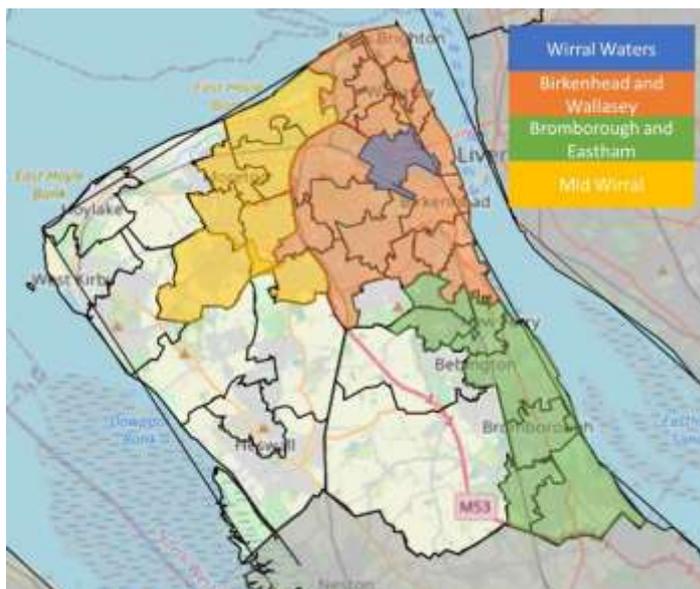
### **West Wirral**

- 4.13 West Wirral covers the rural parts of Wirral and the main residential settlements of Hoylake, Heswall and West Kirby. The main employment area in West Wirral is Carr Lane Business Park in Hoylake. This is well occupied by small scale uses as well as a large office and training complex occupied by Scottish Power. Upon inspection this was well occupied with no available sites for development.

### **Sub-Area Economic Analysis**

- 4.14 The most refined socio-economic data is available at the Lower Super Output Area (LSOA) or Mid Super Output Area (MSOA) at best and do not allow us to match the data to the exact boundaries defined in the WELPS 2017 and described above. We have replicated the WELPS sub-areas as closely as possible using the MSOA areas. The proxy boundaries for the sub-areas are presented in Figure 4.2.

**Figure 4.2: Sub-Area Map by MSOA (All unhighlighted areas are in West Wirral)**



Source: Avison Young (2021)

### Business by Size

- 4.15 Figures from the ONS on business counts show that the Wirral economy is heavily supported by micro-businesses, which account for 84% of all businesses. Unsurprisingly, this share is lower in areas which focus on heavy industrial activities, such as Wirral Waters and Bromborough than the other sub-areas.
- 4.16 The rest of the economy is mainly made up of small businesses (14%), whilst medium-size and large businesses represent a very small share of businesses in the Wirral.
- 4.17 It should be noted that this is relatively comparable to the regional figures, with 83% of micro-businesses, 13% of small businesses, and 3% of medium businesses in the North West in comparison. However, Liverpool attracts 81% of micro-businesses, 15% of small businesses, 4% of medium-size businesses, and 1% of large businesses.

**Table 4.1: Proportion of Businesses by Number of Employees for Each Sub-Area (2019)**

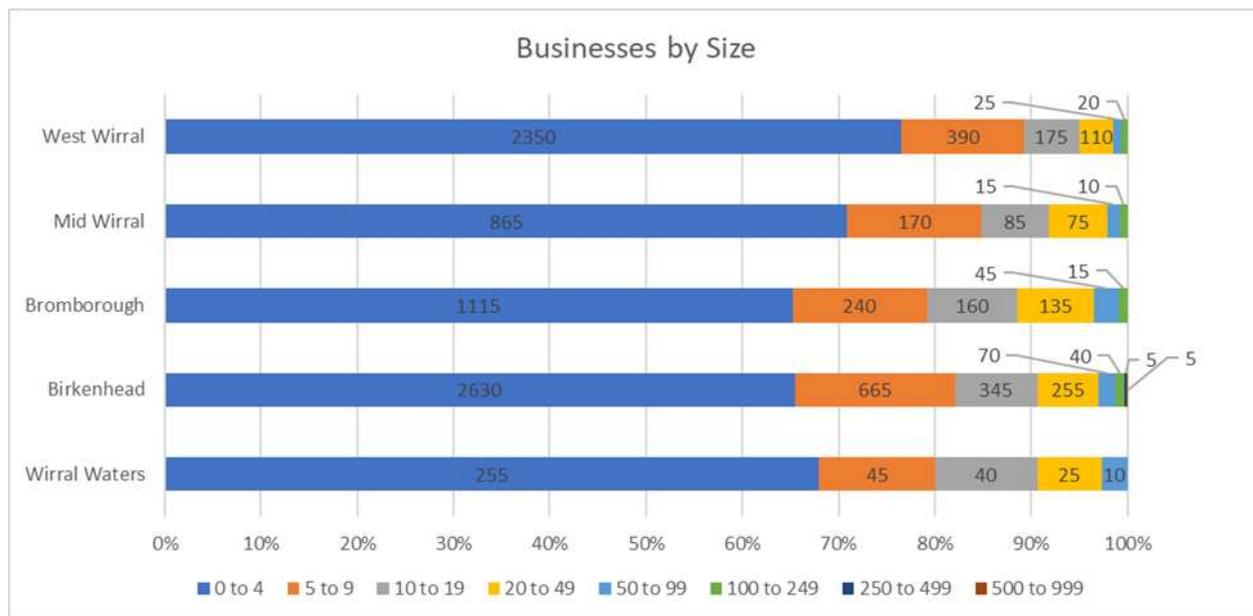
	Micro (1-9)	Small (10-49)	Medium (50-249)	Large (250+)
Wirral Waters	80%	17%	3%	0%
Birkenhead	82%	15%	3%	0%
Bromborough	79%	17%	4%	0%
Mid-Wirral	85%	13%	2%	0%
West Wirral	89%	9%	1%	0%
<b>Wirral (Total)</b>	<b>84%</b>	<b>14%</b>	<b>2%</b>	<b>0%</b>

Source: Nomis, Business Count (2019)

4.18 In term of absolute numbers, Birkenhead hosts the highest number of businesses, with a total number of 5,230 businesses in this sub-area. This is far more than the second sub-area, West Wirral, with 3,725 businesses and the third area, Bromborough, with 2,230 businesses.

4.19 Mid-Wirral had 1,540 businesses in 2019 and Wirral Waters (by far the smallest sub-area) had 485 businesses.

**Figure 4.3: Number of Businesses by Size (2019)**



Source: Nomis, Business Count (2019)

**Growth by Size**

4.20 Overall, the number of businesses has increased in the Wirral, by 2% between 2016 and 2019. However, there are variations within the different size bands, with the number of micro and medium businesses both increasing by 2%, whilst the number of small businesses decreased by 2% and the number of large businesses decreased by 33%.

4.21 The overall loss of large businesses is driven by the reduction in the number of large businesses in Birkenhead (- 3% of a large base number of businesses).

4.22 The number of micro-businesses increased in all sub-areas whilst the number of small businesses decreased in most sub-areas.

**Table 4.2: Growth in Number of Businesses by Number of Employees for Each Sub-Area (2016-2019)**

	Micro (1-9)	Small (10-49)	Medium (50-249)	Large (250+)	ALL
Wirral Waters	18%	-15%	8%	17%	<b>9%</b>
Birkenhead	4%	0%	-4%	-3%	<b>2%</b>
Bromborough	0%	-7%	-2%	6%	<b>-1%</b>
Mid-Wirral	0%	4%	14%	0%	<b>2%</b>
West Wirral	0%	-7%	-7%	4%	<b>-1%</b>
<b>Wirral (Total)</b>	<b>2%</b>	<b>-2%</b>	<b>2%</b>	<b>-33%</b>	<b>2%</b>

Source: Nomis, Business Count

### Growth by Industry

- 4.23 The following table shows the growth in total number of businesses (all sizes) by sub-area and by industry.
- 4.24 This table shows that the number of businesses in the agriculture, forestry and fishing has contracted between 2016 and 2019 in all sub-areas where this industry was present.
- 4.25 The number of businesses in manufacturing has contracted in Mid-Wirral, whilst expanding in all other sub- areas (and overall, in the Wirral).
- 4.26 Transportation and storage is an industry in expansion, in terms of number of businesses, however, with a shift of businesses from Bromborough and West Wirral (losing businesses) to Wirral Waters, Birkenhead and Mid-Wirral (gaining businesses).
- 4.27 Information and communication and Finance and insurance activities has contracted in the Wirral despite performing well in Wirral Waters.
- 4.28 Professional, scientific and technical activities is contracting in all sub-areas with the exception of Bromborough and West Wirral.

**Table 4.3: Growth in Type of Businesses by Number of Employees for Each Sub-Area (2016-2019)**

	Wirral Waters	Birkenhead	Bromborough	Mid-Wirral	West Wirral	Wirral (Total)
A: Agriculture, forestry and fishing				-33%	-10%	<b>-15%</b>
C: Manufacturing	9%	8%	5%	-18%	9%	<b>5%</b>
E: Water supply; sewerage, waste management and remediation activities	0%	100%	-33%			<b>0%</b>
F: Construction	0%	11%	8%	0%	6%	<b>7%</b>
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	-8%	1%	5%	0%	-4%	<b>0%</b>
H: Transportation and storage	75%	38%	-13%	38%	-13%	<b>16%</b>
I: Accommodation and food service activities	50%	3%	14%	-6%	-3%	<b>3%</b>
J: Information and communication	50%	0%	0%	-10%	-4%	<b>-2%</b>
K: Financial and insurance activities	100%	-7%	40%	0%	-26%	<b>-7%</b>
L: Real estate activities		17%	-25%	-20%	18%	<b>10%</b>
M: Professional, scientific and technical activities	-25%	-7%	4%	-3%	4%	<b>-1%</b>
N: Administrative and support service activities	17%	8%	-3%	5%	-4%	<b>2%</b>
O: Public administration and defence; compulsory social security		-29%	0%	0%		<b>-22%</b>
P: Education	0%	-8%	11%	-27%	0%	<b>-6%</b>
Q: Human health and social work activities	0%	-20%	-8%	-6%	-6%	<b>-13%</b>
R: Arts, entertainment and recreation	0%	7%	0%	13%	-6%	<b>3%</b>
S: Other service activities	0%	-9%	0%	7%	3%	<b>-2%</b>

Source: Nomis, Business Count

### Location Quotients

- 4.29 The LQ analysis is a simple, yet effective way of assessing the relative concentration of businesses in one area compared to another area.
- 4.30 In this case, we have compared the concentration of businesses, by industry, in each sub-area, to the concentration in the Wirral in general. This allows us to identify clusters of activities at the sub-area level.

- 4.31 The analysis shows that Wirral Waters has a strong focus on manufacturing activities.
- 4.32 Bromborough also has a focus on manufacturing, although not as pronounced as observed in Wirral Waters.
- 4.33 Mid-Wirral and West Wirral have a focus on agricultural, forestry and fishing activities.
- 4.34 West Wirral also has a small agglomeration of information and communication activities, real estate activities and professional, scientific and technical activities.
- 4.35 Birkenhead is by far the most diverse sub-area with agglomerations of a series of industries including (in order of concentration): public administration; arts, entertainment and recreation; human health and social work; other service activities; education; administrative and support services; real estate activities. This sub-area focuses mainly on public and personal services.

**Table 4.4: Location Quotient Analysis by Business Type – Sub-Area vs Wirral (2019)**

LQ Business	Wirral Waters	Birkenhead	Bromborough	Mid-Wirral	West Wirral
A: Agriculture, forestry and fishing	-	-	-	1.6	2.8
C: Manufacturing	3.2	1.0	1.1	0.7	0.8
E: Water supply; sewerage, waste management and remediation activities	0.9	0.7	1.1	-	-
F: Construction	0.2	0.6	0.5	0.4	0.6
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	0.1	0.8	0.5	0.4	0.5
H: Transportation and storage	0.4	1.0	0.6	0.5	0.4
I: Accommodation and food service activities	0.2	1.0	0.6	0.4	0.6
J: Information and communication	0.1	0.8	0.5	0.3	1.1
K: Financial and insurance activities	0.2	0.9	0.6	0.4	1.0
L: Real estate activities	0.1	1.1	0.3	0.2	1.1
M: Professional, scientific and technical activities	0.1	0.9	0.6	0.5	1.1
N: Administrative and support service activities	0.2	1.2	0.7	0.6	1.0
O: Public administration and defence; compulsory social security	-	2.6	0.6	0.6	-
P: Education	0.1	1.3	0.7	0.6	0.7
Q: Human health and social work activities	0.1	1.5	0.7	0.5	0.7
R: Arts, entertainment and recreation	0.0	1.8	0.7	0.7	0.6
S: Other service activities	0.0	1.5	0.9	0.6	0.7

Source: Nomis, Business Count (2019)

## Sub-Areas Growth

### Wirral Waters

- 4.36 The below information is presented in terms of the current/historic position and trends. It is worth bearing in mind when reading this sub-section that this particular sub-area is expected to change significantly as Peel deliver their Wirral Waters development, which includes significant amounts of commercial space.
- 4.37 Historically, irrespective of the proposed Wirral Waters development, the main industries of growth include:
- Manufacturing (driven by micro-businesses)
  - Transportation and storage
  - Accommodation and food services
  - Information and communication
  - Financial and insurance activities
  - Administrative and support services
- 4.38 Note that the number of businesses has grown in Wirral Waters between 2016 and 2019 by 11% overall. This is driven by a growth of micro-businesses – in fact, the number of small and medium size businesses has decreased over the same period.

**Table 4.5: Business Growth by Industry, Wirral Waters (2016-2019)**

Wirral Waters	Micro	Small	Medium	Large	Total	2019 Total Count
C: Manufacturing	33%	-25%	0%		9%	60
E: Water supply; sewerage, waste management and remediation activities	0%				0%	5
F: Construction	0%	0%			0%	40
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	-9%	0%			-8%	60
H: Transportation and storage	100%	0%			75%	35
I: Accommodation and food service activities	50%				50%	30
J: Information and communication	200%	-100%			50%	15
K: Financial and insurance activities	100%				100%	10
M: Professional, scientific and technical activities	-25%				-25%	30
N: Administrative and support service activities	20%	0%			17%	35
P: Education	-100%	0%	-100%		0%	10
Q: Human health and social work activities	0%	0%			0%	15
R: Arts, entertainment and recreation	0%				0%	5
S: Other service activities	0%				0%	10
<b>TOTAL</b>	<b>15%</b>	<b>-8%</b>	<b>-50%</b>		<b>11%</b>	<b>365</b>

Source: Nomis, Business Count (2019)

### Birkenhead and Wallasey

4.39 The main industries of growth include:

- Manufacturing
- Water supply; sewerage, waste management
- Construction
- Transportation and storage
- Real estate activities
- Administrative and support services
- Arts, entertainment and recreation

4.40 Note that the total number of businesses in Birkenhead hasn't changed between 2016 and 2019 despite some growth in some specific industries. It can also be noted that the number of micro and medium businesses has increased, whilst the number of small businesses has decreased.

**Table 4.6: Business Growth by Industry, Birkenhead (2016-2019)**

Birkenhead	Micro	Small	Medium	Large	Total	2019 Total Count
C: Manufacturing	21%	-33%	0%		8%	210
E: Water supply; sewerage, waste management and remediation activities	0%				100%	10
F: Construction	23%	-33%			11%	405
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	0%	0%	100%		1%	815
H: Transportation and storage	58%	-50%			38%	165
I: Accommodation and food service activities	0%	18%			3%	335
J: Information and communication	-3%	0%			0%	165
K: Financial and insurance activities	0%	-33%			-7%	70
L: Real estate activities	9%	0%			17%	135
M: Professional, scientific and technical activities	-6%	-29%	0%		-7%	545
N: Administrative and support service activities	12%	50%	-100%		8%	320
O: Public administration and defence; compulsory social security	0%	0%	0%	0%	-29%	25
P: Education	11%	-14%	0%		-8%	115
Q: Human health and social work activities	-26%	-17%	67%		-20%	315
R: Arts, entertainment and recreation	5%	0%			7%	145
S: Other service activities	-5%	100%			-9%	215
<b>TOTAL</b>	<b>3%</b>	<b>-9%</b>	<b>29%</b>	<b>0%</b>	<b>0%</b>	<b>3990</b>

Source: Nomis, Business Count (2019)

### Bromborough and Eastham

4.41 Bromborough overall has performed relatively well with growth in the following sectors:

- Manufacturing
- Construction
- Wholesale and retail trade
- Accommodation and food services
- Financial and insurance activities
- Professional, scientific and technical activities
- Education

4.42 Growth is visible across all business sizes.

**Table 4.7: Business Growth by Industry, Bromborough (2016-2019)**

<b>Bromborough</b>	Micro	Small	Medium	Large	<b>Total</b>	<b>2019 Total Count</b>
C: Manufacturing	0%	33%	100%		<b>5%</b>	<b>100</b>
E: Water supply; sewerage, waste management and remediation activities	0%				<b>-33%</b>	<b>10</b>
F: Construction	9%	0%			<b>8%</b>	<b>195</b>
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	2%	7%	0%		<b>5%</b>	<b>335</b>
H: Transportation and storage	-10%	50%			<b>-13%</b>	<b>65</b>
I: Accommodation and food service activities	29%	-14%			<b>14%</b>	<b>125</b>
J: Information and communication	0%	-100%			<b>0%</b>	<b>75</b>
K: Financial and insurance activities	40%				<b>40%</b>	<b>35</b>
L: Real estate activities	-25%				<b>-25%</b>	<b>30</b>
M: Professional, scientific and technical activities	2%	33%	0%		<b>4%</b>	<b>270</b>
N: Administrative and support service activities	-8%	0%	100%		<b>-3%</b>	<b>145</b>
O: Public administration and defence; compulsory social security		0%			<b>0%</b>	<b>5</b>
P: Education	150%	0%			<b>11%</b>	<b>50</b>
Q: Human health and social work activities	7%	-11%			<b>-8%</b>	<b>120</b>
R: Arts, entertainment and recreation	0%	0%			<b>0%</b>	<b>45</b>
S: Other service activities	0%	0%			<b>0%</b>	<b>105</b>
<b>TOTAL</b>	<b>4%</b>	<b>2%</b>	<b>100%</b>		<b>2%</b>	<b>1710</b>

Source: Nomis, Business Count (2019)

### Mid-Wirral

4.43 The main industries of growth include:

- Transportation and storage
- Administrative and support services
- Arts, entertainment and recreation
- Other service activities

4.44 Mid-Wirral is the worst sub-area in terms of business growth, with a decline of the number of businesses and a loss of businesses across micro and medium size (whilst the number of small businesses increased but not sufficiently to compensate the loss across the other band sizes).

**Table 4.8: Business Growth by Industry, Mid-Wirral (2016-2019)**

Mid-Wirral	Micro	Small	Medium	Large	Total	2019 Total Count
A: Agriculture, forestry and fishing	0%				-33%	10
C: Manufacturing	-11%				-18%	45
F: Construction	4%				0%	150
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	-8%	17%			0%	215
H: Transportation and storage	57%				38%	55
I: Accommodation and food service activities	8%	0%			-6%	85
J: Information and communication	-10%				-10%	45
K: Financial and insurance activities	0%				0%	20
L: Real estate activities	-20%				-20%	20
M: Professional, scientific and technical activities	-10%				-3%	190
N: Administrative and support service activities	5%	-100%			5%	110
P: Education	0%	0%	-33%		-27%	40
Q: Human health and social work activities	-17%	20%			-6%	85
R: Arts, entertainment and recreation	13%				13%	45
S: Other service activities	17%				7%	75
<b>TOTAL</b>	<b>-1%</b>	<b>25%</b>	<b>-33%</b>		<b>-2%</b>	<b>1195</b>

Source: Nomis, Business Count (2019)

### West Wirral

4.45 The main industries of growth include:

- Manufacturing
- Construction
- Real estate
- Professional, scientific and technical activities
- Other service activities

4.46 West Wirral is the second worst sub-area in terms of business growth, with a decline of the number of businesses and a loss of businesses across all size bands.

**Table 4.9: Business Growth by Industry, West Wirral (2016-2019)**

West Wirral	Micro	Small	Medium	Large	Total	2019 Total Count
A: Agriculture, forestry and fishing	-11%				-10%	45
C: Manufacturing	5%	0%			9%	120
F: Construction	7%	0%			6%	330
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	-10%	-9%			-4%	435
H: Transportation and storage	-7%				-13%	70
I: Accommodation and food service activities	-4%	-9%	0%		-3%	180
J: Information and communication	-2%				-4%	215
K: Financial and insurance activities	-37%	0%			-26%	70
L: Real estate activities	14%	-100%			18%	130
M: Professional, scientific and technical activities	5%	0%			4%	650
N: Administrative and support service activities	0%	-67%			-4%	255
P: Education	0%	-33%	-67%		0%	85
Q: Human health and social work activities	-9%	-23%	0%	0%	-6%	220
R: Arts, entertainment and recreation	0%	0%			-6%	80
S: Other service activities	-3%	0%			3%	165
<b>TOTAL</b>	<b>-2%</b>	<b>-18%</b>	<b>-33%</b>	<b>0%</b>	<b>-1%</b>	<b>3050</b>

Source: Nomis, Business Count (2019)

### East and West Wirral

- 4.47 There is an interesting locational make-up within Wirral, with a clear difference between the more built up East and more rural West. This is reflected by the fact there is a larger proportion of micro businesses found in West Wirral, which account for 89% of the total businesses in this sub area. In comparison, in the east of Wirral (those sub areas of Birkenhead, Wirral Waters and Bromborough) micro businesses make up just over 80% of the total businesses.
- 4.48 In terms of absolute numbers, West Wirral sub area accounts for over 3,700 businesses whereas in east Wirral the total number of businesses is about 8,000, with over 60% of businesses located in the Birkenhead sub area.
- 4.49 In addition, between 2016 and 2019, west Wirral saw a small decline in the overall total number of businesses whereas east Wirral saw an overall increase in total number of businesses.

- 4.50 There has been a growth in the construction industry across all areas of Wirral but other industries have seen changes dependent on the sub area. For example, transportation and storage have seen increases of about 33% in east Wirral but a decline of 13% in West Wirral. Conversely, professional and scientific activities have declined in east Wirral but increased in west Wirral.
- 4.51 When assessing the relative concentrations of businesses in one area to the other, West Wirral has a small agglomeration of information and communication activities, real estate activities and professional, scientific and technical activities. On the other hand, Bromborough and Wirral Waters have a focus on manufacturing and Birkenhead is very diverse with a main focus on public and personal services.
- 4.52 It is important to consider the very different economic make-ups of these two sides of the borough and such clear delineation between the two.

### Back-casting

- 4.53 This section replicates our methodology to assess future floorspace and land requirement but applied to historical employment figures (in place of forecast employment). This shows the theoretical change in floorspace and land requirement between 2016 and 2019 in each of the sub-areas and can help us understand the demand for different type of use-class.
- 4.54 Table 4.10 shows that, based on the change in the number of jobs (FTEs) in each sub-area (by industry) and applying our methodology, the requirement for B Use Class land would have reduced in Birkenhead, Mid-Wirral and West Wirral between 2016 and 2019; whilst increasing in Bromborough and Wirral Waters.
- 4.55 The data also shows a shift of employment type of space:
- Greater focus on B8 space in Birkenhead, whilst losing demand for B1 and B2 space
  - Greater focus on B1b/c, B2 space in Mid-Wirral, whilst losing demand for B1a and B8 space
  - Demand for all types of space in Bromborough
  - Increase demand for B1b/c, B2 and B8 space in Wirral Waters, whilst losing marginal demand for B1a space.

**Table 4.10: Floorspace/Land Requirement Assessment, Back-Casting (2016-19)**

Change 2016-2019					
Employment (FTEs)	Birkenhead	Mid Wirral	Bromborough	Wirral Waters	West Wirral
Office (B1a)	-545	-80	295	-175	-70
Other Business Space (B1b/c, B2)	-435	265	100	160	-10
Warehouse (B8)	135	-110	85	30	-5
Non-B-Class	-1,665	-1,265	550	1,635	-60
<b>Total B-Use</b>	<b>-845</b>	<b>75</b>	<b>480</b>	<b>15</b>	<b>-85</b>
Floorspace (sqm)	Birkenhead	Mid Wirral	Bromborough	Wirral Waters	West Wirral
Office (B1a)	-6,540	-960	3,540	-2,100	-840
Other Business Space (B1b/c, B2)	-16,095	9,805	3,700	5,920	-370
Warehouse (B8)	12,150	-9,900	7,650	2,700	-450
Non-B-Class	-41,625	-31,625	13,750	40,875	-1,500
<b>Total B-Use</b>	<b>-10,485</b>	<b>-1,055</b>	<b>14,890</b>	<b>6,520</b>	<b>-1,660</b>
Land (ha)	Birkenhead	Mid Wirral	Bromborough	Wirral Waters	West Wirral
Office (B1a)	-0.4	-0.1	0.2	-0.1	-0.1
Other Business Space (B1b/c, B2)	-4.0	2.5	0.9	1.5	-0.1
Warehouse (B8)	3.0	-2.5	1.9	0.7	-0.1
Non-B-Class	-2.8	-2.1	0.9	2.7	-0.1
<b>Total B-Use</b>	<b>-1.4</b>	<b>-0.1</b>	<b>3.1</b>	<b>2.0</b>	<b>-0.3</b>

Source: Avison Young (2021), based on BRES data

## Key Findings

- Aging population and low population growth forecasted over the Plan Period could lead to a shortage of workforce in Wirral, with businesses progressively relocating in other areas. This could be overcome by:
  - an increase of in-migration level
  - an increase of in-commuting level
  - increasing the level of economic activity
  - reducing the level of economic unemployment
- Low job density is a structural issue in Wirral with 0.61 job per working age person in the Borough. This forces a fair proportion of residents to find employment in other areas.
- Wirral heavily relies on Liverpool, and to a lesser extent West Cheshire and Chester, to provide employment to its residents. Wirral as a net loss of working population, with 45,000 commuting out of the Borough for work and only 17,000 commuting in.

- A large proportion of the population has a high level of qualification (level 4 and above). However, Wirral tend to have a higher share of mid-level employment type, showing a slight misalignment between education and employment level and therefore missed opportunities for the Borough.
- There has been an increase of the importance of micro businesses for the Wirral economy, partly a function of growth, but also the consequence of the loss of large employers in the Borough. This will have an influence on the future of land portfolio.
- The satisfactory level of business survival rates but low proportion of medium-sized businesses could also indicate an issue with the current property portfolio (difficulty to scale activities up) and find the right premises to do so.
- There also has been a sectoral shift of the economy, away from traditional sectors such as manufacturing and primary activities towards personal and professional services as well as non-b class activities (leisure, accommodation, food, human care).

## 5. Market Context

5.1 The previous WELPS report undertook a review of the property market at the point in time of the previous report. However, it is important to undertake an up-to-date review of the latest data to understand how things may or may not have changed between the previous report and the time of this report. Therefore, the below section sets out the latest market transactions in each of the use classes being assessed as part of this report.

### **National Economy**

- 5.2 At the time of writing, there is considerable uncertainty regarding the economy in the wake of the COVID-19 pandemic and the subsequent lockdown, and what this may mean for the strength of Wirral Borough's industrial and commercial market going forward.
- 5.3 The impact of COVID-19 will be the main driver of economic performance in the near term and the UK GDP is estimated to have fallen by a record 20.4% in Quarter 2 of 2020, marking the second consecutive quarterly decline after it fell by 2.2% in Quarter 1 of 2020. As a result, the UK officially entered a recession.
- 5.4 There were record falls in service, production and construction output in Q2, which have been particularly prevalent in those industries that have been most exposed to government restrictions. Despite the weakness in Q2, there was some pick up in June as government restrictions on movement started to ease.
- 5.5 Growth is expected in Q3, partially due to initiatives such as 'Eat Out to Help Out' in August but the trajectory of the economy after this bounce is much more difficult to predict with much depending on the further spread of COVID-19, whether consumers will reign in spending amid rising unemployment and the threat of any further lockdowns.
- 5.6 Beyond COVID-19, the UK is in the next phase of Brexit negotiations following the official departure from the EU on 31st January 2020. Businesses now appear to be more confident, albeit they remain wary of the potential headwinds facing the UK, particularly in terms of trading with the EU.
- 5.7 The labour market had remained buoyant for much of last year with the employment rate reaching a record high of 76.5% at the end of 2019. However, COVID-19 has impacted the labour market, with the unemployment rate grew to 4.5% in the three months to August 2020, an increase of 0.4% from the previous 3 months. Young people were hard hit with those aged 16 to 24 suffering the largest drop in employment. It was forecast expected that the unemployment rate would rise to approximately 6% with the furlough scheme ending at the end of October; however, the impact of its

extension to the end of March 2021 remains to be seen. The latest unemployment data (ONS, November 2020) estimates the UK unemployment rate to be 4.8%, 0.9% higher than a year earlier. The Bank of England cut interest rates to 0.1% following earlier cuts as exceptional measures to combat the negative impact of COVID-19 and they are seeking to overcome obstacles to negative interest rates that would allow further cuts from the current rate.

- 5.8 The Markit / CIPS Purchasing Managers Indices for services declined at the fastest rate since the measure was introduced, falling to 34.7 from 53.2 March to February. Construction PMI scores fell considerably, down to 39.3 for March from 52.6 in February due to site closures and near-absent new starts. The manufacturing PMI was also down in March, decreasing to 47.8 from 51.7 in February. These falls come off the back of positive growth earlier in the year.
- 5.9 Investment activity in the UK commercial market achieved £13.4 billion in Q1 2020 which although down on the 5 year quarterly average, this figure was marginally up on the same period in 2019. Currently, while some deals which were already in their late stages have completed, there is likely to be a slowdown in new investments, until the economic outlook is clearer, with many investors adopting a wait and see attitude.

### **Office Market**

- 5.10 The use of office and workspaces significantly changed in 2020 and it is unlikely that the way that office spaces are used will ever fully return to how they were before the COVID-19 pandemic.
- 5.11 Total take-up across the Big Nine office markets amounted to 8.8 million sq. ft. in 2019, 3% above the ten-year average albeit below the 10 million sq. ft. achieved in the previous two years. The heightened uncertainty surrounding Brexit and false deadlines resulted in the total being down on the previous two years but comparable to 2016.
- 5.12 In the short term, occupier requirements are being re-evaluated as businesses look to mitigate cost. As a result, many occupiers may reduce their requirements as lease breaks arise. In general, the pandemic appears to have changed the priorities of both investors and occupiers when it comes to making real estate decisions and it is expected that both will place a larger emphasis on health, wellbeing and experiential assets when considering the pricing and demand of office space, moving away from a more narrow focus on size and location.
- 5.13 The extent of workers returning to the offices in 2021 relies heavily on the distribution of the vaccine and associated easing of restrictions. It is expected that, by and large, workers will go back to the office but that a continued role for homeworking or somewhere else working will persist after the pandemic. This may lead to changes in the make-up of offices, with a greater focus on flexible

working and collaborative space to allow for a differential between home working. Smaller requirements for new space may also be seen in the near future although this is yet to be confirmed; as well as potential growth in smaller local hubs to reduce commuting time and allow more flexible working arrangements.

### **Industrial Market**

- 5.14 Demand for the industrial property continued to rise, albeit at a slower pace last year. In the early stages of the pandemic, supermarkets and discounters had set significant requirements for logistical facilities across the UK to cope with the additional demand from COVID-19. However, it is expected that overall, the industrial and warehouse sectors will be impacted by COVID-19 due to supply chain disruptions. Longer term, the sector continues to be underpinned by the growth in e-commerce and last mile logistics and transportation, which could be further accelerated by trends adopted during the lockdown. Drivers that have been negatively affecting the retail sector, including restrictions on movement and the closure of non-essential retail stores, have continued to drive demand for the logistics market which has gone from strength to strength.
- 5.15 In addition, whilst some activity may fade away as the impact of the pandemic recedes, many of the changes seen in consumer behaviour are likely to endure. What seems certain is that the explosion of experimentation with hyper-local delivery methods will impact future thinking on local supply chains. Retailers looking to compete with major online players such as Amazon will need to remain focussed on constantly driving down costs and reducing fulfilment times.
- 5.16 However, the slowdown in the global economy and Brexit uncertainty have weighed on the sector to some extent. Average rental growth increased by 3.1% in the 12 months to December (MSCI Monthly Index). This is robust but it's a slowdown from the approximate 4% per annum growth seen in the previous three years.

### **Liverpool City Region Economy**

- 5.17 Wirral is one of the six authorities which makes up the Liverpool City Region. The population of the City Region equals about 1.5 million people, with over 960,000 of working age population.
- 5.18 The economy of the City Region is worth about £30 billion GVA and has experienced average annual growth of 4.3% since 1997. The City Region is internationally renowned with an outstanding physical environment, more listed buildings of architectural importance than anywhere outside London and recognised as a culture of vibrant and energetic people.

5.19 The Liverpool City Region have significant strengths and huge potential in innovative and globally competitive sectors:

- Advanced Manufacturing – The industry employs nearly 50,000 people and 3,000 companies who directly £3.2 billion to the economy. There is a diverse mix of companies in this sector including Jaguar Land Rover, Unilever, Pilkington, INEOS and Astra Zeneca.
- Digital and Creative – The sector employs about 19,000 people in 3,500 businesses. The universities sustain many spin-off industries from their world lead research projects as well as many SMEs who operate in this space.
- Financial and Professional Services – There are about 2,500 businesses and 80,000 people employed in this sector that is worth £5 billion GVA. Liverpool City Centre is the prime location for this sector, with secondary clusters in Southport, Bootle and Birkenhead.
- Health and Life Sciences – The sector employs over 100,000 people and is worth over £1.7 billion in GVA. The region is a global for R&D in bio-pharmaceutical manufacturing with companies such as Astra Zeneca, Eli Lilly and Actavis all active locally in this sector.
- Low Carbon Energy – The sector employs over 20,000 people with 1,400 businesses and a contribution of over £2 billion to the economy.
- Maritime and Logistics – The investment into the Liverpool2 deep water container terminal gives the city region the ability to accommodate 95% of the world's largest container freight ships which will drive the logistics sector and create opportunity all over the region. Wirral also has a long history in the maritime sector and the presence of Cammell Laird ship building provides significant employment and prestige in the area, including the recent construction of the RRS David Attenborough polar research ship.
- Visitor Economy – The City of Liverpool has a world-wide reputation as a visitor destination due to its culture and heritage and the Wirral Peninsula boasts a number of visitor attractions due to its coastline and ability to host international events such as the Open Championship.

#### **Impact of COVID-19**

5.20 The economy of Liverpool City Region is going through a sharp and significant contraction due to the coronavirus outbreak and as a result Liverpool looked set to enter recession in 2020 for the first time since 2009.

- 5.21 Research by the Liverpool City Region<sup>8</sup> found that the estimated cost of the first 6 months of the pandemic was additional costs of £148 million and lost revenues of £193 million. Additional costs were due to providing additional provisions to the homeless and those in need, supplying PPE to health care workers, supporting those who were out of work and keeping transport running for essential workers. The lost revenue included reductions in business rates and council tax collection rates. The collapse of public transport alongside the curtailment of normal economic activity cost the Liverpool City Region an additional £5 million per month.
- 5.22 Towards the end of 2020, the Liverpool City Region was the first Local Authority to be placed in the highest of three tiers of restrictions including banning household mixing and closing pubs and bars. This led to over 1.6 million people unable to mix in households and to over 1,000 pubs and bars having to close. As a result, the Liverpool City Region have implemented a £40 million support package for the hospitality sector as well as piloting mass testing across the city of Liverpool.
- 5.23 The economy of the City Region relies heavily on Liverpool City Centre which is an important leisure, cultural, retail and tourism centre, as well as a significant manufacturing base. This mixture of sectors increased the severity of impact significantly as all saw significant falls due to the pandemic. A report by Culture Liverpool<sup>9</sup> found that arts, culture and creative industries were the sectors hit hardest, resulting in 3,500 redundancies in the first 6 months of the crisis.
- 5.24 The Avison Young City Recovery Index<sup>10</sup> has been monitoring the diversity of market activity and the speed and trajectory of city recovery following the ongoing impact as a result of COVID-19. The index has looked at sectors including commercial activity, hotels and leisure, mobility, residential, retail and returning to office.
- 5.25 The Recovery Index suggests that Liverpool City Region has shown resilience during the crisis and that the strength of commercial and residential activity have supported the city region during this period, although the newer local restrictions had a notable impact. In fact, whilst the commercial activity had remained steady, there has been a constant expansion in residential activity, in line with what has been seen in other cities.
- 5.26 Retail and the hotel and leisure sectors remain some of the hardest hit indices. The impact of tighter restrictions has seen footfall levels continue their decline in Liverpool as well as a decline in retail and recreational visits as well as a less marked decline in trips for essentials. Additionally, with the end of

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<sup>8</sup> <https://www.liverpoolcityregion-ca.gov.uk/the-case-for-the-liverpool-city-region-the-impact-of-covid-19-is-greater-in-the-liverpool-city-region-than-anywhere-else/>

<sup>9</sup> <https://www.cultureliverpool.co.uk/news/five-year-plan-for-culture-revealed-as-effect-of-covid-19-pandemic-on-liverpool-city-regions-creative-industry-is-laid-bare>

<sup>10</sup> [https://www.avisonyoung.co.uk/en\\_GB/ukcitiesrecoveryindex](https://www.avisonyoung.co.uk/en_GB/ukcitiesrecoveryindex)

the 'Eat Out to Help Out' scheme, the hotel and leisure sector also saw a decline, although overall it remains higher than the national figure produced by the Recovery Index.

5.27 In addition, return to office is at just over 60% of the capacity seen before the lockdown in March 2020. This is a minor decline on what was seen before the introduction of tougher local measures which had come after a period of consistent increases during August and early September. The mobility sector i.e. journeys by foot, air, train, bus and car, had bounced back to relative normality at the end of September, however the new local restrictions have produced a notable decline in journeys taken.

### **Office Market**

5.28 The Liverpool City Region has over 20 million square foot of office space making it one of the largest office markets in the North West region. Whilst activity slowed following the beginning of lockdown in March, but prior to the COVID-19 outbreak, the market was looking healthy. Despite this, the city region as a whole suffers from a limited supply of good quality office space. Office development has not really taken place since 2011 but there are currently 2 notable projects due to deliver, subject to any delays arising from the pandemic.

5.29 Liverpool has undergone a transformation in the use of space in recent years, driven by a flurry of office-to-residential and alternative use conversions equalling about 1.2 million square foot. As a result, the loss of office stock, combined with growing occupier demand and the absence of new construction had compressed vacancies to the lowest levels in more than a decade. The current vacancy rate is 4.4%. However, vacancies across the City Region vary, from over 8% in the Liverpool City Dockside to less than 1% in St Helens, mainly due to the small inventory and absence of new activity.

5.30 Some of the significant sales of office buildings across the City Region in the last 12 months are the sale of 20 Chapel Street in Liverpool city centre. The transaction was for the 165,000 sq. ft. building for a total of £40 million with a net initial yield of 6.3%. Other high-profile sales include The Gostin Building on Hanover Street and Great Western House at Woodside Ferry in the last 12 months.

5.31 Some of the significant leases of office buildings across the City Region in the last 12 months are the lease of a 105,000 sq. ft. building known as Link 23 in St Helens, a 35,000 sq. ft. building at Aintree Racecourse Business Park in Sefton and the lease of 85,000 sq. ft. space at 101 Old Hall Street.

### **Industrial Market**

5.32 The Liverpool City Region industrial market has faced a number of challenges in 2020, as businesses and consumers suffer from the impact of the COVID-19 pandemic. Prior to the crisis, industrial

vacancies had eased a little following the delivery of new space into the market and strong demand and rental growth in recent years has encouraged further development.

- 5.33 Despite the pandemic, industrial landlords and investors look relatively well positioned to sustain levels of activity, especially in comparison to other property types, with many of the industrial occupiers requiring increased space to satisfy a surge in online orders. Whilst some of this increase may be temporary, the City Region is well placed for both international and regional distribution.
- 5.34 Developers are responding to the increasing demand, but the majority of developments have been built to suit, which has helped keep vacancy levels low. This includes the development of Venus 210 industrial space and the Tritax development in 2019. Conversely, about 250,000 sq. ft. of industrial stock has been demolished in the last two years including a 170,000 sq. ft. warehouse at Knowsley Industrial Park.
- 5.35 Some significant sales of industrial properties within the last 12 months include the sale of Haydock Green D&B, a 377,000 sq. ft. unit for £45.3 million with a net initial yield of 4.8%. There has also been several sales of industrial units at Triumph Way which range from 93,000 sq. ft. to 500,000 sq. ft. with net initial yields of 9.0%.
- 5.36 Recent activity has been concentrated in Liverpool Core and Wirral with other major deals in St Helens and Knowsley with the majority of sizable deals taking place there. Significant industrial leases include Kellogg's leasing of 525,000 sq. ft. in St Helens, Benross Marketing leasing over 96,000 sq. ft. of space on Goodlass Road in Speke and Sun Valley Ltd leasing 33,000 sq. ft. of industrial land in Wirral.

## Wirral Economy

- 5.37 Wirral's economic growth is reflective of its industrial and maritime past. Today, it relies heavily on the public sector which is the largest employer in Wirral. Civic functions are predominantly found in Wallasey and Birkenhead but Bromborough and Birkenhead are the areas of main commercial activity.
- 5.38 Wirral Borough Council occupy a number of buildings in Birkenhead and Wallasey including the old Cheshire Lines Building, Birkenhead Town Hall and Wallasey Town Hall. Other key employers in Wirral include Cammell Laird, Unilever and the NHS.
- 5.39 Birkenhead Town Centre is due to undergo a significant amount of regeneration within the next decade. Muse Developments have recently secured planning permission for the development of a

new commercial business district in the heart of the Town Centre. This includes the development of a new market, the creation of several new office buildings, a hotel and new leisure space.

5.40 In addition, Wirral Waters, to the north of Birkenhead Town Centre, is a 500-acre regeneration project with a mixture of residential and commercial projects. Within Wirral Waters there are a number of projects that would transform the docks area in Birkenhead:

- MEA Park – this will be the industrial heart of Wirral Waters; a waterside manufacturing, logistics, research and development and assembly campus totalling 1 million sq. ft. of industrial space.
- Maritime Knowledge Hub – it will provide a national base for marine engineering research and development as well as business accelerator space and conference facilities to the marine sector and to the local business community.
- No 1 Tower Road South – 25,000 sq. ft. of flexible workspaces and office space.

### **Office Market**

5.41 1.36 The office market in Wirral is relatively small and secondary to Liverpool within the City Region. Birkenhead and Wallasey are the main public administrative areas, whilst Birkenhead alone is home to over 55% of all the office stock in the borough, equivalent to over 1.5 million sq. ft. of office floor space. There is also office space located towards Bromborough predominantly found in Business Parks.

5.42 There have only been two major office developments in the past 5 years in Wirral. The first was the construction of 1 Tower Wharf in 2015, a 50,000 sq. ft. office building occupied by The Contact Company. The second was the 160,000 sq. ft. Unilever Research Building in Port Sunlight to replace the more aged existing buildings. However, there is also significant pipeline development as part of Wirral Waters and the Birkenhead Commercial District.

5.43 The majority of available units are in small suites above shops. The remainder are in purpose-built office buildings that have been vacated or partially vacated by long term occupiers or in serviced offices such as:

- Egerton Court, Tower Road, Birkenhead
- Price Street Business Centre, Birkenhead
- Woodside Business Park, Birkenhead
- Gateway House, Bromborough
- Moreton Street Police Station, Moreton

- 5.44 There is limited availability of large high-quality office buildings currently in Wirral. According to CoStar just 16% of the office properties in Wirral are over 10,000 sq. ft. In addition, there is limited high quality office properties in the Borough. Less than 10% of the properties are rated by CoStar as either 4 or 5 stars and there is 0% vacancy on these properties. There is also only about 1% vacancy on properties rated 3 stars.
- 5.45 In the last three years, according to CoStar, there have been 4 sales of office properties within the Wirral borough with half located in Bromborough and the others located in Prenton and Eastham. Therefore, this suggests a lack of sales in Wirral in general but also in the prominent office locations. The most recent was the sale of 55 Arrowe Park Road, a nearly 6,000 sq. ft. office unit for £1.1 million which works out at £188 per sq. ft.
- 5.46 In addition, in the last 3 years, according to CoStar there have been 14 recorded lease transactions for office properties in Wirral. The majority of these offices were located in Birkenhead or Bromborough with a couple in Upton. The transactions are for small units ranging in size from 197 to 2,363 sq. ft. suggesting a secondary market in Wirral with little, large transactions. Rents are low with the average rental value per annum at £9.52 per sq. ft; but this is also reflected of the secondary stock being transacted. With limited supply of good quality offices, it is expected that new higher quality offices would transact at a higher rental.

### **Industrial Market**

- 5.47 The established industrial areas in Wirral include the Birkenhead Docks, the Cammell Laird Commercial Area, Bromborough and Moreton. There have been a small number of recent developments in Birkenhead including the Lightbox and Turbine Business Park in the last 4-5 years.
- 5.48 Aside from some cases of recent development, the industrial market is dominated by secondary stock. The quality of the stock is generally good in Bromborough and Wirral International Business Park, with most units built in the 1990s and 2000s whilst elsewhere across the Borough, the stock is generally older and of lower quality. Despite this the vacancy levels are low, particularly in specialised and light industrial. This is of particular note in locations such as Hamilton Park in Birkenhead where the quality of premises is low, but low rental values mean that there is limited vacancy. Any new and improved stock will need to balance an increased quality without significant rent increases.
- 5.49 In Bromborough there are several long-established industrial locations which include:
- Wirral International Business Park
  - Croft Business Park
  - Pool Lane Industrial Estate

- Dock Road South Industrial Estate
- Old Hall Industrial Estate

5.50 In the last 3 years, according to CoStar there have been 23 sales of industrial properties across the Wirral Borough. Of the sales, 11 were part of a portfolio sale and are all located in Wirral International Business Park in Bromborough with almost all of the additional sales also within the Bromborough area. This includes the sale of a 15,000 sq. ft. unit on Plantation Road for £1.1 million and a 130,000 sq. ft. unit on Old Hall Road for £3.85 million.

5.51 Additionally, according to CoStar in the last 3 years there have been 54 lease transactions of industrial units with the majority of these transactions located in Bromborough with an additional number in business parks in Moreton and Greasby. The size of the units range from 134 – 33,000 sq. ft. with the majority of units under 10,000 sq. ft. The average rental value for the units was £5.61 per sq. ft. per year.

## 6. Viability Analysis

6.1 Viability modelling has been undertaken as per the previous WELPS report. This is to establish an understanding of the viability challenges for different use types. The viability analysis has been done with reference to RICS Guidance Note 94/2012 (GN94) – Financial Viability in Planning. This is consistent with the planning policy guidance in England.

### Methodology

6.2 For consistency and to enable meaningful comparisons, the methodology used is as per the previous WELPS report; appraising the same development typologies as set out in the previous report but with updated figures to reflect today's data. This is to understand whether a developer would get an acceptable level of return from different use types.

6.3 For consistency we have used the same eight development typologies and sizes as in 2017; these provide an appropriate assumption on the range of developments that may come forward with the Borough. These are as follows:

**Table 6.1: Viability Building and Land Size Assumptions**

Development Typologies		Development Size (Sq. ft)	Development Size (Sq. m)	Land Requirement (Acres)	Land Requirement (Ha)
1.	Small Industrial	5,000	465	0.19	0.08
2.	Medium Industrial	20,000	1,858	0.92	0.37
3.	Large Industrial	50,000	4,645	2.30	0.93
4.	Small Offices (Out of Centre/Out of Town)	2,000	186	0.05	0.02
5.	Medium Offices (Out of Centre/Out of Town)	10,000	929	0.23	0.09
6.	Large Offices (Out of Centre/Out of Town)	30,000	2,787	0.46	0.19
7.	Large in-centre Offices	40,000	3,716	0.29	0.12
8.	Large Distribution	100,000	9,290	4.59	1.86

Source: Lichfields, WELPS (2017)

6.4 As per the 2017 report we have assumed that not all typologies are likely to come forward in all of the 5 market areas. Table 6.2 below indicates the types of developments that we would expect in various areas, for example large industrial and distribution units are unlikely in West and Mid-Wirral as there is not the demand for units of this size. Meanwhile Large in-centre Offices are only likely in Birkenhead and Wirral Waters as the main office locations.

**Table 6.2: Likely Location of Various Use Types by Sub-Area**

Market Area		Development typology							
		1. Small Industrial	2. Medium Industrial	3. Large Industrial	4. Small Offices (out of centre/out of town)	5. Medium Offices (out of centre/out of town)	6. Large offices (out of centre/out of town)	7. Large in centre Offices	8. Large Distribution
A.	Wirral Waters Enterprise Zone	x	x	x	x	x	x	x	x
B.	Birkenhead and Wallasey	x	x	x	x	x	x	x	
C.	Bromborough and Eastham	x	x	x	x	x			x
D.	Mid-Wirral (Moreton, Greasby and Upton)	x	x		x				
E.	West Wirral and Rural Areas	x			x				

Source: Lichfields, WELPS (2017)

6.5 The Gross Development Value has been calculated on each of these use types and then development costs deducted; as well as an assumed land purchase cost of £250,000 per hectare which matches the 2017 appraisal as there is little evidence of increased land value from the previous report. This allows the calculation of the likely profit level that a developer would expect to achieve. Based on market evidence and conversations with local developers, the assumed profit level that developers are likely looking to achieve at present is around 20% on cost. Anything less than this level, is going to produce a lower level of return and would make the development unviable and limit the likelihood of speculative development.

### Appraisal Assumptions

6.6 We have reviewed the assumptions used by Lambert Smith Hampton in the 2017 WELPS report and the following base assumptions are still reflective of what is currently seen in the market and have therefore been kept mostly the same in the updated appraisals. There is not enough information on likely s106/s278 contributions to input these into the appraisal as this is subject of separate ongoing work by the Council. Furthermore, it is assumed that for these hypothetical developments there is no demolition or abnormal costs and that the development is on a cleared, developable site. However, it must be noted that on any specific sites, were these costs to be required, then this would make the viability position worse.

6.7 These assumptions are as follows:

**Table 6.3: Core Viability Assumptions**

Item	Assumption
Land Purchase Costs	5.5%
Investigations and Planning Fees	Allowance for typology
S106/S278	Nil
Demolition and Site Clearance including decontamination and	Nil
Abnormal Costs	Nil
External Works including utilities	10% allowance
Contingency	3%
Professional Fees	10%
Sale Agents	1%
Sale Legals	0.5%
Letting Agents	10%
Letting Legals	5%

Source: Avison Young (2021)

6.8 The assumptions that have changed are in relation to the rental values and construction costs. Rental values have been updated to reflect the latest market data.

6.9 For construction costs, the latest BCIS data has been used. Median data has been used for most typologies. However, for medium and large industrial and large distribution the lower quartile figure has been used due to the economies of scale that are available at these larger unit types; as well as for out of town offices due to the lower finish expected in these buildings which is also reflected in the rental levels.

6.10 The updated rental levels and build costs are displayed in the table below. We have not found evidence to warrant updating any of the other figures in this table and so these have stayed the same from 2017.

**Table 6.4: Viability Value Assumptions**

	Development Typology	Rent (£psf)	Yield	Build Cost (£psf)	Land Price (per ha)	Development Size (sqm)	Land Requirement (ha)
1.	Small Industrial	£5.50	7.50%	£68.38	£250,000	465	0.08
2.	Medium Industrial	£5.50	7.50%	£50.26	£250,000	1,858	0.37
3.	Large Industrial	£5.50	7.50%	£50.26	£250,000	4,645	0.93
4.	Small Offices (Out of Centre/Out of Town)	£10.00	7.50%	£121.14	£250,000	186	0.02
5.	Medium Offices (Out of Centre/Out of Town)	£10.00	7.50%	£121.14	£250,000	929	0.09
6.	Large Offices (Out of Centre/Out of Town)	£10.00	7.50%	£121.14	£250,000	2,787	0.19
7.	Large in-centre Offices	£15.00	7.50%	£159.42	£250,000	3,716	0.12
8.	Large Distribution	£5.50	7.50%	£50.26	£250,000	9,290	1.86

Source: Avison Young (2021)

## Appraisal Results

6.11 The appraisal outputs point to a very challenging viability position across all development types, in particular office development. There has been an improvement in the viability position in smaller industrial units since the 2017 WELPS report but still viability challenges exist; whilst a general worsening for larger units. This points to a need for gap funding to address any future development outputs as has been seen in the Birkenhead Commercial District and Redsun Developments in Bromborough.

**Table 6.5: Viability Appraisal Results by Development Type**

	Development Typology	Profit on Cost (%)
1.	Small Industrial	-18.60%
2.	Medium Industrial	-0.82%
3.	Large Industrial	-0.03%
4.	Small Offices (Out of Centre/Out of Town)	-31.39%
5.	Medium Offices (Out of Centre/Out of Town)	-31.88%
6.	Large Offices (Out of Centre/Out of Town)	-31.07%
7.	Large in-centre Offices	-21.10%
8.	Large Distribution	-1.25%

Source: Avison Young (2021)

6.12 The appraisals themselves are in Appendix 2.

## 7. Business Survey

### Local Businesses

- 7.1 Local Businesses were consulted in September 2020 with an online survey distributed by Wirral Chamber of Commerce. 60 businesses from a variety of sectors and sizes engaged with the survey. The survey was used to gain a better understanding of the needs of local businesses and their future ambitions. The survey was also used to gain insight into how the COVID-19 pandemic has impacted the businesses and any changes they have made as a result.
- 7.2 A comparison was also made to the 2017 online survey that was also distributed by the Wirral Chamber of Commerce for the 2017 Wirral Employment Land Survey. There were 61 responses to that business survey which is a good comparison to the more recent survey completed for this report.

### Profile of Businesses

- 7.3 Table 7.1 compares the size of businesses in Full Time Equivalent employees [FTEs] between the survey responses and Wirral's wider business population (ONS Inter-Departmental Business Survey, 2020). This indicated that's there is an under representation of micro-sized businesses with 0-9 FTEs in the survey compared to the wider population and a larger representation of slightly larger businesses with 10-49 FTE employees.

**Table 7.1: Comparison of Business Size**

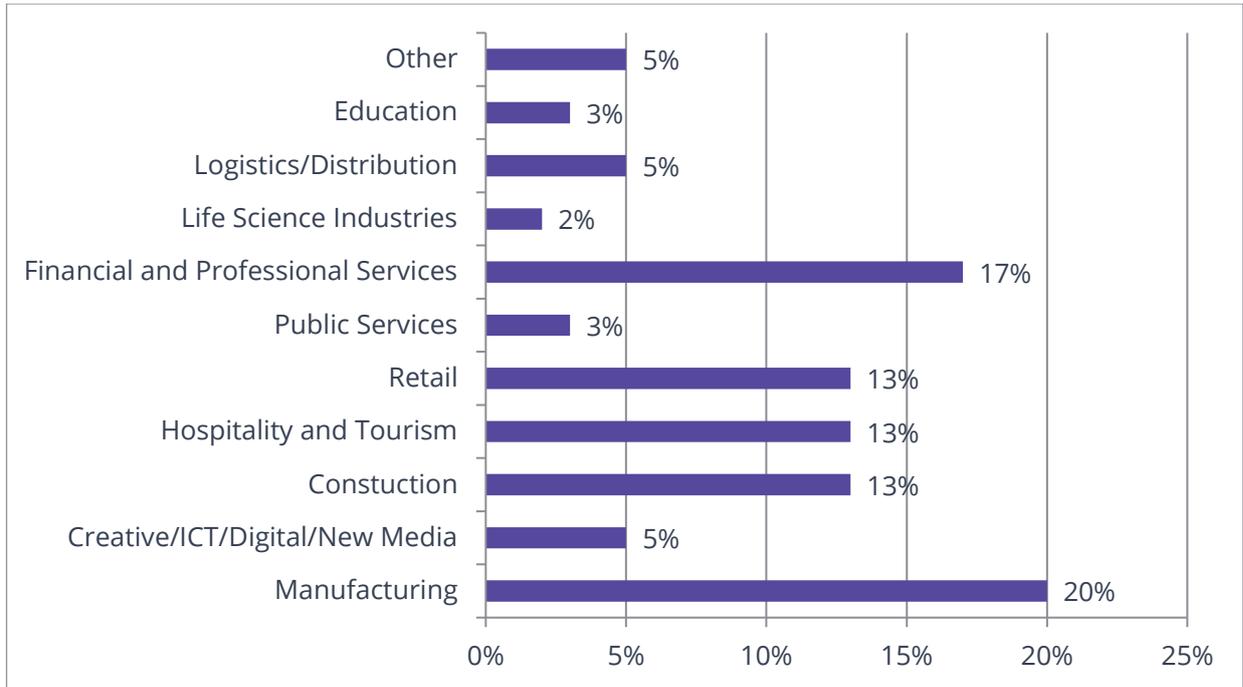
Size of Business	2020 Business Survey	Wirral Business Population
0 - 9 FTE	56.7%	88.7%
10 - 49 FTE	33.3%	9.5%
50 - 249 FTE	8.3%	1.5%
250+ FTE	1.7%	0.3%

*Source: Avison Young (2021)*

- 7.4 When comparing this engagement with the previous business engagement there has been a significant reduction in the number of large businesses (250+ FTE) responding to the 2020 survey compared with the 2017 survey, made up over 50% of the businesses who responded. More generally, there has been a small shift in the wider Wirral business population with the proportion of micro-sized businesses increasing from 83 – 89% suggesting a reduction in the size of workforce required.

7.5 Business respondents covered a broad range of sectors, though B-class industries such as manufacturing and financial and professional services were strongly represented, making up about 37% of the total respondent businesses. There was also a strong response rate from businesses in the construction industry (13%) and the retail and hospitality industries (13%). Figure 7.1 shows the sector distribution of respondent businesses.

**Figure 7.1: Distribution of Business Sectors**



Source: Avison Young (2021)

7.6 The respondents to the survey captured a mix of businesses which served different markets. Approximately 25% of the businesses who responded suggested they served international markets, 67% responded that they served the national UK market and 58% suggested they serve a local market. The local market figure is significantly higher than that in 2017, when it was just 15%.

**Table 7.2: Comparison of Business Premises Occupancy**

Time in Current Premises	2020 Business Survey %
Up to 3 Years	26.4%
3 - 9 Years	34.0%
10 - 14 Years	13.2%
15 + Years	26.4%

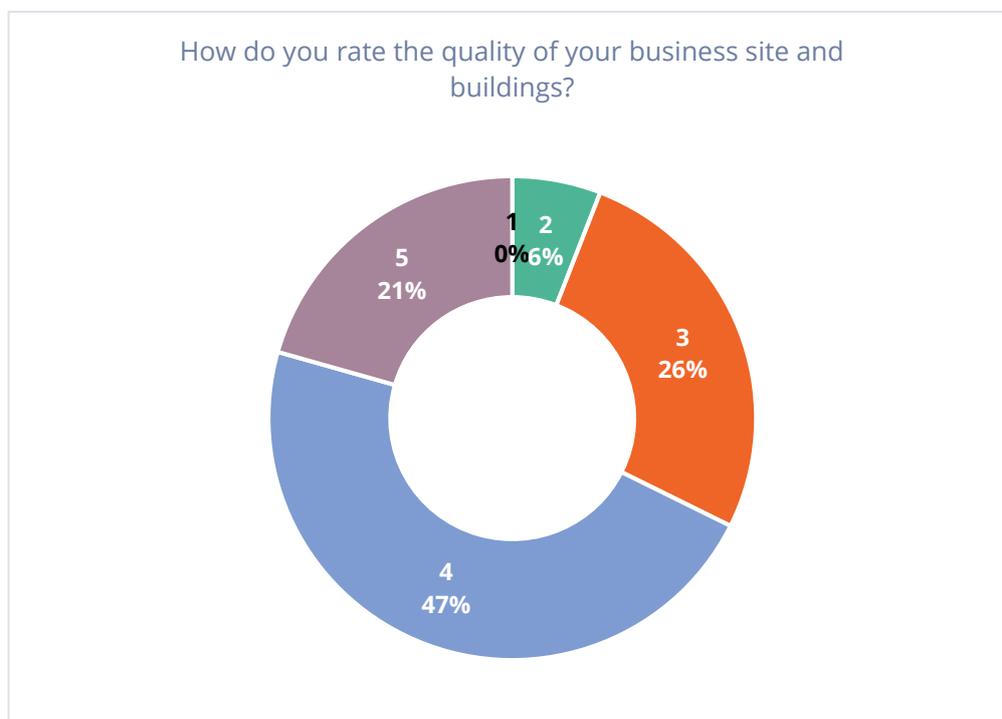
Source: Avison Young (2021)

- 7.7 The survey respondents included new and long-standing businesses in equal measure, 26% had been in the current premises for less than 3 years and 26% had been in the current premises for more than 15 years. One business that responded to the survey had been in the same premises for 50 years. 68% of those who responded work out of one premises on the Wirral.
- 7.8 If the businesses had moved premises, the overwhelming majority had moved from other parts of the Wirral, making up 90% of the responses. Those who had relocated from outside Wirral had moved from Flintshire, Ellesmere Port and Northern Ireland.

### Current and Required Premises

- 7.9 The following analysis of the business survey excludes answers from respondents in non-B-class sectors. Businesses were asked to describe their current premises and if they are planning to relocate, what their requirements for new premises would be. This generated both qualitative and quantitative insights into what businesses need.
- 7.10 When asked to rate the quality of their current premises (where 1 is poor and 5 is excellent), most businesses (68%) reported an above average score of 4 or 5 out of 5. More than one quarter rated it as an average 3 out of 5 whilst 6% rated it below average. This is displayed in Figure 7.2.

**Figure 7.2: Quality of Premises**



Source: Avison Young (2021)

- 7.11 The proportion of businesses who reported their premises to be above average has remained very similar to the responses from the 2017 survey. However, there was a decrease in those who had rated their premises a score of '5.' Conversely, the proportion of businesses who rated their premises a '2' had doubled.
- 7.12 75% of respondents reported that their premises completely met their operational needs, 25% stated that they only partially met their needs and no business stated that their current premises did not meet their needs. Reasons given for not meeting the full needs of the business included a need for more space and a need for less office space and/or to consolidate storage areas. This was significantly higher than in 2017, when 53% of respondents suggested that the premises fully met their needs and 10% suggested it did not meet their needs at all.
- 7.13 Table 7.3 displays the size of premises occupied by the respondent businesses. It shows that there was a good range of businesses that responded to the survey with the largest proportion of responses coming from businesses with premises between 2,500 – 5,000 sq. m. and 100 – 200 sq. m.

**Table 7.3: Comparison of Premises Size**

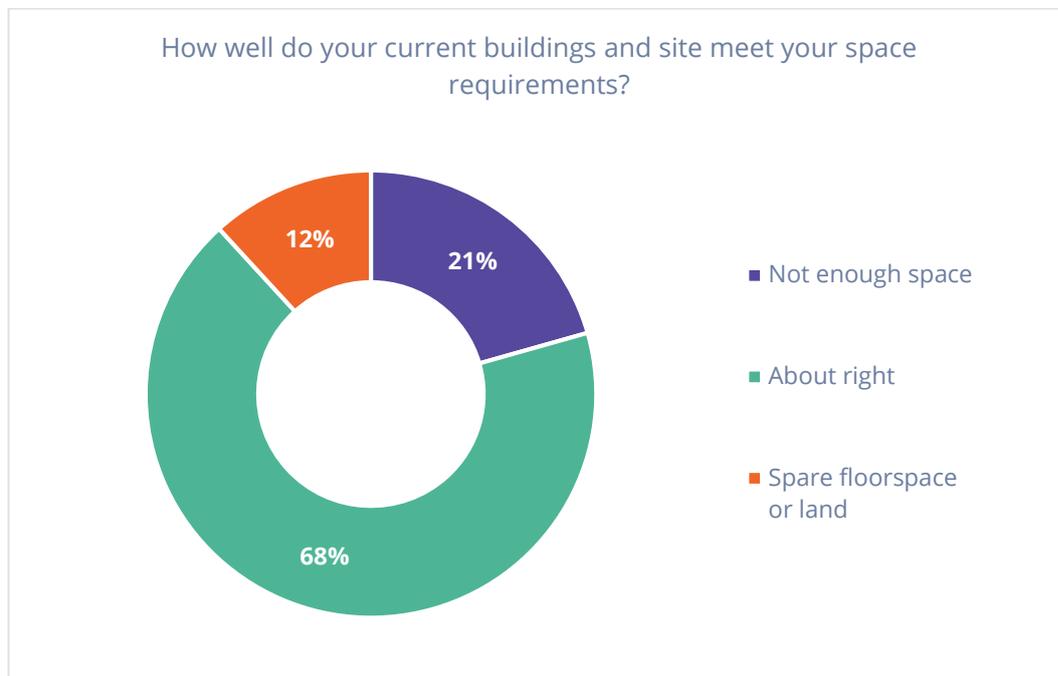
Premises Size	Respondent Businesses
0 - 100 sq m (0 - 1,075 sq ft)	5.9%
100 - 200 sq m (1,075 - 2,159 sq ft)	20.6%
200 - 500 sq m (2,150 - 5,380 sq ft)	17.6%
500 - 1000 sqm (5,380 - 10,760 sq ft)	17.6%
1000 - 2500 sq m (10,760 - 26,900 sq ft)	11.8%
2,500 - 5000 sq m (26,900 - 52,820 sq ft)	23.5%
Over 5000 sq m (53,820 sq ft)	2.9%

Source: Avison Young (2021)

- 7.14 Of those who responded, 68% of the businesses suggested that their premises met their space standards, 21% suggested they did not have enough space and 12% had spare floorspace or land (Figure 7.3). When specifically asked how much excess space the business premises had, those who responded suggesting they did have excess space was most frequently up to 20% vacancy. One business reported 65% excess floorspace.
- 7.15 The businesses were also asked that where they had excess space, whether they consider letting it go for other uses, with the majority suggesting they would not want to do this. Those who did respond said that they hadn't previously considered foregoing excess space, citing a number of reasons for

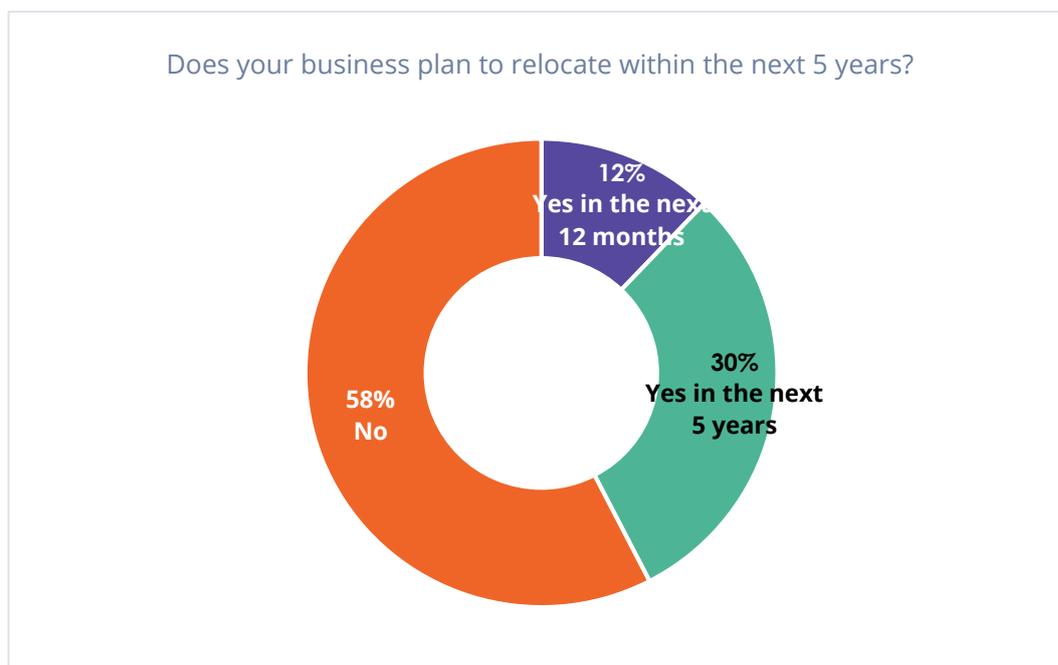
this including poor building quality and poor road provision, a lack of good space and it currently being in use by other businesses.

**Figure 7.3: Space Requirements of Businesses**



Source: Avison Young (2021)

**Figure 7.4: Whether and When Businesses are Planning to Relocate**



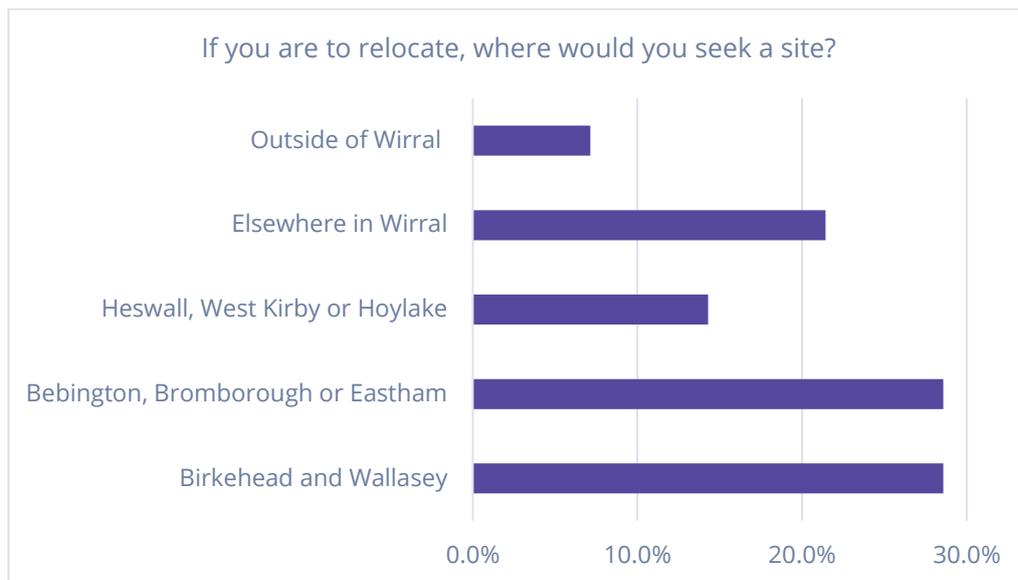
Source: Avison Young (2021)

7.16 The businesses were also asked if they intended to relocate from their current premises within the next 5 years (Figure 7.4). 12% of respondents suggested they wished to within the next 12 months,

30% within the next 5 years and 58% suggesting they had no intention of relocating. This is similar to the responses received in 2017, where 42% suggested they wished to relocate and 58% suggested they didn't, although that survey did not differentiate whether they wished to move within the next 12 months.

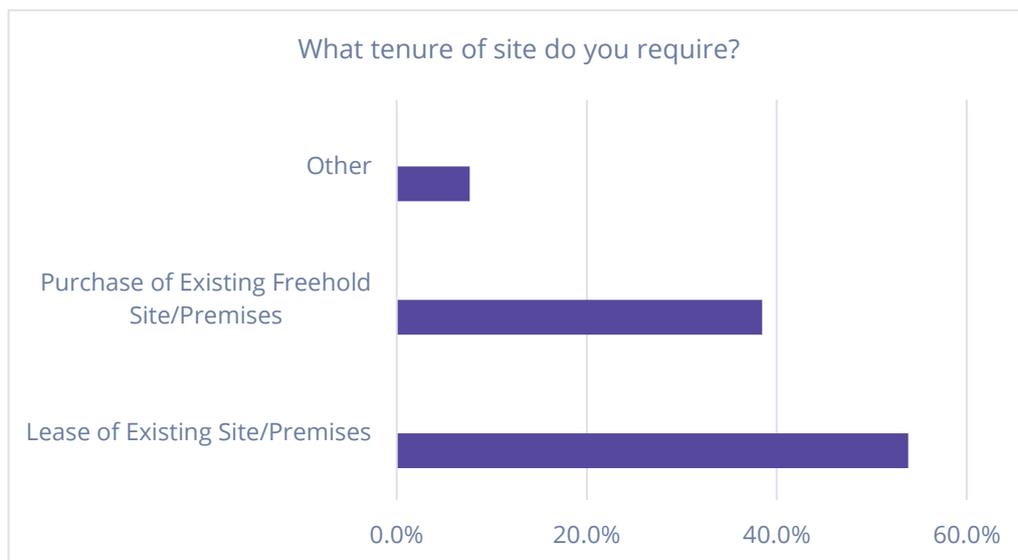
- 7.17 The main reasons given for needing to relocate was because they needed more space or a consolidation of facilities. The cost of the premises and the quality of the premises were also considered reasons for needing to relocate.
- 7.18 Of those who wish to relocate, the businesses were asked to suggest where they wished to relocate, with the overwhelming majority (93%) suggesting they wished to remain in Wirral. In addition, one business who wished to relocate outside of Wirral was doing so specifically to have an office close to a major client office and not related to Wirral as a place. This was significantly lower than the 2017 survey, where 25% suggested they wished to relocate outside of Wirral.
- 7.19 Within Wirral, nearly 30% of respondents wished to relocate to Birkenhead and Wallasey and 30% wished to relocate to Bebington, Bromborough or Eastham. About 15% of businesses were also considering a relocation to West Wirral, around Heswall and West Kirby (Figure 7.5). This aligns with the survey results from 2017 which suggested that Birkenhead and Wallasey and Bromborough were the most popular destinations if businesses were to relocate. However, as these are the main business areas within Birkenhead this should not come as a surprise.
- 7.20 The businesses were also asked the type of tenure they required if they were to relocate with 54% suggesting they wished to lease an existing site and 39% suggesting they wished to purchase an existing freehold (Figure 7.6). The 2017 survey found that 50% wished to lease and 28% wished to buy an existing freehold, with a larger proportion wanting alternative tenures such as the purchasing or leasing of land (12%) which was less popular in this study.

**Figure 7.5: Locations Considered for Relocation**



*Avison Young (2021)*

**Figure 7.6: Tenures Considered for Relocating Businesses**



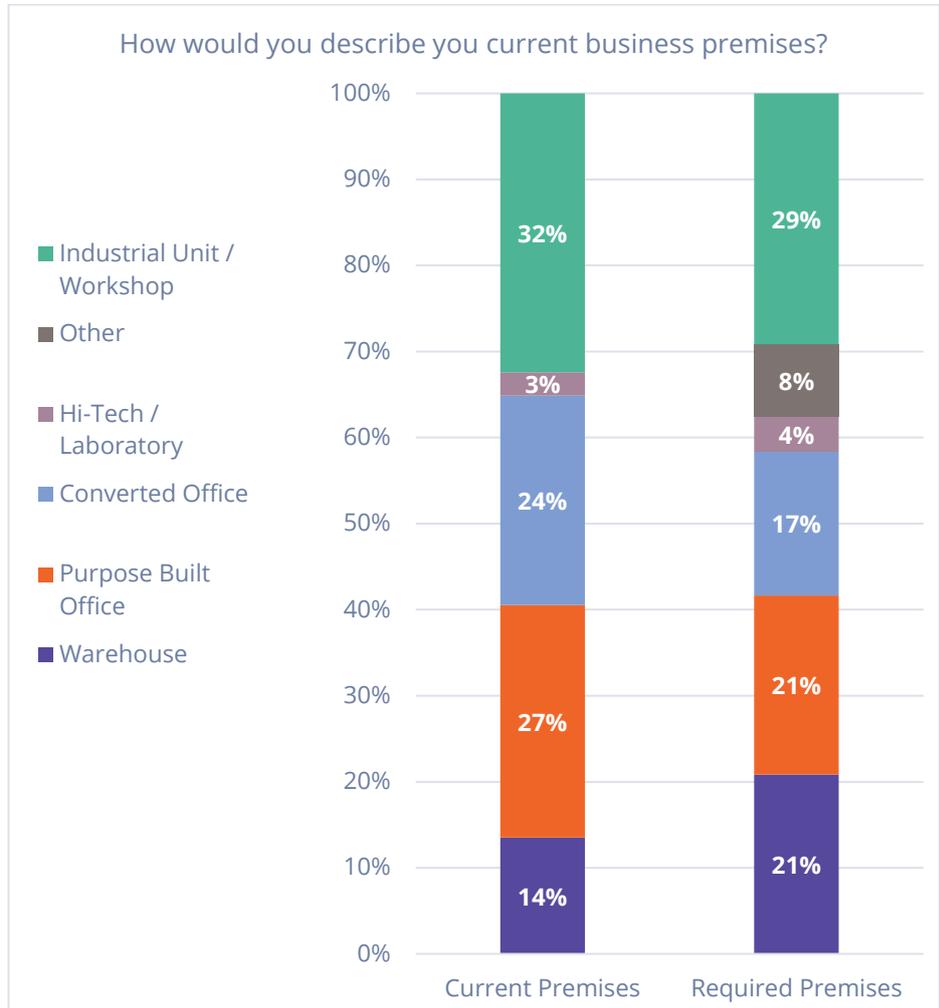
*Source: Avison Young (2021)*

7.21 When the respondents were asked how they would describe their current business premises 32% described their premises as an industrial unit / workshop, 14% described the premises as warehousing and 51% describing their premises as some form of office space (Figure 7.7). This approximately aligns with the 2017 responses although the warehousing is slightly higher, at only 9% in the previous survey.

7.22 If businesses were to relocate, 21% were seeking warehouse space, 21% seeking purpose-built offices, 17% seeking converted offices and 29% seeking industrial units or workshops. There was also a rise in the 'other' category with businesses choosing to relocate to more niche and bespoke premises. On

the 2017 survey, 35% were seeking purpose-built office and 47% seeking industrial units or workshops, much larger proportions suggesting less of a range of possible relocations.

**Figure 7.7: Types of Business Premises**



Source: Avison Young (2021)

7.23 When asked if businesses wished to expand their current premises within the next 5 years, 44% responded that they would expand, slightly higher than the 2/5 of businesses that responded the same way in the 2017 survey. In addition, 34% of respondents suggested they would be making some refurbishments on the business premises over the next 5 years with plans including a new roof for the premises, converting offices to a working plan format and improving storage facilities.

**Location Insights**

7.24 The business survey highlighted a number of factors that businesses considered to be important when relocating, and the advantages and disadvantages of Wirral more generally. As with the previous section, the following analysis of the business survey excludes answers from respondents in non-B-class sectors.

7.25 When asked how satisfied businesses were with the local area as a place to do business, respondents were very positive with 62% scoring a 4 or a 5 out of 5 (where 5 is very satisfied) and only 6% scoring less than a 3 (Figure 7.8). This suggests that businesses are more satisfied with the location than in 2017, when 55% scored a 4 or a 5 out of 5 and 11% scored below a 3.

**Figure 7.8: Location Satisfaction**



Source: Avison Young (2021)

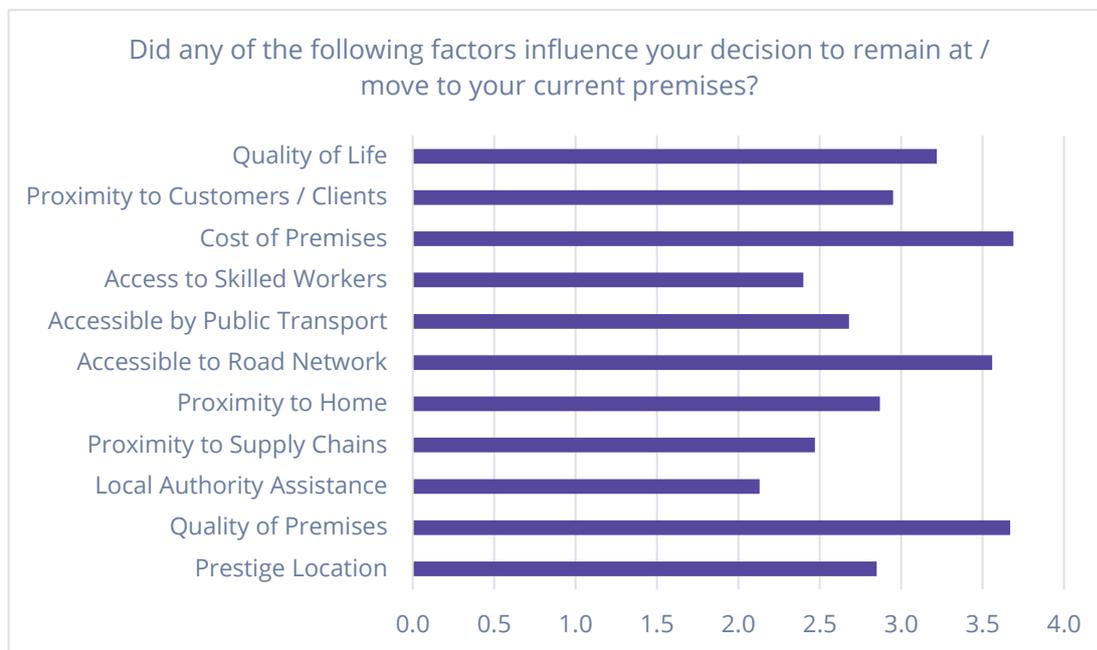
7.26 When asked what advantages Wirral has, as a place to do business, many businesses cited the good road and motorway network as a specific strength of the Wirral as well as proximity to major cities such as Liverpool, Chester and Manchester. Others noted the lower rents that they paid being in Wirral as well as being close to their customer base and suppliers.

7.27 Conversely, if asked what disadvantages Wirral has as a place to do business, some of the responses included missing out on large portion of local business due to the ‘middle’ location between Liverpool and North Wales as well as some companies preferring to deal with companies with offices in larger city centres. In addition, businesses commented on a lack of local skills and high business rates and others noted more local issues such as a lack of local services such as cafes and restaurants, car parking issues and anti-social behaviour.

7.28 Businesses were asked to score how important different factors were in their decision to locate in Wirral, with 1 being the least important and 5 being the most important. This has been summarised in Figure 7.9 using the average score for each criterion across all the businesses.

7.29 There were three criteria that were considered the most important factors for Wirral as a location; quality of premises (3.7 average), cost of premises (3.7) and accessibility to the road network (3.6). Least important were local authority assistance (2.1) and access to skilled workers (2.4).

**Figure 7.9: Factors Influencing Business Premises**



Source: Avison Young (2021)

7.30 This does align with the 2017 survey where quality of premises (4.2) and cost of premises (3.9) were considered the most important factors however it is clear that the quality of premises had been ranked slightly lower on average on the most recent survey in comparison to 2017.

### COVID-19 Impact

7.31 The business survey also probed into the impact the COVID-19 pandemic has had on their business and any changes in business practices that they had implemented as a result of the pandemic and the subsequent economic upheaval. These questions were additional in the 2020 survey so there is no comparison to the 2017 survey.

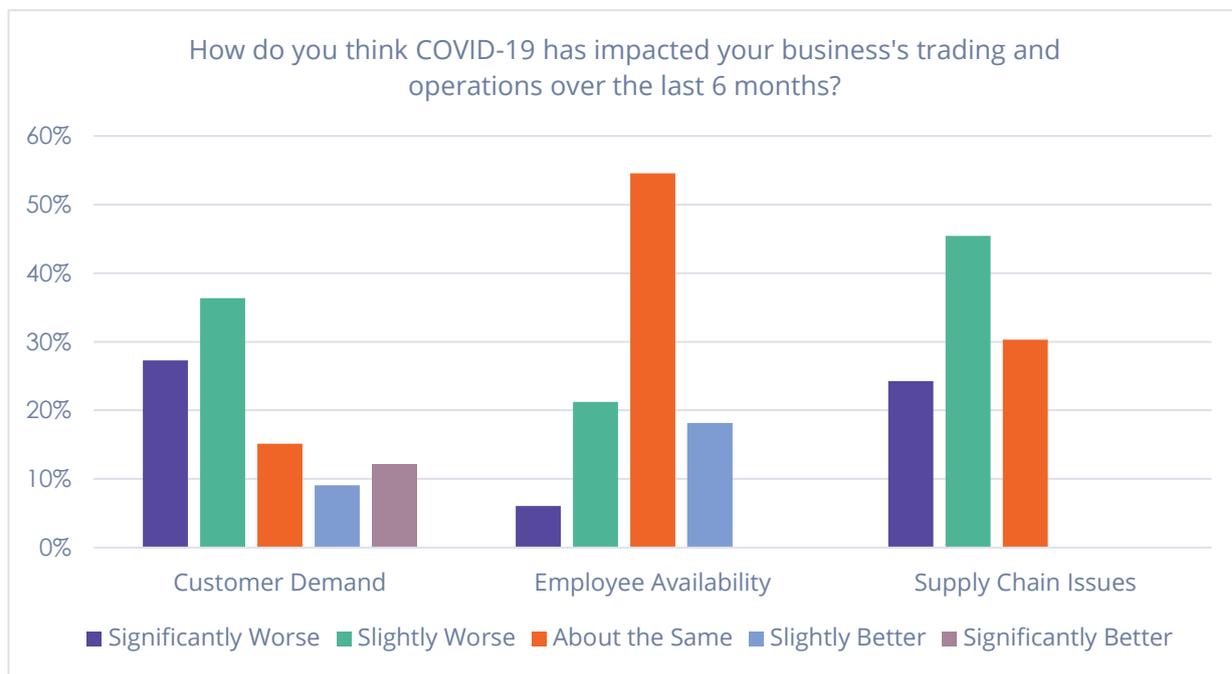
7.32 In response to the question about how the pandemic had impacted the business’s trading and operations in the last 6 months, the biggest impact for businesses had been on the supply chain and customer demand (Figure 7.10). Employee availability was steadier with 55% of businesses suggesting that employee availability had remained the same.

7.33 Of those surveyed, 63% suggested that customer demand had worsened with 27% suggesting it was significantly worse. In contrast, 12% suggested that customer demand had significantly improved. In addition, 69% of businesses suggested their supply chain had worsened with 24% suggested this was

significantly worse. No business suggested that the supply chain improved as a result of the pandemic.

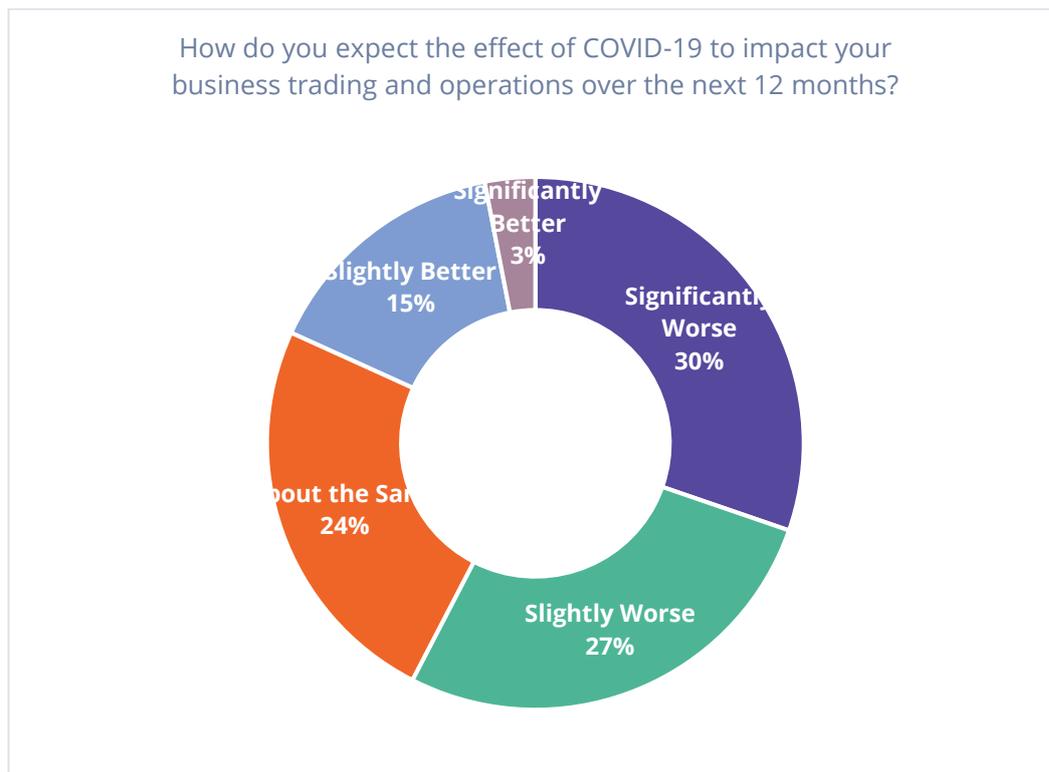
7.34 In addition, the businesses were asked to suggest how they expect the pandemic to impact their business in the next 6 months (Figure 7.11). The majority (57%) suggested that they expect the impact on their business to worsen in the next 6 months and 30% expecting it to worsen significantly with just under one quarter suggesting it would remain the same with a minority of 18% suggesting they expected their business to improve in the next 6 months.

**Figure 7.10: COVID-19 Impact on Businesses in the Last 6 Months**



Source: Avison Young (2021)

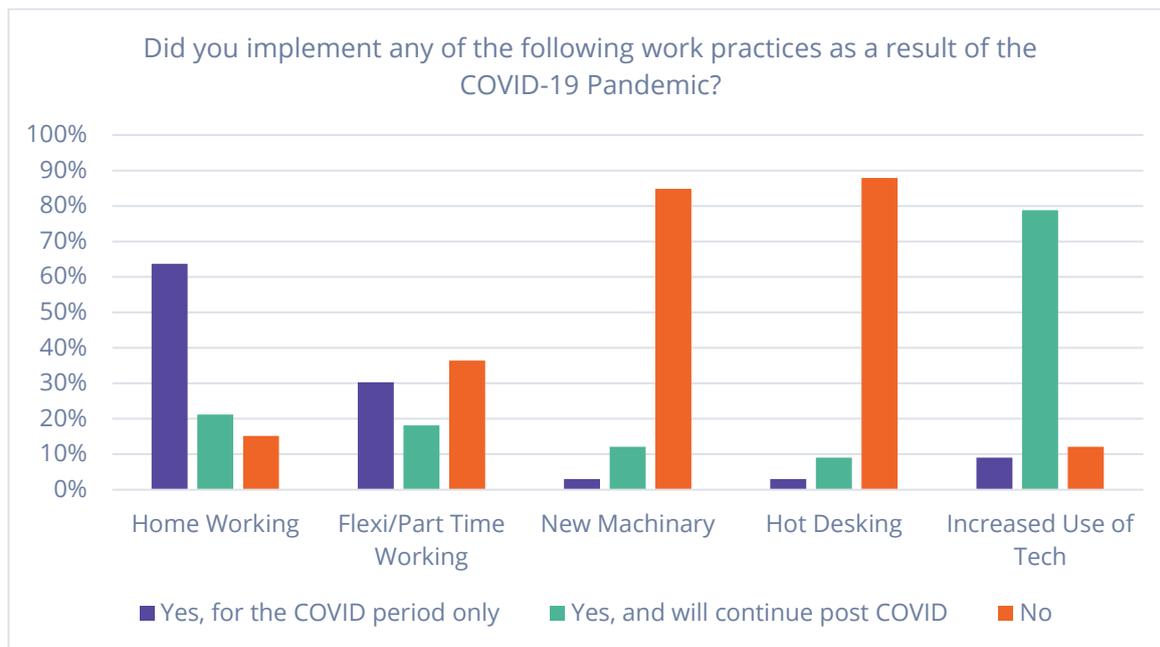
**Figure 7.11: COVID-19 Impact on Businesses in the Next 12 Months**



Source: Avison Young (2021)

- 7.35 The businesses were also asked if they had made any changes to their work practices as a result of the pandemic and lockdown with 70% of the respondents suggesting they needed to make some adaptations to their premises to accommodate new COVID-19 guidelines.
- 7.36 Examples of the adaptations that were implemented by the businesses include limiting numbers of people, social distancing measures and one-way systems within the business premises, the provision of hand sanitiser and protective screens and reducing access to communal facilities.
- 7.37 In addition, there was a range of responses to what work practices have been implemented as a result of the pandemic, as well as whether these would be continued beyond the pandemic (Figure 7.12). The increased use of technology such as conference calls was implemented by nearly 90% of the businesses responded and just under 80% intend to continue with this when the business returns to more normality. Home working was also implemented by about 85% of the businesses, although only 20% intend to continue with this beyond the pandemic.
- 7.38 Conversely, hot desking and the implementation of new mechanisms or machinery were not implemented by many businesses at all. About 88% of the businesses did not implement hot desking and about 85% of businesses did not implement any new machinery/mechanisms. Flexible or part-time working was moderately taken up, potentially for cost-saving or child-care purposes.

**Figure 7.12: Work Practices Implemented during COVID-19 Pandemic**



Source: Avison Young (2021)

7.39 The businesses who had not implemented any changes during the pandemic were asked whether they would choose to voluntarily introduce the practices in the future. Over 30% of those businesses suggested they would not introduce any changes in the future. Conversely, nearly 50% suggested they would implement an increased use of technology with between 30 and 40% suggesting they would implement flexible or part-time working or home working.

7.40 Additionally, of the businesses who responded to the survey, just 9% had accessed public funding to support their businesses due to the pandemic. Those who had accessed public funding had received grant from the Local Authority Discretionary Fund.

## 8. Demand Analysis

### Employment Growth Forecast Scenarios

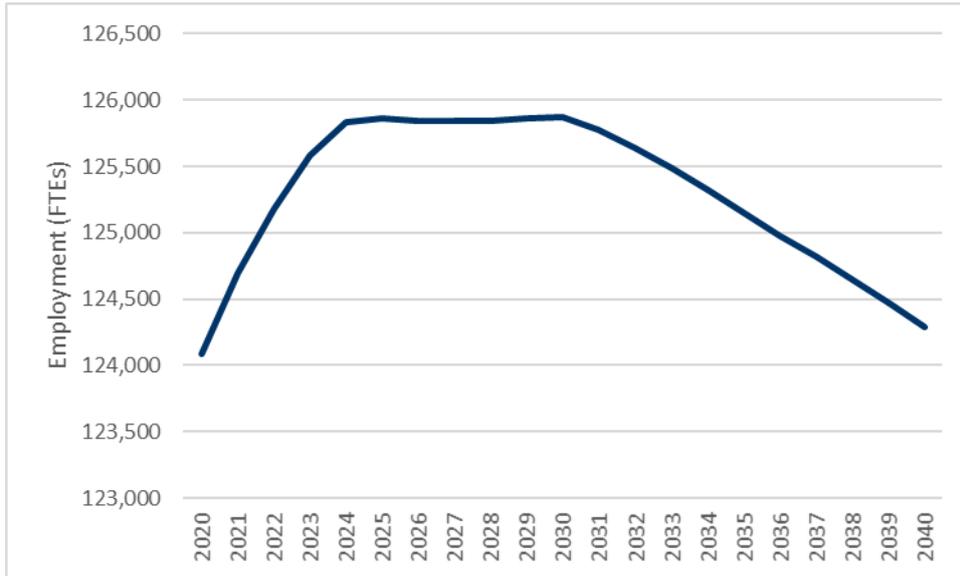
- 8.1 In understanding the range and portfolio of future employment land and floorspace need it is important to understand the potential nature of employment growth within Wirral over the plan period (and beyond to 2040) to ensure sufficient provision is made and protected within the Borough's employment sites.
- 8.2 This section sets out the forecast scenarios used within this Study to understand the 'reasonable alternatives' for potential future growth, allowing a future strategy to move beyond Oxford Economics' trend-based modelling to understand the impact of other factors on growth. It provides a short description of the rationale for each scenario, the technical approach and the key outputs. It then goes on to identify a 'synthesis' forecast which should form the basis of future planning.
- 8.3 The testing of alternative scenarios is important in the development of policy. Wirral's economy has and will continue to restructure with the largest growth observed on personal and specific professional services industries whilst more traditional sectors have been contracting, such as primary activities and some manufacturing activities, contributing to a contraction of distribution industry (although we observed a new demand for third party logistics). The focus of policy should therefore be on maximising the opportunities presented, positively planning to manage growth and expansion.
- 8.4 Wider development and regeneration initiatives within Wirral will help to raise the growth potential, town centre regeneration will upgrade stock and trading environments, development of waterfront sites could provide new high-quality waterside employment and housing opportunities, etc.
- 8.5 Given this range of factors 'business as usual' is not an option for Wirral. Change will happen and the employment growth forecast needs to interpret this in a meaningful way, guiding future policy decisions through an economic model that is tailored to local circumstances.
- 8.6 The forecast model is based on the employment growth projections provided by Oxford Economics for the Liverpool City Region, which were finalised and published in August 2019. The Oxford Economics forecast factors in demographic trends and future expectations and changes. It therefore allows for expected shifts in age profiles, economic activity rates, migration and the impact of changes to the 'statutory' retirement age. The model uses a base population projection that is consistent with those used by DCLG/ONS and interprets their outputs to forecast the influence the complete 'basket' of demographic factors has on employment rates in any location.

- 8.7 The employment land requirement forecast delineates growth into major sectors which, in turn, are aggregated into land use types. This approach provides a land and floorspace requirement for office (B1a/b), industrial (B1c/B2) and warehousing (B8) activity. Whilst this approach aligns with the guidance provided by the NPPF and NPPG and provides a robust basis for planning purposes, it should be recognised that future delivery may not be as neatly categorised.
- 8.8 Increasingly, as business processes change, so too do the nature of spaces businesses require to support their operations. For example, within the manufacturing sector a much more significant element of work is computer-based and there is a much larger servicing requirement, driving up office space within 'industrial buildings. Similarly, many small manufacturers will seek to distribute directly (via third party logistics operators) from their plant, therefore also increasing the need for storage and distribution space.
- 8.9 Given these more complex activities it is clear that there is a need for buildings and sites to be planned flexibly, that occupiers in a sector may not need an office or an industrial unit but require a building that can offer them both. As such, the forecasts consider floorspace within the three broad use classes but (within these) recognises that the actual type of space may be mixed. The use of appropriate employment densities seeks to model these changing space requirements.
- 8.10 It should be noted that Oxford Economics' forecasts do not make an allowance for the re-provision of employment floorspace lost at key sites within the Borough.

### Base Forecast

- 8.11 The base Oxford Economic forecast for Wirral sets out the 'business as usual' employment growth scenario for the Borough to 2040 across 38 economic sectors, figures are presented as Full Time Equivalent (FTE) to allow for direct translation into floorspace needs.
- 8.12 Figure 8.1 shows the evolution of total employment to 2040 in Wirral. Despite a short period of employment growth to 2024, employment is not expected to grow in Wirral over the period to 2040. Overall, employment is forecasted to increase from 124,082 to 124,289 FTEs between 2020 and 2040, an increase of only 206 FTEs or 0.2%.

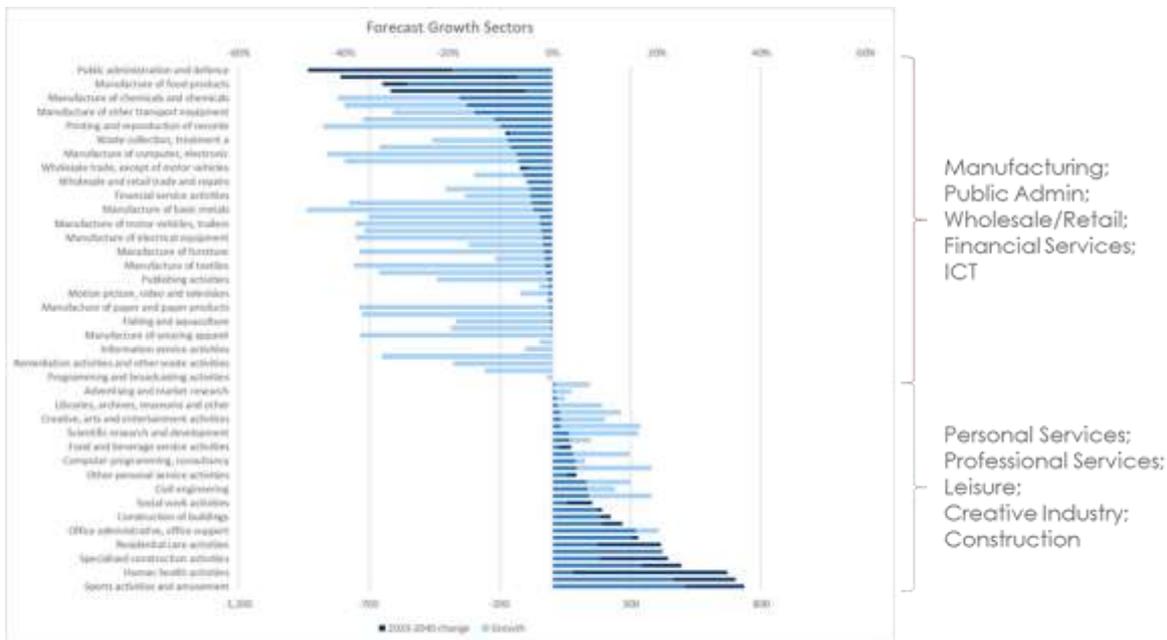
Figure 8.1: Baseline Position



Source: Oxford Economics Employment Forecast (August 2019)

8.13 The Oxford Economics employment forecast figures shows a shift in activities, away from more traditional sectors such as manufacturing, towards personal and professional services, as shown in Figure 8.2.

Figure 8.2: Baseline Position, Growth by Industry (2020-2040)



Source: Oxford Economics Employment Forecast (August 2019)

8.14 Translating this growth at a sector level into major use categories for planning purposes shows that ‘non-B class’ activities (such as retail and healthcare) represent the largest share of employment, followed by B1a class (office-based activities) and B1b/C, B2 (industrial activities). B8 class (warehouse activities) represents the smallest share of employment in Wirral.

8.15 Figure 8.3 also shows that all major use categories will see limited change in terms of employment level over the period 2020-2040.

**Figure 8.3: Base Forecast Employment Growth**



Source: Oxford Economics Employment Forecast (August 2019)

8.16 Non-B class activities are the main source of employment growth in Wirral, together with B1a activities. Other use categories (B1b/c and B2; B8) are both expected to see a reduction in number of jobs supported in Wirral by 2040, supporting the assumption of a shift of the economy away from traditional activities (primary and secondary sectors) towards services (tertiary sector).

8.17 Within ‘B class’ activities the base forecast shows an increase in office-based employment activities (+4.1%), however this is counter-balanced by a sharp decrease in industrial-based (B1b/c, B2) activities (-14.0%) and warehouse-based (B8) activities (-5.6%).

**Table 8.1: Base Forecast Employment**

	2020	2040	Change
Office (B1a)	26,167	27,236	1,069
Other Business	15,274	13,142	-2,133
Warehouse (B8)	4,542	4,290	-252
Non-B Class	78,100	79,622	1,522
Total	124,083	124,289	206

Source: Avison Young (2021)

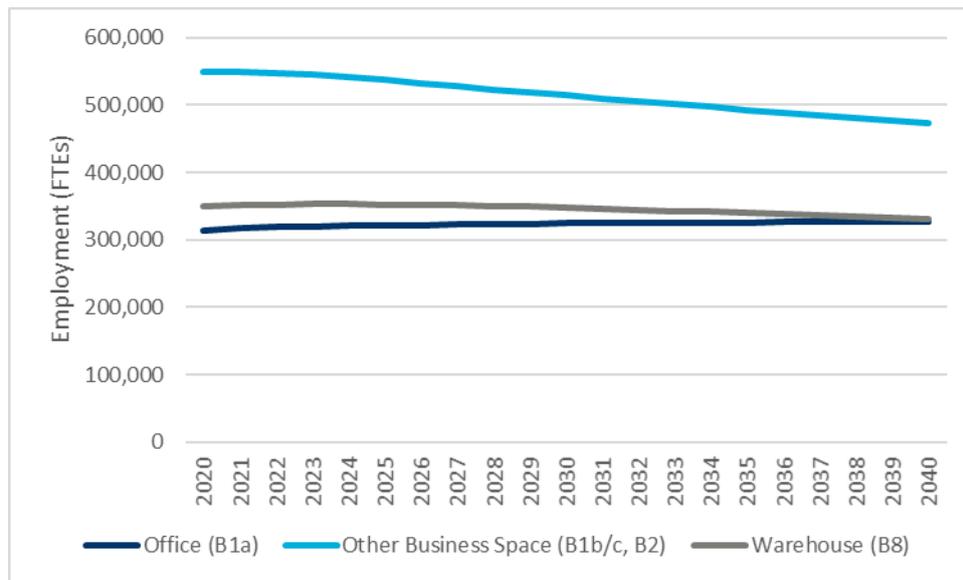
8.18 Using employment density assumptions, we can translate these job creation forecasts into additional floorspace requirements. As a base model we use the following employment densities, these are based on our understanding of the nature of economic activity within (and likely to be attracted) to

the area, the subsequent occupier requirements within these activities, and the guidance provided by the HCA Density Guide Third Edition, 2015:

- B1a/b – 12 square metres per employee (NIA);
- B1c/B2 – 36 square metres per employee (GIA);
- B8 – 77 square metres per employee (GEA).

8.19 The floorspace requirements from the Base Forecast are shown below.

**Figure 8.4: Base Forecast Floorspace Requirements**



Source: Oxford Economics Employment Forecast (August 2019)

8.20 Figure 8.4 shows that there will be a requirement for additional B1a/b floorspace over the next 20 years, whilst the demand for industrial space (B1c, B2) and warehouse space (B8) will decrease over the same period. As such the base forecast estimates an overall reduction in demand for B class floorspace to 2040.

**Table 8.2: Base Forecast Floorspace Requirements to 2040 (sq. m.)**

	2020	2040	Change
Office (B1a)	314,004	326,832	12,828
Other Business	549,879	473,095	-76,784
Warehouse (B8)	349,713	330,300	-19,413
<b>Total B Use</b>	<b>1,213,595</b>	<b>1,130,226</b>	<b>-83,369</b>

Source: Avison Young (2021)

8.21 Floorspace requirements have finally been converted into land requirement based on the following plot ratios:

- B1a/b – plot ratio of 1.5;
- B1c/B2 – plot ratio of 0.4;
- B8 – plot ratio of 0.4.

8.22 Similar to floorspace, the requirement for land is expected to decrease to the period to 2040 despite a minor additional demand for B1a land.

**Table 8.3: Base Forecast Land Requirements to 2040 (Hectares)**

	2020	2040	Change
Office (B1a)	20.9	21.8	0.9
Other Business Space	137.5	118.3	-19.2
Warehouse (B8)	87.4	82.6	-4.9
<b>Total B Use Classes</b>	<b>245.8</b>	<b>222.6</b>	<b>-23.2</b>

Source: Avison Young (2021)

8.23 This provides the starting point for understanding how different policy, strategy or market influences could alter the balance and quantum of floorspace requirements for and between different B Use Classes. We consider the potentially relevant scenarios to test these influences in the next sections.

### **Contingency Allowance and Market ‘Churn’**

8.24 In order for future employment forecasts to be based on more than economic growth ‘predictions’ and to better reflect the fluid nature of land allocations, the forecasting model makes two ‘additional’ allowances.

8.25 Firstly, a contingency allowance is made which takes into account the fact that a proportion of designated employment land will not be entirely used by B Use Class employment. Land uses such as: recycling, waste management, combined heat and power plants and bus depots, can under certain circumstances and where appropriate, be located on employment land.

8.26 A significant part of the projected employment growth also arises from sectors which have traditionally not been located on B Class employment land such as healthcare, education, hotels and leisure.

8.27 Under specific circumstances and where appropriate, employment land might also be used as part of a more mixed-use scheme which would enable employment development to come forward on a proportion of it.

8.28 Further, with Permitted Development Rights making the conversion of office premises to residential use more straightforward, there is the potential for unexpected loss of employment floorspace.

8.29 To estimate the amount of land that may be used for non-B class activities, historic losses of employment land to other uses such as housing and leisure as reported in the Council's Annual Monitoring Report have been used.

**Table 8.4: Allowance for Windfall Losses, Wirral**

	<b>B Use Land loss (ha)</b>
2014	0.0
2015	6.7
2016	6.3
2017	14.7
2018	0.0
<b>Total Loss</b>	<b>27.8</b>

*Source: Wirral Council, Annual Monitoring Reports*

8.30 As shown in Table 8.4, there have been some significant losses of employment land to other uses ("Windfall Losses"). Much of the lost capacity has been as a result of the long-term planning and redevelopment approach to major brownfield sites and former dockyards.

8.31 As such, much of the lost capacity is likely to have been at the end of its usable life and not presented an offer to the market that would have been in demand.

8.32 Given the nature of these 'one off' losses within the area and their minimal impact on actual employment capacity it would be inappropriate to plan for the replacement of this stock on a 'like for like' basis. Therefore, to allow for these one-off shocks to the supply we have based our allowance for windfall losses on half of the total loss.

8.33 Projecting this adjusted average rate forward over the forecasting period (to 2040), we have identified an allowance for windfall of circa 13.9 ha of B Use employment land.

8.34 This approach has its limitations principally because the information only presents a quantitative assessment and does not allow for the analysis of the quality of premises and the level of occupancy prior to loss. As such, whilst it should be treated with some caution, this approach provides the most robust assessment of what space may be required in the future to replace lost capacity.

8.35 As well as making an allowance for unexpected losses of employment land, allowance is made for the fact that the needs of businesses (such as location or property specification) changes over time,

requiring them to move. In other instances, an existing business might cease its operations and a new business take over a site for redevelopment. For this to happen smoothly there is a need for certain levels of available vacant land. This type of demand has been called 'churn' demand or 'frictional vacancy'.

- 8.36 An allowance for 'churn' is calculated from the average net take-up in employment floorspace within the Borough as recorded by CoStar. This is shown in Table 8.5.

**Table 8.5: Net Absorption (sq. m.)**

	Office (B1a)	Industrial (B1b/c, B2)	Warehouse (B8)	Total Net Absorption (Sqm)
2009	1,561	-4,867	-39,123	-42,429
2010	3,508	-10,557	13,222	6,173
2011	-2,208	-3,791	-5,206	-11,205
2012	-5,010	-5,406	-2,194	-12,610
2013	5,109	3,168	24,138	32,416
2014	6,724	8,539	27,586	42,850
2015	3,608	-168	650	4,089
2016	1,823	3,017	28,116	32,956
2017	17,275	17,401	-3,355	31,321
2018	-2,322	8,124	39,342	45,144
2019	4,904	-1,450	23,222	26,676
2020 (YTD)	-746	556	-4,666	-4,856
<b>Annual Average</b>	<b>2,852</b>	<b>1,214</b>	<b>8,478</b>	<b>12,544</b>
<b>Allowance for Churn</b>	<b>5,704</b>	<b>2,428</b>	<b>16,955</b>	<b>25,087</b>

Source: Avison Young (2021), based on CoStar evidence

- 8.37 It typically takes two years to achieve a planning consent, site preparation and construction after a site has changed hands. For these reasons the annual net take-up of employment floorspace is multiplied by two to estimate the churn demand, reflected as 'allowance for churn'. This is, in effect, an allowance for the necessary frictional vacancy to allow the market and relocation chains to operate, taking into account commercial property market realities.

### Displacement

- 8.38 Finally, we have also included an allowance for displacement. As a number of businesses are likely to require relocation to achieve the strategic vision being put forward by Wirral Council, in particular around Wirral Waters. It is essential to retain additional employment land and floorspace to allow those businesses to be relocated locally and avoid a loss of employment.
- 8.39 Our analysis, as summarised in Table 8.6 shows a requirement for an additional 112,082 sqm of employment space or 25 ha of land.

**Table 8.6: Allowance for Displacement**

	B1 (a)	B1 (c)	B2/B8	Sui Generis	Total
Seacombe	1,507			5,538	7,045
Kelvinside		32,140	473,682		505,822
East Float			663,588		663,588
Waterfront	145,966	5,018	174,607	1,360	326,951
Town Centre	103,286	79,097	20,136	38,779	241,298
Hind Street				71,918	71,918
Hamilton Park	47,724	347,342	44,671	46,616	486,353
West Float				1,978	1,978
Bidston Moss			14,932	93,069	108,001
Total Floorspace (sqft)	298,483	463,597	1,391,616	259,258	2,412,954
Total Floorspace (sqm)	27,729	43,068	129,281	24,085	224,163
Displacement Need (sqm)	13,865	21,534	64,641	12,043	112,082
Land Requirement (ha)	1	5	16	3	25

Source: Avison Young (2021)

- 8.40 It should be noted that the forecast does not assume that all displaced floorspace will need to be re-provided on a like for like basis. Our experience of major regeneration projects across the UK suggests that once a site is earmarked for redevelopment different businesses will react in different ways. Whilst many will want to remain in the local area, and hence need to be re-accommodated, some will seek to locate to other places (either within or outside the UK), driven by a number of business operational factors. Others may decide to cease trading altogether; particularly where businesses are owner occupiers and the land/premises are held as a de facto 'pension pot'.
- 8.41 Even where businesses do decide to remain, they may not require like for like floorspace. In a number of instances, the ability to occupy modern/purpose-built premises will mean that operations can be more efficient and therefore require less space, rather than have to work within what premises were available.
- 8.42 To reflect these potential outcomes we have assumed that across the sites only 50% of the displaced floorspace would need to be replaced to retain business activity.

## Forecasting Outputs

8.43 Accounting for allowances for windfall, churn and displacement within the Base Forecast provides the following requirements:

**Table 8.7: Baseline Forecast Requirements**

Change 2020-2040 (B Class Only)	Base (initial)	Including Churn	Including Churn & Windfall	Including Churn, Windfall & Displacement
<b>Employment</b>	<b>-1,316</b>	<b>-1,316</b>	<b>-1,316</b>	<b>-1,316</b>
Office (B1a)	1,069	1,069	1,069	1,069
Other Business Space (B1b/c, B2)	-2,133	-2,133	-2,133	-2,133
Warehouse (B8)	-252	-252	-252	-252
<b>Floorspace (sqm)</b>	<b>-83,369</b>	<b>-58,281</b>	<b>-58,281</b>	<b>53,801</b>
Office (B1a)	12,828	18,532	18,532	32,397
Other Business Space (B1b/c, B2)	-76,784	-74,356	-74,356	-52,822
Warehouse (B8)	-19,413	-2,458	-2,458	74,226
<b>Land (Ha)</b>	<b>-23.2</b>	<b>-18.0</b>	<b>-4.1</b>	<b>20.9</b>
Office (B1a)	0.9	1.2	2.4	3.4
Other Business Space (B1b/c, B2)	-19.2	-18.6	-10.8	-5.8
Warehouse (B8)	-4.9	-0.6	4.3	23.3

Source: Avison Young (2021)

8.44 The base forecast, after accounting for windfall, churn and displacement, identifies a requirement for a total of 20.9 ha of additional employment land by 2040, with a requirement for 3.4 ha of land for office space and 23.3 ha for warehouse space; whilst 5.8 ha of land used for industrial space could be released (or transferred to one of the other two categories).

## Testing Alternative Demand Scenarios

8.45 Having reviewed the policy, market and strategy base for Wirral alongside analysis of the existing employment floorspace and business stock we have identified the following scenarios as reflecting a suitable range of alternatives for considering the future shape of employment growth and the consequent employment floorspace and land requirements.

8.46 The scenarios focus on understanding the implications for local workforce jobs growth and then translate this into employment floorspace/land requirements (as per the base forecast above). Each forecast holds the same assumptions of employment density by particular Use Class.

### Scenario 1: Economic Capacity Impact

8.47 This scenario focuses on testing the “mix” of employment activity in the future (for example balance between manufacturing and professional services growth) where the Oxford Economics City Region forecasts may have missed local opportunities in certain sectors.

8.48 Additionally, this scenario looks at the impact of committed investment into the Wirral and the role those will play on indirect and induced activities. All those would not have been covered by the City Region forecasts.

#### Forecasting Approach

8.49 Through our economic baseline analysis, we have identified potential opportunities within Wirral. We have also looked at neighbouring boroughs and region to understand who Wirral’s main challengers could be.

8.50 Based on this analysis, we have identified a handful of industries in which Wirral have been a serious competitor to alternative areas (neighbouring boroughs, region), this draws on our baseline economic assessment, and where we see this advantage being lost over the forecasting period.

8.51 The model estimates the impact on employment, and subsequently on employment floorspace and land, of an improvement of the Wirral economy to allow the Borough to keep competing with alternative areas.

8.52 The historical growth in Wirral has been assessed against benchmark areas for each individual industry. Where historically growth in Wirral compared with growth in a benchmark area but the forecast predicted the performance of Wirral would decline compared to this benchmark area (i.e. forecasted growth in Wirral is lower than the forecast growth in the benchmark area); we have recalculated the employment level for Wirral assuming the level of growth achieved in the benchmark area. Effectively assuming Wirral would keep competing with this benchmark area over the projection period.

8.53 Additionally, we have identified a series of committed investments into Wirral. These are summarised in Table 8.8.

**Table 8.8: Investment Pipeline, Wirral**

Project	Timescale for delivery	Number of Jobs created (FTEs)	Sector
MEA Park Phase 2	2022	154	Logistics, Manufacturing, Maritime
National Packaging Innovation Centre	2022	2,060	Innovation
Tower Road Office	2022	280	Professional & Financial
Maritime Knowledge Hub	2022	621	Maritime
Birkenhead Commercial Business District	2023	1,723	Professional & Financial

Source: Avison Young & Wirral Council (2020)

- 8.54 Those investments will support the creation of a number of indirect and induced jobs, which was estimated by applying the relevant Type 2 Employment Multiplier. An additional factor of 44% was then applied to identify what share of those indirect and induced jobs would be created locally. Whilst there is no clear evidence of what this factor should be, we believe that 44% is reasonable considering that Wirral would need to create 40,000 jobs to provide local employment to its entire economically active population<sup>11</sup>. The Additionality Guide also suggests that the local economic multiplier is between 21% and 67% of the regional economic multiplier (44% being the average).
- 8.55 We therefore have derived that the committed investments could support the creation of a total of c.3,150 jobs locally, as shown in Table 8.9.

**Table 8.9: Total Indirect and Induced Jobs from Investment Pipeline**

Project	Local indirect and induced Jobs
MEA Park Phase 2	66
National Packaging Innovation Centre	860
Tower Road Office	58
Maritime Knowledge Hub	1,819
Birkenhead Commercial Business District	356

Source: Avison Young (2021)

<sup>11</sup> <https://www.wirralintelligenceservice.org/media/2974/this-is-wirral-economy-business-and-skills-ig-added-19-12-19-final.pdf>

### Forecasting Outputs

- 8.56 Applying this approach to the baseline forecast increases the level of employment across all the B Use categories, but most evidently employment in industrial jobs (B1c, B2) as Wirral retains some of its historical competitiveness in this area, which is assumed to be lost in the Oxford Economics employment forecasts.
- 8.57 The figures in 8.10 differ from those in 8.9 as the latter only takes into account the indirect and induced jobs arising from planned developments/investments whilst 8.10 combines this with forecast economic performance based on the sectoral projections described on page 116. Given some sectors will contract in this period the overall level of employment growth is lower in 8.10.
- 8.58 This scenario forecast additional demand for industrial space (B1b/c and B2) and land over the period to 2040, as shown in Table 8.10.

**Table 8.10: Scenario 1 Forecast Requirements**

<b>Change 2020-2040 (B Class Only)</b>	<b>Base</b>	<b>Scenario 1</b>
<b>Employment</b>	<b>-1,316</b>	<b>2,033</b>
<i>Office (B1a)</i>	1,069	1,433
<i>Other Business Space (B1b/c, B2)</i>	-2,133	764
<i>Warehouse (B8)</i>	-252	-164
<b>Floorspace (sqm)</b>	<b>53,801</b>	<b>169,238</b>
<i>Office (B1a)</i>	32,397	36,771
<i>Other Business Space (B1b/c, B2)</i>	-52,822	51,453
<i>Warehouse (B8)</i>	74,226	81,015
<b>Land (Ha)</b>	<b>20.9</b>	<b>49.0</b>
<i>Office (B1a)</i>	3.4	3.7
<i>Other Business Space (B1b/c, B2)</i>	-5.8	20.2
<i>Warehouse (B8)</i>	23.3	25.0

Source: Avison Young (2021)

### **Scenario 2: Workforce Capacity Impact**

- 8.59 This scenario aims to translate projected population growth into local workforce and (by making allowances for in/out commuting, unemployment etc.) understand the total number of workers (FTE) available for work in Wirral, translating this into floorspace and land requirements.

### Forecasting Approach

8.60 Population growth published by the ONS were translated into a borough level of employment forecast using the following steps:

- Establish the forecast annual increase in population (ONS) starting from the ONS Household Projections 2014-based commissioned for this study for consistency with other studies within the Local Plan;
- Calculate the proportion of this population that will be of 'working age' (based on breakdown by single age of ONS data);
- Calculate the number of working age that will be in employment based on the latest estimate for Wirral (74.8% )<sup>12</sup>;
- Calculate those that will work locally - i.e. the 'self-containment' rate for Wirral (62.6%, source: Census 2011).

8.61 Having established the level of local employment growth we have then distributed this between different sectors based on the projected share of employment within each sector for each year of the baseline? forecast. These are applied to the 2020 total employment level as an annual level of growth.

### Forecasting Outputs

8.62 The ONS (2014-based) predicts an increase of the number of households in Wirral of c.13,200 between 2018 and 2040. Translated into population, we would expect that the working age population of Wirral increases by c.17,850 over the same period or by c.15,840 between 2020 and 2040. This translates into an increase of local employment of 2,062 across all B class categories. In theory at least this level of population growth would generate sufficient local workforce to occupy jobs suggested under Scenario 1 without any changes to current (2011) commuting patterns.

8.63 As noted under Scenario 1 there are further direct jobs expected to be generated by the planned/identified investments in Wirral, not least c,6,000 jobs predicted in the BRF across retail, leisure and office activity. These jobs will be filled through a range of approaches including increasing 'containment' of the resident workforce (by attracting a different nature of business activity), new homes delivered within Birkenhead and a transition of existing employment to new/different sectors.

8.64 Applying this approach to the baseline forecast decreases the forecast need for all types of space and land over the period to 2040 compared to the base forecast, as shown in Table 8.11.

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<sup>12</sup> <https://www.wirralintelligenceservice.org/media/2974/this-is-wirral-economy-business-and-skills-ig-added-19-12-19-final.pdf>

**Table 8.11: Scenario 2 Forecast Requirements**

<b>Change 2020-2040 (B Class Only)</b>	<b>Base</b>	<b>Scenario 2</b>
<b>Employment</b>	<b>-1,316</b>	<b>2,062</b>
Office (B1a)	1,069	3,129
Other Business Space (B1b/c, B2)	-2,133	-1,139
Warehouse (B8)	-252	72
<b>Floorspace (sqm)</b>	<b>53,801</b>	<b>139,282</b>
Office (B1a)	32,397	57,116
Other Business Space (B1b/c, B2)	-52,822	-17,041
Warehouse (B8)	74,226	99,208
<b>Land (Ha)</b>	<b>20.9</b>	<b>37.8</b>
Office (B1a)	3.4	5.1
Other Business Space (B1b/c, B2)	-5.8	3.1
Warehouse (B8)	23.3	29.6

Source: Avison Young (2021)

### Scenario 3: Market Capacity Impact

8.65 Drawing on the market analysis in our Economic Baseline Analysis, this scenario looks at the potential requirement for employment space and land should the historical trend be continued over the next 20 years to 2040.

#### Forecasting Approach

8.66 We consider historic development delivery trends and project these forward for the assessment period to understand any constraints or additional needs market activity may place on future provision.

8.67 Looking at the net annual take-up of space (as sourced from CoStar) provides a good understanding of the historical space requirement. We have sourced this data from 2010 to 2020 to understand the long-term trend.

8.68 We have assumed that over the assessment period, to 2040, should the historical trends carry on, the additional floorspace requirement for B class space would be as follows:

**Table 8.12: Additional Floorspace Requirement to 2040 (sq. m.)**

<b>B1a</b>	<b>B1b/c, B2</b>	<b>B8</b>
65,730	45,940	282,820

Source: CoStar (2020)

#### Forecasting Outputs

8.69 Applying this approach to the baseline forecast increases the forecast need for all types of space and land over the period to 2040 compared to the base forecast, as shown in Table 8.13.

**Table 8.13: Scenario 3 Forecast Requirements**

Change 2020-2040 (B Class Only)	Base	Scenario 3
<b>Employment</b>	<b>-1,316</b>	<b>10,481</b>
Office (B1a)	1,069	5,477
Other Business Space (B1b/c, B2)	-2,133	1,331
Warehouse (B8)	-252	3,673
<b>Floorspace (sqm)</b>	<b>53,801</b>	<b>533,600</b>
Office (B1a)	32,397	85,299
Other Business Space (B1b/c, B2)	-52,822	71,879
Warehouse (B8)	74,226	376,422
<b>Land (Ha)</b>	<b>20.9</b>	<b>131.2</b>
Office (B1a)	3.4	6.9
Other Business Space (B1b/c, B2)	-5.8	25.4
Warehouse (B8)	23.3	98.9

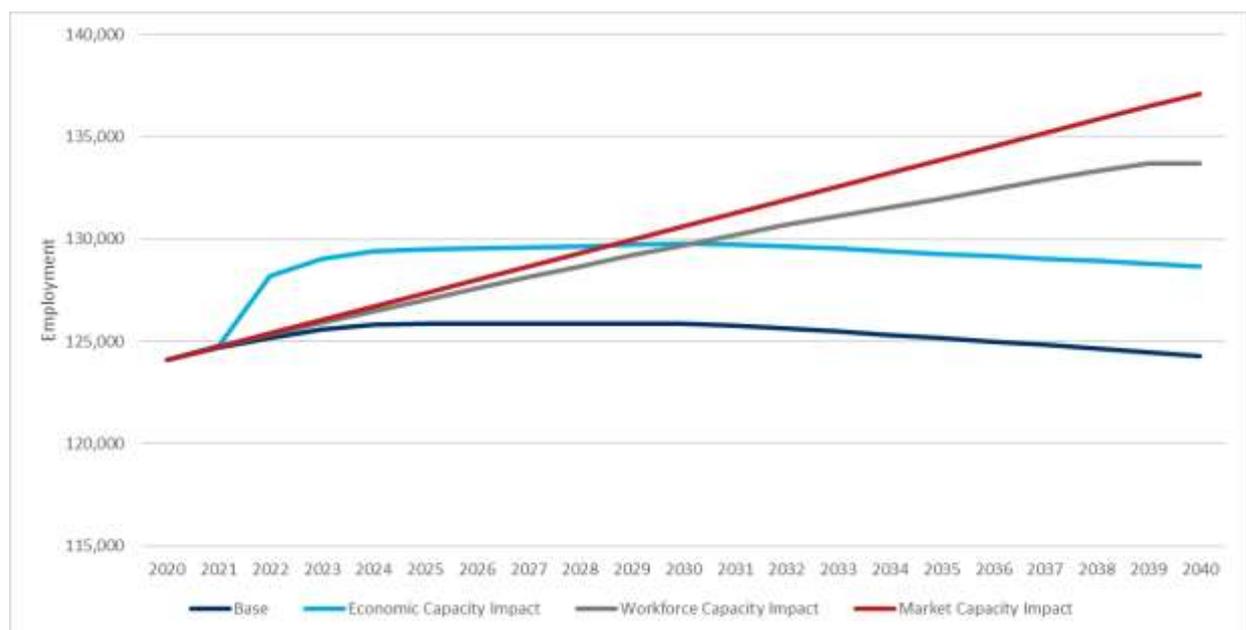
Source: Avison Young (2021)

### Comparison of Growth and Synthesis Forecast

8.70 The employment projections presented under each scenario above consider the employment prospects within B class sectors only. However, the Wirral economy contains a much wider range of employment activity and it is worthwhile understanding the relationship between B and non-B class activity within each scenario.

8.71 The total employment growth projection for each of the scenarios is shown in the following chart:

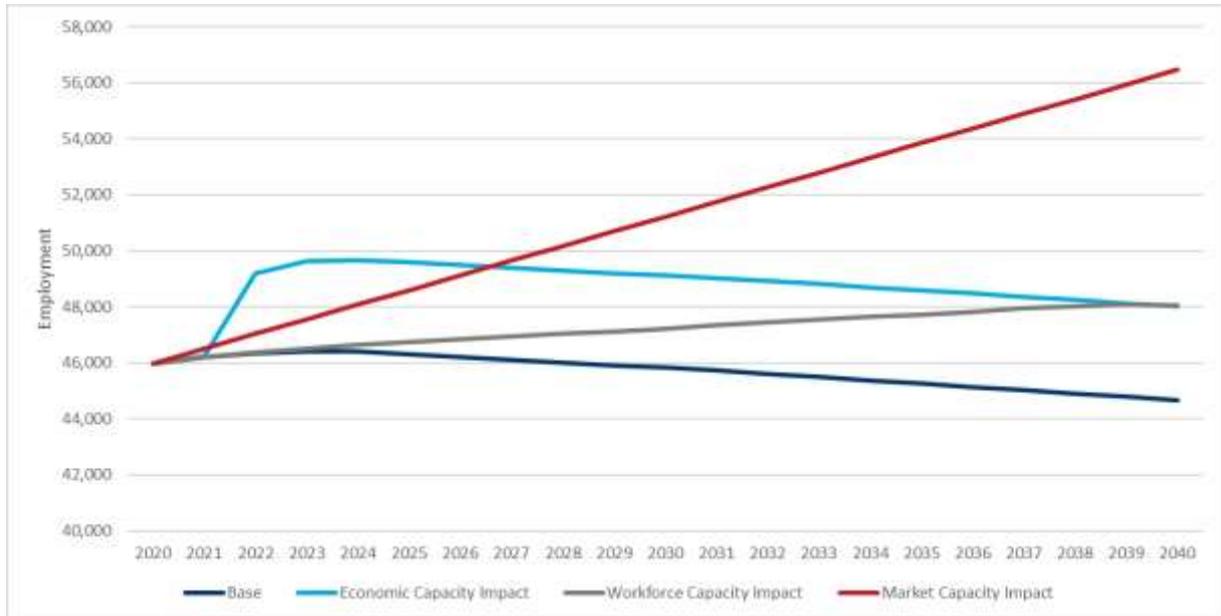
**Figure 8.5: Total FTE Employment Forecasts**



Source: Avison Young (2021)

8.72 B Use Class employment only is presented in the following chart:

**Figure 8.6: Total B Use Class FTE Employment Forecasts**



Source: Avison Young (2021)

8.73 As shown in the graphs above, whilst all scenarios, with the exception of the Market Capacity Impact, produce a relatively similar trajectory of growth, the scale of this growth is very different from one scenario to the other.

8.74 Looking in more detail we can see the share of employment growth by Use Class (B Use Class only) in Table 8.14.

**Table 8.14: Summary of Employment Growth Forecasts (2020-2040)**

Change 2020-2040 (B Class Only)	Base	Economic Capacity Impact	Workforce Capacity Impact	Market Capacity Impact
Office (B1a)	1,069	1,433	3,129	5,477
Other Business Space (B1b/c, B2)	-2,133	764	-1,139	1,331
Warehouse (B8)	-252	-164	72	3,673
<b>Total B Use</b>	<b>-1,316</b>	<b>2,033</b>	<b>2,062</b>	<b>10,481</b>

Source: Avison Young (2021)

**Table 8.15: Summary of Floorspace Requirement to 2040, Including Windfall and Churn (sq. m.)**

Change 2020-2040 (B Class Only)	Base	Economic Capacity Impact	Workforce Capacity Impact	Market Capacity Impact
Office (B1a)	32,397	36,771	57,116	85,299
Other Business Space (B1b/c, B2)	-52,822	51,453	-17,041	71,879
Warehouse (B8)	74,226	81,015	99,208	376,422
<b>Total B Use</b>	<b>53,801</b>	<b>169,238</b>	<b>139,282</b>	<b>533,600</b>

Source: Avison Young (2021)

**Table 8.16: Summary of Land Requirement to 2040, Including Windfall and Churn (ha)**

Change 2020-2040 (B Class Only)	Base	Economic Capacity Impact	Workforce Capacity Impact	Market Capacity Impact
Office (B1a)	3.4	3.7	5.1	6.9
Other Business Space (B1b/c, B2)	-5.8	20.2	3.1	25.4
Warehouse (B8)	23.3	25.0	29.6	98.9
<b>Total B Use</b>	<b>20.9</b>	<b>49.0</b>	<b>37.8</b>	<b>131.2</b>

Source: Avison Young (2021)

### Synthesis Forecast

- 8.75 Each scenario above has explored in turn the impact and effect of one particular change in the economic performance of the Wirral economy.
- 8.76 However, this analysis has also shown the limitations of some of those changes when it comes to assessing future requirements, such as the Market Capacity Impact. Given the forecasts projected by this scenario, we find sensible to discount it as it is clear the Wirral economy is already radically different to its historic nature, a trend likely to be exacerbated by other factors such as COVID-19 and Brexit. This is highlighted by both the baseline forecast and the baseline economic analysis which showed a clear switch of the economy towards less dense activities (from primary and secondary sector to tertiary sector).
- 8.77 The workforce capacity impact scenario may underestimate the importance of changes occurring in the Wirral economy (major investments) and other factors that could lead to improved economic growth for the region (i.e. rebalance of the national economy in favour of the North, potential impact of Covid-19 in reducing the predominance of large cities such as Liverpool over smaller town centres such as Birkenhead, etc.).
- 8.78 We believe that the Economic Capacity Impact scenario represents the best estimate of employment space requirement for Wirral as it builds upon the baseline position (Oxford Economics employment forecasts) to add new layers of data which are not included in this baseline position, such as major

investments. We would therefore recommend using this scenario as a central case for the estimate of land requirement.

- 8.79 Based on this scenario, Wirral would require an additional 49 ha of employment land by 2040, which can be broken down as follows:

**Table 8.17: Employment Land Requirement by Use Type, 2040**

Change 2020-2040 (B Class Only)	Economic Capacity Impact
Land (Ha)	49.0
Office (B1a)	3.7
Other Business Space (B1b/c, B2)	20.2
Warehouse (B8)	25.0

Source: Avison Young (2021)

- 8.80 To 2037, the requirement for employment land is 52.9 ha, broken down as follows:

**Table 8.18: Employment Land Requirement by Use Type, 2037**

Change 2020-2037 (B Class Only)	Economic Capacity Impact
Land (Ha)	52.9
Office (B1a)	3.7
Other Business Space (B1b/c, B2)	23.0
Warehouse (B8)	26.2

Source: Avison Young (2021)

- 8.81 The requirement for 2040 is smaller than 2037 due to the declining demand forecasts for employment land in Wirral over the later time period as a direct consequence of the reduction in employment levels in B class activities expected from 2024 (Figure 8.6 above).

## 9. Supply Analysis

9.1 Having assessed the likely demand for employment land in Wirral it is also important to understand the level and quality of supply to meet that demand. The below section looks at the supply across Wirral as a whole as well as within each of the sub-areas to look at the availability of employment development land across the Borough.

### Methodology

9.2 The approach to the supply analysis was in-line with the approach taken in the 2017 WELPS to allow comparison and update of the previous reports. Each site was inspected individually and scored on the following criteria:

- Strategic Road Access
- Local Accessibility
- Proximity to Urban Areas / Access to Labour and Services
- Compatibility of Adjoining Uses
- Developmental and Environmental Constraints
- Market Attractiveness

9.3 Each site was scored on the range of 'very good', 'good', 'average', 'poor' and 'very poor' for each category; as well as being given an overall score within this range as well. More detail on the criteria used to assess each of these is contained in Appendix 3, which replicate those used in the previous 2017 WELPS study, for consistency of approach. A site by site summary of the analysis and scoring for each category are in Appendix 4 plus individual proformas for each site on a criterion by criterion basis in Appendix 5. It must be noted that these are not meant as a direct comparison of sites but to provide an overall quality of land supply. Furthermore, lower scoring overall sites might be assessed to be appropriate for certain use types and come forward in this instance.

9.4 Prior to undertaking the analysis, a review of the overall portfolio assessed in the 2017 WELPS was undertaken by Avison Young and Wirral Council to assess whether sites should be removed from the previous analysis based on their already assessed low development potential, the fact that development has now taken place on these sites in the ensuing time period, or that planning permission has been granted, meaning they should be removed from the supply (unless there is a risk that the permission could lapse). Furthermore, additional sites identified through the emerging

Birkenhead 2040 Framework and wider Wirral Council discussions were included in the study where not previously identified or assessed.

- 9.5 Overall, this created a list of 81 sites to be assessed.
- 9.6 The scoring of sites helped with the analysis of whether sites should be included within the employment land supply for allocation in the Local Plan; retained in an overall portfolio of employment land (but not allocated in the Local Plan); or could be considered for release for alternative uses. As well as the quality of the sites, an assessment was also made of when during the Local Plan period, they might be developed, in 5-year intervals, with the more readily available actively promoted sites likely to come forward first.
- 9.7 GIS mapping software has also been used to create a comprehensive database of these sites for the Council to review and update; and undertake further detailed analysis if required. Area mapping was used to assess the overall site area as well as the Net Developable Area (NDA) taking into account challenges on the site which made certain areas undeliverable.

## Overall Overview

- 9.8 Overall, 81 sites were assessed across Wirral based on the categories set out above. These sites had a Gross Site area of 216 hectares and an NDA of 156 hectares, showing a significant overall land supply.
- 9.9 However, the quality of the sites also needs to be considered. The below table shows that a high proportion of the Net Developable Area (40.78% / 63.48 ha) are on sites of good or very good quality land, indicating a good proportion of overall supply. On the flip side close to half of the overall site area is considered poor or very poor, showing significant development challenges; with a smaller number of sites in the central average section.

**Table 9.1: Quality of Employment Sites, Wirral**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
Poor / Very Poor	22	89.67	75.49	48.50%
Average	34	46.95	16.69	10.72%
Good / Very Good	25	79.87	63.48	40.78%
Under development	2	4.67	0.00	0.00%
<b>Total</b>	<b>83</b>	<b>221.16</b>	<b>155.66</b>	<b>100.00%</b>

Source: Avison Young (2021)

- 9.10 The timing of delivery also shows a good level of early and medium availability, with this reducing in the later stages of the Local Plan period progresses:

**Table 9.2: Potential Delivery Timescales for Employment Sites, Wirral**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
0 – 5 years	40 *	74.12	53.96	34.67%
6 – 10 years	16 *	64.43	61.29	39.37%
10 – 15 years	7	48.25	38.76	24.90%
Existing Use	18	34.36	1.65	1.06%
<b>Total</b>	<b>83</b>	<b>221.16</b>	<b>155.66</b>	<b>100.00%</b>

Source: Avison Young (2021)

- 9.11 \* MEA Park delivery across sites 19 and 20 split over both 0-5 years and 6-10 years phases, areas across each time section included in Total Area and NDA columns, but sites not included in numbers of sites column.

## Sub-area Supply

9.12 As well as the overall analysis, we have also looked at the site on a sub-area basis using the same market areas as per the previous WELPS report (2017):

- Wirral Waters
- Birkenhead and Wallasey
- Bromborough
- Mid-Wirral
- West Wirral

9.13 The breakdown of sites assessed across the five areas is as follows:

**Table 9.3: Sub-Area Site Breakdown**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
Wirral Waters	10	38.48	23.78	15.28%
Birkenhead & Wallasey	48	81.10	53.04	34.07%
Bromborough	21	93.76	74.10	47.60%
Mid-Wirral	4	7.82	4.74	3.05%
West Wirral	0	0.00	0.00	0.00%
<b>Total</b>	<b>83</b>	<b>221.16</b>	<b>155.66</b>	<b>100.00%</b>

Source: Avison Young (2021)

9.14 The above table shows a significant level of supply across three main areas of Wirral Waters, Birkenhead & Wallasey and Bromborough. Contrary to this there is limited supply in Mid-Wirral and no supply at all in West Wirral. Whilst these are secondary areas it is important to consider the need to cater for any low-level demand in these locations.

9.15 However, it is also important to consider the quality of the sites within these areas rather than just the quantum. Therefore, we have analysed further the quality of the sites within each of those areas in the following sections.

### Wirral Waters

9.16 As with the previous WELPS report, Wirral Waters has been looked at separately to reflect its Enterprise Zone status and its specialist position within Wirral in terms of its large-scale redevelopment potential. The 2017 WELPS study identified sites in Wirral Waters that be treated differently due to their strategic nature; the subsequent ELOS report (2019) reviewed this status and

concluded that this was not the case across all of the sites and that a number of sites should instead be considered as part of the general employment supply. In the context of both the 2017 and 2019 evidence base, we have looked at the relevant Wirral Waters sites in their own section here, and where relevant based on their geographical location and/or strategic or general nature, have grouped them with other sites across the Birkenhead urban area.

- 9.17 Peel Property have outline planning permission for large-scale mixed-use development of commercial, residential, leisure, retail and education uses. Whilst in West Float there are also active proposals for a new large industrial and warehousing development entitled MEA Park. Therefore, there are significant proposals in this area of which the employment land identified of this study will play a critical part.
- 9.18 Wirral Waters only has a limited number of sites (10) assessed as part of this study. However, it is clear from the analysis, the quality of available sites. 86.96% of the sites are classed as Good or Very Good, showing an exceptional level of supply. The sites in Wirral Waters are in the main large sites on the waterfront previously linked to port uses at Birkenhead Docks, which is still an active dock. There is a large average plot size of 3.85 ha.
- 9.19 What is also evident from Table 9.5 is the speed with which this could be available. Three of these sites (Sites 18, 19 and 20) are part of the MEA Park proposals, which due to the size of the proposals to the size of the site and the quality of the proposed development is likely to take a significant period of time to deliver and has therefore been split between 0-5 years and 6-10 years as per the current proposals. The remainder of vacant available sites have limited constraints and could therefore feasibly be delivered within the first 5 years of the Local Plan. The displacement of existing businesses from the East Float area of Wirral Waters has potential to impact on the supply with 16.59 ha of land across 3 sites which would need to be re-provisioned if these sites were to come forward for development (proposed for residential-led mixed-use development in the Wirral Waters masterplan). These uses are linked to the docks and it is envisaged that this relocation will take up space within MEA Park.

**Table 9.4: Quality of Employment Sites, Wirral Waters**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
Poor / Very Poor	0	0.00	0.00	0.00%
Average	4	7.78	3.10	13.04%
Good / Very Good	6	30.70	20.68	86.96%
Under development	0	0.00	0.00	0.00%
<b>Total</b>	<b>10</b>	<b>38.48</b>	<b>23.78</b>	<b>100.00%</b>

Source: Avison Young (2021)

**Table 9.5: Potential Delivery Timescales for Employment Sites, Wirral Waters**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
0 – 5 years	5 *	14.77	14.16	59.55%
6 – 10 years	0 *	9.62	9.62	40.45%
10 – 15 years	0	0.00	0.00	0.00%
Existing Use	3	14.09	0.00	0.00%
<b>Total</b>	<b>10</b>	<b>38.48</b>	<b>23.78</b>	<b>100.00%</b>

Source: Avison Young (2021)

- 9.20 \* MEA Park delivery across sites 19 and 20 split over both 0-5 years and 6-10 years phases, areas across each time section included in Total Area and NDA columns, but sites not included in numbers of sites column.

## Birkenhead and Wallasey

- 9.21 The Birkenhead and Wallasey market area contains 46 sites; over half of all the assessed sites in Wirral. This is reflective of Birkenhead being the main market town within the Borough. The average gross plot size in the market area was 1.66 ha, though this is distorted by two large sites at Bidston Dock (Site 16 – 18.25 ha) and Cammell Laird South (Site 92 – 13.26 ha); without these two sites the average gross plot size lowers to just 1.02 ha. This is materially different to the much smaller

numbers but larger average plot sizes in Wirral Waters and Bromborough. Additionally, the market area is characterised by having a large proportion of average to poor quality sites, many of which are fully developed and featuring older premises that do not meet the demands of most modern businesses.

- 9.22 Many of the assessed sites in the market area were also significantly constrained by their small plot sizes and other issues such as remediation requirements and adjoining uses. However, 40% of the NDA is in Good or Very Good sites although this is again skewed by Site 92 – Cammell Laird South which accounts for 13.26 ha (63% of the Good or Very Good supply).
- 9.23 Birkenhead contains the main office location in Birkenhead Town Centre; with further investment planned, creating circa 300,000 sq. ft. of Grade A office space in the Birkenhead Commercial District.
- 9.24 Birkenhead has a number of large business locations, most notably Hamilton Park which contains a variety of medium and lower quality business units. However, this is a very active, well-occupied functioning employment area. This area is located immediately to the south of the proposed Wirral Waters development and there is likely to be significant change in this area which is being looked at in the Hamilton Park Neighbourhood Framework.
- 9.25 As well as Hamilton Park, Birkenhead Waterfront has a number of significant employment sites most notably in the Campbelltown Road area where there is significant amount of light industrial and retail warehouse units and the Cammell Laird shipyard. Further to this there is a large development site (site 92) which is being marketed as Ark Royal Business Park but is also of interest for expansion by Cammell Laird and has a Waste Allocation in the Joint Waste Local Plan on part of the site. Further north along the waterfront is an active office location with large public sector occupied office buildings, as well as Woodside Business Park which provides smaller office units which we understand to be well-occupied.

9.26 Full details of the site analysis in this sub-area are below:

**Table 9.6: Quality of Employment Sites, Birkenhead & Wallasey**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
Poor / Very Poor	14	37.06	26.72	50.38%
Average	22	22.57	5.35	10.09%
Good / Very Good	12	21.47	20.97	39.53%
Under development	0	0.00	0.00	0.00%
<b>Total</b>	<b>48</b>	<b>81.10</b>	<b>53.04</b>	<b>100.00%</b>

Source: Avison Young (2021)

**Table 9.7: Potential Delivery Timescales for Employment Sites, Birkenhead & Wallasey**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
0 – 5 years	21	11.95	9.56	18.02%
6 – 10 years	11	30.02	28.53	53.79%
10 – 15 years	3	20.60	13.30	25.08%
Existing Use	13	18.53	1.65	3.11%
<b>Total</b>	<b>48</b>	<b>81.10</b>	<b>53.04</b>	<b>100.00%</b>

Source: Avison Young (2021)

## Bromborough and Eastham

9.27 Bromborough is the second major employment location in Wirral after Birkenhead. In particular, it includes Wirral International Business Park which benefits from large well-occupied units and excellent road links. Bromborough is also home to some of the largest occupiers in Wirral most notably Unilever at Port Sunlight, as well as CSM Bakery Solutions, Meyer Group Ltd and Tulip Ltd which all have large premises within Wirral International Business Park.

9.28 Eastham is a secondary location in terms of employment development and is focused on more heavy industrial uses particularly around the Eastham Oil Terminal. The heavy uses in this location could

limit its ability to come forward for alternative uses particularly for sites within the COMAH Zone of the oil terminal.

- 9.29 There are two employment sites currently under construction in Bromborough by Redsun developments, site 75 is a close to completion – a development of 3 large industrial units totalling 10,175 sq. m.; whilst Redsun have recently started on site at site 69 constructing a further 4,521 sq. m. across 5 industrial units. This shows a significant amount of investment in the Bromborough area, although we understand a degree of gap funding has been required to bring these sites forward. As these are completed, they will be taken out of the employment land supply but show a good quality of available units.
- 9.30 However, employment sites in Bromborough are also under significant pressure from alternative uses, in particularly residential. Residential values in Bromborough are significantly higher than other parts of eastern Wirral with recent newbuild developments such as Kings Hill by Bellway and Stanley Gardens by Morris Homes achieving average values of £250-£260 per sq. ft. With this in mind, there is significant interest in pursuing residential development on employment sites in the Bromborough area. There are currently pre-application discussions ongoing for residential development on seven of the sites assessed in this study (sites 61, 64, 66, 67, 68, 78 and 79). Whilst there is a clear need for residential development in Wirral, and one of the key strategies of the emerging Local Plan is a brownfield first approach for housing, it is important this is weighed against the needs for the retention of this as an important business location in Wirral.
- 9.31 Bromborough has the largest average gross site area of 4.46 ha. However, in terms of the quality of sites, Bromborough has a lower overall quality than the sites around Wirral Waters and Birkenhead, This is mainly linked to the poor quality ground conditions linked to previous heavy uses, as well as a number of smaller sites which are more challenging to bring forward. Despite this there are still 22 ha of Good quality sites for development. The expected timing of delivery is pretty evenly spread across the course of the Local Plan reflecting the varying levels of challenges across different sites in the area.

**Table 9.8: Quality of Employment Sites, Bromborough & Eastham**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
Poor / Very Poor	8	52.61	48.77	65.82%
Average	4	8.78	3.50	4.72%
Good / Very Good	7	27.70	21.83	29.46%
Under development	2	4.67	0.00	0.00%
<b>Total</b>	<b>21</b>	<b>93.76</b>	<b>74.10</b>	<b>100.00%</b>

Source: Avison Young (2021)

**Table 9.9: Potential Delivery Timescales for Employment Sites, Bromborough & Eastham**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
0 – 5 years	11	40.68	26.60	35.90%
6 – 10 years	4	23.69	22.04	29.74%
10 – 15 years	4	27.65	25.46	34.36%
Existing Use	2	1.74	0.00	0.00%
<b>Total</b>	<b>21</b>	<b>93.76</b>	<b>74.10</b>	<b>100.00%</b>

Source: Avison Young (2021)

## Mid-Wirral

- 9.32 The Mid-Wirral market area covers the settlements of Greasby, Moreton, Upton and Woodchurch. However, on review of the sites analysed in the previous WELPS report, only 4 sites remain of interest for analysis within this report. All four of these sites are in the Moreton area with no sites assessed in the other areas. This is reflective of these being predominantly residential locations with limited employment areas.
- 9.33 Three of the four industrial sites are to the east of Premier Foods, and two are within the site boundary although undeveloped. The final site is within Tarran Industrial Estate; this is a well occupied estate with limited available sites, bar site 86, on the north-eastern corner fronting the A551.

The assessment of these sites had them all as rated as 'Average' linked to this being a secondary market location in Wirral, but with limited other development constraints on these sites.

- 9.34 The main industrial area in Upton is along Arrowse Brook Road. The majority of this area is well occupied small business units on Wirral Business Park or larger units on Champions Business Park. The one large site on the western side of the Arrowse Brook Road complex has recently been granted planning permission for redevelopment for residential and so this has been taken out of this analysis from the previous report. There are no other obvious development sites in this area.
- 9.35 It is envisaged that all of these sites would be retained for employment use given the limited supply of land in the area and it is important that what is available is protected.
- 9.36 Details of the site assessment outcomes in Mid-Wirral are contained in the tables below:

**Table 9.10: Quality of Employment Sites, Mid-Wirral**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
Poor / Very Poor	0	0.00	0.00	0.00%
Average	4	7.82	4.74	100.00%
Good / Very Good	0	0.00	0.00	0.00%
Under development	0	0.00	0.00	0.00%
<b>Total</b>	<b>4</b>	<b>7.82</b>	<b>4.74</b>	<b>100.00%</b>

Source: Avison Young (2021)

**Table 9.11: Potential Delivery Timescales for Employment Sites, Mid-Wirral**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
0 – 5 years	3	6.72	3.64	76.79%
6 – 10 years	1	1.10	1.10	23.21%
10 – 15 years	0	0.00	0.00	0.00%
Existing Use	0	0.00	0.00	0.00%
<b>Total</b>	<b>4</b>	<b>7.82</b>	<b>4.74</b>	<b>100.00%</b>

Source: Avison Young (2021)

## West Wirral

- 9.37 West Wirral covers the rural parts of Wirral and the main residential areas of Hoylake, Heswall and West Kirby. In the previous WELPS report, 6 sites were assessed in West Wirral. However, 5 of these sites were very small (under 0.2 ha) and these have therefore been excluded from the updated analysis, The final site around Clatterbridge Hospital was analysed in the previous report but has been excluded from the employment land supply due to being in the Green Belt.
- 9.38 The main employment area in West Wirral is Carr Lane Business Park in Hoylake. This is well occupied by small scale uses as well as a large office and training complex occupied by Scottish Power. Upon inspection this was well occupied with no available sites for development.
- 9.39 Therefore, no individual sites have been assessed in West Wirral which is reflected in the table below. Were sites to come available particularly in Carr Lane Business Park then it would be important that these sites are protected, otherwise this would risk the complete loss of employment space in West Wirral.

**Table 9.12: Quality of Employment Sites, West Wirral**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
Poor / Very Poor	0	0.00	0.00	0.00%
Average	0	0.00	0.00	0.00%
Good / Very Good	0	0.00	0.00	0.00%
Under development	0	0.00	0.00	0.00%
<b>Total</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>

Source: Avison Young (2021)

**Table 9.13: Potential Delivery Timescales for Employment Sites, West Wirral**

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA (%)
0 – 5 years	0	0.00	0.00	0.00%
6 – 10 years	0	0.00	0.00	0.00%
10 – 15 years	0	0.00	0.00	0.00%
Existing Use	0	0.00	0.00	0.00%
<b>Total</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>

Source: Avison Young (2021)

## Good sites analysis

9.40 Avison Young have undertaken a more detailed analysis of the Good and Very Good sites; looking to categorise these into certain groupings based on their opportunities and constraints. Full details of this analysis is contained in Appendix 6, but the below lists the top 2 categories of sites which will be the most vital in delivering employment land supply.

### Group 1 - Very Good Sites

9.41 A site has been classed as Very Good if it scores Good or Very Good in all six categories. The following sites meet those criteria:

**Table 9.14: Very Good Sites**

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
28	Twelve Quays Morpeth Waterfront	B'head & W'sey	1.58	1.58	0 - 5 years	Very Good
48	Former Rank Bingo	B'head & W'sey	0.26	0.00	0 - 5 years	Very Good
69	Land at Riverbank Road	Bromb & Eastham	1.56	0.00	Under Development	Very Good
74	Former Spectrum Adhesives	Bromb & Eastham	2.35	2.35	0 - 5 years	Very Good
75	Riverview Road - East of Tulip	Bromb & Eastham	3.11	0.00	Under Development	Very Good
76	Tulip Expansion	Bromb & Eastham	2.05	2.05	0 - 5 years	Very Good
<b>Total</b>			<b>10.91</b>	<b>5.98</b>		
<b>Total excluding sites under development</b>			<b>6.24</b>	<b>5.98</b>		

Source: Avison Young (2021)

- 9.42 **Twelve Quays Morpeth Waterfront** – The site is a vacant site in the Twelve Quays development. The northern part of the site is in Flood Zone 2/3, but with few other development constraints. We understand the site is being considered for lorry parking for the ferry terminal immediately to the north, but this site could provide an excellent site for business development in line with the well occupied business units immediately to the west of the site.
- 9.43 **Former Rank Bingo** - The site is currently used as a surface level car park for people using the town centre and has a Key Town Centre designation on the UDP. However, the site has previously been assessed for employment use and has little development constraints and is in an established employment area to the east of the Town Centre. There is an approved planning permission for this site for a mixed-use ground floor space with apartments above, and therefore it is assumed that this will come forward for these uses and the site will be taken out of the employment land supply.
- 9.44 **Land at Riverbank Road** – Rectangular site located on Riverbank Road, in an established industrial location with large industrial units to all sides. The site is currently under development, by Redsun delivering 4,520.78 sq m of industrial space across 5 units (planning ref: APP/19/01066) and therefore will be taken out of the employment land supply.
- 9.45 **Former Spectrum Adhesives** - Large, square, flat site located next to Croft Retail Park. There are no known development constraints on this site, although it is recognised that the previous use could lead to contamination issues. However, the size, shape and location make it an attractive development site, either for commercial use or as an expansion of Croft Retail Park.
- 9.46 **Riverview Road – East of Tulip** – Rectangular site to the east of the Tulip factory. Site is fully developed and being marketed to let by Legat Owen, delivering 3 large units totalling 10,175 sq m under planning ref: APP/19/00084 and therefore will be taken out of the employment land supply.
- 9.47 **Tulip Expansion Site** – Site to the north of the Tulip factory but within the Tulip's ownership. We understand the site is being retained for future expansion, but the site is capable of being accessed independently and if it were to become available it would be an attractive site given the size, connectivity and recent activity in the local area.

### **Group 2 – Motorway Access but some Development Constraints**

- 9.48 The below sites are similar in scoring to some of the other Good sites with the one advantage being their proximity to the M53 giving them a better score in terms of Strategic Road Access making them potentially more attractive sites than other Good Sites and making them a priority for retention and development. They do however have some constraints which would need to be addressed which keeps them out of the Very Good category:

**Table 9.15: Good Sites with Excellent Motorway Access**

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
19	Former Mobil Oil	Wirral Waters	8.84	8.84	0 - 5 years (4HA) 6 - 10 years (4.84 HA)	Good
20	MEA Park	Wirral Waters	10.78	10.78	0 - 5 years (6HA) 6 - 10 years (4.78)	Good
88	North Cheshire TE - North of KCTS	B'head & W'sey	0.45	0.45	0 - 5 years	Good
89	North Cheshire TE - South of Halliday Funeral Supplies	B'head & W'sey	0.13	0.13	0 - 5 years	Good
<b>Total</b>			<b>20.20</b>	<b>20.20</b>		

9.49 *Source: Avison Young (2021)*

9.50 **Former Mobil Oil** – This is a large development site in West Float, with a large former Mobil Oil building on site. The previous use leads to potential contamination issues, but we understand work is taking place to resolve this. The site is a good development site subject to the contamination issues and is identified as being part of the proposed MEA Park development.

9.51 **MEA Park** - This is a large development site in West Float and forms the eastern part of the proposed MEA Park development. The sites shape, location and topography make it an attractive development site, with the only concern being potential issues with land condition linked to the previous dock use.

9.52 **North Cheshire Trading Estate – North of KCTS** – Long rectangular site off Prenton Way, forms one of two available development plots in North Cheshire Trading Estate. The good motorway proximity makes this an attractive development plot; however, the level of vegetation and slight undulation of topography does give some development issues to address.

9.53 **North Cheshire Trading Estate – South of Halliday Funeral Supplies** – Small, square site off Prenton Way, forms one of two available development plots in North Cheshire Trading Estate. The good motorway proximity makes this an attractive development plot; however, the level of vegetation and relatively small plot size does give some development issues to address.

## Employment Areas

9.54 As well as the individual site assessment above, we have also inspected each of the identified employment areas included within the previous WELPS report to understand the overall picture for each of these areas in terms of quality of buildings, types of occupiers and the overall performance in

terms of vacancy levels and marketing. This gives a more general overview of how each of these areas are performing and any areas of concern within the Wirral employment area.

- 9.55 In line with the previous analysis these employment areas have been broken down into 5 categories: Flagships, Narrow Band Areas, Key Employment Areas, Key Local Areas and De-allocate and/or release for mixed use. A brief description of each of these areas taken from the previous WELPS report is as follows:

**Table 9.16: Employment Area Categorisation**

Type	Typical Characteristics
<b>Flagships</b>	Sites of scale, location and setting, capable of being broad business park developments competing for investment in the regional/sub-regional marketplace. These are prime sites for marketing to a cross-section of users – including new inward investments into the Borough. They can also meet the needs of image-conscious, aspirational companies already located in the area. They may be B1, B2 or B8 in nature.
<b>Narrow Band Areas</b>	Key developments where the sites, their locations and environment are promoted for a narrow range of uses. It may be that only a part of a larger site is allocated to this activity. In other cases, it may be prudent to dedicate the whole site to this narrow band use. Often, they are high technology / key growth sector related.
<b>Key Employment Areas</b>	Sites with an influence over the whole of the study area, geared to serving the needs of indigenous industry. They are likely to be of a size to create presence and able to accommodate a range of uses, but more suited to B2 and B8 activity.
<b>Key Local Areas</b>	Sites that offer employment opportunities within specific local areas. In most instances their role will be to meet the expansion needs of indigenous companies or to accommodate local start-ups. They tend to focus on use classes B1c, B2 and B8.
<b>De-allocate and/or release for mixed use</b>	Existing employment site to be released from the employment land supply

Source: Lichfields, WELPS (2017)

- 9.56 We have summarised these Employment Areas on a sub-area basis as per the analysis above.

### Wirral Waters

- 9.57 Wirral Waters is a nationally significant development area with significant ongoing and planned development particularly around East Float and MEA Park. The below table summarises the various Employment Areas within Wirral Waters.

**Table 9.17: Wirral Waters Employment Area Classification**

Employment Area	Commentary	Employment Sites Assessed
<b>Flagships</b>		
West Float	Large area forming the western half of within the Wirral Waters Enterprise Zone. The majority of the area is vacant or underutilised former dock land which will form the new MEA Park development. To the east of the MEA Park development is an estate of large dock related industrial units which functions well with limited noticeable vacancy. Parts of West Float remain in operational port use, including United Molasses Terminal and the quayside east of Gilbrook Basin. In addition, there is a large graving dock between the MEA Park and former Mobil Oil sites which is utilised by Cammell Laird for ship storage and repair which it is proposed to retain as such.	13, 18, 19, 20
East Float	Large regeneration area, with outline planning permission for up to 13,000 dwellings and 422,757 sq. m. of B1 floorspace. Some activity has already started with residential development on the North side of East Float and the Maritime Knowledge Hub and an office development due to come forward on Tower Road at the eastern end of Wirral Waters. In order for further sites to come forward at Sky City or Vittoria Studios/Marina View, significant existing occupiers would need to be relocated. These currently occupy a mix of large industrial units of varying quality on the southern side of East Float. Other areas of East Float are cleared dock sites which could more readily come forward.	22, 23, 24, 25, 27
<b>Narrow Band Areas</b>		
Twelve Quays	An element of the Twelve Quays estate is within the Wirral Waters Enterprise Zone. There is a single vacant site with an undetermined planning application for a petrol station but could have potential for alternative uses linked to Wirral Waters and Twelve Quays. The site is rated as Good in this employment land study.	26
<b>Key Employment Areas</b>		
N/A		
<b>Key Local Areas</b>		
N/A		
<b>De-allocate and/or release for mixed use</b>		
N/A		

Source: Avison Young (2021)

### Birkenhead and Wallasey

9.58 Birkenhead has a wide range of industrial area, with a number of smaller industrial estates across the town. This manifests itself in a varying degree of quality and opportunity across the area. Many of the areas are categorised by low quality industrial units paying low rent, although there are smatterings of higher quality units in certain areas. Birkenhead is also where the majority of office development is particularly around Birkenhead Town Centre, although these are mainly aged and of low quality, albeit this is likely to change with the Birkenhead Commercial District. Most of Wallasey's employment land and premises are in two areas – the zone between Dock Road and the Wallasey Tunnel approach

road otherwise known as “Northside” and separately at the Cross Lane Industrial Estate. The below table summarises the various Employment Areas within Birkenhead and Wallasey.

**Table 9.18: Birkenhead & Wallasey Employment Area Classification**

Employment Area	Commentary	Employment Sites Assessed
<b>Flagships</b>		
Birkenhead Town Centre	Birkenhead Town Centre is the main office location in the Wirral. While there are more recent office developments along Europa Boulevard, and for the Contact Company on Grange Road East, there are a predominance of older lower quality buildings in Birkenhead town centre, many occupied by the public sector. Hamilton Square’s grade 1 listed buildings were once popular as offices, but many are now reverting to their original residential use. However, proposals for the Birkenhead Commercial District from the Wirral Growth Company could change this with circa 300,000 sq. ft. of new office space proposed in the Town Centre along with new residential development to drastically change the town centre.	45, 46, 47, 48
<b>Narrow Band Areas</b>		
Twelve Quays	Twelve Quays is a well-occupied industrial area as well as having a busy ferry terminal. Therefore, any future uses need to consider the success of this key transport node into the area. Part of the Twelve Quays area is within the Wirral Waters Enterprise Zone area. The current commercial buildings in this area are generally of high quality.	28
Cammell Laird	Large industrial area focussed around the Cammell Laird shipyard. To the western half of the area is a functioning industrial estate combined of a mix of light industrial units and retail warehousing. On the northern end of the area is Priory Industrial Estate which is of slightly lower quality to the surrounding area as well as being located next to the Grade I Listed Priory, which would require to be protected if any development took place nearby. Due to the heavy nature of activity at Cammell Laird and its importance as a key employer in the Wirral; it is likely that this will restrict the uses that can be developed nearby. There is one large site immediately to the south of Cammell Laird (Site 92) which is being marketed as Ark Royal Business Park but is also under consideration for Cammell Laird expansion as well as having a Waste Local Plan allocation on the southern half of the site, showing the potential conflicting future development interests for this site.	92
<b>Key Employment Areas</b>		
Scotts Quay	The Scotts Quay area as identified in the Birkenhead 2040 Framework has a number of large occupiers in the areas east of Birkenhead Road close to the Waterfront including CETCO, the Emergency Services Training Centre, Orsted and United Molasses. The western half has smaller businesses offering a variety of commercial uses in generally low quality, low rent environments.	1, 2, 3, 4, 5, 6,
Northside	Area on the northern side of Birkenhead Docks either side of Dock Road. The southern side of Dock Road east of Duke Street comprises two listed mills converted for residential use with cleared sites either side currently being remediated to enable further residential development as part of the Northbank element of Wirral Waters. To the north of Dock Road, the area known as Northside is made up of generally lower-quality commercial units, or underutilised or vacant	7, 8, 9, 10, 11, 12, 14

Employment Area	Commentary	Employment Sites Assessed
	land used for storage of vehicles or products. The Council-owned Wirral Business Centre on the corner of Dock Road and Gorse Lane provides managed workspaces.	
Hamilton Park	Large well occupied commercial area in between Wirral Waters and Birkenhead Park. This area has a large number of small, low quality commercial units, occupied by small, local businesses. Whilst the buildings are low quality this is an active industrial area, likely due to the low rent for these buildings. This area is subject to the Hamilton Park Neighbourhood Framework.	29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 94
Birkenhead Waterfront	Birkenhead Waterfront has a number of large offices occupied by public sector tenants and a collection of smaller offices within Woodside Business Park and the Cheshire Lines Building. At the northern end of the area is Birkenhead Wastewater Treatment Works which may impact the types of uses possible immediately around this site. Overall, the area does not do enough to reflect its waterfront location or its proximity to Hamilton Square and Birkenhead Town Centre. The area is subject to the Birkenhead Waterfront Neighbourhood Framework.	39, 40, 41, 42, 43, 44
North Cheshire Trading Estate	Very popular trading estate adjacent to Junction 3 of the M53. It is large in size with a range of local businesses in units of varying in age and quality, alongside larger occupiers such as Scottish Power Energy Networks and non-industrial uses (Total Fitness and McDonalds) on plots closest to the motorway junction. However, there are only a couple of small development plots available within the estate, which is reflective of the high level of occupation and popularity of this estate.	88, 89, 93
<b>Key Local Areas</b>		
Valley Road Industrial Estate	Well occupied industrial estate, with large, relatively modern industrial and distribution units. The site is well occupied with residential development to the south and west with a buffer area in between. The site has good road access close to Junction 1 of the M53 and therefore it is envisaged that this area will remain in this use for the foreseeable future, with part of the estate previously occupied by Appreciate Group (formerly Park Hampers) having just been sold to a joint venture partnership who intend to reposition the site as a multi-let industrial estate. There is one development site to the west in Council ownership which could be accommodated into an expansion of the estate.	15
Argyle Industrial Estate	A relatively modern, high-quality industrial estate located just south of Birkenhead Town Centre before a transition into a residential area, the site is well managed and set back off the B5147 with a high level of occupancy.	
Russell Road Industrial Estate	Well occupied industrial estate, units are generally medium to low quality with limited vacancy. Located within a primarily industrial area, it has good access to the A41 within proximity to Birkenhead and Bromborough.	
Cross Lane Industrial Estate	Industrial estate marking the only major commercial location in Wallasey. The site is poorly accessed down narrow roads with the need to pass residential development to the north. However, the site is fully occupied by a mixture of uses, albeit many are not B-class uses such as Jewson's and West Wallasey Van Hire. with no development sites currently. The high level of occupancy suggests the estate is working, albeit not necessarily for B-class uses. Given this is the only	

Employment Area	Commentary	Employment Sites Assessed
	major employment location in Wallasey, it should be safeguarded despite the low-quality environment and access.	
De-allocate and/or release for mixed use		
Bidston Dock	Large area on the western end of Wirral Waters. This is a mixture of infilled former dock and cleared adjacent sites. There is understood to be ground condition issues (particularly in the infilled dock) and so there is likely to be significant challenges to bringing this area forward and therefore alternative more viable uses may be able to resolve these challenges better. This is subject to decant requirements being met elsewhere as this is one of the largest assessed sites in Wirral.	16, 17
Hind Street	The majority of this area is vacant land owned by National Grid. However, this site has been undeveloped and vacant for a number of years and is unlikely to come forward for commercial development. While some remediation has taken place in connection with the decommissioning of gas infrastructure, there may be further ground condition issues to address. The area north of Hind Street has a variety of commercial uses, such as garages, scrapyards and van storage plus a large former station site owned by Ion Developments but is constrained by the Mersey Tunnels and Town Link flyovers. This area is subject to the Hind Street Neighbourhood Framework which is promoting it for a new high-quality residential neighbourhood. Due to the lack of development in this area it is therefore proposed that it is taken out of the employment land supply and promoted for alternative uses.	49, 50, 51, 52, 53, 54, 55, 56, 57, 58

Source: Avison Young (2021)

### Bromborough & Eastham

- 9.59 Bromborough has the largest industrial estate in Wirral, Wirral International Business Park; as well as other major employment areas in this part of Wirral such as Port Sunlight and Eastham Dock Estate. Bromborough has also seen recent investment by Redsun Developments into new commercial space in this area. However, in common with the rest of the Borough there are viability challenges for speculative industrial development, with the Redsun developments requiring gap funding as well as pressures from residential development. Whilst having a significant number of large occupiers and some new developments, there are also quite a large amount of vacant land which has not come forward for development for a number of years and has issues such as contamination linked to previous uses.
- 9.60 This is a flagship development in the Wirral with significant large occupiers including CSM Bakery Solutions, Meyer Group Ltd and Tulip Ltd as well as many smaller occupiers. There are also a decreasing number of vacant, undeveloped sites. And so, whilst Wirral International Business Park needs to be protected as a whole, there is potential for some of the more challenging sites to be released for alternative uses whilst protecting the area as a whole.

9.61 The below table summarises the various Employment Areas within Bromborough and Eastham.

**Table 9.19: Bromborough & Eastham Employment Area Classification**

Employment Area	Commentary	Employment Sites Assessed
<b>Flagships</b>		
Port Sunlight	Port Sunlight is the home of Unilever Plc, which has a vital economic role within the Wirral in terms of employment and prestige, with research facilities located in the area, west of Bromborough Road, part of which is now surplus to requirements and being promoted for housing. The main Unilever complex between Bromborough Road and the A41 is self-contained and Unilever have indicated that they wish to retain surplus land for their own potential future expansion.	61
Wirral International Business Park	This is a flagship development in the Wirral with significant large occupiers including CSM Bakery Solutions, Meyer Group Ltd and Tulip Ltd as well as many smaller occupiers. The estate is well established with the necessary infrastructure. There has also been recent investment by Redsun Developments into new commercial space in this area. However, as with the rest of the Borough there are viability challenges with the Redsun developments requiring gap funding. There are also a significant albeit decreasing number of vacant, undeveloped sites some with potential remediation challenges linked to the previous heavy uses on site. And so, whilst Wirral International Business Park needs to be protected as a whole, there is potential for some of the periphery sites to be released for alternative use.	62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79
<b>Narrow Band Ayreas</b>		
Eastham Dock Estate	The Eastham Dock Estate fronts directly on to the Manchester Ship Canal to the southeast of the Borough. The area is characterised by heavy uses linked to the ports and the Eastham Oil Terminal. Any development sites are likely to have significant remediation constraints and there is likely to be restrictions on the types of developments which can come forward due to the COMAH Zone around the oil terminal. A site at North Road (included in the assessment) has recently secured outline planning permission for Peel for 500,000 sq ft of B2/B8 plus ancillary B1a floorspace.	80, 81
<b>Key Employment Areas</b>		
N/A		
<b>Key Local Areas</b>		
N/A		
<b>De-allocate and/or release for mixed use</b>		
N/A		

Source: Avison Young (2021)

**Mid-Wirral**

- 9.62 Mid-Wirral covers the settlements of Greasby, Moreton, Upton and Woodchurch. This is a predominantly residential location which is reflected in the limited number of sites assessed in this area. There are however, three main industrial areas.
- 9.63 Premier Foods is the largest employer in this area with a significant manufacturing complex in Moreton with further large commercial units to the east. There are a number of development sites in between the two within Premier Foods ownership and are therefore reliant on them bringing them forward.
- 9.64 The two other main estates are Tarran Industrial Estate and Arrowe Brook Road. These estates are well occupied with a mixture of units and uses, and limited development sites. There has also been pressure and the loss of sites for residential development around Arrowe Brook Road in particular.
- 9.65 The below table summarises the various Employment Areas within Mid-Wirral.

**Table 9.20: Mid-Wirral Employment Area Classification**

Employment Area	Commentary	Employment Sites Assessed
Flagships		
N/A		
Narrow Band Areas		
N/A		
Key Employment Areas		
Moreton	Employment Area dominated by the large Premier Foods production facility, plus a number of other large facilities occupied by MerseyCare Transport Services and BMS Pharmaceuticals to the East. These large occupiers show the relative success of this as an employment location with good links to the residential population and transport links to the wider country. However, there has been a reduction in occupation in this area recently with the former Burtons Biscuits site released for housing. Furthermore, there are a number of large development sites, two of which are under the ownership of Premier Foods which may impact how these come forward.	83, 84, 85
Key Local Areas		
Tarran Industrial Estate	Industrial estate in Moreton immediately to the west of Premier Foods with good transport links directly off the A551. The industrial estate is characterised by medium to low quality units with a mix of local and national occupiers. The majority of units are B-class although there is an element of trade counter/retail warehousing with occupiers such as Screwfix and Moreton Tiles. The estate is well occupied with limited development opportunity, bar one site fronting the A551 at the northern entrance to the estate.	86
Arrowe Brook Road	The main industrial area in Upton is along Arrowe Brook Road. The majority of this area is well occupied small business units on Wirral Business Park or larger units on Champions Business Park (which is the former Champion Spark plugs factory, sub-divided into multiple units). The one large site on the western side of the Arrowe Brook Road complex has recently been granted planning permission for redevelopment for residential and so this has been taken out of this analysis from the previous report.	
De-allocate and/or release for mixed use		
N/A		

Source: Avison Young (2021)

### West Wirral

- 9.66 West Wirral is predominantly rural as well as the settlements of Hoylake, Heswall and West Kirby. Like in Mid-Wirral this is a predominantly residential location, and this is reflected in the fact that there were no sites to be assessed in West Wirral as part of this employment land study.
- 9.67 There is only one key employment location in West Wirral located outside the Green Belt, the Carr Lane Industrial Estate in Hoylake. This is a well occupied estate and as such had no vacant sites to assess but should be protected as an employment location going forward.

9.68 Other employment locations in west Wirral are in the Green Belt and are mostly non-B class uses, most notably Clatterbridge Hospital. The Green Belt designation means that it is not possible to determine the suitability of the site for a particular type or form of development and it would not be appropriate to include Clatterbridge Hospital within the Borough’s employment land supply.

9.69 The below table summarises the various Employment Areas within West Wirral.

**Table 9.21: West Wirral Employment Area Classification**

Employment Area	Commentary	Employment Sites Assessed
Flagships		
N/A		
Narrow Band Areas		
N/A		
Key Employment Areas		
N/A		
Key Local Areas		
Carr Lane Industrial Estate	Industrial estate in Hoylake located next to Hoylake station and the A540. The estate is well occupied with low quality commercial uses apart from one large office and training facility occupied by Scottish Power. There are no development sites currently available. As the only large B class employment area in West Wirral the site should be protected for employment use.	
De-allocate and/or release for mixed use		
Clatterbridge	Area around Clatterbridge Hospital. Located close to Junction 4 of the M53. However, there are no existing B class employment uses in the area. Surplus land at this site was held for expansion purposes by the NHS for many years, following the previous clearance of former ward buildings. However, this land has recently been sold to Homes England. The Green Belt designation means that it is not possible to determine the suitability of the site for a particular type or form of development and it would not be appropriate to include Clatterbridge Hospital within the Borough’s employment land supply.	

Source: Avison Young (2021)

## 10. Conclusions and Recommendations

### Bringing Demand and Supply Together

- 10.1 In Section 8, Avison Young have undertaken detailed analysis of various metrics to understand the estimated demand for employment space across the Borough over the period of the Local Plan. Table 10.1 below, which is repeated from the analysis in Section 8, sets out an overall land requirement of 49 hectares across the three main B-class sector types:

**Table 10.1: Employment Land Requirement by Use Type, 2040**

Change 2020-2040 (B Class Only)	Economic Capacity Impact
Land (Ha)	49.0
Office (B1a)	3.7
Other Business Space (B1b/c, B2)	20.2
Warehouse (B8)	25.0

Source: Avison Young (2021)

- 10.2 Despite the overall figure presented above it should be noted that, over the forecasting period, different amounts of land will be required at different times and therefore careful consideration of the land portfolio is needed.
- 10.3 Given this context, and the decreasing levels of certainty long term forecasts provide (particularly in such challenging times in the UK); it is recommended that future land requirements are reviewed regularly (at least every 5 years) to ensure the most appropriate portfolio of sites is protected across the lifetime of the plan.
- 10.4 However based on the analysis in this report of information available at the time of writing, in line with the NPPF/NPPG, the 49 ha is the most appropriate figure to plan for, given it does include some headroom by way of windfall and churn allowances built into the forecasts. The Council if it so wishes, could choose to increase this headroom to help manage current uncertainty. The 2017 WELPS Report utilised Liverpool City Region SHELMA data to arrive at an employment land requirement of between 57 and 130 ha over the period 2012 to 2037 and a requirement of 34 to 78 ha over the previous analysed Local Plan period, 2018 to 2037. This updated figure is towards the bottom end of the previous Local Plan period requirement and therefore shows the analysis in this study has indicated a smaller need than previously anticipated.

- 10.5 However, it is important not to over-allocate land in areas with plentiful supply as this creates the risk of diluting the market and leaving land vacant which could come forward for alternative uses. Furthermore, any excess demand may be accommodated through intensification of use on existing or new development sites. We have discussed how this might be achieved in the Future Accommodation section below.
- 10.6 Reviewing this demand data against the overall portfolio of employment sites reviewed for this study from Section 9, it is clear that currently there is a potential excess amount of supply to cater for the demand set out in Table 10.1. The 2017 WELPS report highlighted 143.6 ha of developable employment land within Wirral. However, this figure was reduced by the ELOS to 130.8 ha. This report has subsequently further reviewed in Section 9 the employment land supply; taking into account new development sites coming forward as part of the Birkenhead 2040 Framework and has an updated increased land supply of 155.7 ha, significantly higher than the 49.0 ha required from Table 10.1.
- 10.7 However, it must be noted that these sites provide a mix of quality and have greater and lesser challenges for delivery, and some are not currently vacant, are under development or already benefit from planning permission for industrial/businesses uses. In addition, some of the more difficult sites may not come forward in the Local Plan period. These sites would not normally be proposed for inclusion in a deliverable employment land supply for allocation in a Local Plan.
- 10.8 With this in mind particular focus should be given to the sites with an overall rating of 'Good' and 'Very Good' in the analysis as these are the sites which can most readily come forward. Even so, there are 63.5 ha NDA of sites rated as 'Good' or 'Very Good', still higher than the 49.0 ha of demand.
- 10.9 This indicates that no 'Average', 'Poor' or 'Very Poor' sites would be required to deliver the required levels of employment development over the Local Plan period. In fact, not even all of the 'Good' sites are required, and consideration could be given for the release of certain sites for alternative uses, where appropriate.
- 10.10 Another important point to note about the 'Good' and 'Very Good' sites are all located in the three sub-areas of Wirral Waters, Birkenhead and Bromborough. None of the best sites are located in Mid or West Wirral or Eastham (secondary location within the Bromborough & Eastham sub-area). Therefore, this shows the potential reliance on effectively two locations given Wirral Waters is effectively part of Birkenhead (although assessed separately in this study due to its strategic significance). This needs to be considered as part of the Strategy for Allocation and Release below.

## Strategy for Allocation and Release

- 10.11 The above analysis has highlighted the level of demand for employment land estimated over the Local Plan period and that there is ample potential supply of employment development sites to accommodate this development. In considering which sites should be included in the deliverable supply for allocation in the local plan, it is also important to consider, in line with para 120 of the NPPF, whether there is a reasonable prospect of a planning application coming forward on those sites which have formed part of the employment land supply for many years, including those allocated for employment use in the Wirral UDP (adopted in 2000) which have remained undeveloped. If land is not required for employment development, then the Council should consider through the Local Plan process whether it has potential for alternative uses.
- 10.12 However, it is important that this does not mean the loss of all of the best employment sites. Many of the sites in the supply analysis have significant constraints which may hinder them coming forward in an appropriate timeframe. Furthermore, there are viability challenges for all development types, which is only going to be exacerbated by site challenges. Therefore, it is important that the best sites are protected to facilitate high quality employment development within the region.
- 10.13 In looking at the strategy for allocation of sites for employment use, it is recommended that this is on the basis of the following over-arching principles:
1. Protection of highest quality sites for employment development
  2. Protection of employment sites in secondary locations
- 10.14 Outside of these two core principles there should be other considerations when looking at sites for allocation:
1. Consideration of whether sites have a specific strategic importance.
  2. Not allocating sites under construction or with planning permission, unless there is a risk the planning permission could lapse.
  3. Applying a site threshold to only allocate sites that would delivery meaningful development. A suggested threshold of 0.5 ha could be considered.
  4. Expansion land could be allocated where the site can be separately accessed.
  5. Mixed use sites where the split of uses is unclear would not be put forward for allocation.
- 10.15 When looking at site allocations, consideration needs to be given to the updated Use Classes Order. Given the removal of B1 uses This means that employment land allocation is only for B2/B8 uses and not for previous B1 uses. This report has already set out that the office requirement is likely to be

accommodated in the existing pipeline developments in Birkenhead Town Centre and Wirral Waters and no more B1 use is likely to be required; and so it is really B2/B8 uses that will require the land allocation for delivery.

### **Protection of Highest Quality Sites for Employment Development**

- 10.16 Table 10.1 highlights the need for 49.0 ha of land across the various B-class uses. Below we have undertaken analysis into the optimal location for these different use types based on core site characteristics. This analysis indicates that Birkenhead and Bromborough are the optimal locations for most of these use types.
- 10.17 As Birkenhead and Bromborough have also been identified as the location of the best development sites, it is important that the best development sites are protected within these locations. As discussed above there is 63.5 ha of 'Good' or 'Very Good' employment land in Birkenhead (including Wirral Waters) and Bromborough of which to accommodate the 49.0 ha of demand so not all may need to be allocated.
- 10.18 We have broken this down further, based on the Good Sites Analysis in Appendix 6. If we just look at the top two levels of sites within this analysis, the Very Good Sites and the Good Sites with Motorway Access, then these sites would deliver 26.2 ha of NDA. It is therefore envisaged that all of the sites which make up this figure would be considered for allocation for employment (B2/B8 uses).
- 10.19 The remaining 22.8 ha required should be taken out of the 34.7 ha of NDA in the other Good Sites not in these first two categories. It is outside the scope of this study to decide exactly which of these sites should or should not be allocated. It is therefore up to the Council to consider the findings of this study alongside other evidence base studies to finalise the site allocations.

### **Protection of Employment Sites in Secondary Locations**

- 10.20 As discussed above, as a starting point, the 49.0 ha is envisaged to be met from the 'Good' and 'Very Good' rated sites in Birkenhead (including Wirral Waters) and Bromborough.
- 10.21 However, it is important to consider the principle of protecting the secondary employment locations of Eastham, Mid-Wirral and West Wirral, as set out above. These sites are envisaged to be mainly additional to the 49.0 hectares, as the majority of demand is expected to be in the two main employment locations, and so the majority of supply should also be in these locations.
- 10.22 However, it is important not to lose all alternative development sites and locations in order to give businesses options in where they choose to locate and protect against the over-reliance on these two

main employment areas. Therefore, development sites in these secondary locations should, where appropriate, also be allocated for employment on top of the sites discussed in the section above.

10.23 These sites also have the potential to act as an additional buffer if greater demand for employment land does materialise than has been assessed in this report.

### **Consideration of Other Sites**

10.24 Firstly, there is one site rated 'Average' which should also be allocated due to its strategic importance. This site is Site 18, Birkenhead Dock Estate – Land at Beaufort Road. It is a small corner site in the south-east corner of West Float. It has some challenges in terms of being a relatively small site and being under occupation, albeit under-utilised. However, it also forms part of the MEA Park proposals alongside the larger sites 19 and 20 (both rated Very Good).

10.25 The majority of the remaining sites should therefore not be allocated for employment use. However, these should not be immediately discounted as employment sites. As well as the employment land allocations in the Local Plan, these other sites make up a wider employment land portfolio which includes a variety of sites which could come forward either for employment or alternative uses dependent on market forces and compatibility with surrounding uses. Some sites are in need of remediation for which external funding support is likely to be needed but has yet to be identified. These sites will not be actively promoted for alternative uses but if planning applications were submitted on these sites then they would be considered as part of the normal planning process.

10.26 There is also a last group of sites which are already under development or have been granted planning permission for development, either for employment or alternative uses and should therefore be removed from the employment land supply. Also, sites which are allocated for residential uses should also be removed from this portfolio given the pressures for housing sites and the outcome of this analysis indicates that residential sites will not need to be released for employment use. Finally, the former Tranmere Rovers Training Ground has also been excluded due to ongoing proposals for redeveloping the site for sports and recreation related uses and given the previous use, bringing the site forward for employment use is unrealistic when these proposals are on the table.

10.27 Table 10.2 therefore sets out the overall classification of each of the sites assessed based on following criteria discussed above:

1. Highest quality sites – to be allocated for employment
2. Good quality sites – to be considered for employment allocation upon review of other evidence

3. Sites in secondary locations – to be considered for allocation for employment to provide a spread of employment sites across the Borough.
  4. Strategic lower quality sites – to be allocated for employment
  5. Employment land portfolio - Sites to be included in the general employment land portfolio
  6. Remove from employment land supply - Sites to be taken out of the employment land supply
- 10.28 Table 10.2 does not include all 45 sites within '5. employment land portfolio' category due to the number of sites within this category. A full list of the categorisation of every site can be found in the full site analysis in Appendix 5.

**Table 10.2: Site by Site Categorisation Summary**

Category and Description	Site Name	Site No.	NDA (ha)
<b>1. Highest Quality Sites</b>			
These are the highest quality sites. These sites have scored 'Good' or 'Very Good' in all six categories assessed in the supply analysis. This also includes 'Good' sites which have some but limited development constraints and are located close to the M53 giving optimal transport locations integral to most B-class uses.	Former Mobil Oil	19	8.84
	MEA Park	20	10.78
	Twelve Quays Morpeth Waterfront	28	1.58
	Former Spectrum Adhesives	74	2.35
	Tulip Expansion	76	2.05
	North Cheshire Trading Estate - North of KCTS	88	0.45
	North Cheshire Trading Estate - South of Halliday Funeral Supplies	89	0.13
	<b>Total</b>		<b>26.18</b>
<b>2. Good Quality Sites</b>			
These Good quality sites fall slightly below the sites within category one, in that they may have some limited development constraints and are not located immediately next to the motorway. The remaining 49.0 ha of allocation should be drawn from these sites, but consideration could be given to releasing or allocating some of the land for other uses up to this level if on balance, the wider evidence base suggests there is merit in doing this. For example, some sites are the subject of emerging residential-led regeneration proposals through the Birkenhead 2040 Framework and the Wirral Growth Company while others such as Wirral Waters Sky City are proposed for mixed uses.	Former Pallet Centre	3	0.63
	Former Royal Swan Hotel	7	0.23
	Wirral Waters Sky City	22	0.00
	Wirral Waters Marina View	24	0.00
	Twelve Quays Tower Wharf	26	1.06
	Kern's Warehouse	30	0.98
	North of Conway Park Station	45	1.43
	Former Croda Site	64	3.96
	Former Builder's Yard	72	1.01
	Former Tank Farm	73	0.97
	Riverside Office Park	78	3.48
	Former MOD Site	79	8.01
	Cammell Laird South	92	13.26
<b>Total</b>		<b>35.02</b>	

Category and Description	Site Name	Site No.	NDA (ha)
<b>3. Sites in Secondary Locations</b>			
<p>These sites are located in the secondary locations of Eastham and Mid-Wirral. The Mid-Wirral sites provide 'Average' rated employment sites and should be allocated to protect some employment land in secondary locations to provide choice and protect against over-reliance on Birkenhead and Bromborough.</p> <p>Unlike the Mid-Wirral sites; the Eastham sites (sites 80 and 81) are rated 'Poor' and are unlikely to come forward for development. However, due to the proximate gas terminal these are not likely to come forward for alternative uses and should be allocated for employment use.</p> <p>West Wirral does not contain any employment development sites, but if any came available these should also be allocated within this category.</p>	Eastham Dock Estate - Queen Elizabeth II Dock	80	6.52
	Eastham Dock Estate - North Road Tank Farm Complex	81	9.28
	Peninsula Business Park - Moreton	83	1.10
	Premier Brands - North of Access Road	84	1.46
	Premier Brands - South of Access Road	85	1.93
	Tarran Industrial Estate	86	0.25
		<b>Total</b>	<b>20.54</b>
<b>4. Strategic Lower Quality Sites</b>		<b>Total</b>	<b>2.20</b>
<p>One specific site which is rated lower than Good but has strategic importance as part of the MEA Park proposals and should therefore be allocated to protect them.</p>	Birkenhead Dock Estate - Land at Beaufort Road	18	1.80
		<b>Total</b>	<b>1.80</b>
<b>5. Employment Land Portfolio</b>		<b>Total</b>	<b>59.36</b>
<p>General lower quality employment land. These should not be allocated for employment nor removed from the employment land supply. Consideration could be given for these sites for employment or alternative use.</p>	See Appendix 4 and 5 for details of individual sites		
		<b>Total</b>	<b>67.87</b>
<b>6. Remove from Employment Land Supply</b>		<b>Total</b>	<b>3.18</b>
<p>Sites which should be removed from the employment land portfolio due to having existing planning permissions or having residential allocations therefore unlikely to come forward for employment use.</p>	Former TRFC Training Ground	15	1.27
	Wirral Waters – Tower Quay	25	0.00
	Ten Streets Phase 1	35	0.88
	Ten Streets Phase 4	36	0.13
	Rose Brae Phase 2	44	1.97
	Former Rank Bingo	48	0.00
	Land at Riverbank Road	69	0.00
	Riverview Road - East of Tulip	75	0.00
	<b>Total</b>	<b>4.25</b>	

Source: Avison Young (2021)

## Best Areas by Use Type incl. Example Buildings

10.29 Although locational considerations have informed the assessment of individual sites and their overall ratings as detailed above, given the large number of sites rated as 'Good', to guide decisions on the future use of these sites, this section provides more general guidance on the key locational considerations for the main types of employment development considered in this study.

### Office (B1a)

10.30 Key considerations:

- Visible location
- Proximity to public transport
- Proximity to services
- Access to labour supply

10.31 Considering the key considerations mentioned above the most logical location for significant office development is in Birkenhead Town Centre. This is where the greatest number of existing services are located, and it provides the greatest visibility for any new development to attract occupiers to high quality new developments.

10.32 However, further to this study there are plans in place to build c. 300,000 sq. ft. of Grade A office space across four buildings within Birkenhead Town Centre as part of the Wirral Growth Company's Birkenhead Commercial District.

10.33 Wirral Waters also has the prestige and visibility to be an excellent office location, with office development planned as part of those proposals.

10.34 Therefore, given the small amount of office demand it is envisaged that this will be largely accommodated within the Birkenhead Commercial District and Wirral Waters developments and limited extra land will be required.

### Other Business Space (B1 b/c, B2)

10.35 Key considerations:

- Transport Links
- Site Access
- Access to labour supply

- Supply Proximity Considerations

10.36 Areas with good transport links and site access allowing for larger delivery and supply vehicles will be looked at favourably. Consideration also needs to be given to neighbouring uses, considering the potential noisier heavy uses in some of these assets; as well as the road access not disrupting residential communities. Therefore, areas away from the core residential locations but still in close proximity for employees could be looked at favourably.

10.37 There are a number of large sites identified which could deliver some of this development. MEA Park will be a key element of this, given the road and site access this site can deliver whilst maintaining close proximity to the local labour supply. Another site which can provide this across a large area and is not troubled by surrounding residential uses is Site 92 – Cammell Laird South. Areas around Bromborough within Wirral International Business Park could also be considered a good location for commercial uses, given the established business park location.

### **Warehouse (B8)**

10.38 Key considerations:

- Proximity to motorway network
- Site Access
- Access to labour supply
- Large, square sites

10.39 Warehousing is one of the fastest growing sectors of the property industry and therefore is a key consideration for future land supply; as shown by the largest site requirement in Table 10.1. In terms of site location considerations, it is very similar to the Other Business Space section above. However, even greater consideration needs to be given to proximity to the motorway network for the flow of distribution that these sites are integral to. Therefore, proximity to the M53 is of critical importance.

10.40 MEA Park therefore stands out as an optimum location for the delivery of future warehouse supply due to its proximity to the start of the M53 less than 1 mile away. Some of the sites on the North Side of Wirral Waters could also deliver this same proximity, albeit with limited large sites currently available. Site 15 could also provide a quality distribution site (1.3 hectares), given its location immediately next to Junction One Business Park and access to the M56. There is also outline planning consent for 500,000 B2/B8 development on North Road in Eastham. This could also provide an excellent distribution location given the proximity to junction 5 of the M53. Although it must be noted that approximately 50% of the development area is in Ellesmere Port and therefore outside the Borough.

## Maritime and Port Uses

10.41 Key considerations:

- Proximity to docks
- Neighbouring uses (avoid residential near heavy uses)
- Access to labour supply
- Transport links

10.42 Birkenhead still has an active maritime industry with key employers such as Cammell Laird and Atlantic Steel located next to the docks due to the advantages this delivers to their business. The new Maritime Knowledge Hub in Wirral Waters will further establish this as a key industry in the area and Birkenhead as a market leading location for port-based activity.

10.43 These businesses naturally need locations close or on the waterfront, as well as being away from unsuitable neighbouring uses due to the noisy and heavy work they undertake. However, as well as the ports it is important that there is also good road access for employees and the road transportation for materials and outputs.

10.44 Given the importance of the dock and these businesses in Wirral, it is important that these uses are protected as part of any future development of employment land. Furthermore, many of these occupiers are currently located in East Float, and so in order to deliver the planned Wirral Waters development these key occupiers will need to be relocated. The estimated land for this relocation allowance has been factored into the overall demand for employment land in Section 8. In particular, potential strategic sites for the delivery of this include the new MEA Park development (sites 18, 19, 20) and Cammell Laird South (site 92).

## Future Accommodation

10.45 The employment forecasts set out in Section 8 of this report highlight the broad nature of floorspace requirements in terms of the planning use classes required going forward, however these are not particularly helpful in understanding how to realise the delivery of appropriate space to meet future business needs.

10.46 To assist in this process, we have sought to provide further guidance on the nature of space that is likely to be required in the future. We draw on a range of examples to help articulate/illustrate the scale and type of offer that is likely to be appropriate. None are prescriptive as local design and space solutions will need to be developed appropriate to their context and prevailing demand.

10.47 Based on both the projected needs, wider development and space trends in the City Region and the geographic context we believe the Borough will need to accommodate three core floorspace types.

### **Distribution and Urban Servicing**

10.48 The forecasts clearly identify a need to provide B8 floorspace, reflecting wider trends in the economy as people and businesses rely more on direct delivery of goods or stock. Locations with good proximity to a dense urban population (residential and business) as well as good access to the strategic road network have been a focus for both direct operators and third-party logistics companies.

10.49 These strategic locations have attracted a significant scale of development, in the City Region this has largely focussed on the delivery of large facilities along the motorway network including the M62, M6 and M56. The location of the Wirral on a peninsula makes it less attractive to strategic distribution activity as it limits the ability to serve multiple markets from one location as confirmed by the LCR SHELMA work on Strategic B8.

10.50 However, the mix of economic activity within the Wirral (with an ongoing focus on production across multiple sectors) and a growing population will mean that there is a need to provide a range of distribution/warehousing space going forward. This space is most likely to be needed by third-party logistics operators to service both business and consumer demand for good as well as e-commerce businesses looking to develop efficient servicing strategies for delivery of online purchases by residents.

10.51 To meet the needs of this market it is likely that demand would be focussed on the lower end of the distribution size spectrum, with units between 1,000 sq. m. and 5,000 sq. m. most likely to be prevalent. In the main these can be delivered in relatively 'standard' industrial/distribution formats on sites that provide both strategic connectivity and access to the resident population.

10.52 However, given the competition for land within the Borough to meet residential needs, the range of other demands for employment space and ongoing changes to the development/property sector, it may be that over the plan period opportunities to deliver new forms of space can be considered that make more efficient use of land.

10.53 Given the scale of the distribution space required (and the lease values being achieved) it is unlikely that there will be a demand for significant 'multi-storey' development as has been brought forward in the manner currently being proposed in London (such as Peruvian Wharf, Newham or Bugsby's Way, Greenwich) or is more common in the Far East.

- 10.54 Instead, there may be an opportunity to deliver this space as part of a mixed-use development where 'upper floors' could be delivered as other forms of employment space or indeed residential. Both are expected to become more common in the UK as demand for space grows and the need to have distribution capacity close to residential neighbourhoods increases. The appropriateness of these typologies will depend on the cost and efficiency of access solutions to the upper floors, which are still largely unproven in the UK context.
- 10.55 Of particular interest within the Wirral market will be the ability for the co-location of distribution and other production/workshop space, enabling the Borough to more efficiently accommodate both large and small businesses. There are a variety of these schemes across Europe which highlight their ability to be delivered in a range of contexts and markets.
- 10.56 In the UK there has been a particular focus in London with a number of schemes proposed including the Generator in Alperton, West London which will provide a mix of larger distribution style space at ground floor and lighter workspace within the building's upper floors. This building is proposed and being brought forward by Berkeley Homes in order to allow the balance of the former industrial site to be delivered as housing. Here the housing blocks also provide small workspace in their ground floor 'podiums', aimed more at office and creative activities.
- 10.57 In Europe Belartza Donostia in San Sebastian provides another potential form of development, with medium sized units arranged over two storeys, with LGV ramped access to the upper floor units. Similarly, Gewerbehof Laim in Munich provides a range of spaces over multiple floors with internal goods lifts, with a total of 11,000 sq. m. of floorspace; the upper floors in this building are targeted at the traditional 'guild' industries within Germany to maintain craft-based production activity.

### Figure 10.1: Distribution and Urban Servicing Examples



The Generator

Belartza Donostia

Gewerbehof Laim

Source: Avison Young (2021)

### Industrious space

- 10.58 In keeping with the Wirral's industrial heritage, the ongoing presence of major manufacturing businesses and the future investment in new production-based facilities, the forecasts for future

growth in the borough suggest that there will be a future need for industrial space (i.e. B1(c) and B2) in the Borough.

- 10.59 As considered in the economic analysis in this study the nature of this space will need to reflect a nuanced pattern of need in sectoral terms. Whilst the heavier industrial sectors are forecast to continue to decline the forecasts suggest a range of activities which will require a mix of industrial spaces and these may need to be mixed with office, storage or even 'shopfront' space to allow businesses to trade successfully.
- 10.60 Similar to the split in the distribution sector the need for accommodation for production-based businesses will most likely be divided between larger spaces that will take a traditional form and be located within the designated employment areas and also smaller space for 'lighter' activity that could be delivered in more intensive environments.
- 10.61 Based on the projected nature of future growth, this latter space requirement will need to cater for a range of sectors including creatives, small manufacturers, business service firms and engineering. We refer to this type of product as 'industrious' rather than industrial given the range of applications it has, however common to all is a need for space for the production of goods and, ultimately, their distribution to end users. Such activities range from everyday local services through to high value creative endeavours and would, for example, include printers, micro-breweries, car repairs, clothing production, fabrication, bakers or creative/artisanal production.
- 10.62 Much of this activity already occurs within the Wirral, re-using existing industrial stock or occupying new space on industrial estates. More recently proposals have come forward to repurpose existing industrial stock by sub-dividing existing large volume spaces for SMEs, particularly in the creative sector. This builds on work by Mickeldore for the Council looking at demand and need for creative workspace within the Wirral.
- 10.63 Whilst repurposing has been the focus for this type of space across the UK there are a new generation of purpose-built stock being brought forward across Europe to both support traditional sectors and encourage new activity.
- 10.64 In Sheffield the AMP Building provides a range of 'industrious' spaces over multiple floors served by goods lifts and has a direct focus on providing space for manufacturing, engineering and prototyping. SOAR Works, another project in Sheffield, co-locates light industrial space with a range of studios and even a community facility in a residential setting, allowing businesses to remain part of a mixed community, improving economic sustainability and resilience. In Europe, schemes such as St Jakob Foundation in Zurich are examples of how production-based activity (in this case a bakery) can be co-

located with other forms of workspace including offices and space for third sector organisations in more mixed urban environments. The likes of Binck Twins and Kaap Nord, both in the Netherlands provide a similar mix of space.

**Figure 10.2: Industrious Space Examples, part 1**



AMP Sheffield



SOAR Works



St Jakob's Foundation

Source: Avison Young (2021)

- 10.65 Many of the activities that will occupy this type of space will also offer opportunities for the co-location of activity with residential development offering opportunities to create new space outside of designated employment land, or within former employment land that has been earmarked for residential development. This approach would not only support the retention of businesses within the Wirral, but also help to create more resilient and sustainable neighbourhoods.
- 10.66 A growing number of examples of this type of development now exist, or are in the pipeline, in London including the Peabody/Workspace Group Bow Enterprise Park, Empyrean/Projekt's Bernard Works in South Tottenham or the Travis Perkins development in King's Cross. They are yet to become more common outside of London, however as housing demand continues to grow, they are expected to become a key feature of future neighbourhoods.
- 10.67 Outside of the UK, Vancouver is pioneering this mixed-use development, the Ironworks provides a mix of industrial, studio and retail/café space in Downtown Eastside supporting the ongoing transition of the area to a wider mix of uses. Strathcona Village now occupies a prominent former employment site in the Strathcona district, mixing small industrial space with retail, leisure and residential development, growing the creative industries within this area.

### Figure 10.3: Industrious Space Examples, part 2



Bow Enterprise Park



Bernard Works



Travis Perkins



Strathcona Village



Ironworks

Source: Avison Young (2021)

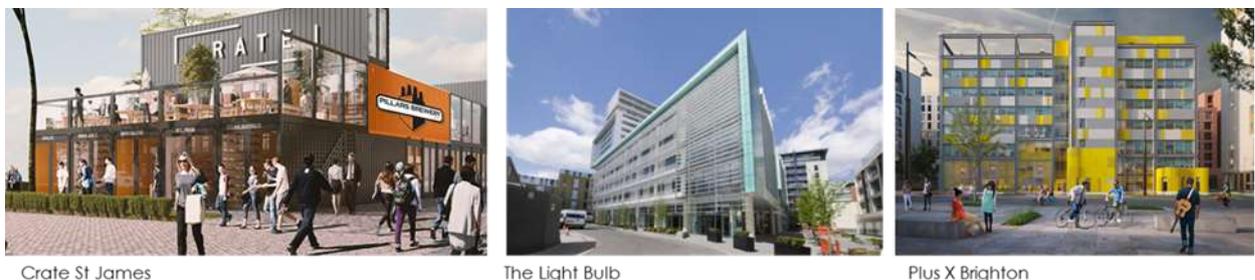
### Higher Density Space

- 10.68 The Borough will also experience a need for additional higher density employment space, which will require new forms of development to accommodate activities that will occupy a range of office and studio type spaces.
- 10.69 This is likely to require a range of space types, from small studio spaces, flexible co-working spaces through to larger office spaces. However, based on our analysis it is unlikely that the market would seek a significant supply of large scale 'corporate' office spaces, which provide large floorplates for single occupiers, outside of Birkenhead and Wirral Waters. Furthermore, it remains to be seen what the impact of COVID-19 on working practices is. With the potential for more flexible working and reduced need to be in the office, reducing the overall need for office space in the future. However, with the pandemic still ongoing at the time of writing it is too early to draw any conclusions on the impact on the office market going forward.
- 10.70 Therefore, across the Wirral more widely, (and indeed within these locations as well) space is likely to be needed as a range of shared spaces that support start-up and grow on of businesses locally. A range of examples exist for this type of space in the Wirral already both as new build and conversion premises, however given the existing built stock in the Borough new build is likely to be the most likely route to realisation.
- 10.71 Temporary space will be a key opportunity to provide affordable higher density office/studio space, particularly where it can be used as a mechanism for establishing demand in longer term

development sites. These types of development have become common across the UK with the likes of Crate St James (Walthamstow), Cargo (Bristol) and Pollard Yard Manchester providing (in various forms) higher density, multi-occupier space alongside some wider F+B provision. These have been well received in each market, with all spaces fully let and a high proportion of resident businesses occupying space. There is no clear sector or 'type' of occupier in these developments (ranging from property agents through to dog groomers) which shows the breadth of unmet need that can be revealed and addressed through such provision.

10.72 Looking to more 'permanent' developments there are a host of examples of larger shared workspaces across the UK that provide office, studio, workshop and even prototyping space/equipment. The Light Bulb, a Workspace Group development in Wandsworth, has attracted a range of occupiers to its mix of co-working, studio and individual office units whilst Plus X, a new innovation centre in Brighton will provide a similar mix of spaces outside of the city core. Critically Plus X attracts a wider range of sectors by providing a range of shared equipment (laser cutters, CNC Machines, 3d Printers etc) meaning it appeals to small/innovative manufacturers as well as tech, professional services, creative businesses and other traditional office occupiers.

#### Figure 10.4: High Density Space Examples, part 1



Source: Avison Young (2021)

10.73 What is clear from each of these examples is that the supporting offer is critical to the success of this type of space, with businesses seeking vibrant locations where they have access to a wider range of amenities and services. Equally, the ability to network and interact with other similar businesses in a like-minded ecosystem is critical; which will influence both location and building design.

10.74 Again, this type of space lends itself to being co-located with other employment uses as shown in some of the 'industrious' space typologies where they occupy upper floors above lower density activities. In London in particular, they have also been integrated into more residential developments, including Leyton Central and developments such as Work.Life in London Fields.

10.75 Alongside these 'office' type spaces a range of developments are also including more 'studio' type spaces that still create a higher employment density but are closer to a light industrial unit in form.

Both Caxton works and RAW Labs, both within the Royal Docks, are examples where this form of higher density employment space has been delivered.

**Figure 10.5: High Density Space Examples, part 2**



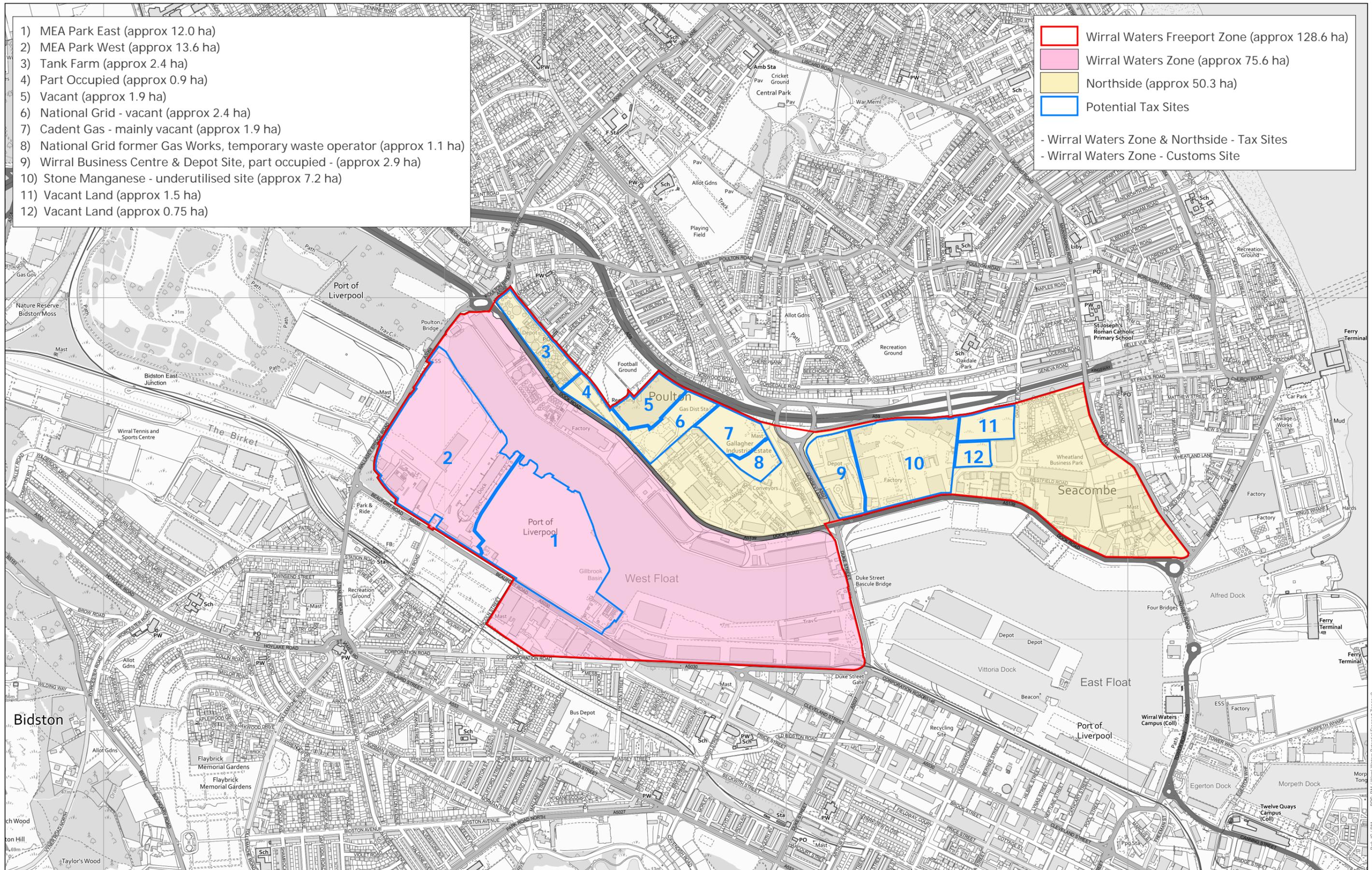
Source: Avison Young (2021)

10.76 Alongside more traditional forms of development these types of spaces can help the Wirral meet the majority of employment needs, based on current projections and market dynamics, where there may be limitations on land supply. By encouraging these more innovative forms of development the borough will have more resilience in its land supply to allow it to adapt to future needs and economic trends.

**Appendix I**  
**Proposed Freeport Boundary**

- 1) MEA Park East (approx 12.0 ha)
- 2) MEA Park West (approx 13.6 ha)
- 3) Tank Farm (approx 2.4 ha)
- 4) Part Occupied (approx 0.9 ha)
- 5) Vacant (approx 1.9 ha)
- 6) National Grid - vacant (approx 2.4 ha)
- 7) Cadent Gas - mainly vacant (approx 1.9 ha)
- 8) National Grid former Gas Works, temporary waste operator (approx 1.1 ha)
- 9) Wirral Business Centre & Depot Site, part occupied - (approx 2.9 ha)
- 10) Stone Manganese - underutilised site (approx 7.2 ha)
- 11) Vacant Land (approx 1.5 ha)
- 12) Vacant Land (approx 0.75 ha)

- Wirral Waters Freeport Zone (approx 128.6 ha)
  - Wirral Waters Zone (approx 75.6 ha)
  - Northside (approx 50.3 ha)
  - Potential Tax Sites
- Wirral Waters Zone & Northside - Tax Sites  
 - Wirral Waters Zone - Customs Site



Ref: JG / RM

BOS: RW / Wirral Waters Potential Freeport Zones v2

OS MasterMap Imagery Layer has been created using Ordnance Survey's own imagery and imagery from other suppliers. This data may contain imagery data sourced from Getmapping plc imagery data sourced from UK Perspectives Limited and/or imagery data sourced from InfoTerra Limited.  
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**Appendix II**  
**Viability Appraisals**

Small Industrial

**Small Industrial**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Small Industrial	1	5,556	6.00	33,333	33,333	33,333

**Investment Valuation**

**Small Industrial**

Current Rent	33,333	YP @	7.5000%	13.3333	444,444	
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**NET REALISATION**

**444,444**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			20,000			
Purchasers' Costs		5.50%	1,100		20,000	
Investigation & Planning Fees			10,000			
					11,100	

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Small Industrial	5,556	68.38	379,889	<b>379,889</b>
External Works		10.00%	37,989	
Developers Contingency		3.00%	12,536	
				50,525

**PROFESSIONAL FEES**

Professional Fees		10.00%	41,788		
					41,788

**MARKETING & LETTING**

Letting Agent Fee		10.00%	3,333		
Letting Legal Fee		5.00%	1,667		
					5,000

**DISPOSAL FEES**

Sales Agent Fee		1.00%	4,444		
Sales Legal Fee		0.50%	2,222		
					6,667

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)					
Land			1,973		
Construction			13,352		
Letting Void			15,677		
Total Finance Cost					31,002

**TOTAL COSTS**

**545,970**

**PROFIT**

**(101,526)**

**Performance Measures**

Profit on Cost%	(18.60)%
Profit on GDV%	(22.84)%
Profit on NDV%	(22.84)%
Development Yield% (on Rent)	6.11%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Small Industrial**

IRR (13.11)%

Rent Cover -3 yrs -1 mths

Profit Erosion (finance rate 6.000) N/A

Medium Industrial

**Medium Industrial**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Medium Industrial	1	22,222	5.50	122,222	122,222	122,222

**Investment Valuation**

**Medium Industrial**

Current Rent	122,222	YP @	7.5000%	13.3333	1,629,630
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**NET REALISATION**

**1,629,630**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			92,500		
Purchasers' Costs		5.50%	5,088		92,500
Investigation & Planning Fees			20,000		
					25,088

**CONSTRUCTION COSTS**

**Construction**

	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Medium Industrial	22,222	50.26	1,116,889	<b>1,116,889</b>
External Works		10.00%	111,689	
Developers Contingency		3.00%	36,857	
				148,546

**PROFESSIONAL FEES**

Professional Fees		10.00%	122,858	
				122,858

**MARKETING & LETTING**

Letting Agent Fee		10.00%	12,222	
Letting Legal Fee		5.00%	6,111	
				18,333

**DISPOSAL FEES**

Sales Agent Fee		1.00%	16,296	
Sales Legal Fee		0.50%	8,148	
				24,444

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)				
Land			9,124	
Construction			38,377	
Letting Void			46,954	
Total Finance Cost				94,455

**TOTAL COSTS**

**1,643,114**

**PROFIT**

**(13,484)**

**Performance Measures**

Profit on Cost%	(0.82)%
Profit on GDV%	(0.83)%
Profit on NDV%	(0.83)%
Development Yield% (on Rent)	7.44%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Medium Industrial**

IRR	4.86%
Rent Cover	-1 mths
Profit Erosion (finance rate 6.000)	N/A

Large Industrial

**Large Industrial**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Large Industrial	1	55,556	5.50	305,556	305,556	305,556

**Investment Valuation**

<b>Large Industrial</b>						
Current Rent	305,556	YP @	7.5000%	13.3333	4,074,074	

**NET REALISATION**

**4,074,074**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			232,500			
Purchasers' Costs		5.50%	12,788		232,500	
Investigation & Planning Fees			20,000			
					32,788	

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost			
Large Industrial	55,556	50.26	2,792,222	<b>2,792,222</b>		
External Works		10.00%	279,222			
Developers Contingency		3.00%	92,143			
					371,366	

**PROFESSIONAL FEES**

Professional Fees		10.00%	307,144			
					307,144	

**MARKETING & LETTING**

Letting Agent Fee		10.00%	30,556			
Letting Legal Fee		5.00%	15,278			
					45,833	

**DISPOSAL FEES**

Sales Agent Fee		1.00%	40,741			
Sales Legal Fee		0.50%	20,370			
					61,111	

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)						
Land			22,934			
Construction			93,138			
Letting Void			116,437			
Total Finance Cost					232,509	

**TOTAL COSTS**

**4,075,473**

**PROFIT**

**(1,399)**

**Performance Measures**

Profit on Cost%	(0.03)%
Profit on GDV%	(0.03)%
Profit on NDV%	(0.03)%
Development Yield% (on Rent)	7.50%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Large Industrial**

IRR 5.63%

Rent Cover 0 mths

Profit Erosion (finance rate 6.000) N/A

Small Out of Town Office

Development Appraisal  
Avison Young  
06 November 2020

**Small Out of Town Office**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Small Office	1	2,000	10.00	20,000	20,000	20,000

**Investment Valuation**

**Small Office**

Current Rent	20,000	YP @	7.5000%	13.3333	266,667
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**NET REALISATION**

**266,667**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			5,000		
Purchasers' Costs		5.50%	275		5,000
Investigation & Planning Fees			1,000		
					1,275

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Small Office	2,353	121.14	285,035	<b>285,035</b>
External Works		10.00%	28,504	
Developers Contingency		3.00%	9,406	
				37,910

**PROFESSIONAL FEES**

Professional Fees		10.00%	31,354	
				31,354

**MARKETING & LETTING**

Letting Agent Fee		10.00%	2,000	
Letting Legal Fee		5.00%	1,000	
				3,000

**DISPOSAL FEES**

Sales Agent Fee		1.00%	2,667	
Sales Legal Fee		0.50%	1,333	
				4,000

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)				
Land			493	
Construction			9,410	
Letting Void			11,198	
Total Finance Cost				21,102

**TOTAL COSTS**

**388,676**

**PROFIT**

**(122,009)**

**Performance Measures**

Profit on Cost%	(31.39)%
Profit on GDV%	(45.75)%
Profit on NDV%	(45.75)%
Development Yield% (on Rent)	5.15%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Small Out of Town Office**

IRR (27.44)%

Rent Cover -6 yrs -1 mths

Profit Erosion (finance rate 6.000) N/A

Medium Out of Town Office

**Medium Out of Town Office**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Medium Office	1	10,000	10.00	100,000	100,000	100,000

**Investment Valuation**

**Medium Office**

Current Rent	100,000	YP @	7.5000%	13.3333	1,333,333
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**NET REALISATION**

**1,333,333**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			22,500		
				22,500	
Purchasers' Costs		5.50%	1,238		
Investigation & Planning Fees			20,000		
				21,238	

**CONSTRUCTION COSTS**

**Construction**

	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Medium Office	11,765	121.14	1,425,176	<b>1,425,176</b>
External Works		10.00%	142,518	
Developers Contingency		3.00%	47,031	
				189,548

**PROFESSIONAL FEES**

Professional Fees		10.00%	156,769	
				156,769

**MARKETING & LETTING**

Letting Agent Fee		10.00%	10,000	
Letting Legal Fee		5.00%	5,000	
				15,000

**DISPOSAL FEES**

Sales Agent Fee		1.00%	13,333	
Sales Legal Fee		0.50%	6,667	
				20,000

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)				
Land			2,219	
Construction			48,454	
Letting Void			56,401	
Total Finance Cost				107,074

**TOTAL COSTS**

**1,957,306**

**PROFIT**

**(623,973)**

**Performance Measures**

Profit on Cost%	(31.88)%
Profit on GDV%	(46.80)%
Profit on NDV%	(46.80)%
Development Yield% (on Rent)	5.11%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Medium Out of Town Office**

IRR (27.78)%

Rent Cover -6 yrs -3 mths

Profit Erosion (finance rate 6.000) N/A

# Large Out of Town Office

**Large Out of Town Office**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Large Office	1	30,000	10.00	300,000	300,000	300,000

**Investment Valuation**

<b>Large Office</b>						
Current Rent	300,000	YP @	7.5000%	13.3333	4,000,000	

**NET REALISATION**

**4,000,000**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			47,500		47,500	
Purchasers' Costs		5.50%	2,613			
Investigation & Planning Fees			20,000			
					22,613	

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Large Office	35,294	121.14	4,275,529	<b>4,275,529</b>
External Works		10.00%	427,553	
Developers Contingency		3.00%	141,092	
				568,645

**PROFESSIONAL FEES**

Professional Fees		10.00%	470,308		470,308
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**MARKETING & LETTING**

Letting Agent Fee		10.00%	30,000		
Letting Legal Fee		5.00%	15,000		
					45,000

**DISPOSAL FEES**

Sales Agent Fee		1.00%	40,000		
Sales Legal Fee		0.50%	20,000		
					60,000

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)					
Land			4,685		
Construction			141,622		
Letting Void			167,184		
Total Finance Cost					313,491

**TOTAL COSTS**

**5,803,087**

**PROFIT**

**(1,803,087)**

**Performance Measures**

Profit on Cost%	(31.07)%
Profit on GDV%	(45.08)%
Profit on NDV%	(45.08)%
Development Yield% (on Rent)	5.17%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Large Out of Town Office**

IRR (27.21)%

Rent Cover -6 yrs 0 mths

Profit Erosion (finance rate 6.000) N/A

# Large Town Centre Office

Development Appraisal  
Avison Young  
06 November 2020

**Large Town Centre Office**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Large Office	1	40,000	15.00	600,000	600,000	600,000

**Investment Valuation**

<b>Large Office</b>						
Current Rent	600,000	YP @	7.5000%	13.3333	8,000,000	

**NET REALISATION**

**8,000,000**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			30,000		30,000	
Purchasers' Costs		5.50%	1,650			
Investigation & Planning Fees			30,000			
					31,650	

**CONSTRUCTION COSTS**

Construction	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Large Office	47,059	159.42	7,502,118	<b>7,502,118</b>
External Works		10.00%	750,212	
Developers Contingency		3.00%	247,570	
				997,782

**PROFESSIONAL FEES**

Professional Fees		10.00%	825,233		825,233
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**MARKETING & LETTING**

Letting Agent Fee		10.00%	60,000		
Letting Legal Fee		5.00%	30,000		
					90,000

**DISPOSAL FEES**

Sales Agent Fee		1.00%	80,000		
Sales Legal Fee		0.50%	40,000		
					120,000

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)					
Land			2,959		
Construction			248,023		
Letting Void			291,323		
Total Finance Cost					542,305

**TOTAL COSTS**

**10,139,087**

**PROFIT**

**(2,139,087)**

**Performance Measures**

Profit on Cost%	(21.10)%
Profit on GDV%	(26.74)%
Profit on NDV%	(26.74)%
Development Yield% (on Rent)	5.92%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Large Town Centre Office**

IRR (16.74)%

Rent Cover -3 yrs -7 mths

Profit Erosion (finance rate 6.000) N/A

# Large Distribution

**Large Distribution**

**Summary Appraisal for Phase 1**

Currency in £

**REVENUE**

**Rental Area Summary**

	Units	ft <sup>2</sup>	Rent Rate ft <sup>2</sup>	Initial MRV/Unit	Net Rent at Sale	Initial MRV
Large Distribution	1	111,111	5.50	611,111	611,111	611,111

**Investment Valuation**

**Large Distribution**

Current Rent	611,111	YP @	7.5000%	13.3333	8,148,148
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**NET REALISATION**

**8,148,148**

**OUTLAY**

**ACQUISITION COSTS**

Fixed Price			465,000		
Purchasers' Costs		5.50%	25,575		465,000
Investigation & Planning Fees			20,000		
					45,575

**CONSTRUCTION COSTS**

**Construction**

	ft <sup>2</sup>	Build Rate ft <sup>2</sup>	Cost	
Large Distribution	111,111	50.26	5,584,444	<b>5,584,444</b>
External Works		10.00%	558,444	
Developers Contingency		3.00%	184,287	
				742,731

**PROFESSIONAL FEES**

Professional Fees		10.00%	614,289	
				614,289

**MARKETING & LETTING**

Letting Agent Fee		10.00%	61,111	
Letting Legal Fee		5.00%	30,556	
				91,667

**DISPOSAL FEES**

Sales Agent Fee		1.00%	81,481	
Sales Legal Fee		0.50%	40,741	
				122,222

**FINANCE**

Debit Rate 6.00%, Credit Rate 0.00% (Nominal)				
Land			62,081	
Construction			287,432	
Letting Void			235,811	
Total Finance Cost				585,324

**TOTAL COSTS**

**8,251,253**

**PROFIT**

**(103,105)**

**Performance Measures**

Profit on Cost%	(1.25)%
Profit on GDV%	(1.27)%
Profit on NDV%	(1.27)%
Development Yield% (on Rent)	7.41%
Equivalent Yield% (Nominal)	7.50%
Equivalent Yield% (True)	7.87%

**Large Distribution**

IRR	4.75%
Rent Cover	-2 mths
Profit Erosion (finance rate 6.000)	N/A

# Appendix III

## Site Assessment Criteria

# Briefing Note

## Site Assessment Criteria

### 1. Introduction

- 1.1 This appendix sets out the approach and methodology used to assess the quality and condition of sites identified across the borough, and their appropriateness for development for employment use over the course of the Local Plan period.
- 1.2 The approach to the supply analysis was in-line with the approach taken in the 2017 WELPS to allow comparison and update of the previous reports. The criteria have been designed to reflect the local circumstances in Wirral as well as National Planning Policy Framework (NPPF) guidance to allow a detailed review of the appropriateness of sites for employment development.
- 1.3 The individual criteria assessed is set out below with the sort of information looked for. Assessments for each criterion was made through a combination of on-site inspection and desktop research for each site to ensure a comprehensive assessment of each site. Each site assessment is subject to the information available for each site and are designed to build on the evidence from previous employment land studies undertaken in the Borough.
- 1.4 For each criteria each site has been given a score on a 5-point scale (Very Good – Good – Average – Poor – Very Poor). Sites were also given an overall score based on their perceived appropriateness for employment development taking into account their scores for each criterion. More detail on the individual criteria used to assess each of category is set out below.
- 1.5 The score for each site has been inputted into a site assessment matrix contained in Appendix 3 of this report, as well as individual site proformas in Appendix 4 which provide the detail for the scoring of each site.

Criteria	Description
<b>Strategic Road Access</b>	Proximity (within 1km) to key road networks in particular junctions with M53 and below that access to primary A roads (the A41, A59, A5139, A5030,

	A554 [between Woodside and Seacombe Ferry Terminal and between Bidston Roundabout and Leasowe Road only] and A553 [between Birkenhead Tunnel and Bidston Roundabout])
<b>Local Accessibility</b>	Ability to access the site through free moving goods roads, avoiding residential areas; as well as good access to public transport.
<b>Proximity to Urban Areas</b>	<p>Primary Urban Areas are considered to be:</p> <ol style="list-style-type: none"> <li>1 Birkenhead;</li> <li>2 Bromborough;</li> <li>3 Wallasey;</li> <li>4 Bebington;</li> <li>5 Heswall;</li> <li>6 Moreton;</li> <li>7 Upton; and</li> <li>8 West Kirby.</li> </ol>
<b>Compatibility of Adjoining Uses</b>	An assessment of the surrounding uses of the site, with good scores given to other B-class uses in the surrounding area, whilst residential and other sensitive uses immediately adjacent to the site will score lower.
<b>Developmental and Environmental Constraints</b>	An assessment of the site for any constraints on development including but not limited to: site size and shape, existing buildings on site (occupied or not), topography, flood risk, vegetation, ground conditions and other known abnormal costs.
<b>Market Attractiveness</b>	An assessment of the site and surrounding area in terms of market area, looking at surrounding development activity and levels of vacancy, marketing and investment into the area.

## 2. Site Assessment Criteria

2.1 Detail of the individual site assessment criteria is set out below:

### Current Use and Land Type

2.2 Each site was assessed on whether it was greenfield or brownfield land as well as a brief description of the current use type. A review of planning designations was also undertaken to assess whether these could restrict future development. These factors could impact the suitability and deliverability of the site for employment use. These factors were not scored, however provide a good overview of the site, and gives an understanding of the current designation of the site in planning terms. As Paragraph 22 of the NPPF states sites should not be protected for long term employment use “where there is no reasonable prospect of a site being used for that purpose”

### Strategic Road Access

2.3 Strategic road access is vital for employment development to allow for the movement of supplies and products to and from the sites. Therefore, we have assessed the proximity to key roads in Wirral in particular the motorway network, tunnels to Liverpool, the A41 and main dock roads. Sites have therefore been rated as follows:

Score	Criteria
<b>Very Good</b>	Within 1km of a junction or access to the M53
<b>Good</b>	Within 1km of access to primary A roads (the A41, A59, A5139, A5030, A554 [between Woodside and Seacombe Ferry Terminal and between Bidston Roundabout and Leasowe Road only] and A553 [between Birkenhead Tunnel and Bidston Roundabout]) via good unconstrained roads.
<b>Average</b>	Within 1km of access to secondary A roads (the A540, A552 or other secondary A roads), via good unconstrained roads.
<b>Poor</b>	Within 2km of access to a secondary A road.
<b>Very Poor</b>	Over 2km from secondary A road junction or access, and/or through constrained or local roads, and/or through town centre or residential areas.

## Local Accessibility

2.4 An assessment was made of the quality of local accessibility in terms of the ability of vehicles to access the site, as well as the impact of significantly increased activity on the surrounding area, in particular nearby residential properties:

Score	Criteria
<b>Very Good</b>	Local access is via free moving goods roads avoiding difficult junctions and residential areas; existing site access is in place or there is the ability to create site access easily; access has good visibility and is unconstrained; site has good public transport connectivity (including bus stop within 400 metres).
<b>Good - Poor</b>	Assessment made on the difference from the two extremes set out in this table.
<b>Very Poor</b>	Local access is down difficult to navigate and/or narrow and/or poor quality roads, access is via residential areas; no existing site access and there is no obvious logical place to create site access; limited range or infrequent public transport services nearby.

## Proximity to Urban Areas

2.5 It is important for employment areas to be close to urban areas in terms of access to labour supply and services. The primary urban areas within the Borough are considered to be:

- Birkenhead
- Bromborough;
- Wallasey;
- Bebington;
- Heswall;
- Moreton;
- Upton; and
- West Kirby.

2.6 Secondary urban areas are considered to be Hoylake and Greasby. Sites in these areas are scored lower than sites in primary urban areas:

Score	Criteria
<b>Very Good</b>	Within, or with good access to, a primary urban area offering a wide range of services; and also in close proximity to sizeable residential areas providing local labour supply.
<b>Good</b>	On the periphery of a primary urban area offering a wide range of services; and also in adequate proximity to sizeable residential areas providing local labour supply.
<b>Average</b>	Within, or with good access to, a secondary urban area which offers a more limited range of services and/or has a smaller immediate residential population and local labour supply than the primary urban areas.
<b>Poor</b>	On the periphery of a secondary urban area offering a wide range of services; and also in adequate proximity to sizeable residential areas providing local labour supply.
<b>Very Poor</b>	Remote, isolated site outside of the urban boundary with no local services or residential areas nearby

### Compatibility of Adjoining Uses

2.7 The neighbouring uses for a site is important as it impacts on the potential uses that will be suitable, as it would be inappropriate to have heavy uses on a site in a predominantly residential area:

Score	Criteria
<b>Very Good</b>	Site in a large employment area with no incompatible surrounding uses
<b>Good</b>	In an established employment location with only limited incompatible uses nearby and not directly bordering the site.

<b>Average</b>	B1 use adjoining residential uses
<b>Poor</b>	B2 or B8 uses adjoining residential uses
<b>Very Poor</b>	B2 or B8 uses adjoining residential uses

## Developmental and Environmental Constraints

2.8 The sites have been assessed to establish any developmental constraints that might limit or restrict the development of all or part of the site. This takes into account previous site appraisals and supporting information where available, and testing whether these constraints are still appropriate. Potential constraints are wide-ranging from site size, flood risk, Green Belt designations, topography, to known site contamination.

<b>Score</b>	<b>Criteria</b>
<b>Very Good</b>	Generally level site, regular shape, over 3 ha in size; low flood risk (Zone 1); no conservation, topographical or landscape constraints on scale of development; no adverse ground conditions or known abnormal development costs; no other significant constraints on new development.
<b>Good - Poor</b>	Assessment made on the difference from the two extremes set out in this table.
<b>Very Poor</b>	Sloping or uneven site; under 0.2 ha, irregular or narrow shape, other severe constraints; within flood risk Zone 3; conservation, topographical or landscape constraints on scale of development; adverse ground conditions or known abnormal development costs.

## Market Attractiveness

2.9 Market attractiveness has been assessed through inspections of the site and surrounding employment area to understand the overall demand and performance in the area, review of secondary data sources and speaking to local commercial agents and developers. Sites have been scored on the following basis:

Score	Criteria
<b>Very Good</b>	High profile or high quality appearance, managed site; good site/area environment and quality of occupiers; with less than 10% of units vacant; viewed as attractive by agents or occupiers; with evidence of recent investment or development activity, strong demand, units rarely available on the site/area, the area has higher rental or land values compared to the rest of the Borough
<b>Good - Poor</b>	Assessment made on the difference from the two extremes set out in this table.
<b>Very Poor</b>	Run-down unattractive appearance or location; in an area that attracts lower value uses; with over 25% of vacant space or buildings; vacant units not marketed; no evidence of recent investment; where units remain vacant for lengthy periods; and rentals or land values are low compared to the rest of the Borough.

## Viability

2.10 Viability for the following site typologies have been assessed across Wirral.

- Small industrial
- Medium industrial
- Large industrial
- Small offices (out of centre/out of town)
- Medium offices (out of centre / out of town)
- Large offices (out of centre / out of town)
- Large in-centre offices
- Large distribution

2.11 Details of the viability approach and assessments undertaken are set out in section 6 of the main report. Each sites was assessed on its ability to deliver the various use types in terms of site size and location and scored based on the viability of the various use types in that location:

Score	Criteria
Very Good	Specific use type is highly viable
Good	Specific use type is viable
Average	Small viability challenges for specific use type on this site
Poor	Viability challenges for specific use type.
Very Poor	Significant viability challenges for specific use type.

### Barriers to Delivery and Timescales

2.12 Any other factors which would limit or restrict potential development on the site were raised, for example if there was existing occupation on site or the need for significant infrastructure investment to bring the site forward. This was informed by the assessments made in the earlier categories of this assessment. No score was assigned to this category, instead this information was taken into account, to analyse a likely five year delivery window was within the 15 year local plan period (0 to 5 years, 6 to 10 years, 11 to 15 years).

### Planning History

2.13 The planning history for each site was assessed looking at historic planning applications on the site to assess potential future delivery.

### Overall Site Rating; Site Categorisation; Site Summary and Recommendations

2.14 All of the above information was amalgamated and assessed to come to an overall site rating for each of the sites within this study using the same 5-point scale (Very Good – Good – Average – Poor – Very Poor). This overall site rating allowed the categorisation of the sites into 6 categories as set out in Section 10 of the main report. These categories are:

1. Highest quality sites – to be allocated for employment
2. Good quality sites – to be considered for employment allocation upon review of other evidence
3. Sites in secondary locations – to be considered for allocation for employment to provide a spread of employment sites across the Borough.
4. Strategic lower quality sites – to be allocated for employment
5. Employment land portfolio - Sites to be included in the general employment land portfolio

6. Remove from employment land supply - Sites to be taken out of the employment land supply

2.15 The site summary sets out the key considerations for the site and recommendations for each site in relation to this study and the consideration of the site in employment development terms within the ongoing Local Plan process.

# Appendix IV

## Site Scoring Matrix

Site ID	Site Name	Market Area	Submarket	Colour	Site Area (ha)	NDA (ha)	Strategic Road Access	Local Accessibility	Proximity to Urban Areas and Access to Labour and Services	Compatibility of Adjoining Uses	Developmental and Environmental Constraints	Market Attractiveness	Viability Rating	Delivery Timescale	Overall Site Rating	Site Categorisation
					221.16	155.66										
1	Riverside House	B'head & W'sey	Northside	Red	0.17	0.17	Good	Good	Very Good	Very Good	Poor	Poor	Poor to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
2	CETCO	B'head & W'sey	Northside	Amber	1.97	0.00	Good	Very Good	Very Good	Good	Average	Good	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
3	Former Pallet Centre	B'head & W'sey	Northside	Green	0.63	0.63	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
4	Alfred Road	B'head & W'sey	Northside	Amber	0.36	0.36	Good	Good	Very Good	Average	Good	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
5	Wheatland Lane, Seacombe	B'head & W'sey	Northside	Amber	0.38	0.38	Good	Average	Very Good	Average	Good	Average	Average to Very Poor	0 - 5 years	Average	5. Employment land portfolio
6	Land at Kelvin Road, Volclay Triangle, Seacombe	B'head & W'sey	Northside	Amber	0.71	0.00	Good	Very Good	Very Good	Very Good	Average	Average	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
7	Former Royal Swan Hotel	B'head & W'sey	Northside	Green	0.23	0.23	Good	Very Good	Very Good	Very Good	Average	Good	Poor to Very Poor	0 - 5 years	Good	2. Good Quality Sites
8	Stone Manganese Marine Business Park	B'head & W'sey	Northside	Amber	6.84	1.44	Good	Very Good	Very Good	Very Good	Average	Average	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
9	North of Oakdale Road	B'head & W'sey	Northside	Red	0.81	0.81	Good	Very Good	Very Good	Very Good	Poor	Average	Average to Very Poor	11 - 15 years	Poor	5. Employment land portfolio
11	Wirral Business Centre and Depot, Seacombe	B'head & W'sey	Northside	Amber	3.22	0.00	Good	Very Good	Very Good	Very Good	Average	Average	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
12	West Float Industrial Estate, Dock Road	B'head & W'sey	Northside	Amber	0.34	0.34	Very Good	Average	Very Good	Very Good	Average	Good	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
13	South of Dock Road	Wirral Waters	West Float	Amber	0.35	0.35	Very Good	Very Good	Very Good	Very Good	Average	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
14	Former Gas Holders	B'head & W'sey	Northside	Red	2.30	2.30	Very Good	Very Good	Very Good	Very Good	Poor	Average	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
15	Former TRFC Training Ground	B'head & W'sey	West Float	Green	1.27	1.27	Very Good	Average	Very Good	Good	Good	Good	Average to Very Poor	0 - 5 years	Good	6. Remove from employment land supply
16	Bidston Dock	B'head & W'sey	West Float	Red	18.25	11.10	Very Good	Very Good	Very Good	Very Good	Poor	Good	Average to Very Poor	11 - 15 years	Poor	5. Employment land portfolio

Site ID	Site Name	Market Area	Submarket	Colour	Site Area (ha)	NDA (ha)	Strategic Road Access	Local Accessibility	Proximity to Urban Areas and Access to Labour and Services	Compatibility of Adjoining Uses	Developmental and Environmental Constraints	Market Attractiveness	Viability Rating	Delivery Timescale	Overall Site Rating	Site Categorisation
17	Bidston Moss North of Railway sidings	B'head & W'sey	West Float	Red	2.92	1.64	Very Good	Very Good	Very Good	Very Good	Very Poor	Good	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
18	Birkenhead Dock Estate - Land at Beaufort Road	Wirral Waters	West Float	Amber	1.80	1.80	Very Good	Very Good	Very Good	Very Good	Poor	Good	Average to Very Poor	0 - 5 years	Average	4. Strategic Lower Quality Sites
19	Former Mobil Oil	Wirral Waters	West Float	Green	8.84	8.84	Very Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years (4HA) 6 - 10 years (4.84 HA)	Good	1. Highest Quality Sites
20	MEA Park	Wirral Waters	West Float	Green	10.78	10.78	Very Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years (6HA) 6 - 10 years (4.78HA)	Good	1. Highest Quality Sites
22	Wirral Waters Sky City	Wirral Waters	East Float	Green	5.49	0.00	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	Existing Use	Good	2. Good Quality Sites
23	Wirral Waters Vittoria Dock	Wirral Waters	East Float	Amber	4.68	0.00	Good	Very Good	Very Good	Very Good	Average	Average	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
24	Wirral Waters Marina View	Wirral Waters	East Float	Green	3.92	0.00	Good	Good	Very Good	Very Good	Average	Good	Average to Very Poor	Existing Use	Good	2. Good Quality Sites
25	Wirral Waters - Hydraulic Tower	Wirral Waters	Twelve Quays	Amber	0.95	0.95	Good	Very Good	Very Good	Very Good	Poor	Good	Average to Very Poor	0 - 5 years	Average	5. Employment land portfolio
26	Twelve Quays Tower Wharf	Wirral Waters	Twelve Quays	Green	1.06	1.06	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
27	Wirral Waters Tower Quay	Wirral Waters	Twelve Quays	Green	0.61	0.00	Good	Very Good	Very Good	Good	Average	Good	Average to Very Poor	0 - 5 years	Good	6. Remove from employment land supply
28	Twelve Quays Morpeth Waterfront	B'head & W'sey	Twelve Quays	Green	1.58	1.58	Good	Very Good	Very Good	Very Good	Good	Good	Average to Very Poor	0 - 5 years	Very Good	1. Highest Quality Sites
29	Cavendish Roundabout	B'head & W'sey	Hamilton Park	Amber	0.15	0.00	Good	Very Good	Very Good	Good	Average	Average	Poor to Very Poor	6 - 10 years	Average	5. Employment land portfolio
30	Kern's Warehouse	B'head & W'sey	Hamilton Park	Green	0.98	0.98	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
31	Land East of 491 Cleveland St	B'head & W'sey	Hamilton Park	Red	0.12	0.12	Good	Very Good	Very Good	Average	Poor	Average	Poor to Very Poor	0 - 5 years	Poor	5. Employment land portfolio
32	Adj 45 Old Bidston Road	B'head & W'sey	Hamilton Park	Amber	0.17	0.00	Good	Very Good	Very Good	Good	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio

Site ID	Site Name	Market Area	Submarket	Colour	Site Area (ha)	NDA (ha)	Strategic Road Access	Local Accessibility	Proximity to Urban Areas and Access to Labour and Services	Compatibility of Adjoining Uses	Developmental and Environmental Constraints	Market Attractiveness	Viability Rating	Delivery Timescale	Overall Site Rating	Site Categorisation
33	Livingstone Street	B'head & W'sey	Hamilton Park	Amber	0.20	0.00	Good	Average	Very Good	Very Good	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio
34	Berner Street South	B'head & W'sey	Hamilton Park	Amber	0.23	0.00	Good	Good	Very Good	Very Good	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio
35	Ten Streets Phase 1	B'head & W'sey	Hamilton Park	Green	0.88	0.88	Good	Very Good	Very Good	Very Good	Good	Average	Average to Very Poor	0 - 5 years	Good	6. Remove from employment land supply
36	Ten Streets Phase 4	B'head & W'sey	Hamilton Park	Green	0.37	0.13	Good	Very Good	Very Good	Very Good	Good	Average	Poor to Very Poor	0 - 5 years	Good	6. Remove from employment land supply
37	Cathcart Street	B'head & W'sey	Hamilton Park	Amber	0.13	0.00	Good	Average	Very Good	Average	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio
38	LLW Site	B'head & W'sey	Hamilton Park	Amber	0.17	0.17	Good	Average	Very Good	Average	Average	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
39	Cleveland Street	B'head & W'sey	Central Gateway	Amber	0.11	0.11	Good	Very Good	Very Good	Average	Average	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
40	Land at George Street	B'head & W'sey	Central Gateway	Amber	0.10	0.10	Good	Very Good	Very Good	Very Good	Average	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
41	Shore Road	B'head & W'sey	Waterfront	Red	0.52	0.52	Good	Poor	Very Good	Good	Poor	Poor	Average to Very Poor	6 - 10 years	Very Poor	5. Employment land portfolio
43	Chester Street Island	B'head & W'sey	Waterfront	Red	0.53	0.47	Good	Good	Very Good	Average	Poor	Average	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
44	Rose Brae Phase 2	B'head & W'sey	Waterfront	Amber	1.97	1.97	Good	Good	Very Good	Average	Poor	Good	Average to Very Poor	6 - 10 years	Average	6. Remove from employment land supply
45	North of Conway Park Station	B'head & W'sey	Town Centre	Green	1.43	1.43	Good	Very Good	Very Good	Average	Good	Very Good	Poor to Very Poor	0 - 5 years	Good	2. Good Quality Sites
46	Conway Park NE of Crown Hotel	B'head & W'sey	Town Centre	Amber	0.16	0.16	Good	Very Good	Very Good	Good	Average	Average	Poor to Very Poor	0 - 5 years	Average	5. Employment land portfolio
47	Conway Park Cinema Frontage	B'head & W'sey	Town Centre	Amber	0.11	0.11	Good	Very Good	Very Good	Good	Average	Average	Very Poor	0 - 5 years	Average	5. Employment land portfolio
48	Former Rank Bingo	B'head & W'sey	Town Centre	Green	0.26	0.00	Good	Very Good	Very Good	Very Good	Good	Good	Poor to Very Poor	0 - 5 years	Very Good	6. Remove from employment land supply
49	Former Town Station	B'head & W'sey	Hind Street	Red	1.54	1.39	Good	Poor	Very Good	Good	Very Poor	Poor	Average to Very Poor	11 - 15 years	Very Poor	5. Employment land portfolio

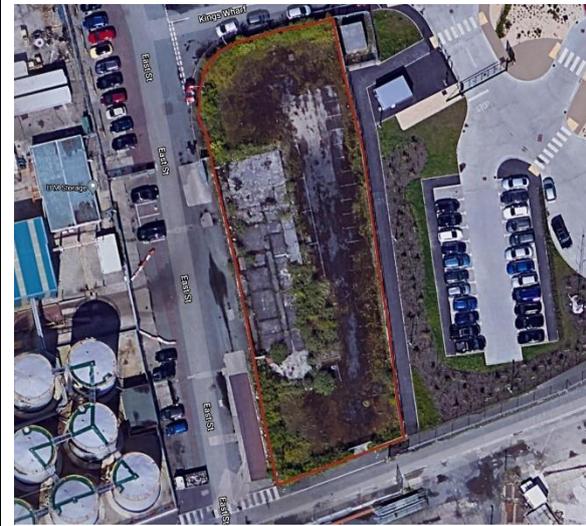
Site ID	Site Name	Market Area	Submarket	Colour	Site Area (ha)	NDA (ha)	Strategic Road Access	Local Accessibility	Proximity to Urban Areas and Access to Labour and Services	Compatibility of Adjoining Uses	Developmental and Environmental Constraints	Market Attractiveness	Viability Rating	Delivery Timescale	Overall Site Rating	Site Categorisation
50	Waterloo Place	B'head & W'sey	Hind Street	Amber	0.22	0.00	Good	Average	Very Good	Good	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio
51	Jackson Street	B'head & W'sey	Hind Street	Red	0.32	0.00	Good	Average	Very Good	Good	Poor	Poor	Poor to Very Poor	Existing Use	Poor	5. Employment land portfolio
52	Thomas Street	B'head & W'sey	Hind Street	Amber	0.21	0.21	Good	Poor	Very Good	Good	Average	Average	Poor to Very Poor	Existing Use	Average	5. Employment land portfolio
53	Birkenhead Car and Van Hire	B'head & W'sey	Hind Street	Red	1.38	0.00	Good	Good	Very Good	Good	Poor	Average	Average to Very Poor	Existing Use	Poor	5. Employment land portfolio
54	Former Gas Depot	B'head & W'sey	Hind Street	Red	2.01	2.01	Good	Average	Very Good	Good	Poor	Average	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
55	Former Gas Holder Site	B'head & W'sey	Hind Street	Red	1.84	1.84	Good	Average	Very Good	Good	Very Poor	Poor	Average to Very Poor	6 - 10 years	Very Poor	5. Employment land portfolio
56	Former Railway Depot	B'head & W'sey	Hind Street	Red	4.35	4.35	Good	Very Poor	Very Good	Good	Poor	Poor	Average to Very Poor	6 - 10 years	Very Poor	5. Employment land portfolio
61	Former Unilever R&D Facility	Bromb & Eastham	Bromborough	Amber	3.54	0.00	Good	Good	Very Good	Average	Average	Average	Average to Very Poor	0 - 5 years	Average	5. Employment land portfolio
62	Plant Hire Depot, Dock Road North	Bromb & Eastham	Bromborough	Amber	0.60	0.00	Good	Average	Very Good	Average	Average	Average	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
63	Former Land and Marine Depot, Dock Road North	Bromb & Eastham	Bromborough	Amber	3.50	3.50	Good	Average	Very Good	Average	Good	Average	Average to Very Poor	0 - 5 years	Average	5. Employment land portfolio
64	Former Croda Site	Bromb & Eastham	Bromborough	Green	6.82	3.96	Good	Very Good	Very Good	Average	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
65	Land off Dock Road South	Bromb & Eastham	Bromborough	Amber	1.14	0.00	Good	Very Good	Very Good	Average	Average	Good	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
66	East of former Lubrizol/D1 Oils	Bromb & Eastham	Bromborough	Red	9.23	9.23	Good	Good	Very Good	Very Good	Poor	Poor	Average to Very Poor	11 - 15 years	Poor	5. Employment land portfolio
67	East of Lubrizol	Bromb & Eastham	Bromborough	Red	1.90	1.90	Good	Good	Very Good	Very Good	Poor	Poor	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
68	D1 Oils Site	Bromb & Eastham	Bromborough	Red	10.17	10.17	Good	Very Good	Very Good	Very Good	Poor	Average	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio

Site ID	Site Name	Market Area	Submarket	Colour	Site Area (ha)	NDA (ha)	Strategic Road Access	Local Accessibility	Proximity to Urban Areas and Access to Labour and Services	Compatibility of Adjoining Uses	Developmental and Environmental Constraints	Market Attractiveness	Viability Rating	Delivery Timescale	Overall Site Rating	Site Categorisation
69	Land at Riverbank Road	Bromb & Eastham	Bromborough	Blue	1.56	0.00	Good	Very Good	Very Good	Very Good	Good	Good	Average to Very Poor	Under Development	Very Good	6. Remove from employment land supply
70	Former Eastham Sand	Bromb & Eastham	Bromborough	Red	3.61	1.96	Good	Good	Very Good	Very Good	Poor	Average	Average to Very Poor	6 - 10 years	Poor	5. Employment land portfolio
71	Centuria Business Park	Bromb & Eastham	Bromborough	Red	8.09	8.09	Good	Very Good	Very Good	Very Good	Poor	Average	Average to Very Poor	11 - 15 years	Poor	5. Employment land portfolio
72	Former Builder's Yard, Riverbank Road	Bromb & Eastham	Bromborough	Green	1.01	1.01	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
73	Former Tank Farm, Commercial Road	Bromb & Eastham	Bromborough	Green	0.97	0.97	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
74	Former Spectrum Adhesives	Bromb & Eastham	Bromborough	Green	2.35	2.35	Good	Very Good	Very Good	Good	Good	Very Good	Average to Very Poor	0 - 5 years	Very Good	1. Highest Quality Sites
75	Riverview Road - East of Tulip	Bromb & Eastham	Bromborough	Blue	3.11	0.00	Good	Very Good	Very Good	Very Good	Very Good	Very Good	Average to Very Poor	Under Development	Very Good	6. Remove from employment land supply
76	Tulip Expansion	Bromb & Eastham	Bromborough	Green	2.05	2.05	Good	Very Good	Very Good	Very Good	Good	Very Good	Average to Very Poor	0 - 5 years	Very Good	1. Highest Quality Sites
77	Former Epichem Site	Bromb & Eastham	Bromborough	Red	3.81	1.62	Good	Very Good	Very Good	Very Good	Poor	Average	Average to Very Poor	11 - 15 years	Poor	5. Employment land portfolio
78	Riverside Office Park	Bromb & Eastham	Bromborough	Green	6.49	3.48	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	2. Good Quality Sites
79	Former MOD Site	Bromb & Eastham	Bromborough	Green	8.01	8.01	Good	Very Good	Very Good	Very Good	Good	Average	Average to Very Poor	6 - 10 years	Good	2. Good Quality Sites
80	Eastham Dock Estate - Queen Elizabeth II Dock	Bromb & Eastham	Eastham	Red	6.52	6.52	Good	Good	Poor	Good	Poor	Average	Average to Very Poor	11 - 15 years	Poor	3. Sites in Secondary Locations
81	Eastham Dock Estate - North Road Tank Farm Complex	Bromb & Eastham	Eastham	Red	9.28	9.28	Very Good	Good	Poor	Good	Poor	Average	Average to Very Poor	0 - 5 years	Poor	3. Sites in Secondary Locations
83	Peninsula Business Park - Moreton	Mid Wirral	Moreton	Amber	1.10	1.10	Average	Good	Very Good	Very Good	Average	Average	Average to Very Poor	6 - 10 years	Average	3. Sites in Secondary Locations
84	Premier Brands - North of Access Road	Mid Wirral	Moreton	Amber	1.46	1.46	Average	Good	Very Good	Very Good	Average	Average	Average to Very Poor	0 - 5 years	Average	3. Sites in Secondary Locations
85	Premier Brands - South of Access Road	Mid Wirral	Moreton	Amber	5.01	1.93	Average	Good	Very Good	Good	Average	Average	Average to Very Poor	0 - 5 years	Average	3. Sites in Secondary Locations

Site ID	Site Name	Market Area	Submarket	Colour	Site Area (ha)	NDA (ha)	Strategic Road Access	Local Accessibility	Proximity to Urban Areas and Access to Labour and Services	Compatibility of Adjoining Uses	Developmental and Environmental Constraints	Market Attractiveness	Viability Rating	Delivery Timescale	Overall Site Rating	Site Categorisation
86	Tarran Industrial Estate	Mid Wirral	Moreton	Amber	0.25	0.25	Average	Good	Very Good	Very Good	Good	Average	Poor to Very Poor	0 - 5 years	Average	3. Sites in Secondary Locations
88	North Cheshire TE - North of KCTS	B'head & W'sey	Prenton	Green	0.45	0.45	Very Good	Good	Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	1. Highest Quality Sites
89	North Cheshire TE - South of Halliday Funeral Supplies	B'head & W'sey	Prenton	Green	0.13	0.13	Very Good	Good	Good	Very Good	Average	Good	Average to Very Poor	0 - 5 years	Good	1. Highest Quality Sites
92	Cammell Laird South	B'head & W'sey	Waterfront	Green	13.26	13.26	Good	Very Good	Very Good	Very Good	Average	Good	Average to Very Poor	6 - 10 years	Good	2. Good Quality Sites
93	Land at Prenton Way	B'head & W'sey	Prenton	Amber	2.93	0.00	Very Good	Very Good	Good	Very Good	Average	Average	Average to Very Poor	Existing Use	Average	5. Employment land portfolio
94	Survitec Site	B'head & W'sey	Hamilton Park	Amber	1.89	0.00	Good	Very Good	Very Good	Average	Average	Good	Average to Very Poor	0 - 5 years	Average	5. Employment land portfolio

**Appendix V**  
**Site Proformas**

## Site 1 – Riverside House, East Street



**GROSS SITE AREA:**

0.17 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.17 ha

**Current Use and Land Type**

The site previously consisted of two separate plots of brownfield land, in common ownership, divided by East Street. However, the Western plot has been excluded from this study as it is part of the United Molasses site. The Eastern site is small and rectangular. The plot, previously used to accommodate a small office building, could also be used by nearby occupiers for a small unit, storage land or car parking. The site is designated on UDP Proposals Map as being within a Primarily Industrial Area.

Criteria	Comment	Rating
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Strategic Road Access	The site is within 1km of the A554.	Good
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Local Accessibility	The site is accessed directly from East Street which connects to the A554. New access infrastructure is required on site. There are bus stops within 400m with services to Birkenhead, New Brighton, Wallasey and Woodside. There is also on-street car parking along East Street.	Good
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Proximity to Urban Areas and Access to Labour and Services	The site is in Seacombe between Wallasey and Birkenhead and has a good local labour market catchment but with a more limited range of local services in the vicinity.	Very Good
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Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is within an established and active industrial estate, with predominantly B1c and B2 land uses nearby. There is existing employment development to the north and a bulk liquid storage facility to the west. To the east of the site is a new build industrial unit. To the south of the site is the lock providing access between Alfred Dock and the East/West Floats and the River Mersey.	Very Good
Developmental and Environmental Constraints	The plot is small in size and long and narrow. The brownfield land may require remediation works due to the previous industrial uses. The southern part of the site is within Flood Zone 2 and 3 which may further limit the development potential.	Poor
Market Attractiveness	The site is located in Birkenhead and Wallasey market area. The site is in an established employment location. The site offers a small brownfield land plot for development, most likely to be developed by the adjacent occupiers as expansion land to existing premises. The plots are not advertised to the market, are hidden from the main road and have particularly poor visibility. Due to the size of the plot it will only attract a small-scale industrial interest to meet the needs of local businesses if they were made available independently.	Poor
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Poor to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	We understand the plot is being retained as expansion land by the adjacent occupiers, in line with the most recent planning application for the site. The plot has a number of development constraints including its small plot size, potential contamination and lack of site access. Therefore, it is unlikely the site will come forward until at least 6 to 10 years if not later in the Local Plan period.
Planning History	15/00553 (18/09/2015) anaerobic digestion plant, process tanks and biomethane pipeline 4,078sqm
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>

**Site Summary and Recommendations**

The site offers a small plot of brownfield land. The previously assessed western plot has been excluded from the study. It is constrained by its size, narrow rectangular profile and lack of road access.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The plot is located in an existing and established industrial area and most likely to be retained and developed as expansion land for the occupier to the west. The site should be retained within the wider Primarily Industrial Area rather than being included in the Borough's ongoing employment land supply. As the plot is most likely to be used as expansion land by adjacent occupiers, B1c, B2 and B8 employment uses are most appropriate for the site.

## Site 2- CETCO, Birkenhead Road



**GROSS SITE AREA:**

1.97 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site provides a triangular shaped plot with a large grouping of low-quality industrial units. The site is under a single occupier but there are signs that some of the industrial units are no longer used and in a poor condition with only the units fronting the A554 appearing to still be occupied. The site is within a Primarily Industrial Area and identified within the SHLAA for residential redevelopment.

Criteria	Comment	Rating
Strategic Road Access	The site is in an excellent position fronting the A554.	Good
Local Accessibility	The site has access in place directly off the A554 suitable for HGVs. A bus service is in operation along the A554 to the east of the site, providing access to Birkenhead, Woodside, New Brighton and Wallasey. The nearest bus stop is directly outside the site, on the A554. The nearest train station is Birkenhead Hamilton Square which is 1.3km to the south of the site.	Very Good

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Proximity to Urban Areas and Access to Labour and Services	The site is in Seacombe between Wallasey and Birkenhead and has a good local labour market catchment albeit with a more limited range of local services on offer.	Very Good
Compatibility of Adjoining Uses	The site is bounded to the east by East Street which also wraps around the northern point of the triangular site. Employment development is across East Street from the site. To the west is the A554 with predominantly employment development beyond, except for a small amount of residential across from the northern corner. The site is bounded to the south by the United Molasses site, an active heavy-use employment site.	Good
Developmental and Environmental Constraints	The site is a large triangular site. Buildings occupy the majority of the site with a yard in the northern end of the site. The site is under a single occupier but there are signs that some of the industrial units are no longer used and in a poor condition with only the units fronting the A554 appearing to still be occupied. If the site is to be redeveloped, then the existing buildings will need to be demolished. Given the age of the building there is potential for asbestos in these properties. The site is located in Flood Zone 1 and therefore at low risk of flooding.	Average
Market Attractiveness	The site is located in the Birkenhead and Wallasey market area and is well located to the labour supply of both Wallasey and Birkenhead. The site affronts the A554. The level site would likely appeal to both occupiers and developers. The site is subject to a pre-application from Peel Properties for residential development, as part of the Scotts Quay proposals.	Good

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is occupied and as such at present does not provide an available development site. There is interest in the site for redevelopment for residential were the site to be vacated. However, at present unless the occupier vacates, we cannot assume that the site will come forward for redevelopment. Were the site to come forward for redevelopment, then the adjacency of the United Molasses site to the south would need to be considered, given the heavy use on site and the potential incompatibility with residential uses. Therefore, an area of lighter employment use may be required to buffer any new residential development.	
Planning History	<p>APP/98/05134 (30/01/98) Erection of a canopy porch and open storage</p> <p>APP/98/06688 (28/10/98) Erection of a warehouse extension</p> <p>APP/99/05650 (22/04/99) Extension to portal frame building and external cladding of elevations</p> <p>APP/00/06968 (30/10/00) Erection of three portable cabins</p>	
<b>Overall Site Rating</b>	<b>Average</b>	

**Site Categorisation**

**5. Employment land portfolio**

**Site Summary and Recommendations**

The site provides a triangular shaped plot with a large grouping of low-quality industrial units. The site is under a single occupier but there are signs that some of the industrial units are no longer used and in a poor condition with only the units fronting the A554 appearing to still be occupied. The site has excellent frontage and access onto the A554. The site is within a Primarily Industrial Area.

Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be developed, it would be suitable for B1, B2 and B8 development. However, given the site is not proposed to be allocated in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

The site is subject to a pre-application from Peel Properties for residential development, as part of the Scotts Quay proposals; and identified in the SHLAA for future residential development. Were the site to come forward for redevelopment, then the adjacency of the United Molasses site to the south would need to be considered, given the heavy use on site and the potential incompatibility with residential uses. Therefore, an area of lighter employment use may be required to buffer any new residential development.

## Site 3- Former Pallet Centre, Birkenhead Road



**GROSS SITE AREA:**

0.63 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.63 ha

**Current Use and Land Type**

The site is a triangular plot of cleared brownfield land adjacent to the A554 and dockside waterfront in Seacombe. The site is level and was previously used as a pallet manufacturing and storage yard. The UDP Proposals Map designates the site as a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is adjacent to the A554 and immediately to the East of the roundabout of the A554 and A5139.

Good

Local Accessibility

The site is accessible directly from the A554, with a good HGV accessible entranceway. The site is adjacent to bus stops with services to Birkenhead, Liverpool, Woodside, New Brighton and Wallasey. The nearest railway station is Birkenhead Hamilton Square which is approximately 1.5km away.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is in Seacombe between Wallasey and Birkenhead and has a good local labour market catchment albeit with a more limited range of local services on offer.

Very Good

Compatibility of Adjoining Uses

The site is bordered by the A554 to the west and Alfred Dock to the south. The site is adjacent to and in close proximity to existing B-Class and other employment uses, including United Molasses immediately to the east and CETCO to the north east; with further employment uses across the A554 to the north.

Very Good

Criteria	Comment	Rating
Developmental and Environmental Constraints	The site is level though of a triangular shape and offers a relatively modest sized plot for re-development. The majority of the site is hardstanding with limited vegetation. The western third of the site, associated with the quayside, is in Flood Zones 2 and 3, but the remainder of the site has limited development constraints.	Average
Market Attractiveness	The site is located in the Birkenhead and Wallasey market area and is well located to the labour supply of both Wallasey and Birkenhead. The site affronts the A554 in a prominent dockside location, adjacent to the Wirral Waters development proposals to the immediate south west of the site. The level site would likely appeal to both occupiers and developers. It is not currently advertised but agents are acting for the landowner and it is available for sale. The triangular plot, modest size and adjacent tank farm could however limit the occupiers looking for small to medium sized light industrial premises or port-related uses. The site is located in an area with predominantly poorer to average quality employment units, although the site itself is in an attractive roadside location and there are some attractive more modern units to the east. The site could also be used as expansion land for United Molasses immediately to the east.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven</p>	Average to Very Poor

	by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	There are no known barriers to delivery, though part of the site falls within Flood Zones 2 and 3 which would constrain development. The site is available to the market but has not received significant interest and remains undeveloped since the former Pallet Centre was demolished in 2012. The site has limited development constraints and could potentially come forward in 0-5 years.
Planning History	The only known planning application in recent years relates to the closure and demolition of the former Pallet Centre (DEM/12/00643, decided June 2012).
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>

**Site Summary and Recommendations**

The site covers a triangular plot directly fronting the A554, with established HGV access infrastructure. The site is well located in Seacombe, between Birkenhead and Wallasey and benefits from this access to local labour. Apart from a portion of the site being in Flood Zones 2 or 3 the site does not have any major development constraints. The site is currently available to the market but has not received significant interest and remains undeveloped since the former Pallet Centre was demolished in 2012.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1c, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

**Site 4 – Alfred Road**



**GROSS SITE AREA:**

0.36 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.36 ha

Current Use and Land Type

The site currently comprises a vacant brownfield site, consisting of a cleared site which is predominantly hardstanding with some vegetation on the site periphery. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is approximately 0.14km to the west of the A554.

Good

Local Accessibility

The site has an existing access off Alfred Road at the north west of the site; and access could also be created off Wheatland Lane to the north. However, Wheatland Lane is narrow with parked cars on the roadside making it unsuitable for larger vehicles. Alfred Road is more designed to cater for commercial vehicle traffic. A bus service is in operation along the A554 to the east of the site, providing access to Birkenhead, Woodside, New Brighton and Wallasey. The nearest bus stop is 0.13km to the east of the site, on the A554. The nearest train station is Hamilton Square which is 1.5km to the south of the site.

Good

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Seacombe, Wallasey. Wallasey is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.	Very Good
Compatibility of Adjoining Uses	The site is within a Primary Industrial Area, although borders a Primary Residential Area to the east. The site is bounded to the north by Wheatland Lane and new residential development on the other side. To the east is existing residential developments. To the south and west (across Alfred Road) are existing employment uses.	Average
Developmental and Environmental Constraints	The site is square in shape and consists of predominantly hardstanding. There is some vegetation on the periphery of the site and in patches in the centre. The EA Flood Map identifies the site as being located within Flood Zone 1 and therefore at low risk of flooding. Other than being relatively small there are limited other development constraints.	Good
Market Attractiveness	The site is within a Primary Industrial Area but in close proximity to residential development, situated to the north of Wheatland Lane. The surrounding area is characterised by lower value employment units. The site benefits from limited development and environmental constraints and good strategic road access. An outline planning application was submitted in 2018 for residential development with ground floor employment uses.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven</p>	Poor to Very Poor

	by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site has relatively few development constraints. The site is however, potentially impacted by the neighbouring residential units to the east and new build across Wheatland Lane to the north. Therefore, any development would need to be sensitive to these neighbouring uses. Given the limited development constraints it is envisaged the site could come forward in 0-5 years.	
Planning History	OUT/18/00142 (25/01/18) Proposed residential development of up to 70 units with some space at ground level for B1, B2, B8 uses with all matters reserved.  SCR/17/01374 (31/10/17) Screening opinion for residential development	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site currently comprises a vacant brownfield site, consisting of a cleared site which is predominantly hardstanding with some vegetation on the site periphery. There are limited development constraints, save for the neighbouring residential development. The landowner has interest in bringing the site forward for residential development.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site is within the Primarily Industrial Area but borders a Primarily Residential Area to the east and across Wheatland Lane to the north. Given the context of the site and its proximity to residential development, it is considered that the site could best accommodate B1 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 5 - Wheatland Lane, Seacombe



**GROSS SITE AREA:**

0.38 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.38 ha

Current Use and Land Type

The site currently comprises vacant grassland and a number of storage containers. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is approximately 0.24km to the west of the A554.

Good

Local Accessibility

The site can be accessed from Wheatland Lane to the north of the site. However, the road is narrow with parked cars on the roadside making it unsuitable for larger vehicles. A bus service is in operation along the A554 to the east of the site, providing access to Birkenhead, Woodside, New Brighton and Wallasey. The nearest bus stop is 0.3km to the east of the site, on the A554. The nearest train station is Hamilton Square which is 1.5km to the south of the site.

Average

Proximity to Urban Areas and Access to Labour and Services

The site is included within the urban area of Seacombe, Wallasey. Wallasey is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is within a Primary Industrial Area and is well contained by existing development and the road network. The site is bounded to the north by Wheatland Lane and to the south, east and west by existing employment development and a small storage yard (to the east of the northern part of the site); and is separated from residential development to the north by Wheatland Lane.	Average
Developmental and Environmental Constraints	The site has a slight slope north to south, but this is not likely to hinder development and currently comprises a cleared area of hardstanding. The Council's monitoring data indicates that the site is within a Part A Notification Area for Pollution Control, which originates from a small site to the north. The EA Flood Map identifies the site as being located within Flood Zone 1 and therefore at low risk of flooding.	Good
Market Attractiveness	The site is within a Primary Industrial Area but in close proximity to residential development, situated to the north of Wheatland Lane. The surrounding area is characterised by lower value employment units. The site benefits from limited development and environmental constraints and good strategic road access, although the immediate road infrastructure may not be suitable for larger vehicles.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be</p>	Average to Very Poor

	necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	Previous studies indicated that the owner was retaining the site for residential purposes; an application for residential development was refused on the site in 2004. The site has relatively few development and environmental constraints and is supported by the requisite infrastructure which will aid the delivery of the site. It is therefore considered the site could come forward in 0-5 years, subject to the landowner bringing it forward.	
Planning History	OUT/04/05592 (Refused 14/05/04) 3 blocks of 3s flats 0.15ha	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This brownfield site is located within the urban area of Seacombe, Wallasey. The site is within a Primary Industrial Area and benefits from good strategic road and local access. The site is separated from nearby residential development to the north by Wheatland Lane and any future development of the site will therefore need to be sympathetic with this land use.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site is classed as an Employment Development Site, but this allocation should be removed. Given the context of the site and its proximity to residential development, it is considered that the site could best accommodate B1 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use. However, the proximity of the immediately surrounding employment uses may hinder residential development on this site, with Wheatland Lane currently providing the divide between residential to the north and employment to the south.</p>		

## Site 6 - Land at Kelvin Road



**GROSS SITE AREA:**

0.71 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site provides a triangular shaped plot fronting the A554 and A5139. The site is broken up into a number of short-term lettings providing a range of uses including car wash, timber yard, and cleared hardstanding. The site is within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site fronts onto the A554 and A5139.

Good

Local Accessibility

The site has good accessibility directly off the A554. A bus service is in operation along the A554 to the east of the site, providing access to Birkenhead, Woodside, New Brighton and Wallasey. The nearest bus stop is directly outside the site, on the A554. The nearest train station is Hamilton Square which is 1.2km to the south of the site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is in Seacombe between Wallasey and Birkenhead and has a good local labour market catchment albeit with a more limited range of local services on offer.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is bounded by existing modern employment uses to the north and west; to the east by the A554 with employment uses beyond; and to the south by the A5139 and Wirral Waters development sites beyond.	Very Good
Developmental and Environmental Constraints	The site is triangular in shape and has a relatively flat topography. The site is well developed, with existing occupiers on site, who would need to vacate prior to redevelopment although we understand they are on predominantly short-term lettings. Almost all of the site apart from the northern corner is in Flood Zone 2 and 3 and so this may limit redevelopment and consideration for development of raised buildings might be required.	Average
Market Attractiveness	<p>The site is a large triangular site. Most of the site is in occupation on multiple leases and so the challenge of providing vacant possession may deter potential purchasers. The occupiers on site are low quality as are some of the surrounding occupiers particularly to the east. The site is close to the Wirral Waters Enterprise Zone and could see benefits realised from its proximity. The risk of flooding may deter potential investors with the potential need to construct raised buildings.</p> <p>The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be</p>	Average to Very Poor

	occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
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Criteria	Comment
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Barriers to Delivery, Mitigation and Timescales	The site is occupied and as such at present does not provide an available development site. The site is also at high risk of flooding. Nevertheless, we understand that the tenancies are short term and so the site could come forward within 0-5 years for redevelopment.
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Planning History	<p>APP/15/00655 (06/05/15) Change of use of part of site from trailer storage facility to car wash with portacabin and associated site structures</p> <p>APP/15/00163 (03/02/15) Formation of additional vehicular and pedestrian access into existing site.</p> <p>APP/14/01519 (02/12/14) Change of use of part of site to storage display and sale of motors, including associated buildings.</p> <p>ADV/14/01520 (02/12/14) 2no freestanding signs</p> <p>APP/14/01354 (27/10/14) Change of use of part of site from trailer storage facility, to car wash with portacabin and associated site structures</p> <p>ADV/07/06928 (12/09/07) Erection of 2no. single advertising hoardings</p> <p>APP/07/05918 (08/05/07) Retention of change of use to trailer storage facility and retention of erection of a 2.5m high palisade fencing to site perimeter.</p>
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<b>Overall Site Rating</b>	<b>Average</b>
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<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>
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Site Summary and Recommendations
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The site provides a triangular shaped plot fronting the A554 and A5139. The site is broken up into a number of short-term lettings providing a range of uses including car wash, timber yard, and cleared hardstanding. The site is within a Primarily Industrial Area.

The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be developed, it would

be suitable for B1, B2 and B8 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 7 - Former Swan Hotel



**GROSS SITE AREA:**

0.23 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.23 ha

Current Use and Land Type

The site currently comprises a large area of hardstanding and a vacant public house. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included partly within a Primarily Industrial Area and partly allocated for employment development.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is immediately adjacent to the A5139.

Good

Local Accessibility

The site can be accessed of the A5139 which runs immediately to the south of the site. A bus service is in operation along the A5139 which provides access to Birkenhead and New Brighton. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Birkenhead Park which is 1.22km to the south west of the site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is included within the urban area of Seacombe, Wallasey. Wallasey is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being included within a Primary Industrial Area and is well contained by existing development. The site is bounded to the north, east and west by existing employment development and to the south by the A5139.	Very Good
Developmental and Environmental Constraints	The site currently comprises an area of hardstanding and a former public house which will require demolishing if the whole site is to be brought forward for development, which will incur demolition costs. Council monitoring data indicates that a small portion of the site is within a Part A Notification Area for Pollution Control, which originates from a small site to the north. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding. The site offers a small plot of brownfield land for development.	Average
Market Attractiveness	<p>The site is identified as being within a Primary Industrial Area. The surrounding area is characterised by low-medium quality employment units. The site benefits from its limited development and environmental constraints and its proximity to the strategic road network, including a prominent position, fronting the A5139.</p> <p>The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.</p> <p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. This should improve the attractiveness of this location as a business location.</p>	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Poor to Very Poor

	Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
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Criteria	Comment
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Barriers to Delivery, Mitigation and Timescales	<p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.</p> <p>The site has relatively limited development and environmental constraints other than costs associated with the demolition of the existing public house and its small site size. It is understood that the owner is retaining the site, awaiting the outcome of the Wirral Waters scheme. Nonetheless, the site is supported by the requisite infrastructure and could come forward in the next 0-5 years, although may be longer dependent on the outcome of Wirral Waters.</p>
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Planning History	N/A
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<b>Overall Site Rating</b>	<b>Good</b>
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<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>
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Site Summary and Recommendations
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This brownfield site is located within the urban area of Seacombe, Wallasey. The site is partly within a Primary Industrial Area and partly employment allocation and benefits from good strategic road and local access. The site is being retained by owner, awaiting the outcome of the Wirral Waters scheme. The site benefits from a prominent position, fronting the A5139 and benefits from limited development and environmental constraints.

The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.

The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1c, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

## Site 8 – Stone Manganese Marine Business Park



**GROSS SITE AREA:**

6.84 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.44 ha

**Current Use and Land Type**

The large brownfield site accommodates a number of different uses and industrial/distribution occupiers. The site currently consists of an office block, small and large engineering units and warehousing space, as well as a large yard used predominantly as a van storage area. The site is marketed as SMM Business Park, though much of the original buildings have been demolished. The site area is relatively under-utilised and could be redeveloped to support more intensive employment use; there are also some vacant areas to the rear of the site. The present occupiers include Stone Marine Group, Alliance Transport and Storage, AJM Transport Training, Survitec, True Point (Precision Engineers), Wirral Stone/Memorial Care and an automotive garage. The site also accommodates a large high bay industrial building advertised as 27,000 sq ft to let. The site is expected to require remediation due to its previous heavy industrial use (ship propeller manufacture). The UDP Proposals Map designates the site as Primarily Industrial Area.

Criteria	Comment	Rating
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Strategic Road Access	The site adjoins the A5139.	Good
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Local Accessibility	The site is accessed directly from the A5139 and is in close proximity to the junction with the A59 tunnel approach road and has excellent links to the local transport network. Whilst not all of the buildings directly front the road it has good visibility, with the offices accommodated by Stone Marine Group having particularly good roadside visibility. The site accommodates a large parking and storage area, as well as an entrance suitable for HGVs. There is a bus stop adjacent to the site with services to Birkenhead, Clatterbridge, New Brighton, Woodside. The nearest railway station, Birkenhead Park, is approximately 1.8km away, to the south.	Very Good
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Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is located in Seacombe with good access to the local labour market in Birkenhead and Wallasey. There are however few local services in the immediate area.	Very Good
Compatibility of Adjoining Uses	The site borders existing employment uses to the west at Wirral Business Centre and a former Council maintenance depot. The Centre includes offices. To the south lies Dock Road and North bank West of the Wirral Waters scheme, which is currently vacant brownfield land being developed for residential. To the east is site 9 which is vacant brownfield land formerly occupied by a brickwork, now in use as a site compound, and the newer units at Sovereign Way. The site is bounded to the north by the A59 Wallasey tunnel approach road and marshalling apron.	Very Good
Developmental and Environmental Constraints	The site appears to be under-utilised and could yield higher employment densities if redeveloped. The majority of the area is however expected to require remediation associated with former heavy industrial use. Former buildings and structures have been cleared to slab level and further investigation is expected to be required to determine the nature and extent of any future works. Council monitoring data indicates that the site is within the buffer zone of an Intermediate Pressure Gas Pipeline that runs parallel to the site's southern boundary with the A5139, which may constrain the extent or timing of undertaking groundworks on site. The site has a level topography, and whilst it is constrained by some existing buildings it offers a large plot for (re)development. Overgrown areas to the rear and edge of the site will also require some clearance before development. No other known constraints have been identified.	Average

Criteria	Comment	Rating
Market Attractiveness	<p>The site is located in the Birkenhead and Wallasey market area and is adjacent to part of the Wirral Waters scheme. The site benefits from a prominent location on the A5139, although not all units directly front the road. The site accommodates a variety of buildings, with average quality office premises and large industrial / distribution sheds. There is an advertisement to let the largest unit of 27,000 sq ft high bay industrial/warehousing space, which is likely to contribute up to half of the total floorspace on the site. This unit has been available for a number of years however, without being taken up. The majority of the rest of the site appears to be occupied, and nearby industrial areas have few vacancies. The area could also be improved with the creation of Wirral Waters North bank to the South.</p> <p>The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.</p> <p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. This should improve the attractiveness of this location as a business location.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor

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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	<p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.</p> <p>The site is partially occupied and partially developed, with the potential to redevelop the site to have a greater employment density. The ability to redevelop the site depends on the landowner's intentions and is likely to be driven by occupier demand rather than speculative development. Redevelopment of the site may be constrained by brownfield land which may require remediation following its former heavy industrial use, which could be mitigated by funding the remediation works if required. The priority of remediating this site is likely to be driven by the availability of other candidate sites and particularly the status of sites that are part of the Wirral Waters scheme. However, given the site is under occupation albeit under-utilised it is likely to continue its current status for the near future.</p>
Planning History	N/A
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>

**Site Summary and Recommendations**

The large site is adjacent to existing employment uses as well as part of the Wirral Waters scheme. Whilst not all of the units on the site benefit from roadside visibility, it has excellent connections to the local transport network. The site may be constrained by its previous heavy industrial land use. While the nearby employment areas have low vacancy levels, parts of the site, including the largest unit on the site, are advertised to let and large areas are under-utilised and/or used for temporary storage.

The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.

The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given its location and proximity to other employment sites B1, B2 and B8 land uses are considered to be most appropriate. The site should not be included in the Borough's ongoing land supply until the availability of the site for further redevelopment has been confirmed.

**Site 9 - North of Oakdale Road**



**GROSS SITE AREA:**

0.81 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.81 ha

**Current Use and Land Type**

The small rectangular site is brownfield land – and a former brickwork. The site is adjacent to existing industrial land uses. The ground conditions are suspected to be poor due to filled land and potentially require further remediation works. The UDP Proposals Map identifies the site as an employment development site. The site currently appears to be being used as a site compound.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site is within 1km of the A5139 via Oakdale Road.	Good
Local Accessibility	The site is accessed from Oakdale Road (stub access has been formed across the footway) which joins the A5139 to the south. On site infrastructure needs to be provided. There are bus stops within 400m with services to New Brighton and Birkenhead. The nearest railway station, Birkenhead Park, is approximately 1.5km away.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located in Seacombe with good access to the local labour market in Birkenhead and Wallasey. There are however few local services in the immediate area.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is adjacent to existing industrial land uses to the west, south and east. To the east is New Way Business Centre which accommodates a variety of small-scale light industrial occupiers, in average quality premises. To the south there are a number of industrial and wholesale occupiers on Sovereign Way which accommodate good quality premises. To the west is SMM Business Park (site 8) which accommodates a range of industrial and distribution uses, as well as a large high bay industrial building advertised as 27,000 sq ft to let (from SMG). To the north of the site there is vacant (former tannery landfill site), which acts as a buffer to the residential properties to the north east on Oakdale Road.</p>	Very Good
Developmental and Environmental Constraints	<p>The brownfield site is constrained by its former use as a brickwork. The site has filled land and is adjacent to a former tannery tip, to the immediate north, which is not developable. The site requires clearance of shrubs and foliage and has a slight slope north to south which should not hinder development, though this will require some small-scale levelling of the bund at the southern edge of the site.</p>	Poor
Market Attractiveness	<p>The site is located in the Birkenhead and Wallasey market area. It is adjacent to a number of existing industrial land uses, some of which occupy good quality accommodation whilst others are of poorer quality. The site benefits from its proximity to this predominantly industrial area and close access to the A5139 but has poor visibility from the main road and poor ground conditions which is likely to deter market interest and the site has remained undeveloped since being allocated in 2000.</p> <p>The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.</p> <p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. This should improve the attractiveness of this location as a business location.</p>	Average

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	<p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.</p> <p>The poor ground conditions are likely to be a barrier to development without further remediation. Therefore, it is not envisaged that the site will come forward before 11 to 15 years due to the adverse site conditions.</p>	
Planning History	05/6909 (09/12/05) 2s motorcycle dealerships 1992sqm. 0.78ha (Marriott Cycles), now expired.	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	

**Site Summary and Recommendations**

The small square site consists of brownfield land between existing and established industrial areas but is constrained by its former use as a brickworks and poor ground conditions, which are a potential barrier to delivery. The site currently appears to be being used as a site compound.

The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.

The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site should be de-allocated as an Employment Development Site. The site is poor quality and has serious development constraints. The site is however part of the Northsides Regeneration Area promoting this area as a new employment location. If the site were to come forwards for development a mix of B-Class and/or ancillary / higher value uses may be required to deliver the site.

## Site 11 - Wirral Business Centre and Depot, Seacombe



**GROSS SITE AREA:**

3.22 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site is an active business centre, providing a mixture of offices and light industrial buildings for a variety of occupiers, with a larger unit at the northern end of the site. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

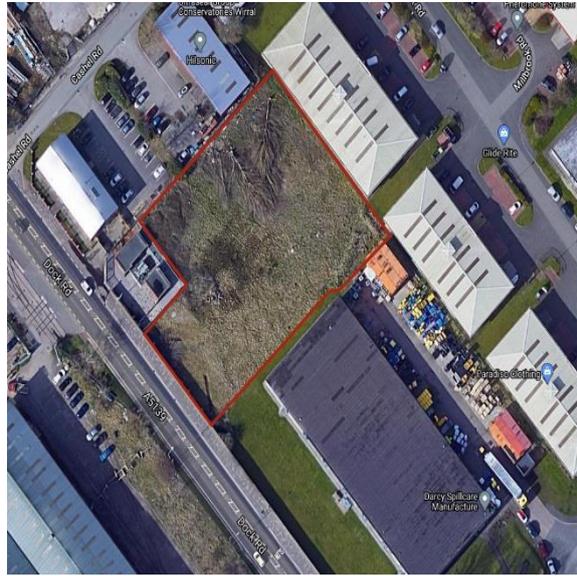
Criteria	Comment	Rating
Strategic Road Access	The site is immediately adjacent to the A5139.	Good
Local Accessibility	The site can be accessed directly from the A5139. The nearest bus stop is 0.2km to the south on Duke Street which provides access to New Brighton, Clatterbridge, Liverpool and Woodside. The nearest train station is Birkenhead Park which is 1km to the south of the site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Seacombe, Wallasey, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply. Although there is a lack of services in the immediate area, although this may change as the Wirral Waters development progresses.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is bounded to the north by the A59 tunnel approach road in cutting and to the east by site 8, SMM Business Park, an existing but under-utilised employment development. The site is bordered to the south by the A5139, with the Wirral Waters Northbank development beyond. To the west is Gorse Lane, with existing employment beyond.	Very Good
Developmental and Environmental Constraints	The site is a medium-sized rectangular site; it is relatively flat and is located in flood zone 1. However, the site is in an existing employment centre with good occupation and so unless it is vacated is not likely to come forward for development. If so, the existing buildings may need to be demolished or refurbished.	Average
Market Attractiveness	<p>The site is included within a Primarily Industrial Area. The surrounding area is characterised by lower value employment units, to both the west and east. The site benefits from good strategic and local access. There was some vacancy in the site but overall, it seemed well occupied.</p> <p>The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.</p> <p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. This should improve the attractiveness of this location as a business location.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul>	Average to Very Poor

	Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	<p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.</p> <p>The site has limited development constraints, apart from the existing development and occupiers on site. Therefore, the site should not be considered an available employment development site at present. Therefore, the site is not expected to come forward for redevelopment within the Local Plan period.</p>	
Planning History	APP/18/00330 (07/03/18) Change of use of The Gatehouse at Wirral Business Centre to a takeaway snack bar (Retrospective application).	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is an active business centre, providing a mixture of offices and light industrial buildings for a variety of occupiers, with a larger unit at the northern end of the site. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.</p> <p>The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.</p> <p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.</p>		

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it would be suitable for B1, B2 and B8 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 12 – West Float Industrial Estate, Dock Road



**GROSS SITE AREA:**

0.34 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.34 ha

**Current Use and Land Type**

The site currently comprises vacant grassland. The site is classed as brownfield land (former railway sidings). The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is immediately adjacent to the A5139 and within 1km of the start of the M53.

Very Good

Local Accessibility

There is no access infrastructure directly off the A5139, and access would need to be created through the large wall on this side of the site. The site could potentially be accessed via neighbouring industrial estates on Hickmans Road or Cashel Road. However, these are both in separate ownership to the site and so negotiation would be required with one of these parties. A bus service is in operation along Duke Street to the east of the site, providing access to New Brighton, Clatterbridge, Birkenhead and Woodside. The nearest bus stop is 0.53km to the east of the site, on Duke Street. The nearest train station is Birkenhead North which is 0.9km to the south west of the site.

Average

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Seacombe, Wallasey. Wallasey is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.	Very Good
Compatibility of Adjoining Uses	The site is identified as being included within a Primary Industrial Area and is well contained by existing development. The site is bounded to the north, east and west by existing employment development and, to the south by the A5139.	Very Good
Developmental and Environmental Constraints	The site has a relatively flat topography and comprises vacant grassland. The site is limited by its small plot size. The site is currently very overgrown particularly on the western and southern edges and will require clearing before the site can be brought forward for development. A large substation is located immediately adjacent to the site on the south western corner. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. There may also be contamination issues linked to the previous use as railway sidings.	Average
Market Attractiveness	<p>The site is identified as being within a Primary Industrial Area. The surrounding area is characterised by lower value but relatively modern employment units. The site benefits from limited development and environmental constraints and proximity to the strategic road network and a prominent position, fronting the A5139.</p> <p>The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.</p> <p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. This should improve the attractiveness of this location as a business location.</p>	Good



The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given the context of the site in the Northside Regeneration Area it has potential to come forward for employment use and could best accommodate B1a, B1c, B2 and B8 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

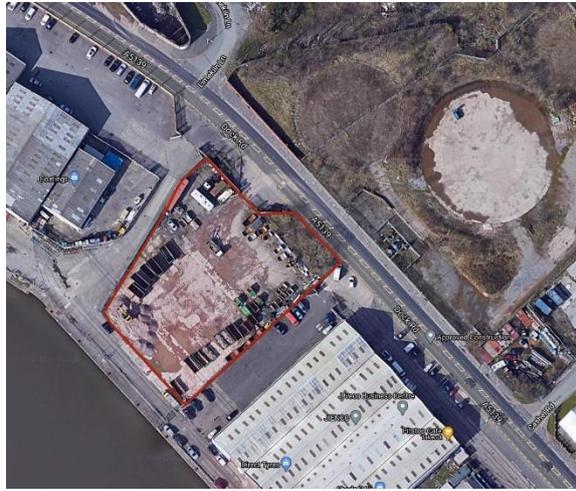
This brownfield site is located within the urban area of Seacombe, Wallasey. The site is within a Primary Industrial Area and benefits from good strategic road access. The site benefits from a historic permission for employment development and has relatively limited development and environmental constraints. The site is currently being held as expansion land but presents an opportunity for infill development.

The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.

The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given the context of the site in the Northside Regeneration Area it has potential to come forward for employment use and could best accommodate B1a, B1c, B2 and B8 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 13 - Dock Road North



### GROSS SITE AREA:

0.35 ha

### ESTIMATED NET DEVELOPABLE AREA:

0.35 ha

### Current Use and Land Type

The site currently comprises a small square site of vacant hardstanding formerly in use as a skip hire depot. The site is classed as brownfield land. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

### Criteria

### Comment

### Rating

Strategic Road Access

The site is immediately adjacent to the A5139 and less than 1 km from the start of the M53.

Very Good

Local Accessibility

The site can be accessed directly from the A5139. The nearest bus stop is 0.7km to the east on Duke Street which provides access to New Brighton, Clatterbridge, Liverpool and Woodside. The nearest train station is Birkenhead North which is 0.8km to the south west of the site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is included within the urban area of Seacombe, Wallasey, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply. Although there are a lack of services in the immediate area.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is bounded to the north by Dock Road with site 14 beyond. The site is surrounded by existing employment development to the west and east. To the south of the site is the West Float part of Birkenhead Docks.	Very Good
Developmental and Environmental Constraints	The site is a small square site. However, the site has limited other development constraints, being flat, hardstanding in Flood Zone 1. There may also be ground conditions which need to be remediated given the sites previous dock use.	Average
Market Attractiveness	<p>The surrounding area is characterised by lower value employment units, to both the west and east. The site benefits from good strategic and local access. The site is in the Wirral Waters Regeneration Area which is promoting the area as a new industrial area which could improve market attractiveness in the future.</p> <p>The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.</p> <p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. This should improve the attractiveness of this location as a business location.</p>	Average

Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p>	Poor to Very Poor
<b>Criteria</b> <b>Comment</b>		
Barriers to Delivery, Mitigation and Timescales	<p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.</p> <p>The site has limited development constraints, although may require remediation prior to development. The site is however small which may limit its attractiveness for development. However, given the limited constraints and existing access it is envisaged the site could come forward in 0-5 years.</p>	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		

The site currently comprises a small square site of vacant hardstanding formerly in use as a skip hire depot. However, the site has limited other development constraints, being flat, hardstanding in Flood Zone 1. There may also be ground conditions which need to be remediated given the sites previous dock use. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.

The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given the context of the site in the Wirral Waters Regeneration Area it has potential to come forward for employment use and could best accommodate B1a, B1c, B2 and B8 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

**Site 14 – Former Gas Holders, Dock Road**



**GROSS SITE AREA:**

2.30 ha

**ESTIMATED NET DEVELOPABLE AREA:**

2.30 ha

Current Use and Land Type

The site currently comprises areas of hardstanding but was formerly used as a gas works, with some gas infrastructure still on site. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is immediately adjacent to the A5139 and less than 1 km from the start of the M53.	Very Good
Local Accessibility	The site can be accessed directly from the A5139. A bus service is operates along the A5027 to the east of the site which provides access to New Brighton, Clatterbridge, Liverpool and Woodside. The nearest bus stop is 0.7km to the east on Duke Street. The nearest train station is Birkenhead North which is 1km to the south west of the site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Seacombe, Wallasey, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply. Although there are a lack of services in the immediate area.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is bounded to the north by the A59 tunnel approach road in cutting, to the east by existing employment development; to the south by the A5139, with existing employment development beyond; and, to the west by an overgrown development site. Additional vacant former gas plant land lies to the east of the site towards Old Gorse Lane.</p>	Very Good
Developmental and Environmental Constraints	<p>The site has a relatively level topography but may require further remediation associated with its former use. The gasholders have been cleared down to slab level, although there is still some infrastructure visible on site. The Council monitoring data indicates that the site is within the buffer zone of an Intermediate Pressure Gas Pipeline that runs parallel to the site's south western and south eastern boundaries and runs within the site area for approximately 100m. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. A small substation is located on the south western corner of the site.</p>	Poor
Market Attractiveness	<p>The site is included within a Primarily Industrial Area. The surrounding area is characterised by lower value employment units and cleared undeveloped vacant industrial sites, to both the north and east. The site benefits from good strategic and local access but may still require further remediation associated with its former use and may best be promoted in association with neighbouring vacant sites.</p> <p>The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.</p> <p>The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. This should improve the attractiveness of this location as a business location.</p>	Average



This brownfield site is located within the urban area of Seacombe, Wallasey. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. It is not clear whether the site is still likely to need further clearance and remediation associated with its former use; as well as historic gas infrastructure still on site.

The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.

The site is within the Northside area of the Birkenhead Regeneration Framework which has been identified by the Council for the creation of an improved business location to the north of Wirral Waters. Therefore particular focus should be placed on sites within this location for improving the quality of employment provision in this location.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given the context of the site in the Northside Regeneration Area it has potential to come forward for employment use and would best accommodate B1c, B2 or B8 development. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 15 – Former TRFC Training Ground



**GROSS SITE AREA:**

1.27 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.27 ha

**Current Use and Land Type**

This greenfield site is located between the established Junction One Business Park. The site was previously used by TRFC as a training ground. The site has been cleared and is broadly square in shape and has a level topography. The UDP Proposals Map identifies it as part of a larger Recreation Development Site along with Wirral Tennis and Sports Centre and the land opposite across Valley Road.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the M53 junction 1 at Bidston via A554, A553 and Valley Road.

Very Good

Local Accessibility

The stub road entrance onto the site from Valley Road, which is wide and suitable for HGVs, may require improvement works to enable onsite HGV access. The site is adjacent to the established Junction One Business Park which is well sign posted from the A554 Hoylake Road, though the site itself is removed from the main road. Access to the site is off Valley Road which does require passing residential accommodation to the south although this is set back by a undeveloped site. The site has no bus stops within 400m. The nearest railway station, Birkenhead North, is approximately 0.7 km away.

Average

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is located in Birkenhead, and is well located to the local labour market, though accessibility by public transport could be improved. There are local services provided at the nearby Tesco superstore, including a café and other small A1 uses.	Very Good
Compatibility of Adjoining Uses	The site is located between the established Junction One Business Park and the Wirral Tennis & Sports Centre, with access from a dedicated industrial standard access road leading to the industrial estate from Hoylake Road. To the south is a public park, with residential properties beyond. To the north are Sports Centre playing fields, with a floodlit astro-pitch to the immediate west.	Good
Developmental and Environmental Constraints	<p>The access onto the site may need to be improved though this is not a significant constraint to development. The site is broadly square in shape and has a level topography. Site is in Flood Zone 1 and so at low risk of flooding.</p> <p>Development of the site for uses other than sport and recreation would need to be sensitive to the adjacent Wirral Sports Centre and the former use as a sports training ground may trigger the need for consultation with Sport England regarding change of use.</p>	Good
Market Attractiveness	The site is owned by Wirral Council but not advertised for sale or let. Given its location next to the established Junction One Business Park it would likely receive interest from the market as the site has few development constraints.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Average to Very Poor

	Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently designated as a Recreation Development Site, to which restrictive covenants may apply following previous site reclamation works and would need to be formally released for B-Class employment use. The site would likely be delivered in 0 to 5 years if it were made available to the market.
Planning History	13/00551 (26/09/2013) construction of indoor skate park, offices, café and young people's business support (Rampworx)
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>6. Remove from the employment land supply</b>

**Site Summary and Recommendations**

The site offers a small but level plot for development, adjacent to the established Junction One Business Park. Whilst the site has relatively poor public transport accessibility it has good connectivity to the strategic road network. The site is designated as a Recreation Development Site and had previous permission for a mixed-use development comprising an indoor skate park, offices, café, and young people's business support hub; if the site were to be redeveloped solely for employment then it would need to be formally released and consultation with Sport England required.

It is understood that Wirral Council are in the process of a grant funding application for enhanced sports facilities on this site. Given the previous sports use on site and the current UDP designation; it has to be assumed that the site will not be available for employment development and therefore should not be included within the employment land supply.

**Site 16 – Bidston Dock, Wallasey Bridge Road**



**GROSS SITE AREA:**

18.25 ha

**ESTIMATED NET DEVELOPABLE AREA:**

11.10 ha

**Current Use and Land Type**

A large predominantly brownfield site, including substantial areas of hardstanding with the remainder covered in shrubs, which appears to be marsh land and is covered with reeds potentially indicative of drainage issues. The site is entirely vacant. It was previously used as an industrial dock with cranes, sheds and railway sidings before the dock was filled and the buildings were demolished. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the M53 via the A5139 and A5088.

Very Good

Local Accessibility

The site can be accessed directly from the A5088 which joins the A5139 to the north. The site is well located with direct access the motorway network. Access to the site from the south is over the Poulton Bridge but this is suitable for HGVs. The site has bus stops adjacent to it and within 400m, with services to Arrowe Park, Seacombe, Liscard and New Brighton. The nearest railway station, Birkenhead North, is approximately 0.7 km away to the south.

Very Good

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is located on the edge of Birkenhead, at its north west extreme, but in proximity to Bidston and Wallasey. The site has good access to a large local labour market catchment, but in an area with a lack of local services.	Very Good
Compatibility of Adjoining Uses	The site is adjacent to the A5139 to the north, and adjacent to former or existing industrial land uses to the east and south. To the east is site 19 the Former Mobil Oil works, which is a cleared site and the West Float part of Birkenhead Docks. To the south is the Bidston Integrated Waste Management Facility and Household Waste Recycling Centre. To the west of the site is Bidston Moss, a former landfill site now in use as public open space (including a fishing pond adjacent to this site) and a local Nature Reserve.	Very Good
Developmental and Environmental Constraints	The large site is predominantly brownfield land, and there may be contaminated land following its former industrial use. Council monitoring data indicates that the site is within the buffer zone of an Intermediate Pressure Gas Pipeline that runs parallel to the site's northern boundary. The pipeline runs within the site area for approximately 500m, which may constrain the extent or timing of undertaking groundworks on site. The site is partly filled dockland, which may require further ground works and/or remediation prior to development. As such the infilled dock has been excluded from the estimate of the developable area. The net developable area therefore consists of the southern rectangular brownfield plot (cleared to slab level, with some embedded railway tracks) and the northern plot which is long and narrow fronting the A5139, which was also previously used as railway sidings, with associated crane gantry rails. A large electricity pylon is located in the north west periphery of the site, though given its location it is considered unlikely to be a significant constraint to development of the site. There is also vegetation on site which would need to be cleared. The site adjoins the Bidston Nature Reserve to the west, and an appropriate landscape buffer would be needed. Whilst there are several development constraints the site is large and has a level topography. The western part of the site is designated as an Area Requiring Landscape Renewal (the remediated former landfill	Poor

	site, now open space). Given the scale of the site, any intensive proposal is also likely to require significant additional highway infrastructure works.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Market Attractiveness	The site is located on the western edge of the docks, in proximity to other large former industrial sites, as well as existing industrial land uses, including the Wirral Waters redevelopment project. The site is owned by Peel Holdings, who have plans to bring the site forward as a new large leisure complex. The size of the site and its proximity to the motorway and rail networks are attractive values but its on-site physical constraints may dampen market interest in the short term.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is likely to require further ground works and/or remediation, particularly with regard to the filled land and former railway sidings. There is also vegetation on site which would need to be cleared. Given the large scale of the site and the remediation works likely needed to make it more attractive to the market, it is expected to be delivered within 11 to 15 years towards the end of the plan period following the delivery of the Wirral Waters Enterprise Zone.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>

#### **Site Summary and Recommendations**

The large brownfield site is well located to the motorway network and is on the western edge of Birkenhead docks, giving it excellent access to the local labour market. Whilst the site covers a very large area and has a level topography, it is constrained by its former industrial land uses and the filled dock area. This increases the scale of remediation works or reduces the net developable area by approximately 7 ha. In the long term, this site could help meet demand for larger industrial and logistics units. The site is suitable for future large-scale development of B1, B2 and B8 employment use.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site does however represent a highly accessible major strategic brownfield opportunity at the heart of the older urban area. Due to the scale of remediation works required, the site is expected to be delivered towards the end of the plan period when market conditions and deliverability improve following the delivery of the adjacent Wirral Waters Enterprise Zone. The site is suitable for future large-scale development of B1, B2 and B8 employment use. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for alternative use, to be considered as part of the planning process, given its accessibility and strategic location, subject to the relevant requirements in national and local policy.

## Site 17 - Bidston Moss - North of Railway Sidings, Wallasey Bridge Road



**GROSS SITE AREA:**

2.92 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.64 ha

**Current Use and Land Type**

The site currently comprises a mixture of operational employment site occupied by A2B Skip Hire and vacant former landfill site in the western and southern part of the site. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being an Employment Development Site, as well as being a Waste Disposal Site and allocated in the Joint Waste Local Plan.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the M53 via the A5139 and A5088.

Very Good

Local Accessibility

The site can be accessed directly from the A5088 which joins the A5139 to the north. The site is well located with direct access the motorway network. The nearest bus stop is on the A5088, 300m to the north with services to Arrowe Park, Seacombe, Liscard and New Brighton. The nearest railway station, Birkenhead North, just 300m to the south.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is located on the edge of Birkenhead, at its north west extreme, but in proximity to Bidston and Wallasey. The site has good access to a large local labour market catchment, but in an area with a lack of local services.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is bounded to the north by the Bidston Waste Transfer Station. To the east by the A5088 and the proposed MEA Park (sites 18 and 19) beyond. To the south is former and existing railway sidings and to the west Bidston Moss former landfill, now green space.	Very Good
Developmental and Environmental Constraints	The site is small in size and has a number of potential development constraints. The site is a former landfill on the western and southern parts of the site which is raised compared to the rest of the site and would need to be flattened and remediated prior to further development. There is also potential further contamination from the adjacent rail and dock uses. The site is also in partial occupation (north-west part of site) and would need to be vacated to allow full redevelopment. The site is in Flood Zone 1 and so at low risk of flooding.	Very Poor
Market Attractiveness	The site is located on the western edge of the docks, in proximity to other large former industrial sites, as well as existing industrial land uses, including the Wirral Waters redevelopment project. The site is occupied. The size of the site and its proximity to the motorway and rail networks are attractive values but its on-site physical constraints may dampen market interest in the short term. The site may benefit from the adjacent MEA Park development.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be</p>	Average to Very Poor

	occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site has a large number of development constraints, including contamination, its small size and topography. The site is in partial occupation which reduces the net developable area and would need to be vacated to allow full redevelopment. The remainder of the site is not envisaged to come forward until at least 6-10 years, as part of future redevelopment around Bidston Moss.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site currently comprises a mixture of operational employment site occupied by A2B Skip Hire and vacant former landfill site in the western and southern part of the site. The site has a large number of development constraints, including contamination, its small size and topography.</p> <p>The site is in partial occupation which reduces the net developable area and would need to be vacated to allow full redevelopment. The remainder of the site is not envisaged to come forward until at least 6-10 years, as part of future redevelopment around Bidston Moss. The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

**Site 18 – Birkenhead Dock Estate – Land at Beaufort Road**



**GROSS SITE AREA:**

1.80 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.80 ha

**Current Use and Land Type**

The site is occupied by Sasol Wax GmbH, Cammell Laird and the adjacent light industrial/office premises are vacant (previously occupied by North Western Ship Repairers Ltd). The site consists of predominantly industrial facilities and yard facilities with some office buildings on a corner plot between the A5088 and the A5030. There are also a number of liquid storage tanks. The site is fully developed but underutilised. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map. The site forms part of the wider MEA Park development proposals being promoted by Peel Land and Property.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site adjoins the A5030, although access is off the A5088 and is less than 1 km from the start of the M53.	Very Good
Local Accessibility	The site is well located with direct access on to the A5088 Wallasey Bridge Road. The site has car parking spaces. There are bus stops within 400m on Station Road and Wallasey Bridge Road with services to Arrowe Park, Heathfield and Poulton. The local railway station, Birkenhead North, is approximately 0.2 km away, to the south.	Very Good

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is located in Birkenhead but also in proximity to Wallasey and has excellent access to the local labour market, albeit with a limited offer of local services in the immediate area.	Very Good
Compatibility of Adjoining Uses	The site adjoins a large former industrial site to the north and east (site 19), and is in close proximity to the waste collection, processing and recycling facilities on the opposite side of Wallasey Bridge Road, to the west (Veolia Bidston recycling centre). The Park and Ride Car Park for Birkenhead North Station lies to the south, on the opposite side of Beaufort Road, beyond an overgrown and landscaped area associated with former dockland railway sidings.	Very Good
Developmental and Environmental Constraints	Although under-utilised, the site is fully developed. The vacant and derelict buildings date to approximately 1950s to 1960s and would require significant works to bring them up to modern standards, or demolition. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the nearby Site 81. A portion of the site in the eastern corner is within Flood Zones 2 and 3.	Poor
Market Attractiveness	The site is part of the proposed MEA Park scheme, and it is not envisaged that it will come forward other than as part of a comprehensive redevelopment of the adjacent former Mobil Oil site (Site 19). The site lies in a predominantly industrial area and the majority is in use and occupied by Sasol Wax GmbH and Cammell Laird, though the remainder of the site is vacant and accommodates derelict buildings and vacant hardstanding. The site could also act as a potential relocation area for dock side uses in East Float to facilitate the regeneration in this area.  The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers.	Good

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The majority of the site area is in use and occupied by Sasol Wax GmbH and Cammell Laird. The remainder of the site previously occupied by North Western Ship Repairers Ltd requires refurbishment and/or demolition and replacement. There are potential contamination and ground condition issues due to the site's current and historic dock related uses. The site is part of the MEA Park proposals by Peel Holdings, which due to the size of development is proposed to be delivered over the first 10 years of the Local Plan.	
Planning History	11/00645 (06/03/2012) replacement of 33,782sqm with 228,300sqm B2/B8 and Trade Centre. – MEA Park includes sites 19 and 20	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>4. Strategic Lower Quality Sites</b>	

### Site Summary and Recommendations

The site accommodates a mix of predominantly industrial related employment uses and hard standings as well as derelict buildings, with up to a third of the site used as a storage yard. The site is located in close proximity to the strategic road network and local public transport links. There are potential contamination and flooding issues with the site which could limit development.

The site is part of the Wirral Waters Enterprise Zone. Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone sites should not be treated separately along with the rest of the Wirral Waters Enterprise Zone schemes as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply. The site is part of the proposed MEA Park scheme and it is not envisaged that it will come forward other than as part of a comprehensive redevelopment of the adjacent former Mobil Oil site (Site 19).

The site is within the proposed Freeport boundary which could generate added business benefits which will improve the sites attractiveness to potential occupiers. The site is only rated 'Average' due to the on-site constraints. However, due to it being part of the MEA Park proposals it should be allocated due to the strategic importance of those proposals. B-Class uses including B1, B2 and B8 are appropriate for the site.

## Site 19 – Former Mobil Oil, Wallasey Bridge Road



**GROSS SITE AREA:**

8.84 ha

**ESTIMATED NET DEVELOPABLE AREA:**

8.84 ha

**Current Use and Land Type**

This large site is predominantly vacant brownfield land, which still accommodates a large high-bay industrial shed. The site is predominantly cleared. The site was previously occupied by Mobil Oil, a former industrial use within the Birkenhead Dock Estate. The site is part of the MEA Park industrial development proposals. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A5139, M53, A59 and A5030.

Very Good

Local Accessibility

The site can be accessed directly from the A5088 which joins the A5139 to the north and the A5030 to the south. The site is well located to access the motorway network and docklands access roads. The site has several access points onto the A5088. One of these is large enough to accommodate HGV traffic but another may require improvements to accommodate HGVs. The site has bus stops within 400m with services to Arrowe Park and New Brighton. The nearest railway station, Birkenhead North, is approximately 0.7 km away from the site to the south.

Very Good

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is located on the edge of Birkenhead, at its north west extreme, and in proximity to Bidston and Wallasey. The site has good access to a large local labour market catchment but has a lack of local services.	Very Good
Compatibility of Adjoining Uses	The site adjoins the A5088 to the west, a large plot of vacant brownfield land, and an industrial site occupied by Veolia and the Borough's main Merseyside Waste Disposal Authority recycling facility. To the north of the site is Ilchester Wharf, which currently accommodates a large Navy ship, associated with the ship repair facility in the graving dock to the immediate south of the site. To the east of the site is site 20, which is also a cleared former industrial site and to the south is site 18, which is partly occupied but underutilised by an industrial occupier.	Very Good
Developmental and Environmental Constraints	The site previously accommodated Mobil Oil and may require further remediation before redevelopment. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent Site 81. We understand that remediation work has taken place on the site since it was vacated, and the site is predominantly level and offers a large area for development. The majority of the site is within Flood Zones 2 and 3.	Average
Market Attractiveness	The site is located on the western edge of the Birkenhead and Wallasey docks, in proximity to other large former industrial sites, as well as existing industrial land uses. The site is well located with respect to the motorway network and the Wallasey road tunnel. Its former industrial use and potential to require further remediation may reduce market attractiveness, and the remaining high-bay warehouse may need to be demolished. The site could also act as a potential relocation area for dock side uses in East Float to facilitate the regeneration in this area as part of Wirral Waters.	Good

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site may require further remediation and is in flood zone two and three. The site could provide decant space to facilitate the East Float regeneration proposals. The site is part of the MEA Park proposals by Peel Holdings, which due to the size of development is proposed to be delivered over the first 10 years of the Local Plan.	
Planning History	<p>OUT/11/00645 (06/03/2012) replacement of 33,782sqm with 228,300sqm B2/B8 and Trade Centre. – MEA Park includes sites 18 and 19</p> <p>DLS/14/01579 (19/02/2015) 16,248 sqm manufacturing facility.</p>	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>	

**Site Summary and Recommendations**

The large former dockland site is a cleared, vacant site but still accommodates a large high bay industrial shed. The owner Peel Holdings is promoting the site as part of the MEA Park development proposal. The site should be allocated for B-Class employment use and B1, B2 and B8 uses would be suitable given the nature and location of the site.

The site is part of the Wirral Waters Enterprise Zone. Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone sites should not be treated separately along with the rest of the Wirral Waters Enterprise Zone schemes as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

This site forms one of the best development sites given its 'Good' rating and close proximity to the M53 in Wirral and therefore should be allocated and protected for employment use. B1c, B2 and B8 uses would be most appropriate given the sites location adjacent to existing industrial uses.

## Site 20 – MEA Park, Beaufort Road



**GROSS SITE AREA:**

10.78 ha

**ESTIMATED NET DEVELOPABLE AREA:**

10.78 ha

**Current Use and Land Type**

The large brownfield site is vacant excluding a small United Utilities water pumping station. The site has been subject to historic industrial dock uses and quayside mills which have been demolished and the site has been remediated since the previous 2012 Employment Land and Premises Study. The site has filled ground that was previously docks, and there may be further land contamination issues associated with its previous industrial use. There are also some vacant buildings on site. A graving dock at the western end of the site remains in use for ship repair as an overspill facility for the Cammell Laird shipyard. The site lies within the Mersey Waters Enterprise Zone, benefitting from reduced business rates.

The site is part of the MEA Park industrial development proposals being promoted by Peel Land and Property. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

Criteria	Comment	Rating
Strategic Road Access	The site adjoins the A5030 and is less than 1km from the start of the M53.	Very Good

Criteria	Comment	Rating
Local Accessibility	The site is accessed directly from the A5030 and has several entrance ways, which cross the disused railway sidings at the southern boundary of the site with the A5030. There is some on-street car parking, but the site is of sufficient size to accommodate significant car parking. There is a bus stop within 400m of the site with services to Heathfield and Poulton. The nearest railway station, Birkenhead North, is approximately 0.4km away, to the south.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located in Birkenhead to the north of existing residential areas but there are a limited range of services in proximity to the site.	Very Good
Compatibility of Adjoining Uses	The site fronts the docks to the north. Gillbrook Basin separates the site from nearby established waterside industrial uses to the east. To the west is the Cammell Laird graving dock and the Former Mobil Oil site (site 19). The graving dock at the western end of the site remains in use for ship repair, as an overspill facility for the Cammell Laird shipyard. To the south of the site across the A5030 are a number of active industrial land uses. To the west of these is a development site currently under construction by Keepmoat for residential use entitled The Docklands.	Very Good
Developmental and Environmental Constraints	The large site is entirely brownfield land and may require further remediation in addition to the significant work already undertaken, depending on the end use. In particular the site features former docks that have been filled, which may need additional ground preparation works. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the Part A Site designated around the dock in the western portion of the site. There are also some vacant buildings on site which would need to be cleared prior to development. The large site is broadly rectangular and has a level topography. Sections of the site are within Flood Zones 2 and 3, covering approximately a quarter of the site area. There may be an easement over the outfall from the United Utilities pumping station which discharges into the West Float parallel to the graving dock.	Average

Criteria	Comment	Rating
Market Attractiveness	<p>The site is owned by Peel Holdings and part of the proposed MEA Park scheme. The site may require further remediation works, though nearly all of the former buildings have already been demolished. The remaining buildings on the site include the United Utilities pumping station and a late 19th Century or early 20th Century site entrance building. The site is located in an area of predominantly industrial character, and the active industrial units to the south of the site are of average to poor quality. As part of the MEA Park scheme the site is likely to generate interest for good quality industrial premises following remediation and regeneration. The site's location in proximity to the motorway network will also help attract interest. The site has quayside access to the West Float. The site is within the Mersey Waters Enterprise Zone and benefits from business rates relief and enhanced capital allowances. Peel are promoting the site as part of the MEA Park development, which is aimed at manufacturers, developers, assembly operations, supply chain companies serving the marine and energy industries. The site could also act as a potential relocation area for dock side uses in East Float to facilitate the regeneration in this area.</p>	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site requires remediation and the filled docks may require further ground preparation works before development can commence. The site could provide decant space for existing port businesses as part of the East Float regeneration proposals. The site is part of the MEA Park proposals by Peel Holdings, which due to the size of development is likely to be delivered over the first 10 years of the Local Plan.
Planning History	OUT/11/00645 (06/03/2012) replacement of 33,782sqm with 228,300sqm B2/B8 and Trade Centre. – MEA Park includes sites 18 and 19  16/01212 (04/11/2016) UK Power Reserve Electricity Storage Facility 427sqm (0.44ha)
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>

#### **Site Summary and Recommendations**

This site forms one of the best development sites given its 'Good' rating and close proximity to the M53 in Wirral and therefore should be allocated and protected for employment use.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone sites should not be treated separately along with the rest of the Wirral Waters Enterprise Zone schemes as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

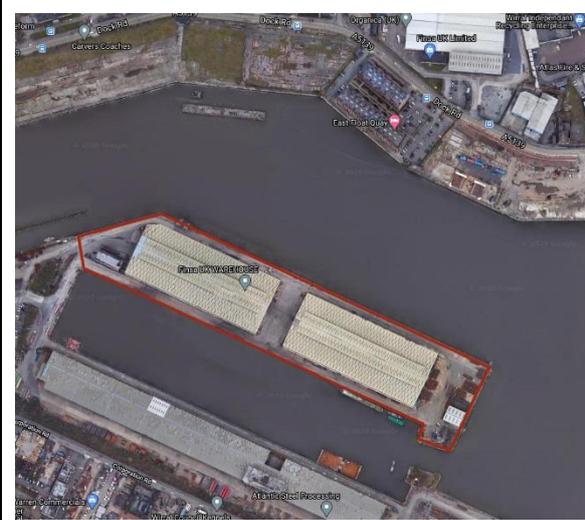
B1c, B2 and B8 uses would be most appropriate given the sites location adjacent to existing industrial uses.

The large cleared site consists predominantly of brownfield land, and benefits from a large frontage with the A5030 and proximity to the M53, quayside access to West Float, close proximity to public transport links and accessibility to the strategic road network. The site may require further remediation for the filled dockland facilities and mitigation against any impact from the adjacent Part A Notification Site for Pollution Control. The site is being heavily promoted as part of the MEA Park proposals.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone sites should not be treated separately along with the rest of the Wirral Waters Enterprise Zone schemes as per the advice in the ELOS report.

This site forms one of the best development sites given its 'Good' rating and close proximity to the M53 in Wirral and therefore should be allocated and protected for employment use. The most suitable uses for the large site are B1c, B2 and B8 uses would be most appropriate given the sites location adjacent to existing industrial uses.

## Site 22 - Wirral Waters - Sky City



**GROSS SITE AREA:**

5.49 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The large site is an active dockland premises, consisting of two large sheds for industrial use, including FINSA Wood Solutions. The site also accommodates mooring space for a number of small fishing boats and a ship repair yard although on the day of inspection there was nothing moored and limited movement on the site. The site forms a key part of the Wirral Waters scheme and is outlined to be developed as 'SkyCity' in one of the later phases of construction. The site is owned by Peel Holdings. The site lies within the Mersey Waters Enterprise Zone and benefits from reduced business rates. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

Criteria	Comment	Rating
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Strategic Road Access	The site is within 1km of the A5139 via Duke Street.	Good
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Criteria	Comment	Rating
Local Accessibility	<p>The site is accessed from Duke Street to the west, sharing the access point to the adjacent site 23, which has a wide gated entrance with security staff, suitable for HGVs. Duke Street provides good accessibility to the strategic road network but is frequently busy. There are bus stops within 400 m of the site, with services to Birkenhead, Clatterbridge, Eastham Rake, New Brighton and Woodside. The nearest railway station, Birkenhead Park, is approximately 0.8 km away.</p>	Very Good
Proximity to Urban Areas and Access to Labour and Services	<p>The site is located north of Birkenhead Town Centre. The site benefits from a large labour market catchment and has some services in the immediate area. However, there are limited facilities within a short walkable distance.</p>	Very Good
Compatibility of Adjoining Uses	<p>The site is located in a predominantly port-related industrial and distribution focused area, though its dockside location separates it from nearby uses. To the north and east of the site is Vittoria Dock, to the west is the A5027 and further is West Float and to the south is Vittoria Dock Site (site 23).</p>	Very Good
Developmental and Environmental Constraints	<p>Access to the site is shared with site 23 through large manned gates. The site accommodates two large sheds which are currently of average to poor quality, which could be refurbished to closer meet modern standards, or alternatively be demolished to facilitate redevelopment. The site has accommodated heavy uses linked to the docks and so would likely require remediation if it were to be redeveloped.</p> <p>Whilst the site offers a large and flat area for (re)development, it has a long and narrow profile. The site is constrained by its dock side location which prevents expansion.</p> <p>A small portion of the site along the perimeter of the docks is within Flood Zones 2 and 3.</p>	Average

Criteria	Comment	Rating
Market Attractiveness	<p>The site has a prominent dockside location, with views from across the docks and nearby Duke Street but does not directly front the road. The site is dominated by two larger units of average to poor quality, and one modern good quality unit. The site is occupied by tenants of PeelPorts. As part of the Wirral Waters scheme the site is likely to receive significant market interest once the regeneration project has commenced. It is part of the later phases of the Wirral Waters redevelopment. The site also benefits from being designated as an Enterprise Zone with business rates relief available.</p>	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	<p>The site is occupied and in use, though as part of the Wirral Waters scheme it is proposed for a major mixed-use redevelopment including large scale residential and a hotel.</p> <p>Condition 6 of the East Float outline planning permission requires any reserved matters application to consider the need to submit a detailed Port Relocation Strategy, including a timetable for implementation, detailing proposals for the methodology and arrangements to facilitate or support the relocation of existing businesses/tenants within the site to be satisfactorily relocated either within the regeneration area or to suitable alternative premises. This port relocation strategy is believed to be under development.</p> <p>The site falls within the later phases of the Wirral Waters scheme; therefore, the site is expected to be delivered in 10-15 years although the site is currently in use so therefore redevelopment would require relocation of the existing occupiers.</p>
Planning History	The site is part of the Wirral Waters East Float development, which has outline planning permission for 13,521 residential units, 422,752 sqm B1, 60,000 sqm retail/food, 100,000 sqm of cultural, recreation and amenity space, and a 38,000 sqm hotel (planning reference 09/06509 (31/05/2012)).
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>2. Good quality sites</b>

### **Site Summary and Recommendations**

'Good' rated sites should form the majority of sites being allocated. However, consideration could be given to releasing or allocating some 'Good' Sites for other uses; providing enough is allocated to facilitate the demand set out in this study; if on balance, the wider evidence base suggests there is merit in doing this.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

Given the nature and duration of the East Float planning permission, which links the provision of housing and commercial/employment uses it seems most appropriate to allocate the site for mixed-use development or mixed use with a B-class element as part of the proposed Wirral Waters scheme. It could also be allocated for B-class uses, most likely B2/B8 uses.

The large site is fully developed and occupies a prominent dockside location with excellent visibility and good accessibility to the strategic road network. Most buildings on the site are however old and of generally average to poor quality. The site is part of the Wirral Waters redevelopment scheme and has outline planning permission for large-scale mixed-use development, including residential, B1 office space, retail, cultural and leisure uses and a

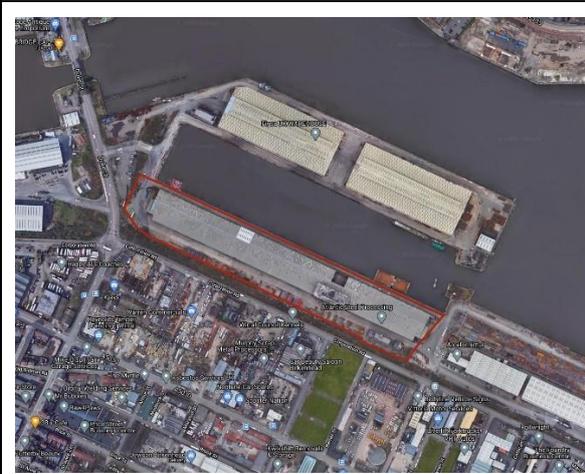
hotel. Whilst redevelopment of the site is likely to be costly due to the scale of demolition works and potential remediation, it benefits from designation as an Enterprise Zone.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs.

Given the nature and duration of the East Float planning permission, which links the provision of housing and commercial/employment uses it seems most appropriate to allocate the site for mixed-use development or mixed use with a B-class element as part of the proposed Wirral Waters scheme. It could also be allocated for B-class uses, most likely B2/B8 uses.

**Site 23 - Wirral Waters - Vittoria Dock**



**GROSS SITE AREA:**

4.68 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The large site is an active dockland premises, part of which includes vacant and very poor-quality buildings. These are the buildings closest to the entrance and are visible from Duke Street. There is also a compound next to the entrance for vehicles used within the dock estate. The site accommodates large industrial buildings for predominantly B2 use and is occupied by Atlantic Steel, a steel fabricator. The site forms a key part of the Wirral Waters scheme and is outlined to be developed as 'Vittoria Studios' in one of the later phases. The site is owned by Peel Holdings. The site lies within the Mersey Waters Enterprise Zone and benefits from reduced business rates. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site is within 1km of the A5139 via Duke Street.	Good
Local Accessibility	The site is accessed directly from Duke Street, which has a wide gated entrance way with security staff, suitable for HGVs. Duke Street provides good accessibility to the strategic road network but is frequently busy. There are bus stops within 400 m of the site, with services to Birkenhead, Clatterbridge, Eastham Rake, New Brighton and Woodside. The nearest railway station, Birkenhead Park, is approximately 0.8 km away.	Very Good

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is located north of Birkenhead Town Centre. The site benefits from a large labour market catchment and has some services in the immediate area.	Very Good
Compatibility of Adjoining Uses	The site is located in a predominantly port-related industrial area. The site features prominently in the docks and also fronts Corporation Road to the south which accommodates a large number of smaller businesses, which are typically light industrial uses such as car repair garages and scrap yards. To the west, across the A5027, is a large distribution centre operated by N W Trading, which consists of several individual units. site 22, Wirral Waters Sky City, is located north of the site across Vittoria Dock and site 24 Wirral Waters, Marina View is located to the east.	Very Good
Developmental and Environmental Constraints	<p>The site currently has no access onto Corporation Road, which lies behind a high perimeter wall. The site accommodates a large distribution building, which is under-utilized and appears predominantly vacant and shows signs of vandalism. This building dates to the early to mid-20<sup>th</sup> century and would require significant restoration to bring it up to modern standards. There is no sign of recent investment in the site and provides an overall poor-quality appearance.</p> <p>More likely the building, which accommodates most of the site area, would need to be demolished.</p> <p>The remainder of the site is occupied by Atlantic Steel and would require them to vacate the site to allow for its redevelopment.</p> <p>Whilst the site offers a large area for (re)development, and is flat and regular in shape, it has a long and narrow profile. The site is constrained by its location fronting Vittoria Dock and Corporation Road which prevents expansion. Some parts of the site are within Flood Zones 2 and 3.</p>	Average

Criteria	Comment	Rating
Market Attractiveness	<p>The site has a prominent dockside location, with a high profile entrance from Duke Street. The site also has a long frontage with Corporation Road, which is currently screened by the high perimeter wall, which accommodates a large number of mainly industrial related businesses, albeit characterised by a poor appearance, with several poorer quality units.</p> <p>The site is occupied but appears to be underutilised and overgrown and there is evidence of vandalism and the abandonment of vehicles. The dated buildings may be challenging to refurbish to meet the needs of modern businesses. Any potential contamination is also unknown. The site is owned by Peel Holdings. As part of the Wirral Waters scheme the site is likely to receive significant market interest once the regeneration project has commenced. Development of the site would unlock development of the adjacent site 22 as they share an access point to Duke Street, although this is unlikely due to the Wirral Waters plans. The site also benefits from being designated as an Enterprise Zone with business rates relief available.</p> <p>The western end could be demolished but this would require the reopening of an eastern access point off Corporation Road.</p>	Average
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral</p>	Average to Very Poor

	Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.	
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Criteria	Comment
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Barriers to Delivery, Mitigation and Timescales	<p>The site is occupied and in use, though currently under-utilised and in need of significant refurbishment or redevelopment. Given the sites occupation it is not currently considered to be part of the employment land supply. Condition 6 of the East Float outline planning permission requires any reserved matters application to consider the need to submit a detailed Port Relocation Strategy, including a timetable for implementation, detailing proposals for the methodology and arrangements to facilitate or support the relocation of existing businesses/tenants within the site to be satisfactorily relocated either within the regeneration area or to suitable alternative premises. This port relocation strategy is believed to be under development.</p> <p>This part of the site is intended to be part of early phase development at Wirral Waters although the site is currently in use so therefore redevelopment would require relocation of the existing occupiers.</p>
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Planning History	The site is part of the Wirral Waters East Float development, which has outline planning permission for 13,521 residential units, 422,752 sqm B1, 60,000 sqm retail/food, 100,000 sqm of cultural, recreation and amenity space, and a 38,000 sqm hotel (planning reference 09/06509 (31/05/2012)).
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<b>Overall Site Rating</b>	<b>Average</b>
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<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>
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Site Summary and Recommendations
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The large site is fully developed and predominantly occupied though partly vacant. The site benefits from a prominent dockside location with good accessibility to the strategic road network although its frontage with Corporation Road is behind a long and high perimeter wall. The buildings on the site are old and of generally poor quality, parts are vacant and appear derelict. The site is part of the Wirral Waters scheme and has outline planning permission for large-scale mixed-use development, including residential, B1 office space, retail, cultural and leisure uses and a hotel. Whilst redevelopment is likely to be costly due to the scale of demolition works and potential remediation, it benefits from designation as an Enterprise Zone.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the nature and duration of the East Float planning permission, which links the provision of housing and commercial/employment uses it seems most appropriate to allocate the site for mixed-use development or mixed use with a B-class element as part of the proposed Wirral Waters scheme. It could also be allocated for B-class uses, most likely B2/B8 uses.

## Site 24 - Wirral Waters – Marina View



### GROSS SITE AREA:

3.92 ha

### ESTIMATED NET DEVELOPABLE AREA:

0.00 ha

### Current Use and Land Type

The large site is divided into two components, both of which are owned by Peel Holdings. The site forms a key part of the Wirral Waters scheme. The eastern portion of the site contains Tower Quays, an office / workshop area offering 25 small units. Several units are currently advertised for let. The majority of the site is occupied by ArcelorMittal, an importer and exporter of steel products, which includes two large shed buildings and a quayside crane facility. The site lies within the Mersey Waters Enterprise Zone and benefits from reduced business rates. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

### Criteria

### Comment

### Rating

Strategic Road Access

The site is within 1km of both the A5139 and A554.

Good

Criteria	Comment	Rating
Local Accessibility	<p>ArcelorMittal can be accessed from Corporation Road, though this this access point is currently unused and as a result is overgrown, and the site is accessed from Duke Street to the west via the same entrance as sites 22 and 23. A long perimeter wall cuts the site off from the nearby area. Tower Quays is accessed directly from A554 Tower Road, which is frequently busy. At the time of visiting, roadworks were taking place causing queues past the entrance. Some car parking is provided at Tower Quays. There are bus stops within 400m of the site, with services to Birkenhead, Broughton, Eastham Rake, Leasowe, Liverpool, Moreton, Wallasey and Woodside. The nearest railway station, Conway Park, is approximately 0.8km away.</p>	Good
Proximity to Urban Areas and Access to Labour and Services	<p>The site is located north of Birkenhead Town Centre. The site benefits from a large labour market catchment and has some services in the immediate area.</p>	Very Good
Compatibility of Adjoining Uses	<p>The site is adjacent to a range of existing employment uses including light industrial uses, Hilbre Court Business Centre and the Foundry Business Centre along Corporation Road. To the north of Tower Quays is Wirral Metropolitan College.</p> <p>To the west of the site is site 23 which shares an access point and to the south is Corporation Road which is home to many small businesses. The overall character of the area is employment with predominantly industrial related uses. The northern boundary is defined by the East Float quayside.</p>	Very Good
Developmental and Environmental Constraints	<p>The site offers a large area for potential re-development, with a level topography. The largest portion of the site, accommodated by ArcelorMittal which is of low quality, requires significant works or clearance and likely remediation to meet modern business standards. The extent of any required remediation works are unknown. Access improvements would be needed to improve the accessibility to the site from Corporation Road. The site is also constrained by the large perimeter wall that runs to the south of the site. A small portion of the site in the north west corner is within Flood Zones 2 and 3.</p>	Average

Criteria	Comment	Rating
Market Attractiveness	<p>There are several units up for rent in Tower Quays as whilst it offers flexible workspace with car parking in proximity to Birkenhead Town Centre the accommodation is of average quality. The let's range from 690 sq. ft. to 5250 sq. ft and are advertised at £8 psf.</p> <p>The remainder of the site is fully occupied by ArcelorMittal.</p> <p>Adjacent to ArcelorMittal on Corporation Road are a number of active garages and repair centres, as well as a number of derelict properties. Currently much of the area immediately adjoining the site along Corporation Road is of poor-quality stock with poor kerb appeal, however the majority of the area is busy.</p> <p>The nearby Foundry Business Centre demonstrates however that there is demand for higher quality refurbished premises. Historically, rental values in the Foundry Business Centre range from £8 - £10 psf.</p> <p>The entirety of the site is owned by Peel Holdings. As part of the Wirral Waters scheme the site is likely to receive significant market interest once the regeneration project has commenced. The site also benefits from being designated as an Enterprise Zone with business rates relief available.</p>	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve</p>	Average to Very Poor

	with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	<p>The majority of the site is occupied by ArcelorMittal and it is unlikely to come forward for re-development. Given the sites occupation it is not currently considered to be part of the employment land supply. The site needs access improvements and likely remediation works, though these are not considered to be barriers to delivery as part of a larger development scheme. Condition 6 of the East Float outline planning permission requires any reserved matters application to consider the need to submit a detailed Port Relocation Strategy, including a timetable for implementation, detailing proposals for the methodology and arrangements to facilitate or support the relocation of existing businesses/tenants within the site to be satisfactorily relocated either within the regeneration area or to suitable alternative premises. It is believed that the port location strategy is currently under development.</p> <p>The site is part of the Wirral Waters redevelopment scheme, as so the site is likely to be delivered in 5- 10 years.</p>	
Planning History	<p>The site is part of the Wirral Waters East Float development, which has outline planning permission for 13,521 residential units, 422,752 sqm B1, 60,000 sqm retail/food, 100,000 sqm of cultural, recreation and amenity space, and a 38,000 sqm hotel (planning reference 09/06509 (31/05/2012).</p> <p>Condition 68 requires that within Marina View, a minimum of 60% of the completed podium level development (excluding the tower elements and car parking) shall provide for education, health, community, police and childcare facilities.</p>	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>2. Good quality sites</b>	

### Site Summary and Recommendations

The large site is fully developed, occupying a prominent dockside location. However, the frontage with Corporation Road is poor and dominated by a large perimeter wall. Most buildings on the site are old and of generally poor quality, though Tower Quays offers more modern small-scale units.

The site is part of the Wirral Waters scheme and has outline planning permission for large-scale mixed-use development, including residential, B1 office space, retail, cultural and leisure uses and a hotel with specific requirements applying to the Marina View quarter. While redevelopment is likely to be costly due to the scale of demolition involved and potential remediation, the site benefits from designation as an Enterprise Zone.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs.

Given the nature and duration of the East Float planning permission, which links the provision of housing and commercial/employment uses it seems most appropriate to allocate the site for mixed-use development or mixed use with a B-class element as part of the proposed Wirral Waters scheme. It could also be allocated for B-class uses, most likely B2/B8 uses.

**Site 25 – Wirral Waters – Hydraulic Tower**



**GROSS SITE AREA:**

0.95 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.95 ha

**Current Use and Land Type**

The small and broadly rectangular site is vacant brownfield land including the Hydraulic Tower; a Grade II listed building of industrial and port related heritage. The site is part of the Wirral Waters proposals and identified for the new Maritime Knowledge Hub, built around the Grade II Listed Tower and consisting of 60,000 sq ft of collaborative space, state of the art research and development facilities and a café/restaurant and visitor portal. Site preparation works were on site at the time of inspection. The site is 'white land' (land without notation) being previously designated as part of the dock estate on the UDP Proposals Map.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site adjoins the A554.	Good
Local Accessibility	The site can be accessed from the A554 roundabout serving the ro-ro terminal, via a stub road. There are bus stops within 400m with services to Birkenhead, Broughton, Eastham Rake, Leasowe, Liverpool, Moreton, Wallasey and Woodside. The nearest railway station, Birkenhead Hamilton Square, is approximately 1.3km away.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located to the north of Birkenhead Town Centre and appears isolated but has good accessibility to the local labour market. The site is also part of the Wirral Waters project and in the long term will have a much greater local labour market catchment.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is somewhat isolated and directly adjacent to East Float to the north, west and south. To the east of the A554 is an HGV waiting area used by the nearby Ship Ferry Terminal.	Very Good
Developmental and Environmental Constraints	The main constraint is the Grade II listed Hydraulic Tower building, which dominates the site and would require sensitive and challenging restoration works and incorporation into any additional development on site. There is an electricity substation on the southern edge of the Hydraulic Tower building. Access from the A554 roundabout may also be difficult due to congestion. The site has however a level topography and is broadly rectangular in shape. A small portion of the site in the north western corner is within Flood Zones 2 and 3.	Poor
Market Attractiveness	The site is located in the Wirral Waters Enterprise Zone market area. Whilst this increases the attractiveness of the site it is constrained by the listed Hydraulic Tower building and also accommodates a small electricity substation. The site is part of the Wirral Waters proposals and identified for the new Maritime Knowledge Hub, built around the Grade II Listed Tower and consisting of 60,000 sq ft of collaborative space, state of the art research and development facilities and a café/restaurant and visitor portal. Site preparation works were on site at the time of inspection.	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters</p>	Average to Very Poor

	Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The most significant barrier to delivery is the listed Hydraulic Tower building, which is subject to national policy restrictions, which would require sensitive and challenging restoration works. However, proposals are in place to develop around and incorporate this structure into the Maritime Knowledge Hub. The site is owned by Peel Holdings and is proposed to be delivered in 0 to 5 years as part of the Wirral Waters scheme.	
Planning History	<p>The site is part of the Wirral Waters East Float development, which has outline planning permission for 13,521 residential units, 422,752 sqm B1, 60,000 sqm retail/food, 100,000 sqm of cultural, recreation and amenity space, and a 38,000 sqm hotel (planning reference 09/06509 (31/05/2012).</p> <p>APP/08/05384 and LBC/08/05406 (18/06/2008) part demolition and extension to provide ancillary display space and 4s hotel and restaurant 0.96ha 3930sqm. Expired.</p>	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The most significant barrier to delivery is the listed Hydraulic Tower building, which is subject to national policy restrictions, which would require sensitive and challenging restoration works. However, proposals are in place to develop around and incorporate this structure into the Maritime Knowledge Hub.</p> <p>Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone site should not be treated separately along with the rest of the Wirral Waters Enterprise Zone schemes as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.</p> <p>Given the progressed development plans for the Maritime Knowledge Hub and the fact that site preparation works are on site, the site should therefore be taken out of the employment land supply as it is assumed that this scheme is delivered.</p> <p>The small and broadly rectangular site is vacant brownfield land including the Hydraulic Tower; a Grade II listed building of industrial and port related heritage. The site is part of the Wirral Waters proposals and identified for the new Maritime Knowledge Hub, built around the Grade II Listed Tower and consisting of 60,000 sq ft of collaborative space, state of the art research and development facilities and a café/restaurant and visitor portal. Site preparation works were on site at the time of inspection. The site benefits from its designation as part of an Enterprise Zone.</p>		

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

Given the progressed development plans for the Maritime Knowledge Hub and the fact that site preparation works are on site, the site should therefore not be allocated as part of the core employment land supply. However, the site should be protected in the event that the Maritime Knowledge Hub Scheme does not come forward.

## Site 26 – Twelve Quays – Tower Wharf



**GROSS SITE AREA:**

1.06 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.06 ha

**Current Use and Land Type**

The site is vacant reclaimed brownfield land with a former use as a dockland site. The site fronts the A554. The site has a fenced boundary and needs clearance of shrubs and foliage. The UDP Proposals Map identifies the site as part of a larger employment development site covering Twelve Quays.

Criteria	Comment	Rating
Strategic Road Access	Adjacent to the A554.	Good
Local Accessibility	The site directly fronts the A554 but may require access infrastructure from Tower Wharf to minimise any traffic impacts. At the time of the visit, road works were upgrading the road at the junction of A554 and Tower Wharf. There are bus stops within 400m of the site with services to Birkenhead, Eastham Rake, Leasowe, Liverpool, Moreton, Wallasey and Woodside. The nearest railway station, Birkenhead Hamilton Square, is approximately 1km away. Close proximity to Kingsway Tunnel.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located to the north of Birkenhead Town Centre and adjacent to Wirral Waters Enterprise Zone. It has very good access to the local population and labour market. Whilst there are no services in the immediate walkable area, it is accessible to Birkenhead Town Centre.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is adjacent to existing B-Class uses to the east (Wabtec Faiveley Transit Systems) and south (the Contact Company).</p> <p>To the west, across the A554 is a Wirral Met College site, and to the north is a HGV waiting area used by the nearby Ship Ferry Terminal.</p>	Very Good
Developmental and Environmental Constraints	<p>The site is reclaimed brownfield land (former dockland). Though it has a level topography but is significantly overgrown so would require clearance before works could go ahead. There are no other known development or environmental constraints although it is not known whether there are any remediation needs.</p>	Average
Market Attractiveness	<p>The site is in the Birkenhead and Wallasey market area. The site is in a prominent location on the A554 and north of Birkenhead Town Centre, with excellent road frontage. The site is adjacent to modern good quality business premises to the east and south but north is a HGV park, and in the long term is adjacent to the Wirral Waters redevelopment scheme. The site is subject to a planning application for a petrol filling station, associated convenience store and drive thru.</p>	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p>	Average to Very Poor

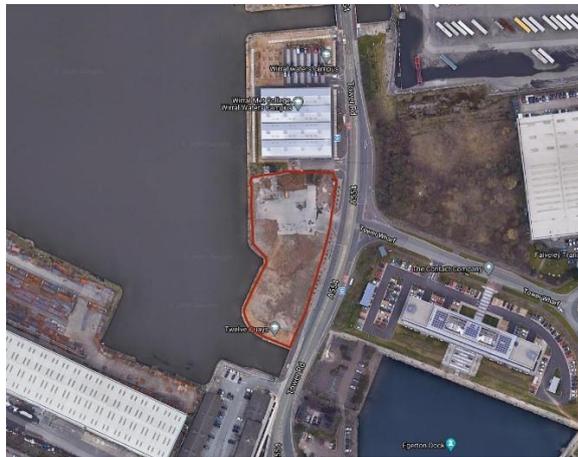
<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is owned by Peel Ports, who previously had chosen to retain it as potential expansion for the ro-ro ferry terminal. More recently, a planning application for a petrol filling station was lodged with the decision pending. Therefore, the site is likely be delivered in 0 to 5 years.
Planning History	App/20/00558 – an application for petrol filling station, associated convenience store and drive thru – Decision Pending
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>

### **Site Summary and Recommendations**

The site is a rectangular plot of reclaimed brownfield land adjacent to existing good quality employment sites. The site has excellent visibility from the A554 and would be an attractive site for development given its proximity to Birkenhead Town Centre. There are no known significant constraints to development, though a planning application has been recently lodged for a petrol filling station on the site.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1c, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

**Site 27 - Wirral Waters - Tower Quay**



**GROSS SITE AREA:**

0.61 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.20 ha

**Current Use and Land Type**

The site is a small plot of reclaimed brownfield land on a quayside site in East Float, Birkenhead. The site is vacant and shows signs of recent reclamation works. The site had former industrial uses as a scrap metal berth. Part of the site is currently being used for car parking for nearby business premises. Local artwork is currently positioned on the site.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site adjoins the A554.	Good
Local Accessibility	The site directly fronts the A554 and has excellent visibility from the road. There is traffic signal-controlled access to the A554. Due to the size of the site and traffic on the A554, it may be challenging to accommodate an HGV entrance point as well as a large unit. However, given the nature and location of the site in the Wirral Waters scheme this is unlikely to be an issue. There are bus stops within 400m of the site, with services to Birkenhead, Broughton, Eastham Rake, Leasowe, Liverpool, Moreton, Wallasey and Woodside. The nearest railway stations, Conway Park and Hamilton Square, are both approximately 0.9 km away.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located to the north of Birkenhead Town Centre and has good accessibility to the local labour market now that bus services have been enhanced to serve the adjacent College and office developments.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is adjacent to a Wirral Met College site to the north. To the east, across the A554 is a large office building occupied by the Contact Company. To the west is open water in the East Float and to the south, over a small inlet of water is Tower Quays office buildings.	Good
Developmental and Environmental Constraints	The site offers a relatively small plot of brownfield land for development. Whilst the site has been reclaimed, former industrial use as a scrap metal berth which may require additional remediation works. It is however level and has no other known constraints. The site is located in the Dock Estate and a road corridor for environmental improvement passes the front of the site. The site is located in flood risk zone 1 although the edges of the site are located in flood risk zone 2 and 3 suggesting a potential risk and reinforcements may be required.	Average
Market Attractiveness	<p>The site is located in the Wirral Waters and Enterprise Zone market area. The site is owned by Peel Ports. As part of the Wirral Waters scheme the site is likely to receive significant market interest once the regeneration project has commenced. It is also located next to two modern buildings, Wirral Met College and the Contact Company offices some of the more attractive buildings in the area.</p> <p>Whilst this increases the attractiveness of the site it offers a however, the size of the site may limit its appeal to industrial occupiers but could accommodate a medium size office development or other mixed use (non-residential) development as part of Wirral Waters East Float proposals. Alternatively, Wirral Met College could seek it as an extension to their site.</p>	Good
Viability	<p>Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Average to Very Poor

	<p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p>	
<b>Criteria</b>	<b>Comment</b>	
<p>Barriers to Delivery, Mitigation and Timescales</p>	<p>The site is owned by Peel Holdings and as part of the Wirral Waters scheme it has been proposed for early implementation alongside other proposals on Tower Road within the Four Bridges Quarter.</p> <p>There are no other known barriers to delivery, though the size of the plot may delay development unless it can be found to meet occupier demands. The site is likely to be delivered in 0 to 5 years as part of the early phases of Wirral Waters.</p>	
<p>Planning History</p>	<p>APP/18/00409 - Full planning application for the construction of a three storey B1 office building, with car parking, landscaping and other associated works</p> <p>APP/18/00647 "Full application for the erection of four retail units (Class A1), a restaurant (Class A3), a visitor centre (D1 use) managed workspace (Class B1) and flexible floorspace to be occupied as either an art gallery (Class D1), educational use (Class D1) or managed workspace (Class B1), a village square, improvements to public open space and associated highway works". Approved in August 2019</p> <p>Part of 09/06509 (31/05/2012) outline for 13,521 residential units (C3), 422,752sqm (B1) 60,000sqm retail/food, 38,000sqm hotel and 100,000sqm of cultural/rec/amenity</p> <p>Condition 68 of the decision notice for the above application states that Four Bridges will not contain any residential development (Use Class C3) unless it is minor and ancillary to other dominant uses.</p>	
<p><b>Overall Site Rating</b></p>	<p><b>Good</b></p>	
<p><b>Site Categorisation</b></p>	<p><b>6. Remove from employment land supply</b></p>	

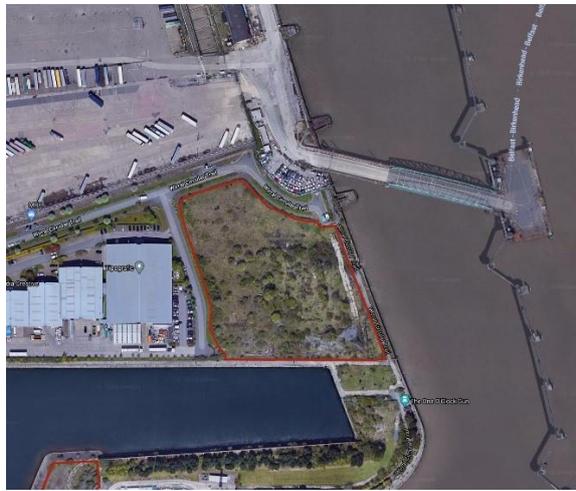
**Site Summary and Recommendations**

The site is a small plot of reclaimed brownfield land on a quayside site in East Float, Birkenhead. The small brownfield site is located with good accessibility to Birkenhead Town Centre, and has excellent visibility from its frontage with the A554. The site has planning permission for a new office development on the northern part of the site, the first of the Wirral Waters Enterprise Zone proposals; and therefore, it is assumed that this is delivered as per the proposals in the planning application. Therefore, it is only the southern section of the site which is included in the Net Developable Area.

Unlike recommendations in the previous WELPs report, the Wirral Waters Enterprise Zone should not be treated separately as per the advice in the ELOS report. Therefore, this site should be considered alongside the rest of the employment land supply.

Given the approved planning application for office development on part of the site and a retail/amenity centre on the other part of the site, it is expected that this development will come forward for these uses. The site should therefore be excluded from the employment land supply. However, the site should be protected in the event that the proposed development does not come forward and given condition 68 in the East Float outline planning permission which prohibits residential development on Four Bridges unless its ancillary to other dominant uses.

## Site 28 – Twelve Quays – Morpeth Waterfront



**GROSS SITE AREA:**

1.58 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.58 ha

**Current Use and Land Type**

The broadly rectangular site consists of reclaimed and vacant brownfield land. The site is within an existing employment area and adjacent to occupied employment sites and an active Ro-Ro ferry terminal to the immediate north. The UDP Proposals Map identifies the site as part of a larger employment development site at Twelve Quays.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A554 via Morpeth Way.

Good

Local Accessibility

The site has good accessibility from the A554 along Morpeth Wharf which is free flowing and large enough to accommodate HGVs. Whilst there is currently no access infrastructure onto the site this could easily be provided and there is sufficient space to accommodate a wide HGV entrance if required. The nearest bus stop is approximately 400m away with services to Birkenhead, Liverpool and Moreton. The nearest railway station, Hamilton Square, is within 1.5km. It is adjacent to the Ro-Ro Ferry terminal.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is located on the eastern edge of Birkenhead adjacent to the Ro-Ro Ferry Terminal. It has a very good access to the local population and labour market. Whilst there are no services in the immediate area, it is accessible to Birkenhead Town Centre.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is adjacent to existing and occupied B-Class employment uses to the west, with Tipographic printing occupying the adjacent unit. The Ro-Ro Ferry Terminal is to the immediate north, the River Mersey to the east and Morpeth Dock is to the south. The Wirral Circular Trail public access path runs to the east of the site.	Very Good
Developmental and Environmental Constraints	The site consists of reclaimed brownfield land with a previous industrial use as part of the docklands. The site needs onsite access infrastructure installing and may need utilities, though these are not thought to be significant development constraints. The site has a level topography with some overgrown shrubbery that would need to be cleared before development, though the rectangular plot is readily developable. The northern portion of the site is within Flood Zone 2 and 3, though this area could be used as car parking and still leave a significant proportion of the site for development.	Good
Market Attractiveness	The site is within the Birkenhead and Wallasey market area. The site is owned by Peel Holdings and not marketed for sale/let or development. expansion. The site is adjacent to relatively modern light industrial units and could attract high quality light industrial, R&D or office development given the surrounding uses.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public</p>	Average to Very Poor

	sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is owned by Peel Holdings who have to date retained the land for potential expansion of the adjacent Ro-Ro ferry terminal, which may continue to be a barrier to the site being delivered in the short term. If the site were available to the market it would be likely to be delivered in 0 to 5 years.	
Planning History	The site has previously had consent for a new-build clinical trials facility.	
<b>Overall Site Rating</b>	<b>Very Good</b>	
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>	
<b>Site Summary and Recommendations</b>		
<p>This site forms one of the best development sites given its 'Very Good' rating and therefore should be allocated and protected for employment use.</p> <p>The site should therefore retain its allocation as an Employment Development Site for B-Class employment use as part of a wider Primarily Industrial Area, and would best accommodate B1b, B1c or B8 development given the adjacent land uses.</p> <p>The rectangular waterfront site offers a relatively large plot for development adjacent to modern and good quality light industrial and office units. Whilst the site is reclaimed brownfield land and requires on site access infrastructure, there are no obvious barriers to development. The site is also in close proximity to good quality B-class land uses and labour market catchment.</p> <p>This site forms one of the best development sites given its 'Very Good' rating and therefore should be allocated and protected for employment use. The site should therefore retain its allocation as an Employment Development Site for B-Class employment use as part of a wider Primarily Industrial Area, and would best accommodate B1b, B1c or B8 development given the adjacent land uses.</p>		

## Site 29 – Cavendish Roundabout, Cavendish Street



**GROSS SITE AREA:**

0.15 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site is currently partially used as a surface level car parking associated with the Merseyside Police Custody Office located next door.

The remainder of the site is tended grassland which slopes significantly towards the roundabout.

It is a brownfield site and the UDP Proposals Map identifies the site as being within a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is immediately adjacent to the A5030 Cleveland Street.	Good
Local Accessibility	The site is accessed from Cavendish Street which meets the A5030 Cleveland Street which runs to the north of the site. A bus service is in operation along the A5030 which provides access to Leasowe, Moreton, Broughton and Eastham Rake.	Very Good
	Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Birkenhead Park which is 1.36km to the south east of the site. It is also close to the Kingsway Tunnel which provides quick access to Liverpool.	

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Birkenhead which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.	Very Good
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by Corporation Road and Cavendish roundabout, to the east by Cavendish Road, south by existing employment development (Cavendish MOT Centre) and to the west by Merseyside Police Custody Office.	Good
Developmental and Environmental Constraints	The site is small in size and irregular in shape, being located on the corner of a roundabout. The site is currently only partially used as a surface level car park with the remaining used as grassland which is uneven in topography and slopes towards the edge of the site. This would require levelling.  The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Average
Market Attractiveness	The site is included within a Primarily Industrial Area, characterised by lower grade employment uses. The site benefits from good strategic and local access and is in a prominent position, fronting Corporation Road, within the Birkenhead urban area. However, the site is small, irregular in shape and has an uneven topography.	Average
Viability	Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):  <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public	Poor to Very Poor

	sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site has relatively few development and environmental constraints other than the small size and uneven topography. It is supported by the surrounding infrastructure associated with the neighbouring employment development. The site is in the ownership of The Police and Crime Commissioner for Merseyside alongside the neighbouring custody suite and therefore there is uncertainty on whether this can be separated from this ownership. Given these complications it is not expected that development could come forward for at least 6 – 10 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use. Given the context of the site, it is considered that it would best accommodate B1, B2 or B8 development.</p> <p>This brownfield site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site is irregular in shape and relatively small in size and is currently used as surface level car parking for the adjacent police custody units. There are therefore questions on whether the site can be released from its current ownership for development.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it most likely be suitable for B1, B2 or B8 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 30 – Kern’s Warehouse, Cleveland Street



**GROSS SITE AREA:**

0.98 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.98 ha

**Current Use and Land Type**

The site currently comprises vacant grassland and a derelict warehouse building. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

**Strategic Road Access**

The site is immediately adjacent to the A5030 Cleveland Street.

Good

**Local Accessibility**

The site can be accessed directly from the A5030 Cleveland Street which runs to the north of the site. A bus service is in operation along the A5030 which provides access to Leasowe, Moreton, Broughton and Eastham Rake. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Birkenhead Park which is 1.36km to the south east of the site.

Very Good

**Proximity to Urban Areas and Access to Labour and Services**

The site is included within the urban area of Birkenhead which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by Corporation Road with existing employment beyond the main road, to the east and south by existing employment development and, to the west by Cavendish Street and roundabout.	Very Good
Developmental and Environmental Constraints	The site has a flat topography, it is of average size and a regular shape and currently comprises of an area of vacant grassland and a derelict warehouse building. Demolition costs will need to be incurred for the demolition of this structure. The site is currently quite overgrown with significant evidence of fly-tipping having taken place which would require clearing before development. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Average
Market Attractiveness	The site is included within a Primarily Industrial Area, characterised by lower grade employment uses. The site benefits from good strategic and local access and is in a prominent position, fronting Corporation Road, within the Birkenhead urban area.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor

Criteria	Comment
Barriers to Delivery, Mitigation and Timescales	<p>The site has relatively few development and environmental constraints and is supported by the surrounding infrastructure associated with the neighboring employment development.</p> <p>It is understood that the owner may be retaining the site for higher value employment development, awaiting the outcome of Wirral Waters. However, it is expected that this site could come forward in the next 0-5 years.</p>
Planning History	N/A
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>

#### Site Summary and Recommendations

This brownfield site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has few development and environmental constraints except the demolition of the existing structure and the clearance of the significant amount of fly tipping and vegetation.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

**Site 31 - Land East of 491 Cleveland Street**



**GROSS SITE AREA:**

0.12 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.12 ha

Current Use and Land Type

The site currently comprises an area of vacant grassland and a small café "The Gallery" on the Duke Street frontage. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area. On the day of inspection, the site was being used for car parking.

Criteria	Comment	Rating
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Strategic Road Access	The site is immediately adjacent to the A5030.	Good
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Local Accessibility	The site can be accessed from the A5030 which runs to the north of the site. A bus service is in operation to the north east of the site along the A5030 which provides access to Leasowe, Moreton, Broughton and Eastham Rake. Bus stops are located immediately outside of the site on the A5030. The nearest train station is Birkenhead Park which is 0.3km to the south east of the site.	Very Good
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Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Birkenhead, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.	Very Good
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by the A5030, to the east by Duke Street, to the south partially by Old Bidston Road and partially by a car garage / yard, to the west by existing residential development, which fronts Old Bidston Road and Cleveland Street.	Average
Developmental and Environmental Constraints	The site has a relatively flat topography, but it is irregular in size and shape. The area is uneven with a mixture of hard standing and gravel with overgrown shrubbery around the side. The site is constrained by its size and shape and the adjacent residential development. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding.	Poor
Market Attractiveness	The site is included within a Primarily Industrial Area, characterised by lower quality employment units. The site benefits from good strategic and local access but is constrained by its size and shape and would only come forward to meet local need and close proximity to residential development would limit the types of use that could be accommodated.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by</p>	Poor to Very Poor

	public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is relatively small in size and irregular in shape and has relatively few development and environmental constraints. The site is supported by the surrounding infrastructure and affords its own access off the A5030. On the basis of this, it is therefore considered that the site could come forward in the next 0-5 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is of lower quality and therefore should not form part of the core employment allocation.</p> <p>Given the context of the site and its proximity to residential development, it is considered that the site could best accommodate B1c development. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use.</p> <p>This brownfield site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access and few development and environmental constraints but is small in size.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use. Given the context of the site and its proximity to residential development, it is considered that the site could best accommodate B1c development.</p>		

## Site 32 - Adj 45 Old Bidston Road



### GROSS SITE AREA:

0.17 ha

### ESTIMATED NET DEVELOPABLE AREA:

0.00 ha

### Current Use and Land Type

The site is predominantly hardstanding and is currently in use as a mechanic's yard/scrap vehicle storage occupied by Twelve Quays Tyre Store Ltd. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being within a Primarily Industrial Area.

### Criteria

### Comment

### Rating

### Strategic Road Access

The site is approximately 0.1km to the south west of the A5030.

Good

### Local Accessibility

The site can be accessed from the A5027 either via Old Bidston Road which runs to the north of the site or Price Street to the south; although the Old Bidston Road access was blocked at the time of entrance by scrap vehicles on site. A bus service operates along the A5030 to the north east of the site providing access to Leasowe, Moreton, Broughton and Eastham Rake. The nearest bus stop is located 0.1km to the north west of the site on the A5030. The nearest train station is Birkenhead Park 0.25km to the south east of the site.

Very Good

### Proximity to Urban Areas and Access to Labour and Services

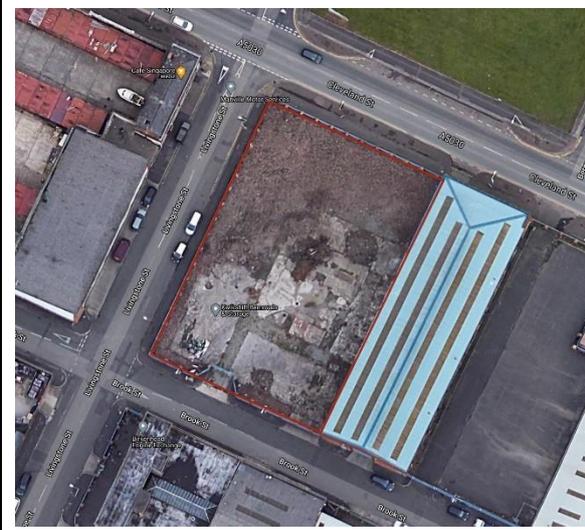
The site is included within the urban area of Birkenhead, which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by Old Bidston Road and low-quality employment buildings, to the east by existing employment development, to the south by Price Street, and to the west by existing employment development. The land to the south of Price Street is designated as a Primarily Residential Area but the immediate frontage opposite the site is currently occupied by existing employment and retail uses and vacant sites. With residential development beyond this immediate frontage to the south.</p>	Good
Developmental and Environmental Constraints	<p>The site is identified as being within a Primary Industrial Area but is in proximity to a Primarily Residential Area which fronts Price Street. The EA Flood Map identifies the site as being included within Flood Zone 1, at low risk of flooding. The site has a relatively flat topography, favourable for development but is constrained by its small plot size and existing occupation. The site is currently occupied and so would need to be vacated before it can come forward for development.</p>	Average
Market Attractiveness	<p>The site is predominantly hardstanding (and could readily be redeveloped) and is included within a Primarily Industrial Area, characterised by lower quality employment units. The site benefits from good strategic and local access and has relatively few development and environmental constraints, though it suffers from a small plot size.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven</p>	Poor to Very Poor

	by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is in existing use as a mechanic's yard and so should not be considered as part of the employment land supply unless it was vacated. If the site were to be made available for redevelopment it would be expected to come forward in 0-5 years on the basis of its small size and location in Birkenhead.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site should be retained within the wider Primarily Industrial Area, as it is fully occupied and considered to be fully developed, it does not form part of the Borough's employment land supply. Given the context of the site and its proximity to potential residential development, it is considered the site would best accommodate B1, and particularly B1c development, were it to become available. However, given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use.</p> <p>This small site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has few development and environmental constraints but suffers from a small plot size and is in proximity to a Primarily Residential Area. Any future redevelopment of the site would need to be sympathetic with the residential land use.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it most likely be suitable for B1c development given the proximity to residential uses. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 33 – Livingstone Street



**GROSS SITE AREA:**

0.20 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site is currently occupied for storage and car / van parking for Kwikshift Removals and Storage. The site is regular in size and is identified as a brownfield site. The UDP Proposals Map designates the site as a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A5030 via Livingstone Street	Good
Local Accessibility	The site faces onto Cleveland Street but access to the site is via a gated entrance to the south of the site via Brook Street. Brook Street is a relatively narrow road but is for two-way traffic which might cause issues for large HGVs although this site is used to park smaller lorries. The nearest bus stop is less than 50m away located on Cleveland Street with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.7 km away.	Average
Proximity to Urban Areas and Access to Labour and Services	The site is located in Birkenhead and has excellent access to a large labour market. There are some local services in the immediate area including a number of cafés.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is located within a Primarily Industrial Area. The site is surrounded by road infrastructure on three sides; to the north, west and south. The developments surrounding the site are all lower grade employment sites such as car garages.	Very Good
Developmental and Environmental Constraints	The site had limited environmental and development constraints. The site is regular in shape and the topography is flat, although the site is small (0.19 ha). The site has is surrounded by a brick wall and metal fencing and accessed through a manned gate.  The development is also constrained by the road network, which is located to the north, west and south of the site.	Average
Market Attractiveness	The site benefits from good strategic road and local access and its proximity to both Birkenhead town centre and Liverpool City Centre. However, the employment developments within close proximity to the site are of low quality and mainly made up of car garages and mechanics. The site opposite, across Cleveland Street is vacant grassland which is a designated housing site.	Average
Viability	Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	Poor to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently occupied and there is no indication that the site will be up for sale on the open market. Therefore, if any development was to take place, the occupiers would have to be relocated. Given the site is under occupation then it should not be considered as part of the employment land supply.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

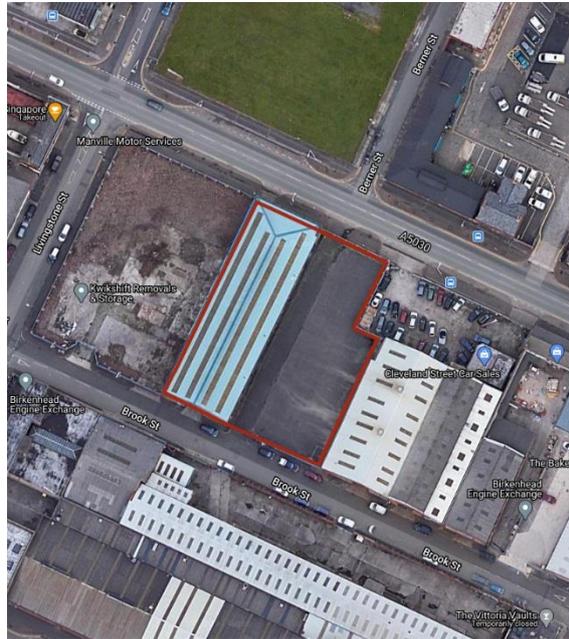
**Site Summary and Recommendations**

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. The site could come forward for employment, most likely B1c, B2 or B8 uses which would fit with the surrounding area. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use.

This small brownfield site is currently occupied and used for storage or car / van parking for Kwikshift Removal and Storage. The UDP proposals map designates the site as within a Primarily Industrial Area. The site is regular in size and shape although on the small size.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it would be suitable for B1, B2 and B8 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 34 – Berner Street South



**GROSS SITE AREA:**

0.23 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site is currently occupied by Prestige Structural Ltd which manufacture metal structures. The site contains the office / distribution buildings and associated car parking to the west of the main building. The site is regular in size and is identified as a brownfield site. The UDP Proposals Map designates the site as a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is located on the A5030 – Cleveland Street.	Good
Local Accessibility	The site faces onto Cleveland Street but access to the car park is via a gated entrance to the south of the site via Brook Street. Brook Street is a relatively narrow road but is for two-way traffic. The nearest bus stop is less than 50m away located on Cleveland Street with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.7 km away.	Good

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is located in Birkenhead and has excellent access to a large labour market. There are some local services in the immediate area including a number of cafés.	Very Good
Compatibility of Adjoining Uses	The site is located within a Primarily Industrial Area. The site is surrounded by road infrastructure to the north and south. To the east and west are existing employment developments. These tend to be lower grade employment sites such as car garages, storage sites or mechanics.	Very Good
Developmental and Environmental Constraints	<p>The site had limited environmental and development constraints. The site is regular in shape and the topography is flat although the site is small (0.10 ha). The site has is surrounded a wall made of brick and metal fencing, but the office / distribution building looks in relatively good condition.</p> <p>The development is also constrained by the road network which is located to the north and south of the site.</p>	Average
Market Attractiveness	The site benefits from good strategic road and local access and its proximity to both Birkenhead town centre and Liverpool City Centre. However, the employment developments to within proximity to the site are of low quality and mainly made up of car garages and mechanics. The site opposite, across Cleveland Street is vacant grassland which is a designated housing site.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public</p>	Poor to Very Poor

	sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently occupied and there is no indication that the site will be up for market. Therefore, if any development was to take place, the occupiers would have to be relocated. Given the site is under occupation then it should not be considered as part of the employment land supply.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. The site could come forward for employment, most likely B1c, B2 or B8 uses which would fit with the surrounding area. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use.</p> <p>This small brownfield site is currently occupied and used as an office / distribution site and associated car parking for Prestige Structural Ltd. The UDP proposals map designates the site as within a Primarily Industrial Area. The site is regular in size and shape although small in size.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it would be suitable for B1, B2 and B8 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 35 - Ten Streets - Phase 1



**GROSS SITE AREA:**

0.88 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.88 ha

Current Use and Land Type

The brownfield site is cleared land from former housing use. The small site has a level topography and is rectangular in shape. The UDP Proposals Map designates the site as a Primarily Residential Area.

Criteria	Comment	Rating
Strategic Road Access	The site is adjacent to the A5030.	Good
Local Accessibility	There are potential access options from adjacent roads on all four sides of the site, including Cleveland Street, Corporation Road, Berner Street or Livingstone Road, though onsite access infrastructure needs to be provided. There are bus stops within 400m with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.7 km away.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located in Birkenhead and has excellent access to a large labour market. There are some local services in the immediate area including a number of cafés.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is adjacent to a variety of uses, though the majority are B1c/B2 or B8. To the north is the perimeter wall of the Vittoria Dock site, to the south is the A5030 and workshops and a removals company, to the west is a new storage site currently occupied by Butler Waste Management and several cafes and to the east are industrial uses and Wirral Play Centre.	Very Good
Developmental and Environmental Constraints	The brownfield land has been cleared from its former use as housing. There is not expected to be any land contamination or remediation works required, and service infrastructure such as water are expected to be provided. Whilst the site area is just under one ha in size it has a level topography and uniform shape. A small portion of the southern part of the site is however located within Flood Zones 2 and 3.	Good
Market Attractiveness	The site is located on Corporation Road which accommodates predominantly low value uses. The area has some vacant units but is generally well occupied. The site offers a uniform brownfield plot for development which could accommodate a number of small units. The site is owned by Wirral Council but not advertised to sale or for let.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is owned by Wirral Council but not advertised for sale or to let which may be preventing development. The site is designated as a Primarily Residential Area and would need to be released for B-Class employment uses if it were to be developed for this purpose. The brownfield site would likely be delivered in 0 to 5 years if made available to the market as a small infill plot.
Planning History	There are no known planning applications in recent years.
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>6. Remove from the employment land supply</b>
<b>Site Summary and Recommendations</b>	
<p>The site is cleared housing and now brownfield land, offering a rectangular and level plot for development. The site is located in close proximity to existing industrial land uses. The site is designated as a Primarily Residential Area.</p> <p>Given, the overall land supply is greater than the calculated demand, the site should be excluded from the employment land supply and retain its allocation as a primarily residential area. This aligns with the long-term vision for the area and the links to the Wirral Waters redevelopment zones.</p>	

## Site 36 - Ten Streets - Phase 4



**GROSS SITE AREA:**

0.37 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.13 ha

**Current Use and Land Type**

The brownfield site is cleared land from former housing. The small site has a level topography and is rectangular in shape. The site is within a predominantly employment area, with numerous car repair garages and MOT centres. The UDP Proposals Map designates the site as a Primarily Residential Area.

Criteria	Comment	Rating
Strategic Road Access	The site adjoins the A5030.	Good
Local Accessibility	There is currently no local access infrastructure onto the site. The site can be accessed from Hilbre Street which adjoins Corporation Road (B5146) and Cleveland Street (A5030) and Lynas Street which adjoins Cleveland Street. Both Hilbre Street and Lynas Street are side streets which would be challenging for HGVs to access but are wide enough to accommodate all other traffic. The site requires access infrastructure, but this is not considered to be a constraint to development. There is some on streetcar parking adjacent the site. There is a bus stop within 400m with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.9 km away, to the south west.	Very Good

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is located in Birkenhead and has excellent access to a large labour market. There are some local services in the immediate area including a number of cafés.	Very Good
Compatibility of Adjoining Uses	The site is surrounded by employment uses and is located in a predominantly industrial area, with a number of car garages and MOT centres.	Very Good
Developmental and Environmental Constraints	The site requires access infrastructure, but this is not considered to be a constraint to development. Access to the site from Hilbre Street and Lynas Street would limit the accessibility for HGVs. The site offers a small brownfield plot for development and is rectangular and level enclosed by a low post and rail fence to deter trespassing.	Good
Market Attractiveness	The site is owned by Wirral Council but is not currently advertised for sale or to let. The site is surrounded by employment uses, including a number of car repair garages and MOT centres and scrap yards. These occupy a range of different units of varying age and quality, including more recent and good quality units (Vittoria Motor Services Ltd). Given the regular size and shape of the plot, it would likely receive interest for development.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Poor to Very Poor

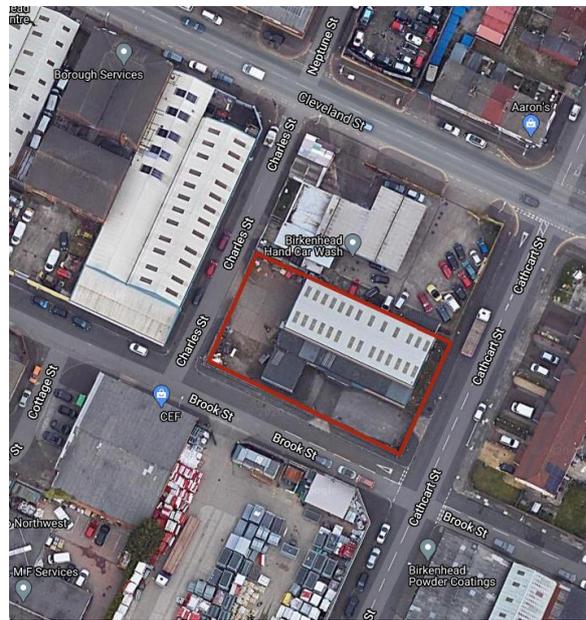
<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is owned by Wirral Council but not advertised for sale or to let which may be preventing development. The site is surrounded by employment uses but is still designated as a Primarily Residential Area and would need to be released for B-Class employment uses if to be developed for this purpose. The brownfield site would likely be delivered in 0 to 5 years if made available to the market.
Planning History	The UDP Proposals Map designates the site as a Primarily Residential Area (the former housing was still in situ at the time of preparation of the UDP).  APP/20/01235   New Build Commercial Development – on the part of the site between Hilbre and Lynas Street approved 22/10/20 and now on site
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>6. Remove from Employment Land Supply</b>

#### **Site Summary and Recommendations**

The site consists of two small plots of brownfield land, which are cleared housing. The small site has a level topography and is rectangular in shape. The site benefits from good accessibility to the strategic road network and public transport and is surrounded by light industrial uses. The western parcel of land is subject to an existing planning application which was approved in October 2020, it is therefore envisaged that the site will be developed in accordance with this planning permission and this area has been removed from the net developable area.

Given, the overall land supply is greater than the calculated demand, the part of the site not subject to the recent planning application currently being implemented, should be excluded from the employment land supply and retain its allocation as a primarily residential area. This aligns with the long-term vision for the area and the links to the Wirral Waters redevelopment zones.

## Site 37 – Cathcart Street



**GROSS SITE AREA:**

0.13 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site is currently occupied by the offices of PGS Silencers Ltd and associated surface car parking. It is a brownfield site. The UDP proposals map designates the site as within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A5030 via Cathcart Street.

Good

Local Accessibility

The site can be accessed via two gated points on the site, one which enters from Brook Street and one that enters from Cathcart Street. Brook Street is a relatively narrow road but is for two-way traffic. The nearest bus stop is less than 100m away located on Cleveland Street with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.7 km away.

Average

Proximity to Urban Areas and Access to Labour and Services

The site is located in Birkenhead and has excellent access to a large labour market. There are some local services in the immediate area including a few cafés.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is located within a primarily industrial area. The site is surrounded by road infrastructure on 3 sides, Charles St to the west, Cathcart St to the east and Brook St to the south. Birkenhead Car Wash is located to the north of the site. A row of residential housing is located to the east of the site across the road whilst low grade employment is located in the other surroundings.	Average
Developmental and Environmental Constraints	The site had limited environmental and development constraints. The site is regular in shape and the topography is flat although the site is small (0.15 ha). The building on the site is of lower quality and of low height, so development might consider demolition of this building. Consideration could also be given to combine with Birkenhead Car Wash to the north to provide a larger development site.  The development is also constrained by the road network which are located to the east, west and south of the site. The site is in Flood Zone 1 and so at low risk of flooding.	Average
Market Attractiveness	The site benefits from good strategic road and local access and its proximity to both Birkenhead Town Centre and Liverpool City Centre. However, the employment developments to in close proximity to the site are of low quality as in the residential developments surrounding the site.	Average
Viability	Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be	Poor to Very Poor

	necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently occupied and there is no indication that the site will be up for market. Therefore, if any development was to take place, the occupiers would have to be relocated. Given the site is under occupation then it should not be considered as part of the employment land supply.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This small brownfield site is currently occupied and used for offices for PGS Silencers Ltd. The UDP proposals map designates the site as within a primarily industrial area. The site is regular in size and shape although on the small size.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be vacated, then if it was to be redeveloped, it would be suitable for B1c, B2 and B8 development. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 38 – LLW Site



**GROSS SITE AREA:**

0.17 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.17 ha

Current Use and Land Type

The small site is currently vacant. The site is classed as brownfield land. The UDP Proposals Map determines the site to be in a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A5030 via Cathcart Street.	Good
Local Accessibility	The site is accessed via Brook Street which is relatively narrow and blocked off at one end. There is one access point on the site which is gated. The nearest bus stop is less than 100m away located on Cleveland Street with services to Broughton, Eastham Rake, Leasowe and Moreton. The nearest railway station, Birkenhead Park, is approximately 0.7 km away.	Average
Proximity to Urban Areas and Access to Labour and Services	The site is located in Birkenhead and has excellent access to a large labour market. There are some local services in the immediate area including a number of cafés.	Very Good
Compatibility of Adjoining Uses	The site is located within a Primarily Industrial Area. Residential developments are located to the east and west of the site, an employment site is located to the north of the site and Birkenhead youth club is located to the south of the site.	Average

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Developmental and Environmental Constraints	<p>The site has limited environmental and development constraints, although the site is small. The site is regular in shape and the topography is flat although the site is small (0.17 ha).</p> <p>The development is also constrained to the east and west by residential development and to the south by the road network.</p>	Average
Market Attractiveness	<p>The site benefits from good strategic road and local access and its proximity to both Birkenhead town centre and Liverpool City Centre. However, the employment developments to the north of the site are of low quality as in the residential developments surrounding the site.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Poor to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	<p>The site is vacant and there are limited development constraints on the site. Therefore, the site could come forward for development in the next 0-5 years.</p>	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	

### **Site Summary and Recommendations**

This small brownfield site is currently vacant which is located within a Primarily Industrial Area. The site has limited environmental and development constraints, although the site is small. The site is surrounded by residential development to the east and west and low-grade employment to the north.

The site is of lower quality and therefore should not form part of the core employment allocation. The site could come forward for employment preferably B1 due to the residential proximity. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 39 - Cleveland Street



**GROSS SITE AREA:**

0.11 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.11 ha

**Current Use and Land Type**

The site currently comprises an area of hardstanding, which is divided into two compounds by a palisade fence. One side is very overgrown and appears abandoned whereas the other side is cleared but vacant. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is adjacent to the A5030.	Good
Local Accessibility	The site can be accessed directly from the A5030 which runs to the south of the site. A bus service is in operation along the A554 to the north of the site providing access to Liverpool, Leasowe, Birkenhead, Broughton, Eastham Rake and Woodside. The nearest bus stop is 0.19km to the north of the site, on the A554. The nearest train station is Birkenhead Hamilton Station which is 0.4km to the east of the site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Birkenhead. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area and is well contained by existing development and the road network. The site is bounded to the north and east by existing employment development which is mainly light industrial such as Merseyside Metal Services; to the south by the A5030; and to the west by Taylor Street. The site is separated from the residential development to the south by the A5030.	Average
Developmental and Environmental Constraints	The site has a relatively flat topography. The EA Flood Map identifies the site as being located in Flood Zone 1, at low risk of flooding. The site is within proximity of residential development, future development of the site will therefore need to be sympathetic towards this land use. The site is under two different titles and it is clear that they are managed to different standards. The eastern end of the site is well managed and a cleared site which would not require much to start development whereas the western end is overgrown, and a vehicle appears abandoned on the site.	Average
Market Attractiveness	The site is within a Primary Industrial Area which is characterised by lower value industrial units and suffers from a significantly constrained plot size, but the site benefits from good strategic road and local access and proximity to Birkenhead Town Centre.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Poor to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is relatively small and benefits from limited development and environmental constraints. It is located within a Primary Industrial Area and benefits from a historic permission for industrial development. On the basis of this, it is considered that the site could come forward in 0-5 years.
Planning History	08/5098 (14/03/08) New Industrial Unit 672sqm. Expired.
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

This brownfield site is located within the urban area of Birkenhead has been cleared, fenced and is already partly in use for external storage. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has relatively limited development and environmental constraints but is small in size and would only be able to accommodate small scale employment development which would most likely only serve local needs.

The site is of lower quality and therefore should not form part of the core employment allocation. The site could come forward for employment preferably B1 due to the residential proximity. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 40 - Land at George Street



**GROSS SITE AREA:**

0.10 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.10 ha

**Current Use and Land Type**

The cleared site currently comprises vacant grassland. It is significantly overgrown and would require large scale clearance before development. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A5030 and the A554.	Good
Local Accessibility	The site can be accessed either from George Street to the north or Lord Street to the west. A bus service is in operation along the A554 to the north of the site providing access to Liverpool, Leasowe, Birkenhead, Broughton, Eastham Rake and Woodside. The nearest bus stop is 0.17km to the north of the site, on the A554. The nearest train station is Conway Park which is 0.4km to the south west of the site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Birkenhead, which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area and is well contained by existing development and the road network. The site is bounded to the north by George Street, to the east partially by vacant grassland and partially by existing employment development, to the south by existing employment development and, to the west by Lord Street, with existing employment development beyond. The existing area is characterised by low-quality car garages and engineering firms.	Very Good
Developmental and Environmental Constraints	The site is small in size (0.05 ha) and has a relatively flat topography, comprising vacant grassland. However, it is very overgrown so significant clearance would be required before development. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. A small substation is located on the north western corner of the site. The site is constrained by its small plot size.	Average
Market Attractiveness	The site is within a Primary Industrial Area which is characterised by lower grade industrial units but benefits from few development and environmental constraints, good strategic road and local access and proximity to Birkenhead Town Centre. The site is vacant and appears to have been for many years.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Poor to Very Poor

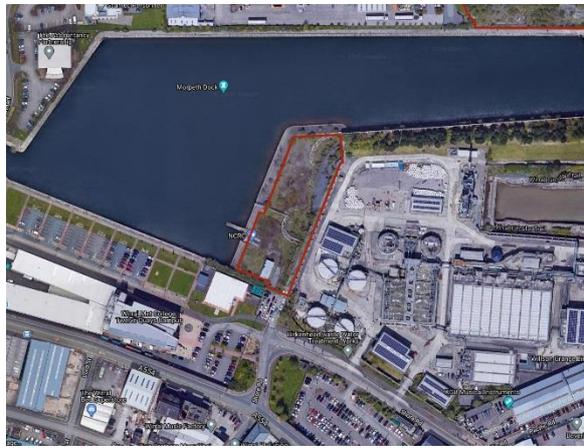
Criteria	Comment
Barriers to Delivery, Mitigation and Timescales	The site is small in size but benefits from few development and environmental constraints and is located within a Primary Industrial Area. On the basis of this, it is considered that the site could come forward in 0-5 years.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

#### Site Summary and Recommendations

This brownfield site is located within the urban area of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has relatively few development and environmental constraints but is small in size and would only be able to accommodate small scale employment development which would most likely serve only local need. Significant clearance of shrubbery is also required.

The site is of lower quality and therefore should not form part of the core employment allocation. The site would be suitable for B1, B2 and B8 development. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

**Site 41 - Shore Road**



**GROSS SITE AREA:**

0.52 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.52 ha

**Current Use and Land Type**

This brownfield site is located on the edge of the Morpeth Dock. It is currently vacant and is comprised of an area of hard standing with a vacant portacabin style building. The site is gated and the space in front of the gates has been used for car parking by those at Wirral Met College. The UDP Proposals Map designates this area as a Primarily Industrial Area. Signs on the gate suggest the access appears to be utilised by the Canal and River Trust who own Morpeth and Egerton Docks.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site is within 1km of the A41.	Good
Local Accessibility	<p>The site is accessed via Shore Road which is off the A554. There is no infrastructure on the site itself. Access requires driving over tram lines which run down Shore Road.</p> <p>The nearest bus stop is approximately 250m away with services to Birkenhead, Liverpool and Moreton. The nearest railway station, Hamilton Square, is within 400m which is also a major bus depot. Woodside ferry terminal is also located in close proximity.</p>	Poor
Proximity to Urban Areas and Access to Labour and Services	The site is included within the urban area of Birkenhead. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is located within a Primarily Industrial Area. To the north of the site is Morpeth Dock, to the south is the A554 and existing employment sites including the Cheshire Lines Building, to the east is the United Utilities Wastewater Treatment Works and to the west is Morpeth Docks and Wirral Met College.</p>	Good
Developmental and Environmental Constraints	<p>There are several development and environmental concerns with this site.</p> <p>The site is long and narrow and is constrained on both sides by the Wastewater Treatment Works and Morpeth Docks. The proximity to the Wastewater Treatment Works may also require some form of additional boundary treatment to mitigate its impact on this site.</p> <p>The site is also located in Flood Zone 3 which would require a flood risk assessment and application of the sequential approach before the site could be allocated in the local plan and potential mitigation measures to be identified and implemented before development could take place. There may also be remediation issues with the site associated with its former dock use.</p>	Very Poor
Market Attractiveness	<p>The site benefits from good strategic road and local access and its proximity to the Liverpool waterfront and to both Birkenhead town centre and Liverpool City Centre.</p> <p>However, the site is located next to the Wastewater Treatment Works which may limit its attractiveness for some uses.</p> <p>The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area.</p>	Poor
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> </ul>	Average to Very Poor

	<ul style="list-style-type: none"> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently vacant but not being marketed. Access would need to be created and boundary treatment with the Water Treatment Works may be required. There may be a need to retain or safeguard access to Morpeth Dock. The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area. Dependent on any remediation, development could come forward in the next 6-10 years.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Very Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

This vacant brownfield site is a small development site located on the edge of Morpeth Dock. The site is long and narrow, located within Flood Zone 3 and constrained on all sides. The proximity to the Water Treatment Works may also require some form of boundary treatment to protect against odours from this site.

The UDP Proposals Map designates this area as a Primarily Industrial Area.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the location of the site in the Waterfront DAP area, the site is appropriate for a variety of commercial or mixed-uses which may include a component of B-Class use; although the proximity of the Wastewater Treatment Works may limit certain use types. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 43 - Chester Street Island



**GROSS SITE AREA:**

0.53 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.47 ha

**Current Use and Land Type**

This site is located within the Woodside gyratory adjacent to Woodside Ferry Terminal. It is currently occupied by a mixture of uses including retail and office as well as the majority of the site taken up by car parking. The site is classed as brownfield land. The UDP Proposals Map determines the site to be in a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41.

Good

Local Accessibility

The site is accessed via the Woodside gyratory which is just off the A41. There are two access points, with one each being used for the entrance and exit.

Good

Proximity to Urban Areas and Access to Labour and Services

The nearest bus stop is less than 50m away with services to Liverpool and Moreton. The nearest railway station, Hamilton Square, is within 100m. Woodside Ferry Terminal is also located in close proximity.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is completely contained on all sides by the A41 Woodside gyratory. Beyond the infrastructure, to the site is surrounded by employment developments with Woodside Ferry Terminal to the east of the site.	Average
Developmental and Environmental Constraints	<p>The site is completely contained by the road network which means that the development site is limited without changes to the road network. The site itself is small and irregular in shape and also has a significant level change from north to south which would likely need to be factored into any development. The site is in Flood Zone 1 and so at low risk of flooding.</p> <p>The site is in multiple ownerships which would likely need to be brought together or at least agreements reached to facilitate development as a whole.</p>	Poor
Market Attractiveness	The site benefits from good strategic road and local access and its proximity to the Liverpool waterfront and to both Birkenhead town centre and Liverpool City Centre. However, the location in the centre of the gyratory and the poor quality of the site will reduce the market attractiveness. The main site owner has intentions for the site to be redeveloped into a hotel site although the site is in multiple ownerships. The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be</p>	Average to Very Poor

	necessary to support speculative office and industrial development.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is currently vacant but not being marketed. The main site owner has intentions for the site to be redeveloped into a hotel site although the site is in multiple ownerships. The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area. Dependent on any remediation, development could come forward in the next 6-10 years.	
Planning History	APP/10/00661: Temporary use of site for car parking on area of demolished building – Approved October 2010	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>The small brownfield site is located within the Woodside gyratory on the A41. It is currently occupied by a mixture of uses including retail and office as well as the majority of the site taken up by car parking. Currently only the car parking element is assumed to be developable. The site is classed as brownfield land. The UDP Proposals Map determines the site to be in a Primarily Industrial Area.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the location of the site in the Waterfront DAP area, the site is appropriate for a variety of commercial or mixed-uses which may include a component of B-Class use. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use such as a hotel development, potentially as part of a wider comprehensive regeneration scheme for the Waterfront area.</p>		

## Site 44 – Rose Brae Phase 2



### GROSS SITE AREA:

1.97 ha

### ESTIMATED NET DEVELOPABLE AREA:

1.87 ha

### Current Use and Land Type

The waterfront site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map allocates the site for Housing Development. The site is located within the Waterfront DAP area.

### Criteria

### Comment

### Rating

### Strategic Road Access

The site is within 1km of the A41.

Good

### Local Accessibility

The site needs local access infrastructure. Access may be possible via Church Street which runs to the west of the site or from the office complex to the north, subject to the agreement of the landowner. A pedestrian access could also be created from the waterfront. A bus service is in operation along Chester Street to the north of the site providing access to Clatterbridge, Seacombe, Eastham Rake, New Brighton, Wallasey and Birkenhead. The nearest bus stop is 0.16km to the north west of the site. The nearest train station is Birkenhead Hamilton Square which is 0.24km to the north west of the site, with services direct to Liverpool City Centre.

Good

### Proximity to Urban Areas and Access to Labour and Services

The site is included within the urban area of Birkenhead. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is within a predominantly mixed-use area, comprising residential and office development and, is well contained by existing development. The site is bounded to the north by office development, to the east by the River Mersey, to the south by mixed use, office and residential development known as Priory Wharf and, to the west by Church Lane, with residential development comprising of Victorian terraces beyond.	Average
Developmental and Environmental Constraints	The site slopes down on a gradient from west to east. As the site was formerly backfilled graving docks, it is likely that the site may have ground stability issues and may require further remediation associated with former industrial and dockside uses. The site is currently overgrown and will require clearing before development can commence on the site and has mature trees present along the boundaries of the site. It is fenced on 3 sides and a wall to the western boundary with Church Street. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding.	Poor
Market Attractiveness	The site is currently identified as a housing development site but has not been implemented and is located within a predominantly mixed-use area, characterised by residential development and modern office development. The site benefits from good strategic road and local access and its proximity to the Liverpool waterfront and to both Birkenhead town centre and Liverpool City Centre. The site also benefits from its excellent views of the Liverpool Waterfront. The landowner's intention for the site is for a residential development. The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area.	Good
Viability	Based on the size of the site and its location in the Wirral Waters EZ area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul>	Average to Very Poor

	<ul style="list-style-type: none"> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is known to be an issue at Wirral Waters. It is hoped that market rents will improve with investment in the Wirral Waters proposed by Peel. Wirral Council has established the Wirral Waters Enterprise Zone Investment Fund, which in part is intended to provide gap funding to assist with development viability.</p>	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The extent of the ground conditions on the site are unknown and will impact on the delivery of the site. The site will require clearing and possibly levelling in order to accommodate development. It is therefore considered that the site could come forward in the next 6-10 years as a standalone development. The site is part of the Waterfront DAP area which is looking to deliver the comprehensive regeneration of the wider area.
Planning History	N/A but the site has in the past been included in a published masterplan to promote the wider redevelopment of Woodside.
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>6. Remove from employment land supply</b>

**Site Summary and Recommendations**

This brownfield site is located within the urban area of Birkenhead, on the waterfront opposite Liverpool. The site is within a predominantly mixed-use area, characterised by residential development and modern office development. The site benefits from good strategic road and local access and its proximity to Birkenhead Town Centre and Liverpool City Centre. The site has ground condition issues, the extent of which is unknown, which will need to be addressed before the site can be considered for development.

Given, the overall land supply is greater than the calculated demand, the site should not be allocated for employment development or included within the wider employment portfolio. The site should therefore continue to be prioritised for housing development. Future use of the site should also be considered as part of the comprehensive regeneration of the Waterfront area. Given the context of the site and its proximity to residential development, it is considered that B-Class development other than B1a offices would be inappropriate if it were to come forward for residential development.

## Site 45 – North of Conway Park Station



### GROSS SITE AREA:

1.43 ha

### ESTIMATED NET DEVELOPABLE AREA:

1.43 ha

### Current Use and Land Type

The site is centrally located and currently in use as a temporary town centre car park. The site is classed as brownfield land. The UDP Proposals Map identifies the site as an employment development site at the edge of Birkenhead Town Centre.

### Criteria

### Comment

### Rating

Strategic Road Access

The site is within 1km of the A5030 and the A553 via Europa Boulevard and Price Street.

Good

Local Accessibility

Existing road access onto the site is from Price Street which runs to the north of the site. A bus service in operation along Europa Boulevard to the east site, provides access to Woodside and Birkenhead. Bus stops are located immediately adjacent to the site, on either side of the road. The nearest train station is Conway Park Station which abuts the site to the south.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is within Birkenhead Town Centre. Birkenhead is the sub-regional centre for the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is well contained by existing development and the strategic road network. The site is bounded to the north by Price Street and further car parking facilities, to the east by Europa Boulevard and Wirral Met College, to the south by Conway Park Station and, to the west by the curtilage of residential properties.	Average
Developmental and Environmental Constraints	The site is regular in size and benefits from a flat topography. The EA map identifies the site as being located within Flood Zone 1 and is at low risk of flooding.	Good
Market Attractiveness	<p>The site is within Birkenhead Town Centre and is identified as an employment development site. The site benefits from limited development and environmental constraints, good strategic road and local access.</p> <p>The surrounding area is characterized by a mixture of commercial spaces to the north and east, residential to the west and the start of the town centre to the south.</p> <p>Planning history is supportive of high-density commercial development. However, the site is included within the boundary of the Wirral Growth Company's hybrid planning application for large-scale redevelopment of Birkenhead Town Centre. This site forms part of the outline element of the scheme and is identified for residential (C3) development, subject to parameters specifying the quantum of floorspace and maximum/minimum building heights. This is likely to form one of the later phases of development.</p>	Very Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large in centre office (-21.10% - Poor)</li> </ul> <p>Viability for all types of office development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector</p>	Poor to Very Poor

	support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	Planning history is supportive of commercial development. The Council is keen that the site be brought forward as part of the wider redevelopment of Birkenhead Town Centre. The site benefits from limited development and environmental constraints and could come forward in the next 0-5 years.	
Planning History	App/20/01138 (validated in August 2020) – hybrid planning application for the phased redevelopment of land within Birkenhead Town Centre  07/07488 (Approved 28/03/08) 120-bed hotel, conference centre and two, 4-storey offices (3919sqm and 4361sqm) 1.35ha 13006sqm 134cp (Europa Plaza Developments)	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>	

### **Site Summary and Recommendations**

This brownfield site is located within Birkenhead Town Centre. The site is allocated for employment development and benefits from good strategic road and local access. The site has relatively limited development and environmental constraints.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1c, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

Given the context of the site and its proximity to Birkenhead Town Centre, it is considered that the site could accommodate a mixed-use development, which could include a component of B1 office use and/or residential uses on upper floors and potentially a wider range of A-class uses. However, it could also be released from the Borough's ongoing employment supply and used for other purposes such as residential as proposed by the Wirral Growth Company.

## Site 46 - Conway Park - NE of Crown Hotel



**GROSS SITE AREA:**

0.16 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.16 ha

Current Use and Land Type

The formerly developed cleared site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as part of an Employment Development Site.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A5030 and the A553 via Europa Boulevard.

Good

Local Accessibility

There is no local access infrastructure onto the site, but it could potentially be accessed from the northbound carriageway of Europa Boulevard which runs to the east of the site. A bus service operates along Europa Boulevard to the east of the site, providing access to Woodside and Birkenhead. Bus stops are located immediately adjacent to the site, on either side of the road and Birkenhead Bus Station is within 0.5km. The nearest train station is Conway Park Station which is 0.1km to the north of the site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is included within Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is well contained by existing development and by the strategic road network. The site is bounded to the north by a public footway and vacant grass land (site 47), to the east by Europa Boulevard, to the south by the A553 and, to the west by an area of car parking and hardstanding associated with the entrance to the adjacent cinema.	Good
Developmental and Environmental Constraints	The site is regular in size and benefits from a flat topography but has a small plot size which significantly constraints development. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is a cleared site, but it is understood that underground services may run through the site, which may need to be re-located to allow development to take place.	Average
Market Attractiveness	<p>The site is included within Birkenhead Town Centre and is identified as an Employment Development Site. The surrounding area is characterized by modern offices and commercial units. The site benefits from good strategic road and local access. A historic permission established the principle of commercial development.</p> <p>However, the site is included within the boundary of the Wirral Growth Company's hybrid planning application for large-scale redevelopment of Birkenhead Town Centre. This site forms part of the outline element of the scheme and is identified for residential (C3), a hotel or a car park, subject to parameters specifying the quantum of floorspace and maximum/minimum building heights. This site is likely to form one of the later phases of development.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large in centre office (-21.10% - Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and</p>	Poor to Very Poor

	Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site benefits from its proximity to Birkenhead Town Centre as well as good strategic and local accessibility. Due to its small plot size, it is considered that the site could come forward in the next 0-5years.	
Planning History	07/7491 (28/03/08) 3-storey casino 4159sqm 0.18ha 46cp (Europa Plaza Developments) Expired	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This brownfield site is located within Birkenhead Town Centre. The site is allocated for employment development and benefits from good strategic road and local access but suffers from a significantly constrained plot size. It is part of the Wirral Growth Company plans for redevelopment for Birkenhead Town Centre and should be considered in the context of the outline planning permission.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site and its proximity to Birkenhead Town Centre, it is considered that the site might best accommodate mixed- use development, which could include a component of B1 office use and/or residential uses on upper floors and potentially a wider range of A-class uses. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

**Site 47 – Conway Park – Cinema Frontage**



**GROSS SITE AREA:**

0.11 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.11 ha

Current Use and Land Type

The cleared previously developed site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as part of an Employment Development Site.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A5030 and the A553 via Europa Boulevard.

Good

Local Accessibility

There is no local access infrastructure onto the site, but it could potentially be accessed from the northbound carriageway of Europa Boulevard which runs to the east of the site. A bus service in operation along Europa Boulevard provides access to Woodside and Birkenhead. Bus stops are located immediately adjacent to the site, on either side of the road and Birkenhead Bus Station is within 0.5km. The nearest train station is Conway Station which abuts the site to the north.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is included within Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is well contained by existing development and the strategic road network. The site is bounded to the east by Europa Boulevard, to the south by a public footway and vacant grassland (site 46) and, to the north and west by existing development.	Good
Developmental and Environmental Constraints	The site is regular in size and benefits from a flat topography, though it covers a very small plot which significantly constrains development. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is a cleared site, but it is understood that underground services may run through the site, which may need to be relocated to allow development to take place.	Average
Market Attractiveness	The site is included within Birkenhead Town Centre and is identified as an Employment Development Site. The surrounding area is characterised by modern offices and commercial units. The site suffers from development and environmental constraints but has good strategic road and local access. A historic planning permission established the principle of commercial development. However, the site is included within the boundary of the Wirral Growth Company's hybrid planning application for large-scale redevelopment of Birkenhead Town Centre. This site forms part of the outline element of the scheme and is identified for residential (C3), a hotel or a car park, subject to parameters specifying the quantum of floorspace and maximum/minimum building heights. This site is likely to form one of the later phases of development.	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public</p>	Very Poor

	sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site suffers from development and environmental constraints and, by merit of its size, it is considered that the site could come forward in the next 0- 5 years.	
Planning History	07/7491 (28/03/08) 3-storey restaurant (733sqm) and office (604sqm) 0.08ha 437sqm 30cp (Europa Plaza Developments) Expired 28/03/2011	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This brownfield site is located within Birkenhead Town Centre. The site is allocated for employment development and benefits from good strategic road and local access. The site has development and environmental constraints due to its small plot size. It is part of the Wirral Growth Company plans for redevelopment for Birkenhead Town Centre and should be considered in the context of the outline planning permission.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site and its proximity to Birkenhead Town Centre, it is considered that the site might best accommodate mixed- use development, which could include a component of B1 office use and/or residential uses on upper floors and potentially a wider range of A-class uses. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 48 – Former Rank Bingo



**GROSS SITE AREA:**

0.26 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site is currently in use as a private car park. The site is classed as brownfield land. The UDP Proposals Map identifies the site as part of a Key Town Centre (Birkenhead).

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A553, the A552 and the A41.

Good

Local Accessibility

The site can be accessed from Argyle Street which runs to the east of the site. Bus services operate along Conway Street to the north, providing access to Birkenhead, Leasowe, Woodside and Bromborough. The nearest bus stop is 50m to the north of the site, on Conway Street at Birkenhead Bus Station. The nearest train station is Conway Park which is 0.29km to the north of the site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is included within Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is well contained by existing development and the strategic road network. The site is bounded to the north by Conway Street; to the east by existing development; to the south by Oliver Street East, the Fireman's Arm's pub and the rear servicing and parking associated with (now closed) House of Fraser Department Store; and, to the west by a multi-storey car park, part of the Pyramids Shopping Centre.	Very Good
Developmental and Environmental Constraints	The site is regular in size and benefits from a flat topography. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site has approved planning for a mixed-use community/commercial service on the ground floor and 132 one- and two-bedroom apartments above.	Good
Market Attractiveness	The site is included within Birkenhead Town Centre and is identified as part of a Key Town Centre. The surrounding area is characterised by commercial development. The site benefits from limited development and environmental constraints and good strategic road and local access. The site also benefits from having an approved planning application for a residential development with ground floor commercial / community use.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large in centre office (-21.10% - Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Poor to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site benefits from limited development and environmental constraints and is identified as being in a Key Town Centre. On the basis of this and its approved planning permission, it is considered that the site could come forward in the next 0-5 years.
Planning History	05/7849 (31/08/06) 6s car park and A1 unit – Expired 31/08/2009  APP/16/01088 A mixed use community/ commercial/ shop/ financial service and public space to the ground floor, with 132 one and two bed apartments to upper storeys with private garden terraces (approved June 2018)
<b>Overall Site Rating</b>	<b>Very Good</b>
<b>Site Categorisation</b>	<b>6. Remove from employment land supply</b>

**Site Summary and Recommendations**

This brownfield site is located within Birkenhead Town Centre. The site is designated as part of a Key Town Centre and benefits from good strategic road and local access. The site has relatively limited development and environmental constraints.

Given the approved planning permission for 132 one- and two-bedroom apartments with commercial / community use on the ground floor, it is expected that this development will come forward for these uses. The site should therefore be excluded from the employment land supply and retain its planning designation as part of the Key Town Centre.

## Site 49 – Former Town Station, Borough Road East



**GROSS SITE AREA:**

1.54 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.39 ha

Current Use and Land Type

The site currently comprises mature woodland; the site was formerly Birkenhead Town Station and the site is bisected by the former railway line, which remained in use for freight after the closure of the station. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area. It is understood that the site has recently been bought by a developer.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41.

Good

Local Accessibility

Access is currently limited, currently there is no public access onto the site, and access is further constrained by a one-way system and by two flyovers from the Birkenhead Tunnel and A41. An access point would need to be created and delivered either off Waterloo Place to the south of the site or Borough Road East (one-way) to the north of the site. The remains of the town station building are located in the north of the site. A bus service operates along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.22km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.24km to the west of the site.

Poor

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is within the urban area of Birkenhead, within close proximity to Birkenhead town centre. Birkenhead is identified as a primary urban area within the borough providing a wide range of services and facilities and access to a good labour supply.	Very Good
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area and is well contained by the surrounding transport network. The site is bounded to the north by Borough Road East; to the east by a footpath which connects Waterloo Place to Borough Road East; to the south by Waterloo Place; and, to the west by a disused rail freight link between Rock Ferry and Birkenhead Docks, with other mixed industrial uses beyond. The site is in close proximity to Birkenhead Town Centre to the west and retail to the south.	Good
Developmental and Environmental Constraints	The site currently comprises mature woodland and was formerly Birkenhead Town Station. The site is on two very different levels and suffers from ground stability issues, associated with its former use. Access is currently limited, currently there is no public access onto the site, and access is further constrained by a one-way system and by two flyovers from the Birkenhead Tunnel and A41 and proximity to waste transfer uses. There are also potential contamination issues associated with previous rail uses. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding.	Very Poor
Market Attractiveness	The site suffers significant development and environmental constraints which will need to be addressed before the site can be brought forward for development. The site is identified as being within a Primary Industrial Area and the surrounding employment development is characterized by lower value industrial units such as scrap yards and car hire facilities. The site benefits from its proximity to Birkenhead Town Centre and good strategic road access, but poor local road access. Given the site's proximity to the Town Centre it is considered that a range of commercial uses could be appropriate, which may include B-Class employment. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	Poor

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor

Criteria	Comment
Barriers to Delivery, Mitigation and Timescales	The site is significantly constrained and would require new access infrastructure, clearing and levelling. On the basis of this it is likely that the site could come forward in the next 11-15 years. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Very Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

This brownfield site is located within the urban area of Birkenhead, within close proximity to Birkenhead town centre. The site is identified as being included within a Primary Industrial Area and benefits from a potentially strategic location but is significantly constrained and would require access infrastructure, clearing and levelling before it could be brought forward for development.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the location, in proximity to Birkenhead Town Centre and retail development to the south, the site could be appropriate for a variety of commercial uses which could

include a component of B-Class use. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.

## Site 50 – Waterloo Place



**GROSS SITE AREA:**

0.22 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site comprises an area of hardstanding which is currently in use for storage and scrap. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via the one-way system associated with the surrounding Hind Street Industrial Area.

Good

Local Accessibility

The site can be accessed off Jackson Street which runs to the east of the site and is a one-way street for traffic coming off Borough Road East. A bus service operates along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.2km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.21km to the west of the site.

Average

Proximity to Urban Areas and Access to Labour and Services

The site is within the urban area of Birkenhead, within proximity to Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing a range of services and facilities and access to a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area and is well contained by the road network. The site is bound to the north by site 51 (Jackson Street / Waterloo Place), east by mature woodland associated with site 49 the former Town Station; to the south by Waterloo Place and, to the west by Jackson Street with existing employment development opposite (Birkenhead Car and Van Hire).	Good
Developmental and Environmental Constraints	The site has a relatively flat topography but is constrained a level change to the south of the site and a peripheral wall that surrounds the site. The site is further constrained by its proximity to waste transfer uses. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. The site is also constrained by its small plot size. The site is occupied and would need to be vacated prior to coming forward for development.	Average
Market Attractiveness	<p>The site is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by lower quality industrial units including scrap yards and storage facilities.</p> <p>The site benefits from proximity to Birkenhead Town Centre and good strategic road access, though local accessibility is constrained by the one-way system. Given the proximity to the Town Centre it is considered that a range of commercial uses could be appropriate, which may include B-Class employment. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Poor to Very Poor

	Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is predominantly under-developed, but the site has an existing occupier on the site which would need to be relocated before development could take place. Therefore, the site not currently be considered as part of the employment land supply. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This small brownfield site is located within the urban area of Birkenhead, within proximity to the Town Centre. The site is included within a Primary Industrial Area but is constrained by the small plot size and the level change that occurs to the south of the site.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. Given the location of the site in proximity to Birkenhead Town Centre, the site is appropriate for a variety of commercial uses which may include B-Class use. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.</p>		

## Site 51 – Jackson Street



### GROSS SITE AREA:

0.32 ha

### ESTIMATED NET DEVELOPABLE AREA:

0.00 ha

### Current Use and Land Type

The site comprises an area of hardstanding which is currently in use for storage, occupied by Wirral Storage. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

### Criteria

### Comment

### Rating

### Strategic Road Access

The site is within 1km of the A41 via the one-way system associated with the surrounding Hind Street Industrial Area.

Good

### Local Accessibility

The site can be accessed off Jackson Street which runs to the east of the site and is a one-way street for traffic coming off Borough Road East. A bus service operates along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.2km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.21km to the west of the site. The site is currently gated and managed by a person on the site.

Average

### Proximity to Urban Areas and Access to Labour and Services

The site is within the urban area of Birkenhead, within proximity to Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing a range of services and facilities and access to a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area and is well contained by the road network. The site is bound to the north and east by mature woodland associated with the former Town Station; to the south by an existing employment development (scrap yard) and, to the west by Jackson Street with existing employment development opposite (Birkenhead Car and Van Hire).	Good
Developmental and Environmental Constraints	The site has a relatively flat topography but is constrained by the tunnel flyover access road and its associated concrete pillars overhead. The stub of the former Conway Street flyover ends directly above the site. The site is further constrained by its proximity to waste transfer uses. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. The site is also constrained by its small and irregular plot size.	Poor
Market Attractiveness	<p>The site is identified as being within a Primary Industrial Area. The surrounding employment development is characterized by lower quality industrial units including scrap yards and storage facilities.</p> <p>The site benefits from proximity to Birkenhead Town Centre and good strategic road access, though local accessibility is constrained by the one-way system. Given the proximity to the Town Centre it is considered that a range of commercial uses could be appropriate, which may include B-Class employment. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.</p>	Poor
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Poor to Very Poor

	Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is predominantly undeveloped, but the developable area is constrained by the tunnel flyover and its associated concrete pillars. It is therefore most likely that the site would come forward to meet local demand and a specific occupier. The site has an existing occupier on the site which would need to be relocated before development could take place. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

This small brownfield site is located within the urban area of Birkenhead, within proximity to the Town Centre. The site is included within a Primary Industrial Area and is predominantly undeveloped but is constrained by the tunnel flyover overhead and its associated concrete pillars. Any development on the site would need to be flexible and suited to the developable area of the site.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. Given the location of the site in proximity to Birkenhead Town Centre, the site is appropriate for a variety of commercial uses which may include B-Class use. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.

## Site 52 – Thomas Street



**GROSS SITE AREA:**

0.21 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.21 ha

**Current Use and Land Type**

The brownfield site is currently occupied by SRT motorcycles which occupy the main building with the remainder of the land used for car and van parking. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being within a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A41 via the one-way system associated with the surrounding Hind Street Industrial Area.	Good
Local Accessibility	The site has an access point off Thomas Street which is within the one-way system off Borough Road East. However, this access point was closed on the day of inspection with movement occurring through the adjacent site (site 52)  A bus service operates along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.2km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.21km to the west of the site.	Poor
Proximity to Urban Areas and Access to Labour and Services	The site is within the urban area of Birkenhead, within proximity to Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough	Very Good

	providing a range of services and facilities and access to a good labour supply.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area and is well contained by the road network. The site is bound to the north and west by site 52 (Birkenhead Car/Van Hire), east by Jackson Street and low-quality employment beyond and to the south by Waterloo Place and the vacant National Grid site.	Good
Developmental and Environmental Constraints	The site has a flat topography and is regular in shape. It is however constrained by its small size and access via the adjacent site. Development would likely have to come forward in combination with the adjacent site (site 52). The site is further constrained by its proximity to waste transfer uses. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding.	Average
Market Attractiveness	<p>The site is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by lower quality industrial units including scrap yards and storage facilities.</p> <p>The site benefits from proximity to Birkenhead Town Centre and good strategic road access, though local accessibility is constrained by the one-way system. Given the proximity to the Town Centre it is considered that a range of commercial uses could be appropriate, which may include B-Class employment. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.</p>	Average
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Poor to Very Poor

	Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is predominantly under-developed, but the site has an existing occupier on the site which would need to be relocated before development could take place. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This small brownfield site is located within the urban area of Birkenhead, within proximity to the Town Centre. The site is included within a Primary Industrial Area but is constrained by the small plot size and access points through the adjacent site.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. Given the location of the site in proximity to Birkenhead Town Centre, the site is appropriate for a variety of commercial uses which may include B-Class use. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.</p>		

## Site 53 - Birkenhead Car and Van Hire



**GROSS SITE AREA:**

1.38 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site is currently occupied by Birkenhead Car and Van Hire offices and associated car parking. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being within a Primarily Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A41 via the one-way system associated with the surrounding Hind Street Industrial Area.	Good
Local Accessibility	There are two access points to the site, from the north via Thomas Street off Borough Road East and from the south via Thomas Street off Jackson Street. This is currently worked as one entrance and one exit.  A bus service operates along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.2km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.21km to the west of the site.	Good
Proximity to Urban Areas and Access to Labour and Services	The site is within the urban area of Birkenhead, within proximity to Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing a range of services and facilities and access to a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is identified as being within a Primary Industrial Area and is well contained by the road network. The site is bound to the north by the central Gyrotory, to the west by Central Station, to the west by Jackson Street and lower grade employment beyond and to the south is the vacant Hind Street site.</p>	Good
Developmental and Environmental Constraints	<p>The site has a number of significant development constraints. There is a significant level change across the site running north to south and the vehicle flyovers are located directly above the site which would prevent development above a certain height. The site, whilst relatively large, is also irregular in shape.</p> <p>The site is further constrained by its proximity to waste transfer uses. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding.</p>	Poor
Market Attractiveness	<p>The site is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by lower quality industrial units including scrap yards and storage facilities.</p> <p>The site benefits from proximity to Birkenhead Town Centre and good strategic road access, though local accessibility is constrained by the one-way system. Given the proximity to the Town Centre it is considered that a range of commercial uses could be appropriate, which may include B-Class employment. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.</p>	Average

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is predominantly under-developed, and there are significant constraints found on the site, most notably the overhead flyovers. However, the site has an existing occupier which would need to be relocated before development could take place. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
Planning History	APP/16/00668: Renovation of existing car showroom and garage with some minor elevation improvements, re-build/replacement of existing workshop building, subdivision of the building so that the former NHS building becomes a separate unit for Use Class B1, B2 and B8, and erection of a single storey valeting structure – Approved July 2016.	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	

**Site Summary and Recommendations**

This brownfield site is located within proximity to the Town Centre. The site is included within a Primary Industrial Area. It is currently fully occupied by Birkenhead Car and Van Hire. Whilst the site is a significant size, there are several development constraints including the level change across the site and the presence of the vehicle flyovers located above the site.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. Given the location of the site in proximity to Birkenhead Town Centre, the site is appropriate for a variety of commercial uses which may include B-Class use. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.

## Site 54 – Former Gas Depot

		
<b>GROSS SITE AREA:</b> 2.01 ha		<b>ESTIMATED NET DEVELOPABLE AREA:</b> 2.01 ha
<b>Current Use and Land Type</b>	The site currently comprises a large cleared area of hardstanding; formerly a gas plant and maintenance depot. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.	
Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A41 via Borough Road and local roads (one-way system) to Waterloo Place.	Good
Local Accessibility	<p>The site can be accessed via an existing access point, off Waterloo Place via a one-way system. Access could also be created from the Mollington Link and via Site 56, the former railway depot.</p> <p>Abus service is in operation along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.29km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.23km to the west of the site.</p>	Average
Proximity to Urban Areas and Access to Labour and Services	The site is within the urban area of Birkenhead, within proximity to Birkenhead town centre, which is the sub- regional centre for the borough, providing a wide range of services and facilities and access to a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area. The site is bounded to the north by Waterloo Place, to the east by mature woodland beyond which lies commercial development (Rock Retail Park), to the south and west by mature woodland and a site which previously accommodated two large gas holders, which have been decommissioned.	Good
Developmental and Environmental Constraints	The site was formerly a gas depot and has been cleared to slab level only. The site is adjacent to a site which previously accommodated two large gas holders although now cleared. Given the site's former use and its proximity to the former gas holders, it is likely that the site will require significant remediation before it can be redeveloped. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Poor
Market Attractiveness	The site is constrained by limited local access and proximity to the former gas holders. The site is identified as being within a Primary Industrial Area, but the surrounding employment development is characterized by vacant and underused land and lower grade industrial uses such as scrap yards and storage facilities. The site nevertheless benefits from proximity to Birkenhead Town Centre and a potentially good strategic location. The site and neighboring ones are part of the Hind Street redevelopment which intends to create a new residential neighborhood to the south of Birkenhead. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	Average
Viability	Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul>	Average to Very Poor

	Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is expected to require remediation before it could be brought forward for development and the adjacent gas holders are still identified as a major hazard. The site is therefore only likely to come forward, subject to any remediation, in the next 6-10 years. However, the site does benefit from a historic permission for a mixed use commercial and office-based development. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
Planning History	11/01118 (Approved 03/01/2012) non-food retail, trade sales, office (1,800sqm), car showroom, public house and crèche 7.46ha (which has now expired)	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This brownfield site is located at the heart of Birkenhead, within proximity to Birkenhead town centre. The site is identified as a Primary Industrial Area and benefits from a potentially strategic location but with limited local access. The site is also constrained by its proximity to the gas holders which are now understood to be decommissioned. The site could be suitable for residential-led mixed-use development.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the required remediation and infrastructure works to deliver the site, it is likely to be challenging to deliver it with solely B-Class uses. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.</p>		

## Site 55 – Former Gas Holder Site



### GROSS SITE AREA:

1.84 ha

### ESTIMATED NET DEVELOPABLE AREA:

1.84 ha

### Current Use and Land Type

The site is a former gas holder site which is now not in use. The gas holders have been decommissioned and the site partially remediated. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

### Criteria

### Comment

### Rating

### Strategic Road Access

The site is within 1km of the A41 via Borough Road and local roads (one-way system) to Waterloo Place.

Good

### Local Accessibility

The site can be accessed via an existing access point, off Hind Street via a one-way system. A bus services is in operation along the A552 which runs to the west of the site and provides access to Eastham Rake, Clatterbridge, Chester, Liverpool, Birkenhead, New Brighton and Woodside. The nearest bus stop is 0.29km to the north west of the site, on the A552. The nearest train station is Birkenhead Central which is 0.23km to the north west of the site.

Average

### Proximity to Urban Areas and Access to Labour and Services

The site is within the urban area of Birkenhead, within proximity to Birkenhead Town Centre. Birkenhead is identified as a primary urban area within the borough providing a range of services and facilities and access to a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area and is well contained by the road network. To the north is Hind Street and existing employment (Birkenhead Car and Van Hire), to the west is Birkenhead Central Station and to the south and east are sites 54 and 56.	Good
Developmental and Environmental Constraints	<p>There are significant environmental and development constraints for this site. The site was a former gas works which has now been cleared to slab level. The gas holders have now been decommissioned but the gas pressure reduction system still remains, along with the associated underground pipework. Some remediation has taken place on site, nevertheless, it is likely that this site will require further remediation before it can be redeveloped.</p> <p>The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.</p>	Very Poor
Market Attractiveness	The site is constrained by limited local access and the location of the gas holders which are still identified as a major hazard. The site is identified as being within a Primary Industrial Area, but the surrounding employment development is characterized by vacant and underused land and lower grade industrial uses such as scrap yards and storage facilities. The site nevertheless benefits from proximity to Birkenhead town centre and a potentially good strategic location. The site and neighboring ones are part of the Hind Street redevelopment which intends to create a new residential neighborhood to the south of Birkenhead. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	Poor
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> </ul>	Average to Very Poor

	<ul style="list-style-type: none"> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site will require the clearance of the existing gas infrastructure including the relocation of the active pressure reduction system and associated underground pipework. The site is also expected to require remediation before it could be brought forward for development. The site is part of the Hind Street Redevelopment Area and therefore the site would expect to be developed within the next 6-10 years.
Planning History	DEM/16/01113 – Proposed demolition of gas works – approved November 2016.
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

This brownfield site is located at the heart of Birkenhead, within proximity to Birkenhead town centre. The site is identified as a Primary Industrial Area and benefits from a potentially strategic location but with limited local access. The site is also constrained from its previous use and potential contamination linked to the gas holders which have now been decommissioned.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the required remediation and infrastructure works to deliver the site, it is likely to be challenging to deliver it with solely B-Class uses. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area.

## Site 56 – Former Railway Depot



### GROSS SITE AREA:

3.45 ha

### ESTIMATED NET DEVELOPABLE AREA:

3.28 ha

### Current Use and Land Type

The site currently comprises a cleared area of vacant grassland and an area of mature woodland formerly in railway use. The site is classed as brownfield land. The UDP Proposals Map identifies the site as an employment development site.

### Criteria

### Comment

### Rating

### Strategic Road Access

The site is within 1km of the A41.

Good

### Local Accessibility

There is no existing access infrastructure onto the site which would most likely have to be taken through site 54 to the north, off Waterloo Place (via one-way system). Links to Appin Road to the south would be hindered by the significant change in ground levels. A major access via Mollington Street is also unlikely to be acceptable but proposals exist to extend the Mollington Link (to the east) under the railway bridge and across the site to Hind Street where it meets the Central Station roundabout. A bus service is in operation along Hinderton Road, to the south of the site, providing access to Clatterbridge, Eastham Rake, New Brighton and Woodchurch and Birkenhead Bus Station. The nearest bus stop is 0.18km to the south of the site, on Hinderton Road. The nearest train station is Birkenhead Central which is 0.26km to the north of the site.

Very Poor

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is within the urban area of Birkenhead, within proximity to Birkenhead town centre, which is the sub-regional centre for the borough providing a wide range of services and facilities and access to a good labour supply.	Very Good
Compatibility of Adjoining Uses	The site is allocated for employment development in the UDP. The site is bounded to the north by the former Gas Depot site and partially by mature woodland, to the east by mature woodland beyond which lies commercial development, to the south by the Argyle Industrial Estate (at Appin Road) and Green Lane scrap yard and, to the west by employment development and mature woodland.	Good
Developmental and Environmental Constraints	The site is currently undeveloped and was formerly a railway depot. The site is adjacent to the gas works, which is a major hazard, (although it is understood that the gas holders are now surplus). The last study indicates that the site has been fully reclaimed and decontaminated. Part of the site currently comprises mature woodland. The EA Flood Map identifies the site as being located within Flood Zone 1 and is at low risk of flooding. The Council's data also suggests that the A41 corridor suffers from potential traffic and air quality issues. The site is currently land locked. There is a significant level change to the adjoining Argyle Industrial Estate, especially at the western end of the site.	Poor
Market Attractiveness	The site is constrained by its proximity to the gas works, which is identified as a major hazard (but is now understood to be surplus). The site is allocated for employment development but, the surrounding employment development is characterised by lower grade industrial units such as scrap yards. The site nevertheless benefits from proximity to Birkenhead town centre and a potentially good strategic location. The site may require gap funding or high value occupiers to enable the necessary access infrastructure works. The site and neighbouring ones are part of the Hind Street redevelopment which	Poor

	intends to create a new residential neighbourhood to the south of Birkenhead. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site has been reclaimed and understood to be decontaminated. Part of the site would require clearing before it could be brought forward for development. The site is also adjacent to the gas holders which are still currently identified as a major hazard. However, the site does benefit from a historic permission for a mixed use commercial and office-based development. There is no existing access infrastructure onto the site. The site is therefore only likely to come forward in the next 6-10 years and likely to be part of a wider redevelopment of the surrounding sites. The site is part of the Hind Street DAP area which is looking to deliver the comprehensive regeneration of the wider area.	
Planning History	11/01118 (Approved 03/01/2012) non-food retail, trade sales, office (1,800sqm), car showroom, public house and crèche 7.46ha (this has now lapsed).	

<b>Overall Site Rating</b>	<b>Very Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

### **Site Summary and Recommendations**

This reclaimed brownfield site is located at the heart of the urban area of Birkenhead, with proximity to Birkenhead town centre. The site was allocated for employment development and is within a predominantly industrial area. The site benefits from a potentially good strategic location but with limited local access. The site is constrained by proximity to gas holders which are now understood to be decommissioned. The site could be suitable for residential-led mixed-use development.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the required remediation and infrastructure works to deliver the site, it is likely to be challenging to deliver it with solely B-Class uses. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use, potentially as part of the wider delivery of regeneration of the Hind Street DAP Area

**Site 61 – Former Unilever Research & Development Facility**



**GROSS SITE AREA:**

3.54 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

**Current Use and Land Type**

The site is currently part of the Unilever Research and Development Facility at Port Sunlight. However, Unilever submitted a response to the Reg 18 Local Plan consultation indicating this part of the site is surplus to its operational requirements following investment elsewhere in the facility and proposing that the site be redesignated for residential development. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site has a good location 0.5 miles west of the A41.	Good
Local Accessibility	Access to the A41 is via Bromborough Road, a secondary road whose suitability for large numbers of heavy goods vehicles would need to be assessed. The site has direct access onto Quarry Road East to the north. Access to north is through residential areas and so should be discouraged.  The site is just 300m from Port Sunlight station, and the nearest bus stop is 350m to the west on Church Road.	Good
Proximity to Urban Areas and Access to Labour and Services	The site is located in Port Sunlight, adjacent to Bromborough. Bromborough is considered a Primary Urban Area with good access to services.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site has residential housing to the north and west. To the south is the remaining Unilever R&D facility which is to be retained. To the east is the railway line and beyond is the main Unilever Port Sunlight site.	Average
Developmental and Environmental Constraints	The site is flat and rectangular. However, the site is within the boundary and fence line of the Unilever R&D site. Therefore, if the site was to come forward for development Unilever would need to adjust their boundary and release the site. New access would also be required as access is currently through the Unilever site, although a secondary entrance is in the north of the site which could be utilised. Demolition of existing buildings would be required. Site is in Flood Zone 1.	Average
Market Attractiveness	The site is in an established employment location. Unilever is the main employer in this area, and any employment development in Port Sunlight is likely to be either by Unilever or companies wanting close proximity to them. Given Unilever has deemed it surplus then its attractiveness to the market may be limited. Furthermore, Unilever would need to release their site and adjust their fence line to bring it forward.	Average
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will</p>	Average to Very Poor

	be necessary to support speculative office and industrial development.	
<b>Criteria</b>		
<b>Comment</b>		
Barriers to Delivery, Mitigation and Timescales	Unilever involvement is required to release the site and adjust their boundary. Unilever have however submitted a Reg 18 submission indicating their desire to release the site for redevelopment for residential development, indicating the site could come forward in 0-5 years, subject to resolving access and site demolition. Given the site is within Unilever ownership and is subject to their release at present it seems unlikely that the site would be available to the wider market for employment use and therefore we recommend that it should not be included in the employment land supply for allocation in the Local Plan.	
Planning History	NMA/20/00784 (16/06/2020) Additional 50 sq. m. of floor space, plus other minor alterations to design. APP/20/00202 (12/02/2020) Improvements to new facility include entrance and laboratory space. NMA/18/00264/NOAP (10/07/2018) 102 sq. m. plant mezzanine within existing double height element of R&D facility APP/15/00829 (08/06/2015) Proposed combined research and development building with ground & first floor offices, conference facilities, warehousing and pilot plant chamber for R & D projects	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio.</b>	

**Site Summary and Recommendations**

The site is currently part of the Unilever Research and Development Facility at Port Sunlight. However, Unilever have indicated that this element of the facility is no longer required as new more modern buildings have been constructed on other areas of the site. The site has good access but is surrounded by residential uses to the north and west. Given the site is within Unilever ownership and therefore delivery is reliant on Unilever releasing the site and adjusting their site boundary, it is unlikely to come forward for alternative employment use without their support.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is within Unilever ownership and is subject to their release at present it seems unlikely that the site would be available to the wider market for employment use and therefore we recommend that it should not be included in the employment land supply for allocation in the Local Plan. Unilever's desire is understood to be to bring this site forward for residential development. The site is also surrounded by residential uses to the north and west. If the site were to be redeveloped for employment uses, then B1 development would likely be most appropriate given the surrounding residential uses. Given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use. Unilever are looking to release site for housing and consideration should be given to this, given the site is surplus to requirements with no obvious alternative employment use.



**Site 62 – Plant Hire Depot, Dock Road North**



**GROSS SITE AREA:**

0.60 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site is used for vehicle and plant storage. There are existing buildings on site, but these are low quality light industrial/storage buildings and appear to be in poor condition. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site has a good location 500 metres east of the A41.

Good

Local Accessibility

Access to the site is via Dock Road North and Bolton Road East. This is a wide road suitable for heavy goods vehicles. However, access does require passing new residential developments off both Dock Road North and Bolton Road East.

Average

Proximity to Urban Areas and Access to Labour and Services

The site is located in Bromborough. Bromborough is considered a Primary Urban Area with good access to services.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	New residential development adjoins the site to the west, this will limit types of uses that could be brought forward, if the site was to be redeveloped for employment use. To the south across Dock Road North is a vacant development site. To the east and north of the site is Port Sunlight River Park, which used to be the Bromborough landfill, along with a gas to energy compound operated by Biffa associated with the management of residual landfill gas.	Average
Developmental and Environmental Constraints	The site is currently occupied and so no development can take place until the occupier has vacated. Demolition of existing buildings would be required. The site is flat and rectangular. However, it is small in size which could limit redevelopment potential. The site is located in Flood Zone 1 and so at low risk of flooding. The site is subject to potential contamination due to previous uses and the neighbouring former landfill.	Average
Market Attractiveness	The site is in an established employment location on Wirral International Business Park. Although the site is on the northern edge of the business park with a large vacant site to the south. The site is currently in occupation and cannot come forward for redevelopment until the site is vacated. The site is identified in the SHLAA for future residential development.	Average
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market</p>	Average to Very Poor

	conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is in existing use as a depot and so should not be considered as part of the employment land supply unless it was vacated. If the site were to be made available for redevelopment it would be expected to come forward in 0-5 years on the basis of its small size and location in Bromborough. The potential site contamination would also need to be assessed prior to the site coming forward. Any redevelopment for employment would have to consider the proximity of adjoining residential use.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This is an occupied site used for vehicle and plant storage. No development can take place unless the current occupier vacates. The site has good access but is relatively small and is restricted by new residential development to the west. The site has potential contamination issues from the former landfill to the east and this should be explored further if the site is redeveloped.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. There is new build residential to the west of the site which will limit future development options, with B1 the most likely employment use type and there is likely to be pressure on the site from alternative uses. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.</p>		

## Site 63 – Former Land and Marine Depot, Dock Road North



### GROSS SITE AREA:

3.50 ha

### ESTIMATED NET DEVELOPABLE AREA:

3.50 ha

### Current Use and Land Type

The site is a vacant site most recently used as a storage depot. There are existing industrial/storage on site which would need to be cleared prior to redevelopment. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

### Criteria

### Comment

### Rating

### Strategic Road Access

The site has a good location 500m east of the A41.

Good

### Local Accessibility

Access to the site is via Dock Road North and Bolton Road East. This is a wide road suitable for heavy goods vehicles. However, access does require passing new residential developments off both Dock Road North and Bolton Road East.

Average

### Proximity to Urban Areas and Access to Labour and Services

The site is located at the edge of the urban area of Bromborough, which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

### Compatibility of Adjoining Uses

New residential development adjoins the site to the west, and north-west this will limit the types of uses that could be brought forward, if the site was to be redeveloped. and put pressure on the site for alternative uses. To the east of the site is Port Sunlight River Park, which used to be the Bromborough landfill along with a gas to energy compound operated by Biffa associated with the management of residual landfill gas.

Average

Criteria	Comment	Rating
Developmental and Environmental Constraints	<p>The site is a large (over 3 hectares), flat and a vacant site. Demolition of the existing buildings would be required prior to development. The majority of the site is hardstanding with limited vegetation. Although there are existing buildings on elements of the site. Approximately 50% of the site is in Flood Zones 2 or 3 and there is potential contamination due to the sites previous uses and the neighbouring former landfill.</p>	Good
Market Attractiveness	<p>The site is being marketed for sale as a site which 'is identified in the emerging Wirral LDF as a site where the Local Planning Authority would encourage residential development'.</p> <p>The site is in an established employment location on Wirral International Business Park. Although the site is on the northern edge of the business park with residential to the north and west. The site is being actively marketed for employment or residential development.</p>	Average
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	There are a number of identified development constraints including the demolition of existing buildings, potential contamination and approximately 50% of the site being located in Flood Zone 2 or 3. However, as a vacant, large development site in an established employment location, the site could come forward in 0-5 years. Any redevelopment for employment would have to consider the proximity of adjoining residential use.
Planning History	None
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

#### **Site Summary and Recommendations**

This is a large, vacant site, with limited development constraints (potential contamination and flood risk). However, there is new build residential close by which could limit future development. Market attractiveness is also not as strong here compared to other parts of Wirral International Business Park. Therefore, there is likely to be pressure to release the site for residential use as per the neighbouring development.

The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. The site is a large, vacant site which could realistically come forward quickly for development. However, there are potential contamination issues which should be assessed. There is also new build residential surrounding the site which may limit future development options, with B1 the most likely employment use type and there is likely to be pressure on the site from alternative uses. Given the site is not proposed to be allocated in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

**Site 64 – Former Croda Site**



**GROSS SITE AREA:**

6.82 ha

**ESTIMATED NET DEVELOPABLE AREA:**

3.96 ha

**Current Use and Land Type**

The site is a partially developed site with outline planning permission granted in March 2014 for 17,530 sq m of B1/B2/B8 accommodation and 182 residential units. 169 residential units have been developed by Persimmon Homes at the southern end of the site. In the North Eastern end of the site, 3 light industrial units have been constructed since 2014 totalling 7,107 sq. m. The north west of the site remains undeveloped. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Strategic Road Access	The site is within 1km of the A41.	Good
Local Accessibility	The site can be accessed via Dock Road South which runs to the south east of the site. A bus service is in operation along South View providing access to Eastham Ferry and Birkenhead. The nearest bus stop is 0.40km to the south of the site, on South View. The nearest train station is Port Sunlight which is 1.22km to the west of the site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located on the northern periphery of Bromborough, on the edge of the urban area but within the Wirral International Business Park. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area associated with the wider Wirral International Business Park. The site is bounded to the north by Dibbinsdale Brook and to the east by existing employment development and a cleared site to the north east. To the south and west the site adjoins new build residential development.	Average
Developmental and Environmental Constraints	The eastern end of the site is fully developed, however there is a large parcel of land to the north west which is the remaining unimplemented portion of the 2014 outline planning permission. Council monitoring data indicates that the site is a Part A Site for Pollution Control. This relates to the site itself (former Unichema now closed and cleared) along with two other nearby sites, with the designation registered to Dalkia and Biffa. The EA Flood Map identifies the majority of the site as being located within Flood Zone 3, with most of the remainder in Flood Zone 2 and therefore at significant risk of flooding. The Grade II Listed Prices Candles factory (converted to residential apartments) is immediately to the west of the site, and so the impact of any development on this building would need to be factored into any developments on the western end of the site. The site is also within close proximity to the Bromborough Pool Conservation Area, to the south; whilst Port Sunlight Conservation Area is 400m to the west. The residential development constructed by Persimmon lies immediately to the south of the site and impact on residential amenity would need to be considered.	Average
Market Attractiveness	The site is identified as being within a Primary Industrial Area, with the surrounding employment development characterised by lower grade industrial units. The industrial buildings constructed on the site so far have to be considered of higher quality to the surrounding area. The site is peripheral in location, on the edge of the urban area of Bromborough but has good strategic road and local access as part of the flagship Wirral International Business Park. Success of first phases of development on this site, will have the potential to attract further occupiers. We understand there is interest in bringing the remainder of the site (earmarked for the balance of	Good

	the employment floorspace proposed in the outline planning permission) forward for further residential development, with a pre-application being progressed.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is being marketed as Pool Business Park and the remaining areas could be brought forward on either a design and build or freehold purchase basis. The site is in flood zone 3, although as outline planning consent has been granted this should not impact development. Full planning applications will be required for delivery of any elements of the outline proposal. Development will be limited to the overall size on the outline consent not taken up by the already completed developments. Given the outline consent and the established employment location, it is envisaged that the site could be developed within 0-5 years. The site is identified as a proposed housing site at Reg 18 as well as being identified in the SHLAA.	
Planning History	<p>Primarily Industrial Area</p> <p>12/00177 (06/03/2014) mixed-use commercial (B1, B2 and B8) and residential development (5.9ha 17,530sqm B1/B2/B8). Phase 1 factory</p>	

	unit (14/00351) completed. Phase 2 factory unit (16/00847 (22/09/2016) Lexicraft Factory 3,334sqm completed.
<b>Overall Site Rating</b>	<b>Good</b>
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>

**Site Summary and Recommendations**

This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primarily Industrial Area and benefits from good strategic road and local access, a number of buildings have already been constructed. However, the north western element of the site remains undeveloped and could deliver a further 10,513 sq m of commercial space in line with the outline planning permission granted in 2014.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1c, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

**Site 65 - Land off Dock Road South**



**GROSS SITE AREA:**

1.14 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.00 ha

Current Use and Land Type

The site is an occupied site currently used as offices and storage site for a demolition contractor. The site is identified in the SHLAA for future housing development. Site is part of Bromborough Pool Conservation Area. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1 km of the A41 via Dock Road South.	Good
Local Accessibility	Access to the site is via Dock Road South. This is a wide road suitable for heavy goods vehicles through an established employment location.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located at the edge of the urban area of Bromborough, which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is bordered to the north and east by commercial development. To the south east is a cricket pitch. However, to the west of the site is new build residential, although with access to the site from Dock Road South to the east away from the residential area it is likely that any future employment development could include a buffer to reduce impact on the residential.	Average
Developmental and Environmental Constraints	The site is a small and relatively flat site. The majority of the site is hardstanding with limited vegetation. The site is occupied and would need to be vacated and cleared prior to redevelopment, although the buildings on site are of a temporary nature and so should be less complicated to clear. The site is in Flood Zone 1 and so is at low risk of flooding. The site is part of Bromborough Pool Conservation Area.	Average
Market Attractiveness	The site is currently occupied. The site is included within a Primary Industrial Area. The site has good strategic road and local access as part of the borough's flagship Wirral International Business Park.	Good
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is in occupation and so would need to be vacated and cleared prior to redevelopment, therefore it is currently assumed that the site is not available for development and should not be included within the employment land supply. Outside of this there are limited delivery constraints. The site is part of Bromborough Pool Conservation Area, and so impact on this would need to be factored into any redevelopment.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

This is a small, occupied site, located in Bromborough Pool Conservation Area, and so any future development of the site will also need to be sympathetic towards the Conservation Area's setting and character. The site has limited other development constraints.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the site is under occupation then it should not be considered as part of the employment land supply. If the site was to be redeveloped for employment use, then it would likely accommodate B2/B8 uses. However, given the site is not in the employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use. The site is identified in the SHLAA and so consideration could be for the site to come forward for residential development.

**Site 66 – East of Former Lubrizol / D1 Oils**



**GROSS SITE AREA:**

9.23 ha

**ESTIMATED NET DEVELOPABLE AREA:**

9.23 ha

Current Use and Land Type

The site currently comprises vacant grassland and mature woodland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as an employment development site for expansion of the adjoining business or by others.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Port Causeway and Dock Road South.

Good

Local Accessibility

The site requires local access infrastructure. The site could potentially be accessed from Dock Road South which runs to the north and west of the site. A bus service is in operation along Dock Road South providing access to Eastham Ferry and Birkenhead. The nearest bus stop is 0.46km to the west of the site, on Dock Road South. The nearest train station is Port Sunlight which is 1.56km to the west of the site.

Good

Proximity to Urban Areas and Access to Labour and Services

The site is peripheral in location, on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is allocated for employment development. The site is bounded to the north by commercial developments, to the east by the River Mersey and, to the south and west by existing employment development (notably the vacant former Lubrizol/D1 Oils site, with which the site was previously associated).	Very Good
Developmental and Environmental Constraints	The site currently comprises mature woodland and overgrown grassland which will require clearing before the site can be brought forward for development. It is understood to be filled ground, subject to the landfilling of incinerator ash from the adjacent chemical works, behind a sea wall along the Mersey Estuary. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent former Lubrizol/D1 Oils site to the west which is now vacant and partly cleared. The site is adjoined on the eastern boundary by oil pipelines, and a disused hydrogen pipeline cross the south west corner of the site. As the site is close to Bromborough Pool village, any future development would need to be sympathetic to the character and setting of the Conservation Area. The EA Flood Map identifies the site as being included within Flood Zone 1 and is at low risk of flooding. The adjacent Mersey Estuary is designated as a Special Protection Area/SSSI/Ramsar site.	Poor
Market Attractiveness	The site is allocated for employment development as expansion land for the former Lubrizol/D1 Oils plant to the west. The surrounding employment development is characterised by a mix of low-grade office units and industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but benefits from good strategic road and local access and a waterfront location overlooking Liverpool. The site is being marketed for sale but has been on the market for a lengthy period of time with little interest.	Poor

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is constrained by the presence of mature trees on site, which would require clearing and by what are expected to be poor ground conditions, which are also likely to require significant remediation. On this basis the site is likely to be delivered in 10-15 years or beyond and is dependent upon market conditions and the scale of works required.	
Planning History	<p>06/5068 (31/03/06) land restoration and deposit of inert material was permitted and partially implemented by the previous owners Lubrizol Ltd.</p> <p>The Local Plan Issues and Options document identified the site as a potential additional urban housing allocation incorporating the adjoining former D1 Oils sites (67 and 68). Although in different ownerships, the sites are being jointly promoted for residential development.</p>	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	

**Site Summary and Recommendations**

This brownfield site is located on the edge of the urban area of Bromborough. The site is allocated for employment development and benefits from good strategic road and local access. The site is likely to require remediation works and will require clearing before it can be brought forward, which could discourage or delay future development. Given the proximity of the site to the Bromborough Pool Conservation Area, any future development of the site will also need to be sympathetic towards the Conservation Area's setting and character.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the closure and partial clearance of the adjacent former Lubrizol/D1 Oils site the separate UDP allocation for this site which held it for expansion purposes is now defunct. Given the context of the site, it is considered that the site could accommodate B1c, B2 or B8 development. However, there are challenges in development of this site due to the cost of remediation and therefore consideration should be given as to whether this site could be released for more viable alternative uses.

## Site 67 – Rear of AP Refractories



**GROSS SITE AREA:**

1.90 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.90 ha

Current Use and Land Type

The site currently comprises mature woodland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

Criteria	Comment	Rating
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Strategic Road Access	The site is within 1km of the A41 via Port Causeway.	Good
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Local Accessibility	The site can be accessed off Dock Road South which runs to the west of the site, although there is no existing access. A bus service is in operation along Dock Road South providing access to Eastham Ferry and Birkenhead. The nearest bus stop is 0.45km to the west of the site, on Dock Road South. The nearest train station is Port Sunlight which is 1.56km to the west of the site.	Good
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Proximity to Urban Areas and Access to Labour and Services	The site is peripheral in location, on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good
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Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area. The site is bounded to the north by Dock Road South, and a small office development, with Bromborough Pool Conservation Area beyond; to the east by mature woodland, which is included within site 100; to the south by existing employment development; and to the west by existing employment development.	Very Good
Developmental and Environmental Constraints	The site is constrained by its irregular size and shape which reduces its net developable area, and it currently comprises mature woodland which will require clearing if the site is to be brought forward for development. The site is suspected to require remediation due to its proximity to chemical related industrial uses. Council monitoring data indicates that the site is within a Part A Notification Area for Pollution Control, which originates from the adjacent Lubrizol site to the south. A disused hydrogen pipeline crosses the length of the site from south to north. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is close to Bromborough Pool Conservation Area and any development of the site will therefore need to ensure that the setting and character of the Conservation Area is preserved. The site is close to the Mersey Estuary which is designated as a Special Protection Area/SSSI/Ramsar site.	Poor
Market Attractiveness	The site is identified as being within a Primary Industrial Area and the surrounding employment development is characterised by a mix of lower grade office and industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but has good strategic road and local access. The site is being marketed for sale but has been on the market for a lengthy period of time with little interest.	Poor

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	The site is expected to require remediation and will require clearing before the site could come forward for development. Given the size and configuration of the site, it is likely that it would come forward as expansion land for the neighbouring employment units in tandem with the adjacent site 66. On the basis of this, it is likely that the site will come forward in the next 5-10 years.	
Planning History	07/6515 (23/01/08) New Access Road 1.33ha 07/6513 (20/02/09) 2 Industrial Units 1.33ha 4645sqm. 58cp. Expired the Local Plan Issues and Options document identified the site as a potential additional urban housing allocation incorporating the adjoining former D1 Oils sites (66 and 68). Although in different ownerships, the sites are being jointly promoted for residential development.	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>	

### **Site Summary and Recommendations**

This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primary Industrial Area and benefits from good strategic road and local access. The site is suspected to require remediation and currently comprises mature woodland which will require clearing if the site is to be brought forward for development. Given the proximity of the site to the Bromborough Pool Conservation Area, any future development of the site will also need to be sympathetic towards the Conservation Area's setting and character.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site and the planning history it is considered that the site would best accommodate B1c, B2 or B8 development. However, there are challenges in development of this site due to the cost of remediation and therefore consideration should be given as to whether this site could be released for more viable alternative uses.

## Site 68 – Former D1 Oils Site



**GROSS SITE AREA:**

10.17 ha

**ESTIMATED NET DEVELOPABLE AREA:**

10.17 ha

Current Use and Land Type

The site currently comprises a cleared site with areas of vegetation on the periphery. The site was formerly used for the refining of biofuels. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Port Causeway.

Good

Local Accessibility

The site can be accessed off Dock Road South which runs to the north-west of the site or from Riverbank Road to the south of the site. A bus service is in operation along Dock Road South providing access to Eastham Ferry and Birkenhead. The nearest bus stop is 0.25km to the west of the site, on South View. The nearest train station is Port Sunlight which is 1.56km to the west of the site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is peripheral in location, on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area. The site is bounded to the north by Dock Road South, and a small office development, with Bromborough Pool Conservation Area beyond; to the east by sites 66 and 67, which are vacant development sites. To the south by Riverbank Road and existing employment development; and to the west by existing employment development.	Very Good
Developmental and Environmental Constraints	The site is a large, mostly flat site with a large amount of hardstanding. There is significant vegetation in other parts of the site which would need to be cleared. The site is suspected to require remediation due to its former chemical and biofuel related industrial uses. Council monitoring data indicates that the site is within a Part A Notification Area for Pollution Control, which originates from this site. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is close to Bromborough Pool Conservation Area and any development of the site will therefore need to ensure that the setting and character of the Conservation Area is preserved. The site is close to the Mersey Estuary which is designated as a Special Protection Area/SSSI /Ramsar site.	Poor
Market Attractiveness	The site is identified as being within a Primary Industrial Area and the surrounding employment development is characterised by a mix of lower grade office and industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but has good strategic road and local access. The site is being marketed for sale but has been on the market for a lengthy period of time with little interest.	Poor
Viability	Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul>	Average to Very Poor

	<ul style="list-style-type: none"> <li>Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	
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Criteria	Comment
Barriers to Delivery, Mitigation and Timescales	The site is expected to require remediation and will require clearing before the site could come forward for development. Given the size and configuration of the site, it has the potential to come forward for employment development subject to the constraints listed above. Due to these constraints it is unlikely for the site to come forward until the later stages of the Local Plan period (11-15 years).
Planning History	APP/06/05068 (16/01/06) Restoration of former development site, including retrospective permission for deposit of inert material. We understand a pre-application is being developed for this and the neighbouring sites (67 and 66) for residential development. The Local Plan Issues and Options document identified the site as a potential additional urban housing allocation incorporating the adjoining former D1 Oils sites (67 and 66). Although in different ownerships, the sites are being jointly promoted for residential development.
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

## Site Summary and Recommendations

This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primary Industrial Area and benefits from good strategic road and local access. The site will require remediation and currently comprises mature woodland in part which will require clearing if the site is to be brought forward for development. Given the proximity of the site to the Bromborough Pool Conservation Area, any future development of the site will also need to be sympathetic towards the Conservation Area's setting and character.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site and the planning history it is considered that the site would best accommodate B1c, B2 or B8 development. However, there are challenges in development of this site due to the cost of remediation and therefore consideration should be given as to whether this site could be released for more viable alternative uses.

**AVISON  
YOUNG**



Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area. The site is bounded to the north by Riverbank Road, with employment development opposite; to the east by a private drive, with employment development beyond; to the south by existing employment development and, to the west by Thermal Road, with employment development and residential development beyond. The site is separated from the residential development to the west by Thermal Road.	Very Good
Developmental and Environmental Constraints	The site is currently under development. The site has been flattened to facilitate development. A former railway cutting is present along the southern boundary of the site part of which forms a cycle route to Port Sunlight which reduces the net developable area. Mature trees are located along the southern boundary of the site. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the Lubrizol site to the north. An oil pipeline (Eastham – UML) crosses the western portion of the site. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding but it is understood that the site suffers from drainage issues.	Good
Market Attractiveness	The site is currently being developed by Redsun Developments for industrial units (Magazine Point) and is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by a mix of low- and high-grade industrial units. The site is peripheral in location, on the edge of the urban area of Bromborough but benefits from good strategic road and local access as part of the flagship Wirral International Business Park.	Good

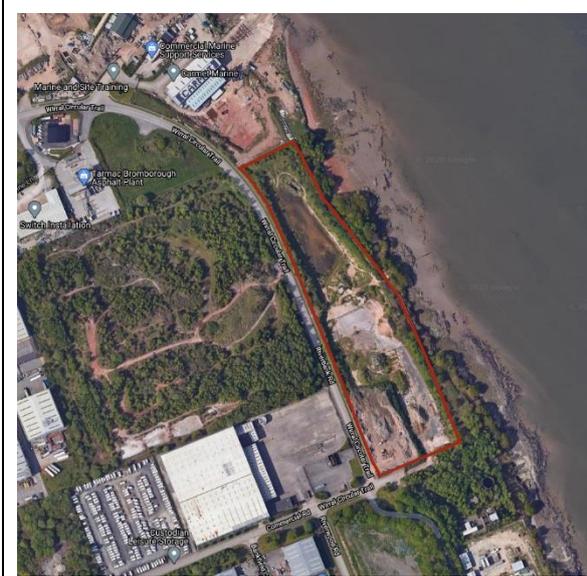
Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements and may require gap funding for the majority of scenarios.</p> <p>Indeed, the developers web site for the scheme currently under construction on the site indicates that it has received funding from the Liverpool City Region combined authority.</p>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	The site is currently under development for industrial space. Given the site is already under development it is assumed that the scheme will be delivered in line with the approved planning application and the site should be taken out of the future employment land supply.	
Planning History	APP/19/01066 (11/07/19) Construction of 5 new industrial units (use class B1/B2/B8) split across 2 buildings with associated service yards, car park, ground works and landscaping.	
<b>Overall Site Rating</b>	<b>Very Good</b>	
<b>Site Categorisation</b>	<b>6. Remove from employment land supply</b>	

### **Site Summary and Recommendations**

This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primary Industrial Area and benefits from good strategic road and local access.

The site is currently under development for industrial space by Redsun Developments (Magazine Point). Given the site is already under development it is assumed that the scheme will be delivered in line with the approved planning application and the site should be taken out of the future employment land supply.

## Site 70 – Former Eastham Sand



**GROSS SITE AREA:**

3.61 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.96 ha

Current Use and Land Type

The site currently comprises vacant grassland, a cleared area of hardstanding and a balancing pond and was last used as a sand drying and storage plant.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41, via Thermal Road.

Good

Local Accessibility

The site can be accessed from Riverbank Road which runs to the west of the site. A bus service operates along Thermal Road; stops 0.52km from the site provide access to Leasowe, Moreton and Broughton. The nearest train station is Spital which is 1.84km to the west of site.

Good

Proximity to Urban Areas and Access to Labour and Services

The site is located on the edge of the urban area of Bromborough which is identified as a primary urban area within the Borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area. The site is bounded to the north by existing employment development, to the east by the River Mersey, to the south by Commercial Road with existing employment development and site 43 beyond and to the west by Riverbank Road.	Very Good
Developmental and Environmental Constraints	The site has an undulating topography and is set on two levels. Ground conditions are unknown, and the site would require levelling in order to be brought forward for development. There are also signs indicating quicksand on site which could further restrict development. Part of the site is used as a balancing pool which may require additional remediation, and substantial areas are hardstanding. Council monitoring data indicates that two portions of the site are within Part A Notification Areas for Pollution Control. These originate from the Lubrizol site to the north and from the FMC site to the south. The site is understood to accommodate a disused hydrogen pipeline, located approximately one third into the site area from the southern boundary and crossing the site in a west to east direction. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. The site is, however, adjacent to the Mersey Estuary Special Protection Area/SSSI/Ramsar site.	Poor
Market Attractiveness	The site is currently vacant and undeveloped and is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by a mixed quality of industrial unit. The site is peripheral in location, on the edge of the urban area of Bromborough, along the coastline but benefits from good strategic road and local access associated with the flagship Wirral International Business Park.	Average

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	The site will require levelling before it can be brought forward for development and potentially remediating and further investigation of ground conditions is required. Given the size of the site, it is likely that the site could come forward in phases at the earliest in the next 6-10 years.	
Planning History	APP/19/01882 (16/12/19) The installation of 10 gas powered generators with ancillary buildings and equipment to form a 'flexible generation' power plant, (Use Class Sui Generis).	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>5. Employed Land Portfolio</b>	

### **Site Summary and Recommendations**

This brownfield site is located on the edge of the urban area of Bromborough, along the Mersey coast. The site is identified as being within a Primary Industrial Area and benefits from good strategic road and local access as part of Wirral International Business Park. The majority of the site is vacant with development of a flexible power generation plant on the southern portion of the site. The remaining site is constrained by its undulating topography which may require levelling; ground conditions and need for remediation before the site can be brought forward for development.

The site is of lower quality and therefore should not form part of the core employment allocation. The southern end of the site is under development for a flexible generation power plant. This element of the site has therefore been taken out of the net developable area. Given the context of the site, it is considered that it would best accommodate B1c, B2 and B8 uses. However, there are challenges in development of this site due to the cost of remediation and therefore consideration should be given as to whether this site could be released for more viable alternative uses.

## Site 71 – Centuria Business Park, Stadium Road



**GROSS SITE AREA:**

8.09 ha

**ESTIMATED NET DEVELOPABLE AREA:**

8.09 ha

**Current Use and Land Type**

The site currently comprises vacant grassland and areas of mature woodland but was a former chemical plant. The site is brownfield land. The UDP Proposals Map identifies the majority of the site as an employment development site and part of site is also a Primarily Industrial Area (1,95 ha).

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A41 via Thermal Road and Riverbank Road.	Good
Local Accessibility	The site can be accessed from Riverbank Road which runs to the east of the site (stub road access has been formed across the footway) or from Stadium Road via Georgia Avenue to the west. A bus service is in operation along Thermal Road with bus stops 0.38km to the west of the site. The nearest train station is Spital which is 1.68km to the west of site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is designated for employment development and is within an established employment area. The site is bounded to the north by site 116 and existing employment development, to the east by Riverbank Road, with a former sand processing plant further east and, to the south and west by existing employment development.	Very Good
Developmental and Environmental Constraints	The site has an undulating topography and is currently undeveloped and, comprises vacant grassland and mature trees. The site would require clearing and levelling before the site can be brought forward for development. The site is known to be heavily contaminated by its former use and filled land. The site has also been subject to fly-tipping. Council monitoring data indicates that a portion of the site is within a Part A Notification Area for Pollution Control, which originates from the former Lubrizol site to the north. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Poor
Market Attractiveness	The site is currently undeveloped and is designated for employment development. The surrounding employment development is characterised by a mix of low grade uses and more recently constructed industrial units. The site is located in the established and popular Wirral International Business Park, but on-site constraints are likely to deter development in the short to medium term without gap funding.	Average
Viability	Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed): <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul>	Average to Very Poor

	<p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is significantly constrained and will require remediation, clearing and levelling before the site can be brought forward for development. It is therefore unlikely that the site would come forward unaided until the 11-15-year timeframe. Given the limited availability of development plots within Wirral International Business Park, it may however be considered appropriate to de-risk this site by using grants or other mechanisms to fund remediation works to bring it forward for development.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment Land Portfolio</b>

**Site Summary and Recommendations**

This brownfield site is located on the edge of the urban area of Bromborough. The site is designated for employment development and benefits from good strategic road and local access. The site is undeveloped but is constrained by overgrown vegetation, undulating topography and suspected contamination and filled land. The site will therefore require clearing, levelling and remediating before the site can be brought forward for development.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site and the planning history it is considered that the site would best accommodate B1c, B2 or B8 development. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 72 – Former Builder’s Yard, Riverbank Road



**GROSS SITE AREA:**

1.01 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.01 ha

Current Use and Land Type

The site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Thermal Road and Riverbank Road.

Good

Local Accessibility

The site can be accessed off Riverbank Road which runs to the north of the site, via a stub road. A bus service is in operation along Thermal Road which provides access to Leasowe, Moreton, Birkenhead and Broughton (via Connah’s Quay). The nearest bus stop is 0.38km to the west of the site. The nearest train station is Spital which is 1.68km to the west of site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is located on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is identified as being within a Primary Industrial Area. The site is bounded to the north and east by Riverbank Road, to the south by mature woodland, which is included within site 71 and, to the west by existing employment development.	Very Good
Developmental and Environmental Constraints	The site is currently undeveloped and comprises vacant grassland with a number of mature trees. The site may require remediation due to previous use as a builder's yard and proximity to site 71. Council monitoring data indicates that the site is within a Part A Notification Area for Pollution Control, which originates from the Lubrizol site to the north. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding.	Average
Market Attractiveness	The site is currently undeveloped and is identified as being within a Primary Industrial Area, where the surrounding employment development are characterised by a mix of low- and high-grade industrial units. Development is taking place on site 70 to the west which suggests some local market activity. The site is peripheral in location, on the edge of the urban area of Bromborough but benefits from good strategic road and local access.	Good
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will</p>	Average to Very Poor

	be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently undeveloped and is identified as being included within a Primarily Industrial Area. The site is overgrown but with few mature trees, but this would likely need to be cleared to facilitate development. It is considered that the site has the ability to come forward in the next 0-5 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>	
<b>Site Summary and Recommendations</b>		
<p>'Good' rated sites should form the majority of sites being allocated. However, consideration could be given to releasing or allocating some 'Good' Sites for other uses; providing enough is allocated to facilitate the demand; if on balance, the wider evidence base suggests there is merit in doing this. Given the context of the site, it is considered that it would best accommodate B2 and B8 development.</p> <p>This brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being included within a Primary Industrial Area and benefits from good strategic road and local access. The site is undeveloped and benefits from relatively limited development and environmental constraints.</p> <p>'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.</p>		

## Site 73 – Former Tank Farm, Commercial Road



### GROSS SITE AREA:

0.97 ha

### ESTIMATED NET DEVELOPABLE AREA:

0.97 ha

### Current Use and Land Type

The site currently comprises an area of hardstanding, with some trees and overgrown vegetation. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

### Criteria

### Comment

### Rating

### Strategic Road Access

The site is within 1km of the A41 via Old Hall Road and Stadium Road.

Good

### Local Accessibility

There is no access infrastructure directly onto the site, but this could be delivered off Commercial Road which runs to the south of the site. A bus service is in operation along Stadium Road which runs to the west of the site providing access to Moreton, Leasowe and Bromborough. The nearest bus stop is 0.12km to the south of the site on Stadium Road. The nearest train station is Spital which is 1.45km to the west of the site.

Very Good

### Proximity to Urban Areas and Access to Labour and Services

The site is located on the edge of the urban area of Bromborough which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area. The site is bounded to the north by existing employment development at Georgia Avenue, to the east by a caravan storage yard, to the south by Commercial Road, with large scale employment development beyond and, to the west by Stadium Road, with the South Wirral Retail and Leisure Park beyond.	Very Good
Developmental and Environmental Constraints	The former tank farm has been cleared to slab level only and is now overgrown in parts with larger vegetation and some trees which would require clearance and removal before the site could be brought to development. There is the potential for further remediation to be required due to the historic site use. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Average
Market Attractiveness	The site is currently undeveloped and is identified as being within a Primary Industrial Area. The surrounding employment development is characterised by a mix of modern and older industrial floorspace. The site is peripheral in location, on the edge of the urban area of Bromborough but benefits from good strategic road and local access as part of the borough's flagship Wirral International Business Park.	Good
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by</p>	Average to Very Poor

	operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	It is understood that the site is being retained as expansion land by the neighbouring employment operator to the north though its existing access arrangements are from Commercial Road to the south and therefore, could allow it to be delivered independently. The site would require clearance and remediation before it could be brought forward for development. Dependent on the scope of the works required, it is likely that the site could come forward relatively quickly (0-5 years).	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>	
<b>Site Summary and Recommendations</b>		
<p>This cleared brownfield site is located on the edge of the urban area of Bromborough. The site is identified as being within a Primary Industrial Area and benefits from good strategic road and local access as part of Wirral International Business Park. The site is undeveloped but is constrained by mature trees and there are suspected hydrocarbons from the previous use. The site will therefore require clearing and remediating before being brought forward for development.</p> <p>'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.</p>		

## Site 74 – Former Spectrum Adhesives, Welton Road



**GROSS SITE AREA:**

2.35 ha

**ESTIMATED NET DEVELOPABLE AREA:**

2.35 ha

Current Use and Land Type

The cleared previously developed site currently comprises vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Caldbeck Road.

Good

Local Accessibility

The site can be accessed via a stub road from Welton Road to the east of the site. A bus service is in operation along Welton Road, providing access to Woodchurch, Birkenhead, West Kirby and Eastham Rake. The nearest bus stop is 50m to the north east of the site. The nearest train station is Spital which is 1.1 km to the west of the site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is within the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply. The Croft Retail and Leisure Park is immediately to the north of the site providing supermarket, restaurant, retail and leisure services.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is included within a Primary Industrial Area and is well contained by the road network and existing employment development to the east and south. The site is bounded to the north and south by mature trees. To the north is a car park and Asda supermarket with the Croft Retail &amp; Leisure Park beyond; to the east by Welton Road with a well occupied light industrial/retail warehousing business park beyond, to the south by Caldbeck Road, and further business uses; and, to the west by Welton Road and undeveloped grassy site. The site is located in a transition area, between the surrounding B-Class uses and the retail uses to the north.</p>	Good
Developmental and Environmental Constraints	<p>The site is currently undeveloped and comprises vacant grassland. The site has a flat topography, there is an embankment on the western boundary and mature tree lines are present along the northern and southern boundaries. A small sub-station is located near the northern boundary of the site. Council monitoring data indicates that a portion of the site is within a Part A Notification Area for Pollution Control, which originates from a business to the south, within the adjacent Croft Business Park. The EA Flood Map identifies the site as being located within Flood Zone 1, at low risk of flooding. Both Caldbeck Road and Welton Road can be subject to congestion associated with the adjacent retail and leisure park.</p>	Good
Market Attractiveness	<p>The site is undeveloped and is identified as being included within a Primary Industrial Area. The surrounding environment is a mix of employment and commercial development, characterised by modern high-quality units. The site is located within the urban area of Bromborough and benefits from good strategic road and local access. Given the site's location in proximity to the retail park, it is considered to be attractive for both B-Class use and commercial mixed-use development with retail or leisure uses.</p>	Very Good
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> </ul>	Average to Very Poor

	<ul style="list-style-type: none"> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is currently undeveloped and is supported by the requisite infrastructure associated with the surrounding development. The site has limited development and environmental constraints and could come forward in 0-5 years.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Very Good</b>
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>

**Site Summary and Recommendations**

This brownfield site is located within the urban area of Bromborough. The site is undeveloped and comprises vacant grassland. The site is included within a Primary Industrial Area and benefits from good strategic road and local access. The site has limited development and environmental constraints and is highly attractive to the development market by virtue of its location in Wirral International Business Park and proximity to the Croft Retail & Leisure Park. The site is recommended to be retained as part of the wider Primarily Industrial Area and allocated for employment development. The site is one of the few remaining undeveloped plots in the business park and has few development constraints. Given its location it would be suitable to accommodate a range of employment uses.

This site forms one of the best development sites given its 'Very Good' rating and location within a Primary Industrial Area and therefore should be allocated and protected for employment use. The site is located in the popular Wirral International Business Park adjacent to existing B-Class employment uses and the Croft Retail & Leisure Park. The site is one of the few remaining undeveloped plots in the business park and has few development constraints. Given its location it would be suitable to accommodate a range of employment uses.

**AVISON  
YOUNG**

**Site 75 – Riverview Road – East of Tulip**



**GROSS SITE AREA:**

**3.11 ha**

**ESTIMATED NET DEVELOPABLE AREA:**

**0.00 ha**

Current Use and Land Type

The site is currently under development, close to completion, providing large industrial/warehousing units. The Wirral Coastal Trail passes along the northern and eastern site boundaries and forms part of a strategic recreation route. The site is classed as brownfield land. The UDP Proposals Map identifies the site as an employment development site.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A41 via Old Hall Road and Riverwood Road.	Good
Local Accessibility	There is road access from the roundabout on the north western corner of the site. The 38, 38a and 811 bus services are in operation along Stadium Road providing access to Birkenhead. Bus stops are provided along Stadium Road, 0.51km to the south west of the site. The nearest train station is Bromborough Rake which is 2km to the south west of site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located on the edge of the urban area of Bromborough. Bromborough is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is allocated for employment development and sits within an established employment area. The site is bounded to the north by site 242 which currently comprises mature woodland, to the east by the River Mersey, to the south by vacant grassland and, to the west by Riverbank Road.	Very Good
Developmental and Environmental Constraints	<p>The site is under development, and close to completion, so there are no development constraints. It is our understanding that the site has been reclaimed and decontaminated and that there is a secure asbestos pit present on the site.</p> <p>Council monitoring data indicates that a portion of the site is within a Part A Notification Area for Pollution Control which originates from the FMC site to the north. The EA Flood Map identifies the site as being located within Flood Zone 1 and is at low risk of flooding. The Mersey Estuary, adjacent to the east, is a European Special Protection Area.</p>	Very Good
Market Attractiveness	The site is under development and close to completion, sitting within an established employment area. The site is already partially occupied and being marketed as Riverview Business Park for the remaining unit. The surrounding employment development is characterised by modern, high quality office, industrial and storage units. The site is on the edge of the urban area of Bromborough but has good strategic road and local access, as part of the borough's flagship Wirral International Business Park.	Very Good
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul>	Average to Very Poor

	<p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements and may require gap funding for the majority of scenarios.</p> <p>Indeed, the constructed scheme on the site has received grant funding from the Network for Europe Objective 1 programme.</p>	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is under development and close to completion. Given the site is already under development it is assumed that the scheme will be delivered in line with the approved planning application and the site should be taken out of the future employment land supply.	
Planning History	<p>Employment Development Site; part Coastal Zone</p> <p>APP/19/00084 (21/01/19) Variation of condition 2 of planning permission APP/17/01049 to alter approved plans – 3 units totalling 109,523 sq. ft.</p> <p>APP/17/01049 (11/08/17) Erection of a large industrial unit (Use Class B1, B2 or B8) with associated offices, parking, landscaping and infrastructure – single 32,770 sq. ft. unit</p>	
<b>Overall Site Rating</b>	<b>Very Good</b>	
<b>Site Categorisation</b>	<b>6. Remove from Employment Land Supply</b>	
<b>Site Summary and Recommendations</b>		
<p>The site is under development and close to completion. Given the site is already under development it is assumed that the scheme will be delivered in line with the approved planning application and the site should be taken out of the future employment land supply.</p> <p>This waterfront brownfield site is located on the edge of the urban area of Bromborough. The site is under development and close to completion.</p> <p>The site is currently under development for industrial space by Redsun Developments (Riverview Business Park). Given the site is already under development it is assumed that the scheme will be delivered in line with the approved planning application and the site should be taken out of the future employment land supply.</p>		

**Site 76 - Tulip Expansion, Plantation Road**



**GROSS SITE AREA:**

2.05 ha

**ESTIMATED NET DEVELOPABLE AREA:**

2.05 ha

Current Use and Land Type

The site currently comprises vacant grassland and is being retained as expansion land. The site is classed as brownfield land. The UDP Proposals Map identifies the site as part of a larger employment development site.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Old Hall Road.

Good

Local Accessibility

The site does not currently support a formal independent access. An access to the site could however be delivered off Plantation Road which runs to the west of the site or via the Tulip factory site to the south. A bus service is in operation along Stadium Road which provides access to Leasowe, Moreton and Broughton, bus stops are provided along Stadium Road, 0.31km to the south west of the site. The nearest train station is Bromborough Rake which is 1.75km to the south west of site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is located on the edge of the urban area of Bromborough, which is identified as a primary urban area within the Borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is allocated for employment development and sits within an established employment area. The site is bounded to the north by Plantation Road, with existing employment development beyond; to the east by Riverbank Road and new employment development; to the south by the Tulip factory of which this site is expansion land for; and, to the west by Power Road and existing employment development.	Very Good
Developmental and Environmental Constraints	The site is undeveloped and has a relatively flat topography, following previous reclamation associated with the development immediately to the south. Parts of the site are vegetated and will require clearing if the site is to come forward for development. A mature tree belt is present along the western boundary of the site. A large substation is located in the north eastern corner of the site. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control, which originates from the FMC site to the north and the SAFC Hitech Ltd site to the south west. The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding. The site is under the ownership of Tulip and there is currently no separation from this site. Therefore, if the site were to be released for development by Tulip, a new boundary would need to be formed. A separate site access would also need to be created.	Good
Market Attractiveness	The site is undeveloped and is allocated for employment development, sitting within an established employment area. The site is part of the wider adjoining factory complex. The surrounding employment development is characterised by modern, high quality office, industrial and storage units. The site is on the edge of the urban area of Bromborough but benefits from the good strategic road and local access associated with the flagship Wirral International Business Park.	Very Good

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	The site is undeveloped and benefits from few development and environmental constraints. The site is currently being retained as expansion land and is supported by the requisite infrastructure associated with neighbouring employment development. The site would need to be surplus to the requirements of Tulip to the south before it could be developed independently. Their current intentions for the site are unclear. Nonetheless, given the limited constraints identified, there is no reason why the site couldn't come forward in the next 0-5 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Very Good</b>	
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>	

### **Site Summary and Recommendations**

This site forms one of the best development sites given its 'Very Good' rating and location within a Primary Industrial Area and therefore should be allocated and protected for employment use. Given the context of the site it is considered that site could best accommodate B1, B2, or B8 development.

This brownfield site is located on the edge of the urban area of Bromborough. The site is undeveloped and is allocated for employment development and benefits from good strategic road and local access. The site has relatively few development and environmental constraints that would impact on the site come forward for development.

This site forms one of the best development sites given its 'Very Good' rating and location within a Primary Industrial Area and therefore should be allocated and protected for employment use. Given the context of the site it is considered that site could best accommodate B1, B2, or B8 development.

## Site 77 – Former Epichem Site, Power Road



**GROSS SITE AREA:**

3.81 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.62 ha

**Current Use and Land Type**

Part of the site comprises vacant former industrial and office development including specialist chemical manufacturing laboratories; the other part, formerly held as expansion land, comprises a prominent mature woodland. Only the developed part of the site is currently classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area. The woodland area on the western part of the is designated as a Site of Local Biological Importance (Old Hall Road Woods).

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Old Hall Road.

Good

Local Accessibility

The site can currently be accessed from Power Road which runs to the east of the site. A bus service is in operation along Riverwood Road providing access to Birkenhead and Eastham Ferry. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Bromborough Rake which is 1.5km to the west of site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is located on the edge of the urban area of Bromborough which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network. The site is bounded to the north by existing employment development, to the east by Power Road, with employment development and an electricity substation opposite; to the south by Riverwood Road, with site 49 and Riverside Office Park opposite; and, to the west by the roundabout at Old Hall Road, with employment development and site 74 opposite. to the south by Riverwood Road and, to the west by Old Hall Road.</p>	Very Good
Developmental and Environmental Constraints	<p>Part of the site is currently occupied by industrial development, including specialist equipment linked to the site's chemical processing previous use. Demolition and removal costs would be incurred if the site were considered for redevelopment. Council monitoring data indicates that the site accommodates a Part A Site for Pollution Control at SAFC Ltd and the remainder of the site is within the Part A Notification Area for Pollution Control and the site will likely require remediation linked to its previous use.</p> <p>The western part of the site is undeveloped and comprises mature woodland and overgrown vegetation. The woodland on the undeveloped part of the site is designated as a Site of Biological Importance, which supports legally protected species and is important for birds and is subject to a Tree Preservation Order. It is therefore, assumed this part of the site is undevelopable... The EA Flood Map identifies the site as being located within Flood Zone 1 at low risk of flooding.</p> <p>The site's eastern boundary adjoins two oil pipelines (Eastham – UML and Tranmere – Stanlow) whilst the western edge of the site accommodates two oil pipelines (Tranmere – Eastham and Tranmere – Stanlow).</p>	Poor

Criteria	Comment	Rating
Market Attractiveness	<p>The site is included within a Primarily Industrial Area. The surrounding employment development is characterised by a mix of modern, high quality offices at Riverside Business Park and older lower grade industrial units along Power Road. The site is on the edge of the urban area of Bromborough but benefits from good strategic road and local access associated with the flagship Wirral International Business Park. The site has been vacant since SAFC vacated in 2014 and given the remaining specialist infrastructure on site, this may limit the potential occupiers for this property.</p>	Average
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	<p>The site is significantly constrained by existing development, which may require additional remediation before re-use and by amenity and nature conservation designations, which reduces the net developable area. Part of the site will also require clearing, if it is to be developed. Given the challenges regarding existing infrastructure and the likely remediation that will be required it is not envisaged that this site will come forward until later in the Local Plan period (11-15 years).</p>	

	Redevelopment of the office building at the front of the site could come forward sooner if separated from the rest of the site.
Planning History	N/A
<b>Overall Site Rating</b>	<b>Poor</b>
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>

**Site Summary and Recommendations**

This partly brownfield site is located on the edge of the urban area of Bromborough. Part of the site is occupied by vacant specialist industrial development; the other part of the site is undeveloped and comprises overgrown vegetation and mature woodland. The site is included within a Primary Industrial Area and benefits from good strategic road and local access but is likely to require clearance and remediation before the site can be brought forward for development, subject to the further investigation of on-site environmental constraints. The woodland area on the western part of the is designated as a Site of Biological Importance (Old Hall Road Woods) and so assumed to be undevelopable.

The site is of lower quality and therefore should not form part of the core employment allocation. Given the context of the site it is considered that site could best accommodate B1, B2, or B8 development but on a more restricted footprint, subject to the further investigation of on-site environmental constraints. However, given the site is not in the core employment land supply, consideration could be given to this site for employment or alternative use, where the Local Planning Authority considers there is no prospect of an application coming forward for employment use.

## Site 78 – Riverside Office Park, Riverwood Road



**GROSS SITE AREA:**

6.49 ha

**ESTIMATED NET DEVELOPABLE AREA:**

3.48 ha

Current Use and Land Type

The site currently comprises existing office development (Riverside Office Park) and an area of vacant grassland and hardstanding which is in use for car parking as part of Riverwood Office Park, adjacent. The site is classed as greenfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Old Hall Road and Riverwood Road.

Good

Local Accessibility

The site can be accessed off Riverwood Road, which runs to the north of the site, from Southwood Road which serves Riverwood Business Park. A bus service is in operation along Riverwood Road providing access to Birkenhead and Eastham Ferry. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Bromborough Rake which is 1.5km to the west of site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is located at the edge of the urban area of Bromborough, which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area and is well contained by existing development and mature landscape features. The site is bounded to the north by Riverwood Road, to the east and south by mature woodland associated with Eastham Country Park and, to the west by the early office phases of Riverwood Business Park.	Very Good
Developmental and Environmental Constraints	The site is undeveloped and has a relatively flat topography. Parts of the site are overgrown and vegetated and will require clearing before the site could be developed. Pylon lines run along the eastern boundary of the site. Services and utilities already pass through the site. Council monitoring data indicates that the majority of the site is within a Part A Notification Area for Pollution Control. This originates from the former SAFC Hitech Ltd site to the north. The site's eastern boundary adjoins two oil pipelines (Eastham – UML and Tranmere – Stanlow). The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding. Eastham Woods Site of Biological Importance bounds the site to the South and East. This may require provision of a 'green' buffer between the boundary and any future development.	Average
Market Attractiveness	<p>The site is included within a Primary Industrial Area. Riverside Business Park provides high-quality modern office development and appears well occupied but on low and flexible rents. The surrounding employment area provides predominantly high-quality industrial uses. The site is on the edge of the urban area of Bromborough which has good strategic road and local access as part of the borough's flagship Wirral International Business Park, but more limited access to services and other local facilities.</p> <p>The undeveloped site was originally intended and laid out to provide the later phases of the Business Park, for which planning permission had already been obtained. However, this has not come forward indicating some market attractiveness concerns in relation to this type of out-of-town office park development in this location.</p>	Good

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p> <p>The fact that further phases of the office park have not come forward on this site would seem to confirm the viability challenges for this type of development in this area.</p>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	<p>The western part of the site is developed office accommodation, the eastern half is currently undeveloped and is supported by the requisite infrastructure associated with the surrounding employment development in anticipation that further phases of the office park would come forward. The landowner continues to promote the site for residential development. On this basis, it is considered that the site could come forward in 0-5 years.</p>	
Planning History	<p>SCR/20/00355 (10/03/20) Screening opinion for demolition of existing buildings and redevelopment of site for residential</p> <p>OUT/15/01129 (10/08/15) residential development 0.49ha (refused as unsuitable in January 2016 and dismissed at appeal in April 2017).</p> <p>06/5054 (12/05/06) 3524sqm 4s offices (Unit 4, phase 2b) 149cp; 06/5056 (12/05/06) 3s office (Unit 7, Phase 4) 150cp; 06/5044 (12/05/06) 7040sqm 2x4s office Units 5&amp;6, Phase 3) 304cp;</p>	
<b>Overall Site Rating</b>	<b>Good</b>	

**Site Categorisation****2. Good Quality Sites****Site Summary and Recommendations**

Riverside Park is located on the edge of the urban area of Bromborough. The western part of the site is already developed office park development and so has been taken out of the net developable area. The eastern half is undeveloped and comprises vacant grassland and hardstanding which is in use for car parking as part of the adjacent office park. The site is included within a Primary Industrial Area and benefits from good strategic road and local access as part of Wirral International Business Park. The site has relatively limited development and environmental constraints and benefits from proximity to the established Riverside Business Park. Eastham Woods Site of Biological Importance bounds the site to the South and East. This may require provision of a 'green' buffer between the boundary and any future development.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1 and particularly B1a would be most appropriate uses for the site given its location and adjacent land uses.

However, the site is subject to a screening opinion and potential upcoming application for the redevelopment the site for residential use. Given the sites location on the edge of the employment area, this needs to be considered as part of the normal planning process.

## Site 79 – Former MOD Site



**GROSS SITE AREA:**

8.01 ha

**ESTIMATED NET DEVELOPABLE AREA:**

8.01 ha

Current Use and Land Type

The site was formerly occupied by a MOD tank farm but following remediation is now vacant grassland. The site is classed as brownfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is within 1km of the A41 via Old Hall Road.

Good

Local Accessibility

The site can be accessed from Old Hall Road, via an existing access point. Secondary access may also be possible from Hardknott Road which runs to the west of the site. A bus service is in operation along Old Hall Road providing access to Birkenhead and Eastham Ferry. Bus stops are located immediately adjacent to the site on either side of the road. The nearest train station is Bromborough Rake which is 1.3km to the west of site.

Very Good

Proximity to Urban Areas and Access to Labour and Services

The site is located on the edge of the urban area of Bromborough which is identified as a primary urban area within the borough providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included within a Primary Industrial Area and is well contained by the road network, existing development and mature landscape features. The site is bounded to the north by Old Hall Road, with employment development beyond; to the east by a private drive providing access to the sports facilities at Eastham Country Park; to the south by mature woodland; and, to the west by Hardknott Road, with employment development beyond.	Very Good
Developmental and Environmental Constraints	The tank farm has recently been removed and reclaimed; the site is now undeveloped and is relatively flat with embankments surrounding the edge of the site, which may require further levelling before development. Parts of the site are also overgrown and vegetated including some mature trees and may require additional clearance. Council monitoring data indicates that two portions of the site are within Part A Notification Areas for Pollution Control, which originates from the SAFC Hitech Ltd site to the north and Thermal Ceramics to the south west. The EA Flood Map identifies the site as being located within Flood Zone 1 and is at low risk of flooding.	Good
Market Attractiveness	The site is large and undeveloped and is included within a Primary Industrial Area. The surrounding employment development is characterised by a mix of modern, high quality offices including Riverside Business Park to the east and some older lower grade industrial and storage units to the west. The site is on the edge of the urban area of Bromborough but benefits from good strategic road and local access, as part of the Borough's flagship Wirral International Business Park and could accommodate a wide range of uses, including some larger units. The site has however, been vacant for a number of years without development coming forward.	Average

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	<p>The site is currently undeveloped and is supported by the requisite infrastructure associated with the surrounding employment development. The site has been reclaimed and decontaminated but may require further work subject to a site condition survey. The site will require some clearing and levelling before it can be brought forward for development. Given the size of the site, it is likely that the site will come forward at the earliest between 6-10 years.</p> <p>The site sits within the portfolio of the Wirral Growth Company (WGC), a joint venture between Wirral Council and Muse Developments. At the Local Plan Reg 18 Issues and Options stage in 2019 WGC submitted two options which show the potential for employment generating (B2/B8) development on the southern area of the MOD site with a mix of residential and commercial on the northern land parcels on the basis that employment-only development demonstrated a significant funding gap.</p>	
Planning History	The site was granted planning permission in 2005 for clearance and demolition of the former MOD fuel storage facility and provision of vehicle access which has been implemented.	
<b>Overall Site Rating</b>	<b>Good</b>	

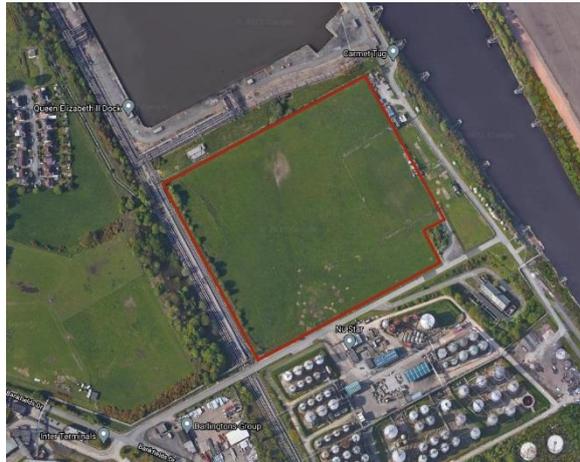
**Site Categorisation****2. Good Quality Sites****Site Summary and Recommendations**

This fully reclaimed brownfield site is located on the edge of the urban area of Bromborough. The site is undeveloped and comprises grassland. The site is included within a Primary Industrial Area and benefits from good strategic road and local access but may still require some clearing and levelling before it can be brought forward for development.

'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B1, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.

The site sits within the portfolio of the Wirral Growth Company (WGC), a joint venture between Wirral Council and Muse Developments. At the Local Plan Reg 18 Issues and Options stage in 2019 WGC submitted two options which show the potential for employment generating (B2/B8) development on the southern area of the MOD site with a mix of residential and commercial on the northern land parcels on the basis that employment-only development demonstrated a significant funding gap.

## Site 80 – Eastham Dock Estate – Queen Elizabeth II Dock



**GROSS SITE AREA:**

6.52 ha

**ESTIMATED NET DEVELOPABLE AREA:**

6.52 ha

**Current Use and Land Type**

The site is currently in use for agricultural purposes associated with Crossley's Farm. The site is classed as brownfield land associated with the Eastham Dock Estate. A football pitch is located at the eastern end of the site. The UDP Proposals Map identifies the site as an employment development site.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

1.7km from M53 Junctions 5 and 6, via North Road, West Road and Banksfield Drive. The site is within 1km from the A41 via Banksfield Drive.

Good

Local Accessibility

There is currently no access infrastructure onto the site, but this could be created to the south. The site fronts an unadopted road to the south, which is part of the Ship Canal's private road network. A bus service is in operation along Ferry Road to the west of the site, providing access to Birkenhead, Eastham and Rock Ferry. The nearest bus stop is 0.6km to the west, the nearest train station is Eastham Rake 2.6km to the west of the site.

Good

Proximity to Urban Areas and Access to Labour and Services

The site is peripheral in location, detached and not directly accessible from the urban area of Eastham and Bromborough. The site is therefore considered to have an average labour market catchment area only by virtue of its proximity to the strategic road network however, conversely the site is within a poor catchment area for services and facilities and immediate access to the site is via the Ship Canal's private road network.

Poor

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is within the Eastham Dock Estate. The site is bounded to the north by the Queen Elizabeth II Dock, the east by an unadopted private road (gated access to the QEII Dock) a compound occupied by Westminster Dredging and the Manchester Ship Canal beyond, the south by an unadopted private road with the Eastham Terminals beyond and, to the west by pipelines. Residential development is located to the north west of the site but separated by gas pipelines and a greenfield site (closest dwellings on Seaview Avenue are c.130 metres from the site boundary).	Good
Developmental and Environmental Constraints	The site is suspected to be contaminated and may require remediation. Oil pipelines adjoin the site to the west, and the presence of venting tubes across the site indicates there may be land fill or storage tanks underground. The site is also within an HSE consultation zone for hazardous substances and a portion of the site is within a Part A Notification Area for Pollution Control originating from the Eastham Refinery to the south. The site is within the KANEB Terminals Public Information Zone 400m Control of Major Accident Hazards Regulations 1999 (COMAH) defined boundary area. The site has a relatively flat topography; some trees are located along the boundaries of the site. The EA Map identifies the site as being located within Flood Zone 1 and being at low risk of flooding. The development of the site would require the relocation of the existing football pitch and conversations with Sport England regarding the release of the site for development.	Poor
Market Attractiveness	The site is undeveloped and within a predominantly industrial area; the surrounding industrial uses are heavy industrial refineries/tank farms. The site is peripheral to the main settlements in Wirral, but benefits from good accessibility to the motorway network and has potential for direct access to the QE11 Dock. The site is constrained by its proximity to hazardous materials and by suspected contamination. The site is adjacent to the proposed Port Wirral development and would therefore be well located to capitalise on this in the long term with B2 and/or B8 development.	Average

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	The site is undeveloped and would require the creation of a new access point from the unadopted private road which runs to the south of the site. The site is also suspected to be contaminated. Dependent on the levels of contamination, it is likely that the site could come forward at the earliest between 6-10 years or, more likely, 11-15 years.	
Planning History	Hydrodec Oil Re-Refinery Eastham at pre-application stage as a Nationally Significant Infrastructure Project (since July 2015)	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>	

**Site Summary and Recommendations**

This brownfield site is peripheral in location, outside the main urban area of Eastham. The site benefits from its proximity to the strategic road network and its location adjacent to an established industrial area. The site is constrained by suspected contamination and proximity to hazardous installations which will need to be addressed if the site is to be brought forward for delivery.

The site is in a secondary location, away from the main employment locations of Birkenhead and Bromborough. The site has development challenges. However, due to the proximate gas terminal the site is not likely to come forward for alternative uses and should be allocated for employment use and particularly port-related employment uses given its location within the Ship Canal estate. Given the location of the site and the proposed Port Wirral development it would best accommodate B2 or B8 uses, (with a preference for uses which require/can utilise the port location).

## Site 81 – Eastham Dock Estate – North Road Business Park



### GROSS SITE AREA:

9.28 ha

### ESTIMATED NET DEVELOPABLE AREA:

9.28 ha

### Current Use and Land Type

The site is currently undeveloped brownfield land and currently comprises vacant grassland and scrub, with evidence of former tank farm use associated with the Eastham Dock Estate, adjacent. The UDP Proposals Map identifies the site as an Employment Development Site. The site is being promoted by the landowner Peel Holdings for a new large-scale logistics development.

### Criteria

### Comment

### Rating

### Strategic Road Access

The site is within 1km of M53 junction 6 via West Road and North Road.

Very Good

### Local Accessibility

There is no direct access infrastructure onto the site but has excellent access to the M53 via West Road which runs to the west of the site. The nearest bus service operates along Eastham Village Road and New Chester Road to the north and west of the site, providing access to Eastham Ferry, Chester, Liverpool and Birkenhead. The nearest bus stop is along Eastham Village Road which is 1.9km to the north of the site; and the closest train station is Overpool which is c.3km to the south of the site. There is a designated cycle track along North Road and West Road. There is also a (disused) rail connection on the western edge of the site.

Good

### Proximity to Urban Areas and Access to Labour and Services

The site is in a peripheral location, detached from the urban area of Eastham and sits within the wider Eastham Dock Estate. The site is therefore considered to have an average labour market catchment area by merit of its proximity to the strategic road network but is within a poor catchment area for services and facilities.

Poor

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is included as part of the wider Eastham Dock Estate. The site is bounded to the north by the Eastham Refinery, to the east by mature woodland and the Manchester Ship Canal, to the south by mature woodland and existing employment development (including the Vauxhall car plant and supplier park) and, to the west by North Road and modern employment development at Hooton Park.	Good
Developmental and Environmental Constraints	The site is suspected to be contaminated, associated with its former industrial use and will likely require remediation. Approximately a third of the site is within a Part A Notification Area for Pollution Control originating from the Eastham Refinery to the north. The site also falls within the Eastham Refinery Public Information Zone 250m buffer of the Control of Major Accident Hazards Regulations 1999 (COMAH) defined area. An oil pipeline adjoins the site in the north eastern corner. The site has a relatively flat topography except for an embankment which runs through the middle of the site and forms part of a former railway line. The site is very overgrown; mature trees are present on the site and immediately adjacent. The site also abuts a large substation, immediately to the south of the site. The EA Flood Map identifies the site as being partly located within Flood Zone 1 and is at low risk of flooding. The site is also constrained physically by its size and shape and proximity to the Ship Canal to immediate east.	Poor
Market Attractiveness	The site is undeveloped and designated for employment development. The site is located within the wider Eastham Dock Estate which is recognised as an established industrial area. The site benefits from proximity to the strategic road network but is peripheral in location and will require levelling and clearing and potential remediation before it can be delivered. The site is constrained by its size and shape but has proximity to the Ship Canal and potential rail connectivity (the latter would require re- instatement) and is adjacent to the Vauxhall Motors car plant and supplier park to the immediate south. Owners Peel Holdings have recently submitted an outline planning application for 46,450 sq. m. of B2/B8 floorspace which was approved in October 2020; although site access is via land in the Cheshire West and Chester Local Authority area.	Average

Criteria	Comment	Rating
Viability	<p>Based on the size of the site and its location in the Bromborough and Eastham market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Bromborough and Eastham market area.</p> <p>Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
Criteria	Comment	
Barriers to Delivery, Mitigation and Timescales	The site is undeveloped and would require the creation of an access point, which could be delivered off the North Road which runs immediately to the west of the site. The site is suspected to be contaminated and will require remediating, clearing and levelling before it can be delivered. The site is being promoted for large-scale B2/B8 development, with an outline planning permission approved in October 2020. Therefore, the site could come forward relatively quickly, 0-5 years.	
Planning History	OUT/19/01633 (30/10/19) up to 46,450 sq m of B2/B8 floorspace and ancillary B1(a) – approved October 2020	
<b>Overall Site Rating</b>	<b>Poor</b>	
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>	

### Site Summary and Recommendations

This brownfield site is peripheral in location, outside the main urban area of Eastham. The site benefits from its proximity to the strategic road network and being situated within an established industrial area. The site will require clearing and levelling and possible remediation before the site can be brought forward for development. Owners Peel Holdings have recently had an outline planning application for 46,450 sq. m. of B2/B8 floorspace approved; although some of this floorspace is on elements of the site in Cheshire West and Chester Local Authority.

The site is in a secondary location, away from the main employment locations of Birkenhead and Bromborough. The site has development challenges. However, due to the proximate gas terminal the site is not likely to come forward for alternative uses and should be allocated for employment use. Given the context of the site it would best accommodate B2 or B8 development, with a preference for uses which could utilise the Ship Canal and/or restored rail connectivity.

## Site 83 – Peninsula Business Park, Moreton



**GROSS SITE AREA:**

1.10 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.10 ha

Current Use and Land Type

The site is currently undeveloped and comprises vacant grassland. The site is classed as greenfield land. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is approximately 0.6km to the north of the A553 (Hoylake Road) and 0.8km to the south of the A551 (Leasowe Road) via Reeds Lane.

Average

Local Accessibility

The site can be accessed off Reeds Lane which runs to the west of the site. A bus service is in operation along Reeds Lane providing access to Hoylake, Moreton, Woodside, Liverpool, Birkenhead, New Brighton and Seacombe. A bus stop is located immediately outside the site. The nearest train station is Leasowe which approximately 0.25km to the south of the site, where a level-crossing operates across Reeds Lane. There is an existing site access off Reeds Lane which may require upgrading to cater for HGV vehicles.

Good

Proximity to Urban Areas and Access to Labour and Services

The site lies between the urban areas of Leasowe and Moreton. Moreton is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.

Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is well contained by existing development, the strategic road network and landscape features and is within a Primary Industrial Area. The site is bounded to the north by the River Birket and Wirral Circular Trail, to the south and east by existing employment development and to the west by Reeds Lane, with sites 84 and 85 beyond. The site is separated from the residential development to the south west of the site by Reeds Lane and to the north by the River Birket and a large undeveloped site.	Very Good
Developmental and Environmental Constraints	The site has a relatively flat topography and is currently undeveloped. The site is currently very overgrown, with a number of mature trees along the northern boundary and towards the centre of the site. The EA Flood Map identifies the site as being located within Flood Zone 2 and 3 and is therefore an area at risk of flooding. However, the Flood Map does indicate that flood defences are in place. Offices, general industry and storage and distribution are classed as less vulnerable and generally acceptable within Flood Zones 2 and 3a subject to the sequential test and acceptable flood risk assessment and any required mitigation measures such as land- raising. Outfalls from the recently constructed United Utilities pumping station to the south cross the western edge of the site to the River Birket and may be subject to easements.	Average
Market Attractiveness	The site is currently undeveloped and is within a Primary Industrial Area. The site benefits from good local access, proximity to the urban area of Moreton and a prominent location, fronting Reeds Lane. The site nevertheless suffers from its peripheral location within the Wirral commercial property market with low levels of interest for industrial or distribution development in this location and market interest in Moreton is typically for smaller rather than large new build premises.	Average

<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Mid Wirral. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is currently undeveloped former expansion land located within a Primary Industrial Area. The site would require clearing before development could commence and potentially on raised floor levels (to mitigate flood risk). On the basis of this and taking into consideration the size of the site, it is likely that the site could come forward in the next 6-10 years. The site is in a secondary market location which may delay any development, although there is limited alternative sites locally.	
Planning History	APP/07/06391 (not determined, following the failure to submit a flood risk assessment) 25no. 150 sq. m. B1 office units with 111 parking spaces	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>	

### **Site Summary and Recommendations**

This greenfield site lies between the urban areas of Leasowe and Moreton. The site is included within a Primary Industrial Area and benefits from good local accessibility and close proximity to Moreton but is constrained by its location in Flood Zones 2 and 3 albeit with flood defences and in order for the site to come forward for development it may require raised floor levels to mitigate flood risk.

It is important to protect some employment land in secondary locations such as this to provide choice and protect against over-reliance on Birkenhead and Bromborough. Therefore, it is advised that the site should retain its designation as part of the wider Primary Industrial Area and be allocated for employment development. It is considered that the site would best accommodate B1a, B1c, B2 or B8 development.

## Site 84 – Premier Brands – North of Access Road



**GROSS SITE AREA:**

1.46 ha

**ESTIMATED NET DEVELOPABLE AREA:**

1.46 ha

Current Use and Land Type

The site currently comprises vacant grassland formerly occupied by a company playing pitch. The site is classed as greenfield land. The UDP Proposals Map identifies the site as an employment development site (as part of a single allocation with site 85).

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is approximately 0.6km to the north of the A553 (Hoylake Road) and 0.8km to the south of the A551 (Leasowe Road) via Reeds Lane.

Average

Local Accessibility

The site can be accessed off Reeds Lane which runs to the east of the site via a private industrial standard access road, which serves as a secondary access to the Manor Bakeries/Typhoo Tea complex to the immediate west. The site is in the ownership of Premier Foods originally retained for expansion of their site to the west and would need to be released by them for development to come forward. A bus service is in operation along Reeds Lane providing access to Hoylake, Moreton, Woodside, Liverpool, Birkenhead, New Brighton and Seacombe. A bus stop is located immediately outside of the site. The nearest train station is Leasowe which approximately 0.3km to the south of the site, where a level-crossing operates across Reeds Lane.

Good

Criteria	Comment	Rating
Proximity to Urban Areas and Access to Labour and Services	The site is located between the urban areas of Leasowe and Moreton. Moreton is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.	Very Good
Compatibility of Adjoining Uses	The site is well contained by existing development, landscape features and the strategic road network. The site is bounded to the north by the River Birket, to the east by Reeds Lane and site 83 beyond, to the south by a private drive (and site 85) and, to the west by the Premier Foods complex.	Very Good
Developmental and Environmental Constraints	The site is currently undeveloped and has a relatively flat topography. Mature trees are present on the boundary of the site. The EA Flood Map identifies the site as being located within Flood Zone 2 and 3 and is therefore an area at risk of flooding. However, the Flood Map does indicate that flood defences are in place. Offices, general industry and storage and distribution are classed as less vulnerable and generally acceptable within Flood Zones 2 and 3a subject to the sequential test and acceptable flood risk assessment and any required mitigation measures such as land- raising. Since the site was previously used as a playing field, then conversations may be required with Sports England to approve change of use prior to redevelopment. The site is within the ownership of Premier Foods and unless they are to deliver development as an expansion of the existing site then it would need to be released from their ownership whilst still facilitating access to the Premier Foods complex.	Average
Market Attractiveness	The site is currently undeveloped and is immediately adjacent to the Typhoo Tea and Manor Bakeries factories. The site is allocated for employment development (with site 85) but is located within Flood Zone 2 and 3. The site benefits from good local access, proximity to the urban area of Moreton and a prominent location, fronting Reeds Lane. The site nevertheless suffers from its peripheral location within the Wirral commercial property market with low levels of interest for industrial or distribution development in this location and market interest in Moreton is typically for smaller rather than large new	Average

	build premises. The site is being promoted for mixed-use development by the landowner.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Viability	<p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Mid Wirral. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is allocated for employment development but has remained undeveloped. The site is supported by the industrial infrastructure that serves the Typhoo and Manor Bakeries factories but is located within the ownership of Premier Foods and so would need to be released by them to come forward for development. The site is in Flood Zones 2 and 3 but benefits from flood defences; nonetheless raised development may be required to mitigate risk. The site is in a secondary market location which may delay any development, although there is limited alternative sites locally. Therefore, assuming the site could be separated from the Premier Foods site it could come forward relatively quickly.	
Planning History	OUT/05/6511 (21/12/06) residential development (Taylor Woodrow) Appeal dismissed.	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>	

**Site Summary and Recommendations**

This greenfield site is separated from the urban areas of Moreton and Leasowe by the railway line to the south and the River Birkett to the north. The site is allocated for employment development and benefits from good local accessibility and proximity to Moreton urban area but is constrained by its location in both Flood Zones 2 and 3 albeit with flood defences and being within the ownership of Premier Foods, who would need to release the site for it to come forward. Since the site was previously used as a playing field, then conversations may be required with Sports England to approve change of use prior to redevelopment.

It is important to protect some employment land in secondary locations such as this to provide choice and protect against over-reliance on Birkenhead and Bromborough. Therefore, it is advised that the site should be retain its designation as part of the wider Primarily Industrial Area and be allocated for employment development. Given the site's proximity to Typhoo Tea and Manor Bakeries, releasing the site for other uses could threaten the existing B-Class operations. Whilst the site is not expected to come forwards for large scale B-Class development, it could accommodate a cluster of smaller units that could continue to support the existing industrial uses on both sides of Reeds Lane.

## Site 85 – Premier Brands – South of Access Road



### GROSS SITE AREA:

5.01 ha

### ESTIMATED NET DEVELOPABLE AREA:

1.93 ha

### Current Use and Land Type

The site currently comprises vacant grassland, formerly occupied by company playing pitches. The site is classed as greenfield land. The UDP Proposals Map identifies the site as an employment development site (as part of a single allocation with site 84).

### Criteria

### Comment

### Rating

### Strategic Road Access

The site is approximately 0.6km to the north of the A553 (Hoylake Road) and 0.8km to the south of the A551 (Leasowe Road) via Reeds Lane.

Average

### Local Accessibility

The site can be accessed off Reeds Lane which runs to the east of the site via a private industrial standard access road which serves as a secondary access to the Manor Bakeries/Typhoo Tea complex to the immediate west. The site is in the ownership of Premier Foods and may need to be released by them for development to come forward. A bus service is in operation along Reeds Lane providing access to Hoylake, Moreton, Woodside, Liverpool, Birkenhead, New Brighton and Seacombe. A bus stop is located immediately outside of the site. The nearest train station is Leasowe which approximately 0.3km to the south of the site, where a level-crossing operates across Reeds Lane.

Good

### Proximity to Urban Areas and Access to Labour and Services

The site is separated from the main urban area of Moreton by the railway line. The residential area of Leasowe is north east of the site across the River Birket. Moreton is identified as a key Town Centre

Very Good

	within the Borough, providing access to a range of services and facilities and a good labour supply.	
<b>Criteria</b>	<b>Comment</b>	<b>Rating</b>
Compatibility of Adjoining Uses	<p>The site is well contained by existing development and the strategic road network but abuts residential development to the south. The site is bounded to the north by a private drive beyond which is site 84, to the east by Reeds Lane and site 83 beyond, to the south by the curtilage of residential properties and the railway line and to the west by the Premier Foods complex. There is also employment development to the east including Bristol Myers Squibb Pharmaceuticals undertaking chemistry, manufacturing and control activities.</p> <p>The site is being promoted for mixed-use development. Given the site's proximity to existing employment uses to the west and residential properties to the east a mixed-use scheme with appropriate land use buffers is required. This could comprise for example, B1 use on the western portion of the site to act as a buffer to the existing and adjacent employment uses, and residential development to the east (assuming that appropriate flood defences can be provided).</p>	Good
Developmental and Environmental Constraints	<p>The site is currently undeveloped and has a relatively flat topography. A number of mature trees are present along the boundaries of the site. being located within Flood Zone 2 and 3 and is therefore an area at risk of flooding. However, the Flood Map does indicate that flood defences are in place. Offices, general industry and storage and distribution are classed as less vulnerable and generally acceptable within flood zones 2 and 3a subject to the sequential test and acceptable flood risk assessment and any required mitigation measures such as land-raising. Since the site was previously used as a playing field, then conversations may be required with Sports England to approve change of use prior to redevelopment. The site is within the ownership of Premier Foods and unless they are to deliver development as an expansion of the existing site then it would need to be released from their ownership whilst still facilitating access to the Premier Foods complex.</p>	Average

Criteria	Comment	Rating
Market Attractiveness	<p>The site is currently undeveloped and is immediately adjacent to the Typhoo Tea and Manor Bakeries factories. The site is also allocated for employment development. The site is undeveloped but is located within Flood Zones 2 and 3. The site also abuts residential development to the south. However, the site benefits from good local access, proximity to the urban areas of Moreton and Leasowe and a prominent location, fronting Reeds Lane.</p> <p>The site nevertheless suffers from a peripheral location within Wirral's commercial property market, with low levels of interest for large-scale single use industrial or distribution development in this location. Market interest in Moreton is typically for smaller premises rather than larger new build premises. It is understood the landowner may now have interest in pursuing residential development. The site is being promoted for mixed-use development by the landowner.</p>	Average
Viability	<p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Mid Wirral. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	Average to Very Poor

<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is allocated for employment development but has remained undeveloped. The site is supported by the industrial infrastructure that serves the Typhoo and Manor Bakeries factories but is located within the ownership of Premier Foods and so would need to be released to come forward for development. The site is in Flood Zones 2 and 3 but benefits from flood defences; nonetheless raised development may be required to mitigate risk. The site is in a secondary market location which may delay any development, although there is limited alternative sites locally. Therefore, assuming the site could be separated from the Premier Foods site it could come forward relatively quickly.
Planning History	OUT/05/6511 (21/12/06) residential development (Taylor Woodrow) Appeal dismissed.
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>

#### **Site Summary and Recommendations**

This greenfield site is separated from the urban areas of Moreton/Leasowe by the railway line to the south and river Birket to the north. The site is allocated for employment development and benefits from good local accessibility and proximity to Moreton urban area but is constrained by its location in both Flood Zones 2 and 3, albeit with flood defences, its proximity to residential development and being within the ownership of Premier Foods, and so would need to be released to come forward for development.

It is important to protect some employment land in secondary locations such as this to provide choice and protect against over-reliance on Birkenhead and Bromborough. Therefore, it is advised that the site should be retain its designation as part of the wider Primarily Industrial Area and be allocated for employment development or mixed-use development to protect some employment in this location; whilst taking into consideration the surrounding uses.

Given the site's proximity to existing employment uses to the west and residential properties to the east a mixed-use scheme with appropriate land use buffers is required. Employment development would therefore comprise B1 use on the western portion of the site to act as a buffer to the existing and adjacent employment uses, and residential development to the east (assuming that appropriate flood defences can be provided).

## Site 86 – Tarran Industrial Estate



**GROSS SITE AREA:**

0.25 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.25 ha

Current Use and Land Type

The site currently comprises vacant grassland. The site is classed as greenfield. The UDP Proposals Map identifies the site as being included within a Primary Industrial Area. The site is currently being held as expansion land.

Criteria	Comment	Rating
Strategic Road Access	The site is immediately adjacent to the A551.	Average
Local Accessibility	There is no site access currently. Access could be created immediately off the A551 which runs to the east of the site, or off Tarran Way North to the north of the site. A bus service is in operation along the A551 providing access to Liscard, Moreton, Leasowe and Wallasey. The nearest bus stop is located approximately 0.17km to the south of the site. The nearest train station is Moreton located 0.42 km to the south of the site.	Good
Proximity to Urban Areas and Access to Labour and Services	The Industrial Estate is separated from the main urban area of Moreton to the south by the railway line. Moreton is identified as a primary urban area within the Borough, providing access to a range of services and facilities and a good labour supply.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site sits within the wider Tarran Industrial Estate. The site is bounded to the north by Tarran Way North with the River Birket beyond, the east by the A551 and, to the south and west by existing employment development.	Very Good
Developmental and Environmental Constraints	The site has a relatively flat topography and is currently undeveloped. The EA Flood Map identifies the site as being located within Flood Zone 2 and 3 and is therefore an area at risk of flooding. However, the Flood Map does indicate that flood defences are in place. The site is currently being held as expansion land by the owner of the neighbouring building supplies warehouse/trade counter. No other constraints were identified during the site assessment.	Good
Market Attractiveness	The site sits within the wider Tarran Industrial Estate which is identified as a Primary Industrial Area. The Tarran Industrial Estate is characterised by lower value employment units, and this is the only significant development plot available on the estate. The site benefits from good local access and proximity to the urban area of Moreton and a prominent location, fronting the A551. The site nevertheless suffers from its peripheral location within the Wirral commercial property market with low levels of interest for industrial or distribution development in this location and market interest in Moreton is typically for smaller rather than large new build premises.	Average
Viability	<p>Based on the size of the site and its location in the Mid Wirral market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Mid Wirral. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements. Improvements to market</p>	Poor to Very Poor

	conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is located within a Primary industrial area and is currently undeveloped. The site has limited development constraints but is located within Flood Zone 2 and 3. The site is currently being held as expansion land but could come forward in the next 0-5 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>3. Sites in Secondary Locations</b>	
<b>Site Summary and Recommendations</b>		
<p>This greenfield site is separated from the urban area of Moreton by the railway line but benefits from its prominent position within the Tarran Industrial Estate, fronting the A551. The site is located within a Primary Industrial area and benefits from good local accessibility. The site has limited development constraints but is located within Flood Zones 2 and 3, albeit with flood defences and is therefore at risk of flooding.</p> <p>It is important to protect some employment land in secondary locations such as this to provide choice and protect against over-reliance on Birkenhead and Bromborough. Therefore, it is advised that the site should retain its designation as part of the wider Primarily Industrial Area and be allocated for employment development. Given the context of the site and the neighbouring uses, it is considered that the site could best accommodate B1c, B2 and B8 development.</p>		

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AVISON  
YOUNG

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## Site 88 – North Cheshire Trading Estate – North of KCTS



**GROSS SITE AREA:**

0.45 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.45 ha

**Current Use and Land Type**

The site is currently undeveloped and comprises a vacant vegetated site immediately alongside the M53 embankment. The site is classed as greenfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

**Strategic Road Access**

The site is 0.64km from the M53 junction 3 roundabout, via Prenton Way.

Very Good

**Local Accessibility**

No access infrastructure is yet provided directly on to the site. The site can be accessed from the A552 via Prenton Way which runs to the east of the site. A bus service is in operation along the A552 (Woodchurch Road), to the north east of the site, providing access to Seacombe, Woodchurch, Heswall, West Kirby, New Brighton, Moreton, Eastham Rake, Clatterbridge and Liverpool. The nearest bus stop is approximately 1km to the north east of the site, on Woodchurch Road. The nearest train station is Rock Ferry which is 3.9km to the north east of the site, although a new station is proposed at Woodchurch Road to the north (UDP Proposal TR1/15 refers).

Good

**Proximity to Urban Areas and Access to Labour and Services**

The site is peripheral in location, on the edge of the urban area of Birkenhead and the residential suburb of Prenton. It is well connected to both Birkenhead town centre and the mid-Wirral settlements via A522. Birkenhead is identified as a primary urban area within the borough providing access to a wide range of services and facilities and a good labour supply.

Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site sits within the North Cheshire Trading Estate which is identified as a Primary Industrial Area. The site is bounded to the north by vacant grassland (site 89), to the east by Prenton Way and existing employment development, to the south by existing employment development and, to the west by the M53.	Very Good
Developmental and Environmental Constraints	The site is rectangular in shape and relatively flat before sloping down to the motorway on the western edge (reducing the Net Developable Area). The site is currently undeveloped and comprises overgrown grassland and mature trees across the site. There are also signs of fly tipping. The site will therefore require clearing before it can be brought forward for development. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Average
Market Attractiveness	The site is currently undeveloped and sits within the North Cheshire Trading Estate which is characterised by a mix of modern and older employment units and purpose-built premises. The site benefits from good strategic road and local access. There are a number of other units to let across the estate but in general the estate is well-occupied. This site along with site 89 immediately to the north represent the only development plots in the estate and could either come forward separately or together given they are understood to be in common ownership.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions</p>	Average to Very Poor

	(rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is located within a Primary Industrial Area and is currently undeveloped. The site is supported by the requisite infrastructure associated with the Estate which will aid its delivery. However, the site is constrained by being heavily vegetated which will require clearing before it can come forward for delivery; as well as the motorway embankment limiting development on the western edge. With limited other constraints could therefore come forward in the next 0-5 years. It could also provide a larger development plot alongside site 89, , as they are understood to be in common ownership.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>	
<b>Site Summary and Recommendations</b>		
<p>This previously undeveloped greenfield site is located on the edge of the urban area of Birkenhead and the residential suburb of Prenton. The site benefits from good strategic road and local accessibility and sits within the popular North Cheshire Trading Estate which is identified as Primary Industrial Area. The site is overgrown and has a reduced net developable area due to the motorway embankment on the western edge but has limited other development constraints. The site could also provide a larger development plot alongside site 89, as they are understood to be in common ownership.</p> <p>This site forms one of the best development sites given its 'Good' rating and close proximity to the M53 in Wirral and therefore should be allocated and protected for employment use. Given the context of the site, it is considered that B1a, B1c and B8 development would be most appropriate on the site.</p>		

## Site 89 – North Cheshire Trading Estate – South of Halliday Funeral Supplies



**GROSS SITE AREA:**

0.21 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.17 ha

**Current Use and Land Type**

The site is currently undeveloped and comprises a vacant vegetated site immediately alongside the M53 embankment. The site is classed as greenfield land. The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is 0.64km from the M53 junction 3 roundabout, via Prenton Way.

Very Good

Local Accessibility

No access infrastructure is yet provided directly on to the site. The site can be accessed from the A552 via Prenton Way which runs to the east of the site. A bus service is in operation along the A552 (Woodchurch Road), to the north east of the site, providing access to Seacombe, Woodchurch, Heswall, West Kirby, New Brighton, Moreton, Eastham Rake, Clatterbridge and Liverpool. The nearest bus stop is approximately 1km to the north east of the site, on Woodchurch Road. The nearest train station is Rock Ferry which is 3.9km to the north east of the site, although a new station is proposed at Woodchurch Road to the north (UDP Proposal TR1/15 refers).

Good

Proximity to Urban Areas and Access to Labour and Services

The site is peripheral in location, on the edge of the urban area of Birkenhead and the residential suburb of Prenton. It is well connected to both Birkenhead town centre and the mid-Wirral settlements via A522. Birkenhead is identified as a primary urban area within the borough providing access to a wide range of services and facilities and a good labour supply.

Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site sits within the North Cheshire Trading Estate which is identified as a Primary Industrial Area. The site is bounded to the south by vacant grassland (site 88), to the east by Prenton Way and existing employment development, to the north by existing employment development and, to the west by the M53.	Very Good
Developmental and Environmental Constraints	The site is rectangular in shape and relatively flat before sloping down to the motorway on the western edge (reducing the Net Developable Area). The site is currently undeveloped and comprises overgrown grassland and mature trees across the site. There are also signs of fly tipping. The site will therefore require clearing before it can be brought forward for development. The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.	Average
Market Attractiveness	The site is currently undeveloped and sits within the North Cheshire Trading Estate which is characterised by a mix of modern and older employment units and purpose-built premises. The site benefits from good strategic road and local access. There are a number of other units to let across the estate but in general the estate is well-occupied. This site along with site 88 immediately to the south represent the only development plots in the estate and could either come forward separately or together given they are understood to be in common ownership.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public</p>	Average to Very Poor

	sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is located within a Primary Industrial Area and is currently undeveloped. The site is supported by the requisite infrastructure associated with the Estate which will aid its delivery. However, the site is constrained by being heavily vegetated which will require clearing before it can come forward for delivery; as well as the motorway embankment limiting development on the western edge. With limited other constraints could therefore come forward in the next 0-5 years. It could also provide a larger development plot alongside site 88, as they are understood to be in common ownership.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>1. Highest Quality Sites</b>	
<b>Site Summary and Recommendations</b>		
<p>This previously undeveloped greenfield site is located on the edge of the urban area of Birkenhead and the residential suburb of Prenton. The site benefits from good strategic road and local accessibility and sits within the popular North Cheshire Trading Estate which is identified as Primary Industrial Area. The site is overgrown and has a reduced net developable area due to the motorway embankment on the western edge but has limited other development constraints. The site could also provide a larger development plot alongside site 88, as they are understood to be in common ownership.</p> <p>This site forms one of the best development sites given its 'Good' rating and close proximity to the M53 in Wirral and therefore should be allocated and protected for employment use. Given the context of the site, it is considered that B1a, B1c and B8 development would be most appropriate on the site.</p>		

## Site 92 – Cammell Laird South



**GROSS SITE AREA:**

13.26 ha

**ESTIMATED NET DEVELOPABLE AREA:**

13.26 ha

**Current Use and Land Type**

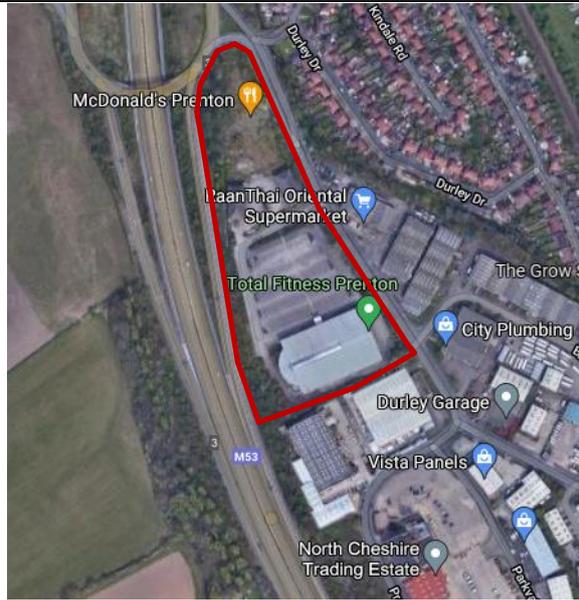
This large brownfield site is located just south of the Cammell Laird Industrial area. It is owned by Peel Holdings and is currently vacant. It is currently being marketed as either one large site or two smaller plots. It is allocated in the UDP proposals map as an employment development site with the southern portion of the site allocated in the Joint Waste Local Plan for Merseyside and Halton as a sub-regional waste facility.

Criteria	Comment	Rating
Strategic Road Access	The site is within 1km of the A41 via Campbeltown Road.	Good
Local Accessibility	The site is accessed via gates to the west of the site off Campbeltown Road. There is onsite infrastructure in situ on the site. Campbeltown Road is a wide two-way road which is suitable for large HGVs.  There are bus stops within 200m of the site, located on New Chester Road (A41) with services to Bromborough and Chester or Birkenhead town centre. The nearest railway station, Green Lane, is approximately 600m away.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is located to the south of Birkenhead town centre which has a significant labour market. There are also numerous services in close proximity to the site.	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	The site is located within the Cammell Laird employment area which is characterised by the ship building industrial sites to the north and retail and distribution sites such as Toolstation and Travis Perkins to the west. To the east of the site is the River Mersey and to the south is Tranmere Oil Terminal.	Very Good
Developmental and Environmental Constraints	<p>There are limited developmental constraints on the site. It is a large site, regular in shape and flat in topography and onsite infrastructure is already in situ. The very eastern edge of the site is located in Flood Zones 2 and 3 but this only a small fraction of the site.</p> <p>In addition, the Waste Local Plan allocates the southern half of site as sub-regional site for provision of waste facilities subject to the waste-management operations being port related. Waste allocations do not take precedence over other port related uses, including provision for offshore energy infrastructure.</p>	Average
Market Attractiveness	The site benefits from good strategic road and local access and its proximity to both Birkenhead town centre and Liverpool City Centre. It is also located in an area characterised by long term employment and the development to the west of the site contain high quality units which have attracted high profile businesses. The site has been identified by Cammell Laird as somewhere to retain for their future and part of the site is also identified in the Waste Local Plan. Nevertheless, the site is being actively marketed as Ark Royal Business Park, providing development sites for B1, B2, B8 and D2 uses subject to planning.	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul>	Average to Very Poor

	Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>		<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	Part of the site is identified in the Waste Local Plan. Nevertheless, the site is being actively marketed and there are limited development constraints on the site and so we would expect it to come forward in the next 6 – 10 years given the size of the site.	
Planning History	APP/16/00601 - Temporary warehouse, offices and contractor storage facilities (Approved June 2016)  APP/15/00952 - Full planning application for a proposed crew transfer and storage facility (Approved October 2015)	
<b>Overall Site Rating</b>	<b>Good</b>	
<b>Site Categorisation</b>	<b>2. Good Quality Sites</b>	
<b>Site Summary and Recommendations</b>		
<p>This large brownfield site is owned by Peel Holdings and is currently vacant. There are limited development constraints on this site; it is large, in an existing employment area, is regular in shape and has a flat topography. The south of the site is identified in the Waste Local Plan.</p> <p>'Good' rated sites should form the majority of sites being allocated in the Local Plan for employment use. However, given that the total Net Developable Area of 'Good' and 'Very Good' sites is greater than the estimated required land supply, consideration could be given to releasing or re-allocating some 'Good' Sites for other uses, so long as enough land overall, of sufficient quality, is allocated to meet the assessed demand over the Local Plan period. A review of the wider Local Plan evidence base will also be required to understand whether there is a reasonable prospect of a planning application coming forward for employment uses on such sites and whether there is the potential to secure a more deliverable use that could help to address identified needs. However, in the context of this assessment, B2 or B8 would be most appropriate uses for the site given its location and adjacent land uses.</p>		

**Site 93 - Land at Prenton Way**



**GROSS SITE AREA:**

2.93 ha

**ESTIMATED NET DEVELOPABLE AREA:**

0.0ha

<p>Current Use and Land Type</p>	<p>The site consists of three main uses. To the north of site, at road level, is a new McDonalds restaurant and associated car parking. In the centre of the site, which sits above ground level is two office buildings and to the south of the site is Total Fitness gym facilities and associated car parking.</p> <p>It is located adjacent to North Cheshire Trading Estate and the UDP proposals map identifies the site as being included within a Primary Industrial Area.</p>	
<p><b>Criteria</b></p>	<p><b>Comment</b></p>	<p><b>Rating</b></p>
<p>Strategic Road Access</p>	<p>The site is immediately adjacent to the M53 Junction 3 roundabout, with access via Prenton Way.</p>	<p>Very Good</p>
<p>Local Accessibility</p>	<p>The site has two access points, one to the McDonalds restaurant and a second up ramp which accesses the Total Fitness and the office facilities. There is also a large amount of car parking on the site.</p> <p>The site can be accessed via Prenton Way which has direct access to the M53 and A552.</p> <p>There are bus stops within 400m of the site on Woodchurch Road and within the North Cheshire Trading Estate providing access to Seacombe, West Kirby, New Brighton and Liverpool.</p>	<p>Very Good</p>
<p>Proximity to Urban Areas and Access to Labour and Services</p>	<p>The site is located on the urban edge of Birkenhead and the residential area of Prenton with connections to Birkenhead Town Centre vis the A552.</p> <p>Birkenhead is the primary urban area within the borough providing access to a wide range of services and has a good labour supply although a car or public transport would be required to reach the site.</p>	<p>Good</p>
<p>Compatibility of Adjoining Uses</p>	<p>The site is adjacent to North Cheshire Trading Estate which is identified as a Primarily Industrial Area. The site is bounded to the north and east by Prenton Way, to the south by existing industrial development and to the west by the M53</p>	<p>Very Good</p>

Criteria	Comment	Rating
Developmental and Environmental Constraints	<p>The site is a large site that is almost fully developed with the only undeveloped space used for car parking associated with the uses. The site is split into two freehold ownerships with several leaseholds on the land.</p> <p>The Total Fitness is a large metal warehouse but appeared to be in good condition, the offices were small 2/3 storey good quality and relatively modern buildings and the McDonalds is brand new. Redevelopment would mean the removal of these occupiers.</p> <p>The site has a significant level change with the northern part of the site (where the McDonalds is located) several metres lower than the rest of the site. A grass bank and several mature trees are located on the western side of the site.</p> <p>The EA flood map identifies the site as being located within Flood Zone 1 which means it is at low risk of flooding.</p> <p>A barrier to the motorway to the west would also need to be maintained, currently there is a layer of trees and other vegetation as well as a sloped level change between the site and the motorway as well.</p>	Average
Market Attractiveness	<p>The site sits within the North Cheshire Trading Estate which is identified as a Primarily Industrial Area, characterised by high quality, modern employment units and the site benefits from good strategic road and local accessibility access. The site also sits at the entrance to the estate in a prominent position.</p> <p>The site is fully developed with a mixture of uses and on the day of visiting the McDonalds and Total Fitness gym were very busy but there is high vacancy in the office buildings and we understand from the owner that take up is poor. There is also evidence of advertising of the office suites.</p> <p>A more flexible approach may therefore be needed to allow the site to come forwards for a wider range of commercial uses.</p>	Average
Viability	Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the	Average – Very Poor

	<p>following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul> <p>Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.</p>	
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<b>Criteria</b>	<b>Comment</b>
Barriers to Delivery, Mitigation and Timescales	The site is occupied and as such at present does not provide an available development site. There are several freehold ownerships on the site as well as leasehold arrangements. As a result, the site is unlikely to come forward for redevelopment in the near future.
Planning History	APP/17/00779 – Erection of a two storey restaurant with associated drive-thru, car parking, landscaping and associated works
<b>Overall Site Rating</b>	<b>Average</b>
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>

<b>Site Summary and Recommendations</b>
<p>This fully developed site is located on the edge of Birkenhead adjacent to the residential suburb of Prenton and within the North Cheshire Trading Estate which is identified as a Primarily Industrial Area.</p> <p>The site benefits from good strategic road and local accessibility but any new development on the site is prevented due to the current owners and leasehold agreements.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given its location and proximity to other employment sites B1, B2 and B8 land uses are considered to be most appropriate.</p>

## Site 94 – Survitec Site, Beaufort Road, Birkenhead



**GROSS SITE AREA:**

**1.89 ha**

**ESTIMATED NET DEVELOPABLE AREA:**

**0.0 ha**

Current Use and Land Type

The site is currently occupied by Survitec, who are a technology manufacturing company however it is believed that Survitec will be moving to an industrial park in Ellesmere Port in summer / autumn 2021. The site has since been acquired by MCI Developments who we understand are looking to bring the site forward for residential development.

The UDP Proposals Map identifies the site as being included within a Primarily Industrial Area.

**Criteria**

**Comment**

**Rating**

Strategic Road Access

The site is immediately adjacent to the A5030 Beaufort Road.

Good

Local Accessibility	<p>The site can be accessed directly from the A5030 Beaufort Road which runs to the north of the site and Corporation Street to the south of the site.</p> <p>A bus service is in operation along the A5030 which provides access to Leasowe, Moreton, Broughton and Eastham Rake. Bus stops are located immediately adjacent to the site on Corporation Street and in close proximity on Beaufort Street.</p> <p>The nearest train station is Birkenhead Park which is 700m to the south east of the site.</p>	Very Good
Proximity to Urban Areas and Access to Labour and Services	<p>The site is included within the urban area of Birkenhead which is identified as a primary urban area within the borough, providing access to a wide range of services and facilities and a good labour supply.</p>	Very Good

Criteria	Comment	Rating
Compatibility of Adjoining Uses	<p>The site is included within a Primary Industrial Area and is well contained by existing development and the strategic road network.</p> <p>To the north of the site is Beaufort Street and beyond that currently vacant land which is proposed to be the site of MEA Park in the future. To the south of the site is existing residential development.</p> <p>To the east of the site is existing road infrastructure including a roundabout and to the west of the site is existing industrial uses with new build residential beyond that.</p>	Average
Developmental and Environmental Constraints	<p>The site is average in size and flat but irregular in shape becoming narrower into a triangular shape as it meets the road network to the east of the site.</p> <p>The site is fully developed and occupied although the buildings are mainly single storey and are ageing and of poor quality, particularly those to the south of the site.</p> <p>The EA Flood Map identifies the site as being located within Flood Zone 1 and at low risk of flooding.</p>	Average
Market Attractiveness	<p>The site is included within a Primarily Industrial Area, characterised by lower grade employment uses. The site benefits from good strategic and local access and is in a prominent position, fronting Beaufort Road, within the Birkenhead urban area.</p> <p>However, the current occupiers are leaving site and have indicated that they have struggled to find a new employment option for the site.</p>	Good
Viability	<p>Based on the size of the site and its location in the Birkenhead and Wallasey market area, it is considered that the site could accommodate the following development typologies (the viability yield is bracketed):</p> <ul style="list-style-type: none"> <li>• Small industrial (-18.60% - Poor)</li> <li>• Medium industrial (-0.82% - Average)</li> <li>• Large industrial (-0.03% - Average)</li> <li>• Small office (-31.39% - Very Poor)</li> <li>• Medium office (-31.88% - Very Poor)</li> <li>• Large out of centre office (-31.07% - Very Poor)</li> <li>• Large distribution (-1.25% - Average)</li> </ul>	Average - Very Poor

	Viability for all types of office and industrial development is a challenge within Birkenhead and Wallasey. Development that occurs is likely to be occupier led, where property decisions will be driven by operational requirements, or driven by public sector support. Improvements to market conditions (rental growth and / or stronger yields) will be necessary to support speculative office and industrial development.	
<b>Criteria</b>	<b>Comment</b>	
Barriers to Delivery, Mitigation and Timescales	The site is currently fully occupied by Survitec although these are believed to be vacating the site within the next 12 months. However the site has relatively few development and environmental constraints and therefore it is expected that this site could come forward in the next 0-5 years.	
Planning History	N/A	
<b>Overall Site Rating</b>	<b>Average</b>	
<b>Site Categorisation</b>	<b>5. Employment land portfolio</b>	
<b>Site Summary and Recommendations</b>		
<p>This occupied site is located within the urban are of Birkenhead. The site is included within a Primary Industrial Area and benefits from good strategic road and local access, although there is residential development to the south of the site.</p> <p>The site is average in size and has a flat topography although it is irregular shape, there are few development and environmental constraints on the site.</p> <p>The site is currently occupied although it is believed that the occupiers will be leaving within the next 12 months and the site has been acquired by a house building developer.</p> <p>The site is of lower quality and therefore should not form part of the core employment allocation but kept as part of the wider employment land portfolio. Given its location and proximity to other employment sites B1, B2 and B8 land uses are considered to be most appropriate.</p>		

**Appendix VI**  
**Good Sites Analysis**

# Briefing Note

## Sites Update - Good Sites

### 1. Introduction

1.1 The following note sets out a summary of the emerging outcome of the analysis. Each site has been assessed on the following criteria which matches the previous assessment:

<b>Criteria</b>	<b>Description</b>
<b>Strategic Road Access</b>	Proximity (within 1km) to key road networks in particular junctions with M53 and below that access to primary A roads (the A41, A59, A5139, A5030, A554 [between Woodside and Seacombe Ferry Terminal and between Bidston Roundabout and Leasowe Road only] and A553 [between Birkenhead Tunnel and Bidston Roundabout])
<b>Local Accessibility</b>	Ability to access the site through free moving goods roads, avoiding residential areas; as well as good access to public transport.
<b>Proximity to Urban Areas</b>	Primary Urban Areas are considered to be: Birkenhead; Bromborough; Wallasey; Bebington; Heswall; Moreton; Upton; and West Kirby.
<b>Compatibility of Adjoining Uses</b>	An assessment of the surrounding uses of the site, with good scores given to other B-class uses in the surrounding area, whilst residential and other sensitive uses immediately adjacent to the site will score lower.
<b>Developmental and Environmental Constraints</b>	An assessment of the site for any constraints on development including but not limited to: site size and shape, existing buildings on site (occupied or not), topography, flood risk, vegetation, ground conditions and other known abnormal costs.

<b>Market Attractiveness</b>	An assessment of the site and surrounding area in terms of market area, looking at surrounding development activity and levels of vacancy, marketing and investment into the area.
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- 1.2 For each criteria each site has been given a score on a 5 point scale (Very Good – Good – Average – Poor – Very Poor). This scoring criteria matches the previous work, see separate attachment.
- 1.3 The below sections provide a summary of the sites which scored Good or Very Good in the site assessment. Whilst all sites are considered good employment sites and should therefore be able to come forward from a development perspective, this does not mean that sites do not have challenges to overcome in certain criteria. The below sections therefore look to group sites by the challenges they face and provide a bit more detail on these key challenges identified on a site by site basis.
- 1.4 Please note this does include an assessment of viability and so does not necessarily mean that these sites will definitely be able to come forward if viability challenges do not allow.
- 1.5 However, even within the good sites there are various positives and negatives for each site and the sites have therefore been categorised based on their overall assessment into certain groups, reflective of their strengths and challenges.
- 1.6 The assessment also looks at the amount of employment land that is currently available for development across each of the sites to give an understanding of their ability to contribute to the overall site requirement.
- 1.7 Each site contains a site ID which should be read in conjunction with the location set out in the Site Assessments Map, a link to which is as follows:  
  
<https://www.google.com/maps/d/edit?mid=1dfsjjYAc7DCcWPs8ZLSvkrwhpB2Ychyg&usp=sharing>
- 1.8 A full site scoring table is also included.

## 2. Overall Summary

2.1 The below table sets out the overall position for the Good and Very Good sites in Wirral:

Criteria	Number
<b>Number of Sites</b>	27
<b>Gross Site Area (ha)</b>	88.14 ha
<b>Net Developable Area (ha)</b>	65.53 ha

- 2.2 This shows there is over 100 hectares of good quality land available in Wirral, although only 73 hectares is considered developable. This is mainly because a significant proportion of the land is already under development or has an existing use on site which makes it undevelopable at this time. If the existing occupier was displaced then these sites would make good sites for redevelopment.
- 2.3 In terms of timescale of delivery of the available Net Developable Area approximately 55% is assessed to be able to come forward in the next 5 years and the remaining 45% expected to come forward in the next 6-10 years.

Site Class	Number of Sites	Total Area (ha)	NDA (ha)	NDA % (ha)
0-5 years	20	43.13	36.47	55.66%
6-10 years	3	30.39	29.06	44.34%
11-15 years	0	0.00	0.00	0.00%
Existing Use	2	10.23	0.00	0.00%
Under Development	2	4.39	0.00	0.00%

### 3. Group 1 - Very Good Sites

- 3.1 A site has been classed as Very Good if it scores Good or Very Good in all six categories. The following sites meet that criteria:

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
28	Twelve Quays Morpeth Waterfront	B'head & W'sey	1.58	1.58	0 - 5 years	Very Good
48	Former Rank Bingo	B'head & W'sey	0.26	0.00	0 - 5 years	Very Good
69	Land at Riverbank Road	Bromb & Eastham	1.56	0.00	Under Development	Very Good
74	Former Spectrum Adhesives	Bromb & Eastham	2.35	2.35	0 - 5 years	Very Good
75	Riverview Road - East of Tulip	Bromb & Eastham	3.11	0.00	Under Development	Very Good
76	Tulip Expansion	Bromb & Eastham	2.05	2.05	0 - 5 years	Very Good
<b>Total</b>			10.91	5.98		

- 3.2 **Twelve Quays Morpeth Waterfront** – The site is a vacant site in the Twelve Quays development. The northern part of the site is in Flood Zone 2/3, but with few other development constraints. The site is under the ownership of Peel Ports who we understand have identified the site as potential expansion for lorry parking for the ferry terminal immediately to the north but this site could provide an excellent site for business development in line with the well occupied business units immediately to the west of the site.
- 3.3 **Former Rank Bingo** - The site is currently used as a surface level car park for people using the town centre, and has a Key Town Centre designation on the UDP. However, the site has previously been assessed for employment use and has little development constraints and is in an established employment area to the east of the Town Centre. There is an approved planning permission for this site for a mixed use ground floor space with apartments above, and therefore it is assumed that this will come forward and the site will be taken out of the employment land supply.
- 3.4 **Land at Riverbank Road** – Rectangular site located on Riverbank Road, in an established industrial location with large industrial units to all sides. The site is currently under development, delivering 4520.78 sq m of industrial space across 5 units (planning ref: APP/19/01066).
- 3.5 **Former Spectrum Adhesives** - Large, square, flat site located next to Croft Retail Park. There are no known development constraints on this site, although it is recognised that the previous use could lead to contamination issues. However, the size, shape and location make it an attractive development site, either for commercial use or as an expansion of Croft Retail Park.
- 3.6 **Riverview Road – East of Tulip** – Rectangular site to the east of the Tulip factory. Site is fully developed and being marketed to let by Legat Owen, delivering 3 large units totalling 10,175 sq m under planning ref: APP/19/00084.
- 3.7 **Tulip Expansion Site** – Site to the north of the Tulip factory but within the Tulip’s ownership. We understand the site is being retained for future expansion but if it were to become available it would be an attractive site given the size, connectivity and recent activity in the local area.

## 4. Group 2 – Motorway Access but some Development Constraints

- 4.1 The below sites are similar in scoring to some of the other sites with the one advantage being their proximity to the M53 giving them a better score in terms of Strategic Road Access making them potentially more attractive sites than the sites in the groups below:

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
19	Former Mobil Oil	Wirral Waters	8.84	8.84	0 - 5 years (4HA) 6 - 10 years (4.84 HA)	Good
20	MEA Park	Wirral Waters	10.78	10.78	0 - 5 years (6HA) 6 - 10 years (4.78)	Good
88	North Cheshire TE - North of KCTS	B'head & W'sey	0.45	0.45	0 - 5 years	Good
89	North Cheshire TE - South of Halliday Funeral Supplies	B'head & W'sey	0.13	0.13	0 - 5 years	Good
<b>Total</b>			20.20	20.20		

- 4.2 **Former Mobil Oil** – This is a large development site in West Float, with a large former Mobil Oil building on site. The previous use leads to potential contamination issues, but we understand work is taking place to resolve this. The site is a good development site subject to the contamination issues and is identified as being part of the proposed MEA Park development. Outline permission for ITC/B2/B8 still extant. Peel promoting site for their Modern Methods of Construction project and supply chain opportunities.
- 4.3 **MEA Park** - This is a large development site in West Float, and forms the eastern part of the proposed MEA Park development. The sites shape, location and topography makes it an attractive development site, with the only concern being potential issues with land condition linked to the previous dock use. Outline permission (ITC/B2/B8) still extant.
- 4.4 **North Cheshire Trading Estate – North of KCTS** – Long rectangular site off Prenton Way, forms one of two available development plots in North Cheshire Trading Estate. The good motorway proximity makes this an attractive development plot, however, the level of vegetation and slight undulation of topography does give some development issues to address.
- 4.5 **North Cheshire Trading Estate – South of Halliday Funeral Supplies** – Small, square site off Prenton Way, forms one of two available development plots in North Cheshire Trading Estate. The

good motorway proximity makes this an attractive development plot, however, the level of vegetation and relatively small plot size does give some development issues to address.

## 5. Group 3 – Good Sites with Development Constraints

5.1 The below sites are good development sites with a lot of advantages but identified development constraints on the site may need to be addressed before they come forward for development.

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
3	Former Pallet Centre	B'head & W'sey	0.63	0.63	0 - 5 years	Good
7	Former Royal Swan Hotel	B'head & W'sey	0.23	0.23	0 - 5 years	Good
22	Wirral Waters Sky City	Wirral Waters	5.49	0.00	Existing Use	Good
24	Wirral Waters Marina View	Wirral Waters	3.92	0.00	Existing Use	Good
26	Twelve Quays Tower Wharf	Wirral Waters	1.06	1.06	0 - 5 years	Good
27	Wirral Waters Tower Quay	Wirral Waters	0.61	0.00	0 - 5 years	Good
30	Kern's Warehouse	B'head & W'sey	0.98	0.98	0 - 5 years	Very Good
72	Former Builder's Yard	Bromb & Eastham	0.98	0.98	0 - 5 years	Good
73	WELPS 50 - Former Tank Farm	Bromb & Eastham	1.01	1.01	0 - 5 years	Good
78	Riverside Office Park	Bromb & Eastham	6.49	3.48	0 - 5 years	Good
92	Cammell Laird South	B'head & W'sey	13.26	13.26	5 - 10 years	Good
<b>Total</b>			<b>34.65</b>	<b>21.62</b>		

- 5.2 **Former Pallet Centre** – Triangular site in Kelvinside, containing vacant hardstanding. The triangular shape and relatively small size could limit development, and the western end of the site is in flood zone 3 but this still represents an attractive, available development site.
- 5.3 **Former Royal Swan Hotel** – Vacant site forming a vacant public house on the western side of the site and hardstanding on the eastern side. Site has excellent access being directly off Dock Road (A1539) and should benefit from the Wirral Waters Northbank development to the South. However, this is a relatively small site, and would require demolition of the existing building. There is also a Pollution Control order from the site to the North which would need to be considered when development is brought forward.
- 5.4 **Wirral Waters Sky City** – This is a large rectangular site within East Float. This site is identified for the most high-density development within the Wirral Waters proposal. The site does however, have existing large port related uses on site and these would need to be vacated before any redevelopment can come forward.
- 5.5 **Wirral Waters Marina View** – Large rectangular site within East Float. This site is identified as part of the Wirral Waters outline planning permission. The site does however, have existing large port related uses on site and these would need to be vacated before any redevelopment can come forward.
- 5.6 **Twelve Quays Tower Wharf** – Relatively square site fronting Tower Road (A54) and on the edge of the established Twelve Quays business park. Site is owned by Peel Ports and is currently under a planning application for the development of a petrol station (awaiting determination) but could also provide a good employment site in an established employment location, with the only major development constraints around the previous dock use and therefore potential ground contamination.
- 5.7 **Twelve Quays Tower Quay** – Site on the eastern end of East Float, forms part of the Wirral Waters outline planning permission. Site has limited development constraints other than its relatively small size and potential ground condition issues from its previous dock use. APP/18/00409 PP for a three storey B1 office building approved 27/06/19 on part of the site and APP/18/00647 for amenity space linked to Wirral Waters on the remainder of the site approved August 2019.
- 5.8 **Kern's Warehouse** – Vacant rectangular site on the corner of Cavendish Street and Cleveland Street. Site has excellent transport links, located on the A5030 and is in an established business area. There is an existing structure on site which would require demolition but no other known development constraints.

- 5.9 **Former Builder's Yard** – Former builder's yard off Riverbank Road, in an established employment location in Bromborough with new development on site to the west. The site is relatively flat with existing access, although site is relatively overgrown and is relatively small.
- 5.10 **Former Tank Farm** – Relatively square site immediately to east of Croft Retail Park. Majority of site is hardstanding with some mature trees on site. There are also some ground condition issues which would need to be addressed.
- 5.11 **Riverside Office Park** – Half of site is developed office buildings and the eastern half is an undeveloped mix of hardstanding and vegetation. Previous Part A Notification for Pollution Control has recently been revoked, although ground conditions will still need to be assessed prior to any development coming forward. At the southern end of Wirral International Business Park with mature trees and sports fields to the south.
- 5.12 **Cammell Laird South** – Large square site to the south of main Cammell Laird ship construction site. Site is large and flat with existing infrastructure in place and is being actively marketed. However, site is away from the main employment areas around Birkenhead Town Centre/Wirral Waters or Bromborough and has been available since 2016 without coming forward for development. Waste Local Plan allocation on southern half of site as sub-regional site for provision of waste facilities subject to the waste-management operations being port related. Waste allocations do not take precedence over other port related uses, including provision for offshore energy infrastructure. Cammell Laird wish to retain for long-term future associated with shipyard, eg further offshore renewable contracts.

## 6. Group 4 – Good Sites with Market Attractiveness Challenges

- 6.1 The below sites are good development sites with a lot of advantages but have been identified as having issues with attracting investment from the market as discussed further below:

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
35	Ten Streets Phase 1	B'head & W'sey	0.88	0.88	0 - 5 years	Good
36	Ten Streets Phase 4	B'head & W'sey	0.37	0.13	0 - 5 years	Good

<b>79</b>	Former MOD Site	Bromb & Eastham	8.01	8.01	5 - 10 years	Good
<b>Total</b>			<b>9.26</b>	<b>9.02</b>		

6.2 **Ten Streets Phase 1** – This is a small rectangular cleared site in the Hamilton Park area, which is immediately available for development in an established but low-quality business location, with good access to Corporation Road and Cleveland Street (A5030). However, the site is designated for housing in the UDP due to previous housing on the site. The small site size could also limit market attractiveness.

6.3 **Ten Streets Phase 4** - This is a small rectangular cleared site in the Hamilton Park area, which is immediately available for development in an established but low quality business location, with good access to Corporation Road and Cleveland Street (A5030). However, the site is designated for housing in the UDP due to previous housing on the site. The small site size could also limit market attractiveness.

6.4 **Former MOD Site** – Large Former Tank Farm in Bromborough at the southern end of Wirral International Business Park. The site is a regular shape, and relatively flat with limited development constraints. Site has been vacant and available without being developed for a number of years.

## 7. Group 5 – Good Sites with Residential Adjoining Uses

7.1 The final group of sites are good sites with limited development constraints but due to the proximity of residential to the sites it may limit the potential uses that can come forward on these sites.

Site ID	Site Name	Market Area	Gross Site Area (ha)	NDA (ha)	Timescales	Overall Site Rating
<b>15</b>	Former Training Ground	B'head & W'sey	1.27	1.27	0 - 5 years	Good
<b>45</b>	North of Conway Park Station	B'head & W'sey	1.43	1.43	0 - 5 years	Good
<b>64</b>	Former Croda Site	Bromb & Eastham	6.82	3.96	0 - 5 years	Good
<b>Total</b>			<b>9.52</b>	<b>6.66</b>		

- 7.2 **Former Training Ground** – The former training ground for Tranmere Rovers Football Club has limited development constraints and is located next to an established business park to the east. However residential developments are located to the south and access is along an estate road past residential housing which will limit this site coming forward for the heaviest of use types. Approval from Sport England will likely be required for redevelopment of this site given the sites previous use.
- 7.3 **North of Conway Park Station** – Large square site on the northern edge of the Town Centre off Europa Boulevard, currently used as car parking. Residential units front the site to the west. Site is identified for residential development as part of the Wirral Growth Company proposals for the Town Centre.
- 7.4 **Former Croda Site** – The eastern portion of the site has already been developed for industrial uses, however the western element is located next to new build residential premises. Bellway are looking to expand their residential development into the remaining employment area. Limited sign of further development activity on the remaining employment land.

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