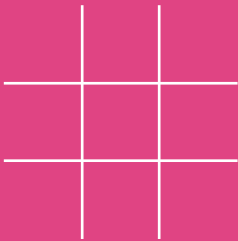


**BIRKENHEAD
TOWN
INVESTMENT
PLAN 2021**

OUR VISUAL IDENTITY

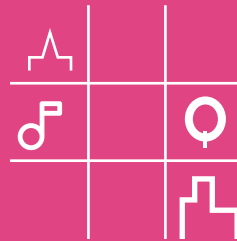
It builds on our proud history and points to an even stronger future.



The distinctive Laird grid provides the backdrop - planned for ambitious growth - the New York of Europe.



Our name expressed proudly and loudly; no longer a passive partner in the world-famous Mersey waterfront.



Within the regularity of the grid we express our character and celebrate the vibrancy of our culture.

OUR COLOURS:



Our maritime heritage and unique waterfront setting of our town; the majestic River Mersey and its world famous ferry and dramatic inland docks.



Our world class heritage and future landscape assets; the world's first public park in Birkenhead Park, the georgian grandeur of Hamilton Square and Dock Branch Park.



The boldness of our vision and the vibrancy of our culture; the dynamic independent and creative sectors and opportunities that future investment in our town centre can unlock.

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- How we are Using Accelerator Funding
- Our Town Deal Ask: 12 New High Impact Projects

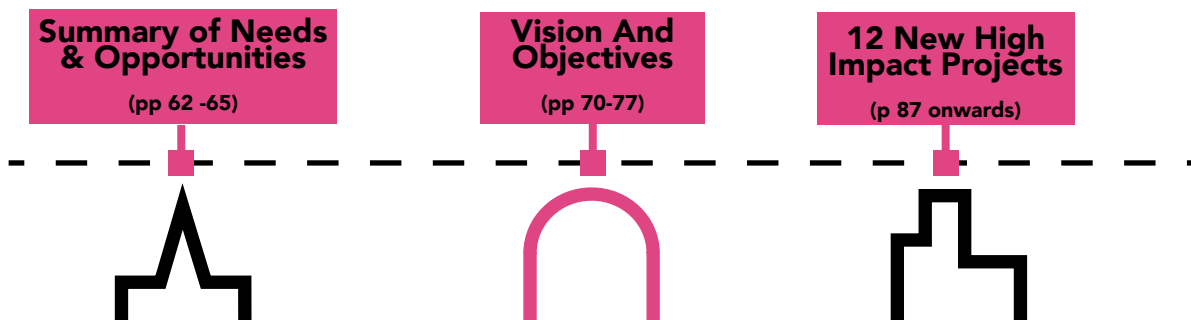
3. HOW WE ENGAGED

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FOREWORD



WITHOUT A DOUBT, THIS IS A PIVOTAL TIME FOR BIRKENHEAD. LARGE SCALE CHANGE IS ON THE HORIZON.

We have the right partners, working on the right projects, with access to the right funding. We have the wherewithal to achieve our ambitions and the Town Investment Plan is the foundation for the future success of the town's regeneration.

As such, we are delighted to be able to take this opportunity to outline our aspirational plans for Birkenhead through this exciting programme of investment and growth.

Building on our proud pioneering and maritime heritage and enviable waterfront geography, through

the Town Investment Plan, we have identified **12 impressive and bold projects** which will continue a systemic change within Birkenhead, contributing to the social and financial prosperity of the local community and economy. They will complement each other to celebrate and capitalise on the potential of our people and our culture.

In addition, the Town Investment Plan brings to the fore the importance of community- and locally-led business recovery and their critical contribution to the growth of the local economy. When combined with the tangible outputs derived from

each project, they will create a natural synergy which will attract further investment and will give our business colleagues the confidence to pursue their own enterprises.

We can't wait for work to begin on these projects, as catalysts for change, as we know they will generate a huge amount of excitement in the town. It will set the tone for an optimistic future for Birkenhead.

As you read through this Town Investment Plan, we hope you gain a sense of our enthusiasm and determination to make things happen.

**Janette Williamson, Leader
Wirral Council**



BIRKENHEAD HAS BEEN A PLACE OF NATIONAL FIRSTS AND INTERNATIONAL INFLUENCE SINCE ITS ORIGINS.

Planned with the same vision as Liverpool, Birkenhead's position on the left bank of the Mersey ensured that it shared many of the benefits of its role as a major player in the global economy of the early nineteenth century.

Despite Birkenhead's impressive past, its prominence and affluence have diminished over time due to lack of investment, social deprivation and economic hardship. But there is an opportunity now to move into a new era of prosperity and success, and to share this wealth across all communities. This is reflected in the resilience and foresight of the people of

Birkenhead, and the inspiring and achievable opportunities which have been identified for its future and the strength of its vision. All of this and more is reflected in the proposal we present in this ambitious document, which will result in strong connections on a regional and national basis, driving growth and regeneration and serving as an exemplar for other towns, cities and regions.

It has been an honour to Chair the Town Deal Board and work with such committed and passionate community and business leaders, who, individually and collectively, are dedicated to enabling

the successful transformation of Birkenhead. As a truly representational Board, its members have given a voice to the people of Birkenhead, ensuring that the portfolio of proposals put forward are shaped by the local community, and reflective of the town's ambitions.

With an impressive foundation on which to build, and a plan that draws on the strengths and engagement of local people, we are confident that the time is right for a major investment to enable us to deliver the future that Birkenhead deserves.

**Leigh-Anne Stradeski Chair,
Town Deal Board**

EXECUTIVE SUMMARY

Birkenhead is one of the largest towns in the government's Town Deal programme. Our scale, assets, needs and opportunities are actually **more akin to a city than a town.**

Birkenhead is at the heart of the Wirral's regeneration programme along the Left Bank of the River Mersey stretching from New Brighton to Bromborough. We are also a vital part of the Liverpool City Region more generally. Our success will influence the success of the City Region – a City Region which by any measure is of national significance.

This Investment Plan is rooted in a comprehensive assessment of the needs and opportunities for Birkenhead. Some of our most prominent issues are:

- Accelerating our brownfield-led renaissance programme. We have, we believe, the largest portfolio of brownfield land assets of all Towns Deal areas and we have amazing opportunities to utilise this land.
- Using our waterfront to much greater effect. No other Towns Deal area has the same waterfront assets as Birkenhead. Failure to fully capitalise on our waterfront setting will mean a missed opportunity on a national scale. Our Wirral Waters scheme will deliver circa 13,500 new housing units over 30 years – a project of immense scale.
- Diversifying and growing our population. We want and need to nearly double the population of the Towns Deal area. We are particularly targeting growth in family housing, so Birkenhead is somewhere people want to put down roots.
- Supporting existing communities. We have a rate of economic inactivity that is far too high, and our community consultation has pointed to significant need for better access to job opportunities and for better pathways to improve livelihoods.
- Bringing new vibrancy to our Town Centre. Birkenhead town centre needs considerable investment as it seeks to redefine itself in the face of global challenges on the retail sector. Our recent Future High Street Fund approval and the creation of the Wirral Growth Company is a great start but will not address all of our town centre needs and opportunities.
- Delivering on our Cool2 Clean Growth policies. We are fortunate to have a local Council with a very

progressive agenda for environmental change. Both the Council and the Board see Birkenhead as a national beacon for sustainability. We need to make sure we meet these demanding expectations.

Our vision and objectives – our strategic intent – respond directly to the issues listed above and align fully with our sister document the Birkenhead Regeneration Framework (BRF). The BRF shares exactly the same boundary as our Towns Deal area and will provide a comprehensive spatial planning framework within which our transformation will take place.

The last year has been particularly challenging for Birkenhead. A total of 47% of employees and 57% of businesses operate within the officially designated COVID at risk sectors. By October

2020 we had witnessed a 74% increase in the Claimant Count, a rate in excess of national comparators. As well as responding to long standing issues, the Birkenhead Town Investment Plan is also designed to achieve early wins and lead us through our initial COVID recovery path.

We are immensely proud of the process we put in place for preparing this Town Investment Plan. It has benefited from an exemplary Board, which itself formed and facilitated six task and finish groups at an early stage to brainstorm project ideas. We have secured over **700 separate digital interactions** with members of our community and our private sector to shape the content of the document. And we have been through an extremely robust technical assessment exercise to prioritise our long

list of project ideas into **12 highly deliverable priority projects.**

The 12 projects are designed to build on the success we have achieved through public and private investment in Birkenhead in recent years. The Town Investment Plan outlines these previous interventions and shows clearly the synergy between what we have achieved so far and what we seek to achieve through our new projects.

Our 12 priority projects have a combined Town Deal ask of **£45.4M**, and bring with them match funding of £53.7M. The main body of this document provides much more information on each project, including their delivery schedules and alignment with national and local policies. The following is just a short summary of each project:

PROJECT

01

Dock Branch Park is an iconic, catalytic and transformational project for Birkenhead's regeneration. It involves the creation of a beautiful new linear park and active travel corridor linking three key developments areas: Wirral Waters, Birkenhead Town Centre and Hind Street. The investment from Town Deal will fund the project development costs, build costs and core land acquisition costs relating to this signature project.



PROJECT

02

The Transport Shed will create a new transport-based heritage visitor attraction for Merseyside, run by National Museums Liverpool. It will ensure a nationally significant collection is on permanent display. Town Deal investment will be used to design, construct, and fit out the new transport museum, alongside additional match funding. The Transport Shed will be located on the new Dock Branch Park.



PROJECT

03

The Waterfront Animation & Connectivity Project will focus investment on three of our waterfront leisure assets - Eureka! Mersey, Woodside and Birkenhead Priory – to provide a significantly enhanced visitor experience. The project also includes a series of targeted connectivity and wayfinding improvements to enhance active travel and linkages between the town centre and the waterfront. The Council will lead the delivery of these connected investments.



PROJECT

04

Our Education Engagement project will combine Town Deal capital investment, with sustainable, secured revenue co-funding streams. The capital funding will be invested in improvement works (IT, refurbishment) to seven prioritised existing buildings to create a new hub and spoke network of service delivery. Wirral Metropolitan College will be the lead delivery partner.



PROJECT

05

The new Wellbeing & Opportunity Hub will use Town Deal investment to repurpose an existing building to create a new, one-site hub for all services provided by award winning charity Open Door, alongside a range of other health and wellbeing services. The hub will serve as a new national Centre of Excellence in how arts and culture can be used to reimagine how mental health is supported and understood.



PROJECT

06

Egerton Village is a shovel-ready placemaking project located within the Wirral Waters Enterprise Zone that will provide studio and workspace for artists, educational arts accommodation, café and bistro and semi-enclosed events space. Town Deal investment will be used to contribute to the main project build costs, alongside substantial match funding secured by the developer (Peel L&P). Egerton Village will be the first Net Zero Carbon new build on the Wirral.



PROJECT

07

Wirral Chamber of Commerce propose to re-purpose 10,000 sq ft of existing floorspace at **Egerton House** to make it suitable for the incubation and growth of small and medium businesses in the Business, Financial and Professional Services sector, and the growing Digital sector in Birkenhead. Town Deal investment will involve refurbishing the space to enable hot desking within a more modern, flexible and collaborative working environment.



PROJECT

08

Our **StartYard project** will form a creative biosphere in the centre of Birkenhead's Cammell Laird waterfront area, and next to Birkenhead Priory. The aim is to provide a modern solution for people in the formative stages of their business development. StartYard's home is a 16,000 sq ft single storey former industrial garage unit. The site has been purchased and Town Deal will be used by the developer (Microzine Creative) to accelerate the development of the building.



PROJECT

09

Future Yard Music Skills Venue opened in autumn 2019 as a new re-imagined live music venue with a 350-person capacity. Town Deal funding is required to complete the second and third phase of the project creating an additional 6,800 sq. ft of music sector specific project spaces and skills development infrastructure. The facility will be run by Future Yard CIC, a charity constituted to utilise music for the social, cultural & economic development of Birkenhead.



PROJECT

10

The Argyle Street Creative Hub will be a transformative, place-based intervention to boost the creative and cultural sector in Birkenhead. The project will involve the acquisition and redevelopment of a vacant property to create over 13,000 ft² of new and improved space for 'makers' including creative, cultural and community space, operated by Make CIC. Make CIC is a social enterprise founded in 2012. The organisation's vision is "to see people turn their passions into prosperity".



PROJECT

11

EXPO Village provides a three year 'laboratory' for testing homes of the future. The project will showcase new innovative methods of building homes and new places for the 21st Century. The long term legacy use for the EXPO Village site after three years will be new, permanent innovative open market and affordable / social housing. Town Deal investment is to provide permanent on and off-site infrastructure for the site, site remediation, SUDs and smart energy generation.



PROJECT

12

Sustainability Central will provide a prominent focal point to co-ordinate activities for the low carbon sector in Birkenhead. Town Deal funding will be combined with private sector funding to refurbish, re-purpose and retrofit an existing building and surrounding outdoor space, within the Wirral Waters Enterprise Zone. The new space will host activities, coordinate teaching and skills development and encourage collaboration between our sustainability partners.



The government should have no concerns at all about our ability to deliver. We have a successful track record of programme and project delivery at a Council level – including Housing Infrastructure Fund, Transforming Cities Fund and European Structural Funds. We can also draw on an immense amount of delivery expertise within our Combined Authority.

Our track record of working with the private sector is impressive. For example we have partnered for many years with Peel Land & Property on their Wirral Waters scheme including setting up an Enterprise Zone and associated investment fund. Another example is our new Joint Venture with developer Muse – to create the Wirral Growth Company focused on town centre renewal projects.

Wirral Council has also made a successful bid to MHCLG's Urban Development Corporation Competition to explore the potential for a new UDC-type delivery model. Our business case work on this is scheduled for the first half of 2021.

We have the right delivery models for the scale and ambition of our Birkenhead programme, and will be a trusted delivery partner for the Towns Deal programme.

WHY WE WANT



We Are a Place of Scale

- Birkenhead is of city-scale by
- We have city-level needs, and
- We are a significant part of the
- boost national productivity



Our Renewal Agenda

- The renewal of the Mersey W
- Birkenhead represents one of
- regeneration programmes
- Failure to deliver quickly on
- Our Town Investment Plan is



We Are a Proven & Tr

- We have successfully deployed
- First class public-private part
- Internal delivery expertise pl
- governance structure
- A front-runner area in MHCLG



This is a Best-in-Class

- Underpinned by high levels of
- A genuinely transformational
- Exemplary process for identi
- 12 highly deliverable and imp
- interventions

WARRANT £45 MILLION

Value

many measures – population, industry, world class assets, ambition
and city-level opportunities

the Liverpool City Region – further agglomeration of Birkenhead and as such the City Region will

is Nationally Significant

Waterfront, of which Birkenhead is a critical part, is of national importance

of the UK's largest brownfield land programmes – with Wirral Waters one of the largest single UK

our brownfield-led transformation will lead to a failing Wirral Local Plan

already bringing national names to Birkenhead – and putting us on the map nationally

Trusted Delivery Partner

led many government projects and programmes

partnerships – for example with our Peel and Muse joint ventures

us that of our Combined Authority and an established Left Bank

UK's Urban Development Corporation competition

Town Investment Plan

of community & private sector engagement

programme that stands out amongst other Towns Deal areas

refining and shortlisting priority projects

impactful projects selected – that add value to our previous



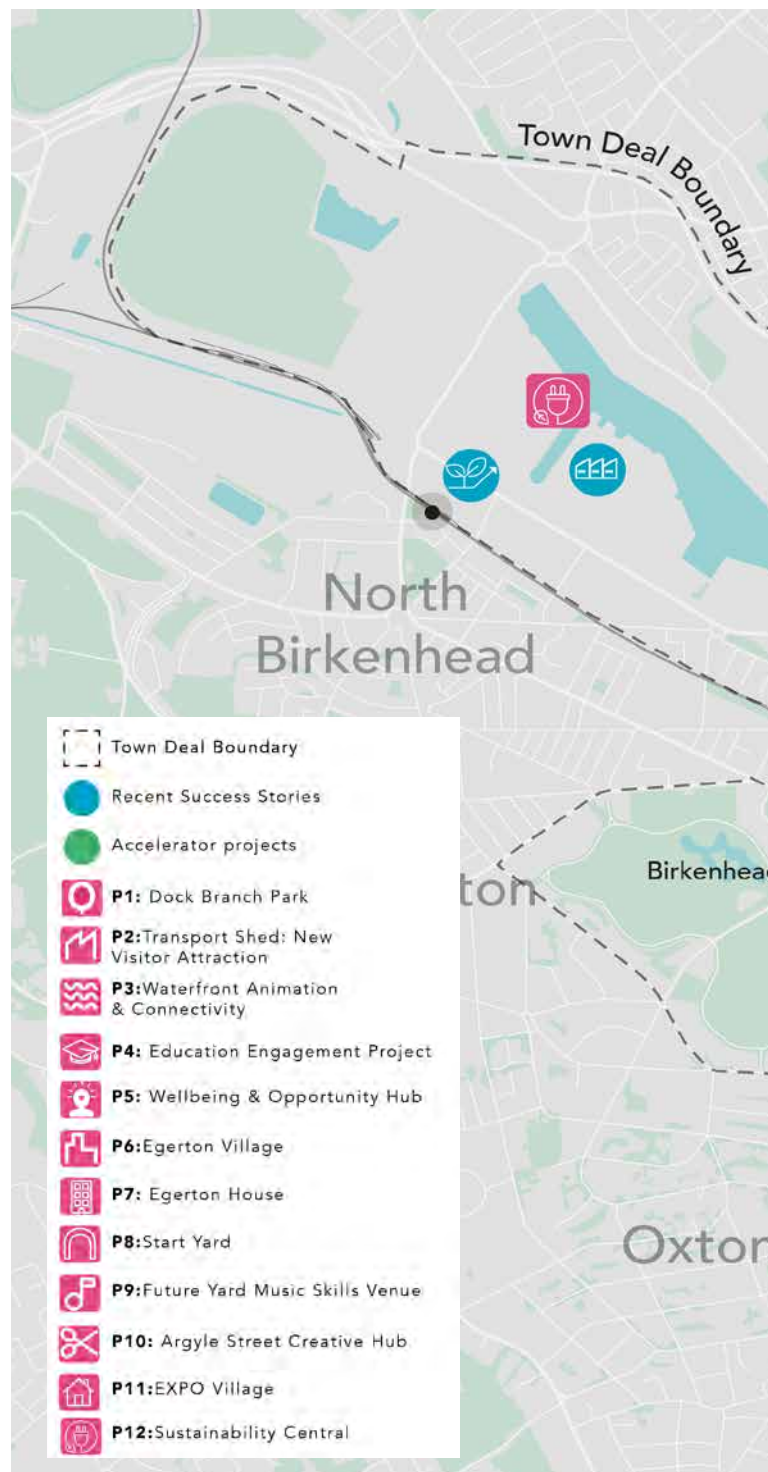
OUR 12 NEW TOWN DEAL PROJECTS ARE DESIGNED TO BUILD ON BOTH OUR ACCELERATOR PROJECTS AND OUR SUCCESSFUL TRACK RECORD OF DELIVERING PUBLIC-PRIVATE INVESTMENT IN RECENT YEARS.

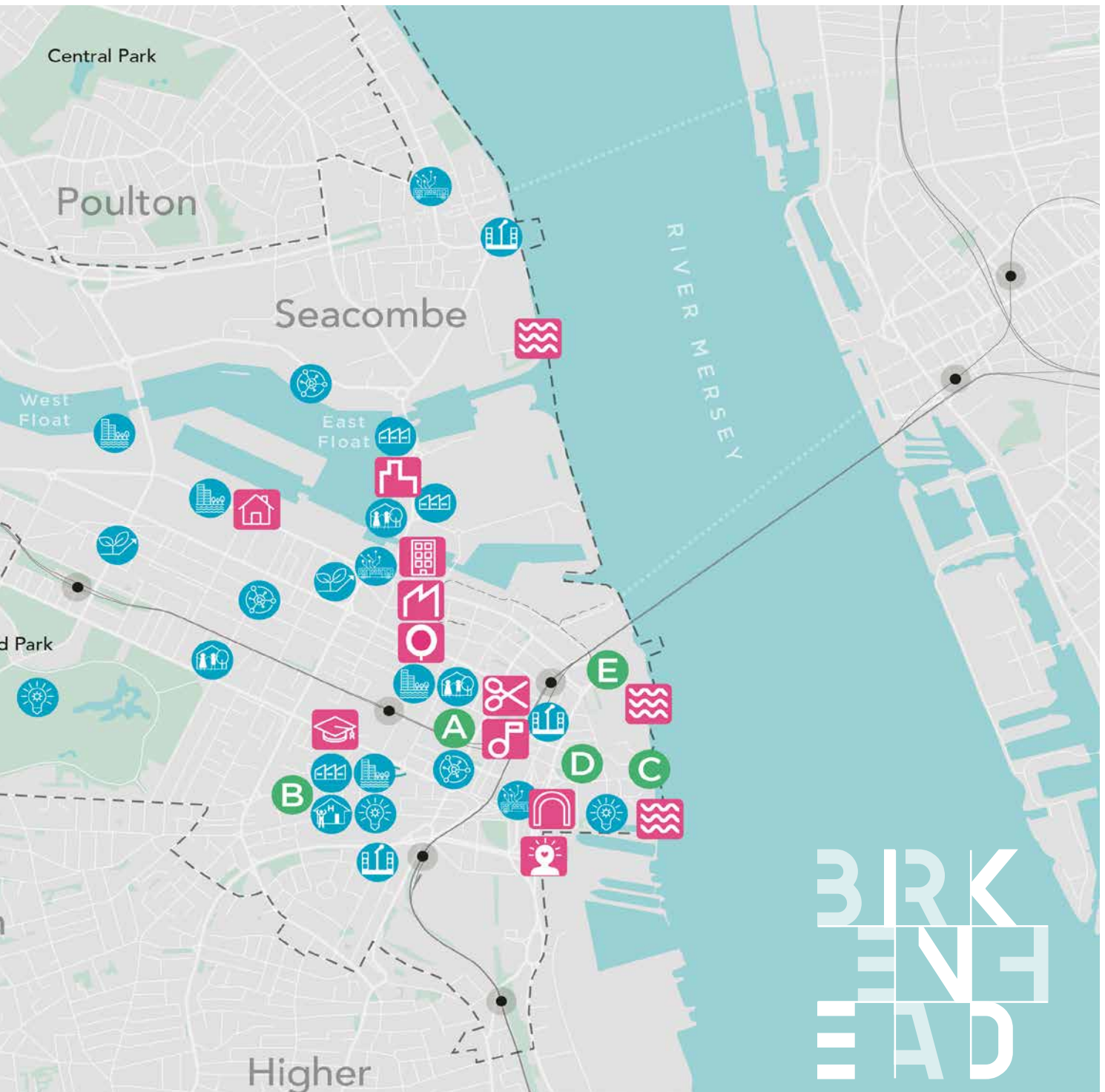
THE PROJECTS ALSO ADD CONSIDERABLE VALUE TO OUR RECENTLY APPROVED FUTURE HIGH STREETS FUND PROGRAMME.

A VIRTUAL FLY THROUGH OF BIRKENHEAD'S TOWN INVESTMENT PLAN.



Click [Here](#) to view a video of our Plan's Ambitions.





BIRKENHEAD

2040 2040 2040

THE FUTURE IS

BIRKENHEAD

BIRKENHEAD

2040 2040 2040

THE FUTURE IS

BIRKENHEAD



BRK
EN
EAD

SECTION 1.

CONTEXT

Our context section draws heavily on published data and evidence. It also draws extensively on the results of our stakeholder consultations as follows;

Key:



'My Towns' quotes and qualitative information from the online Town Investment Plan Consultation, and previous relevant consultations



Quantifiable elements of bespoke Town Investment Plan Consultation

BIRK
ENH
EAD

ORIENTATION

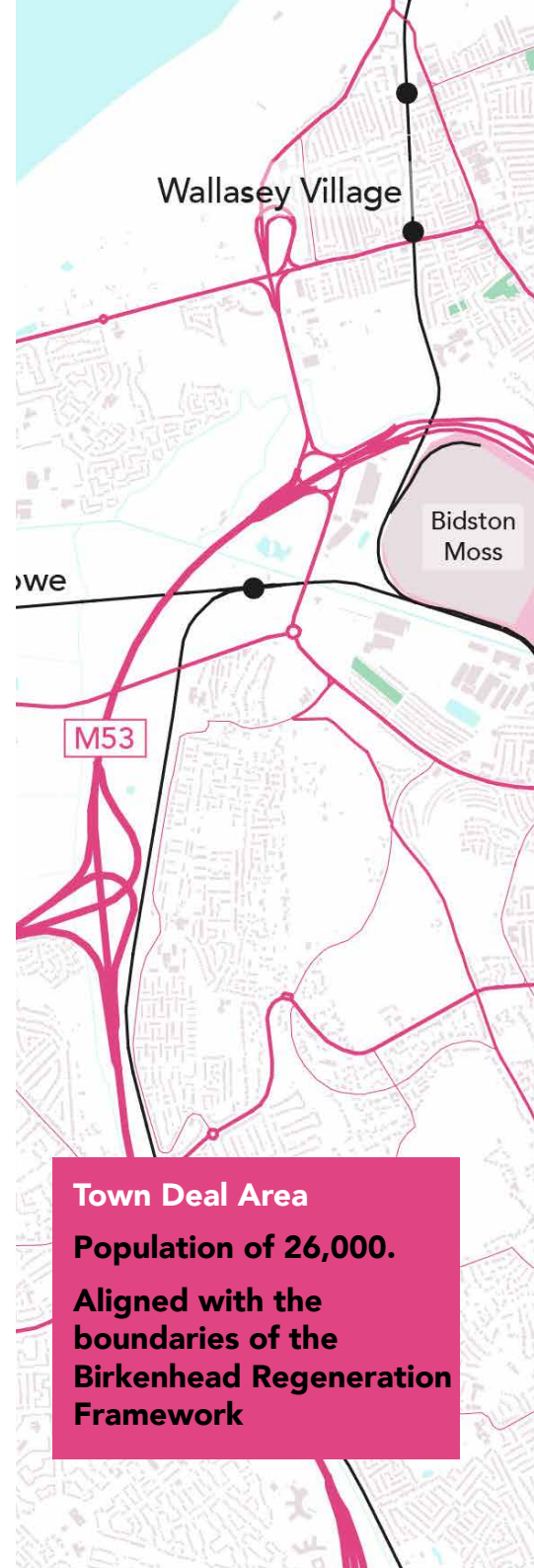
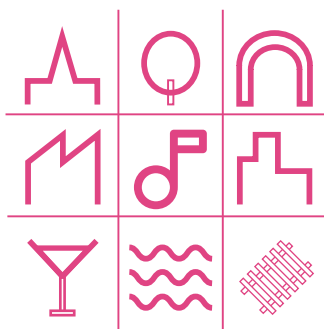
Defining our Town Deal area was an easy task. It is based on the natural economic centre of Birkenhead and follows the boundary of the Birkenhead Regeneration Framework – a major spatial planning document that we started in late 2019 and is now nearing completion. It contains all our main assets and areas of opportunity.

The Town Deal area serves a wide catchment. The wider Birkenhead Area arcs around the town and embraces a population base of circa 100,000.

Birkenhead sits within the Local Authority borough of Wirral. Wirral itself is a place of diversity. A peninsula that is home to 320,000 residents, spanning affluent areas to the west and more challenging urban areas, such as Birkenhead, on the east.

We are proud to be a pivotal part of the Liverpool City Region. Birkenhead faces directly onto the Liverpool waterfront and has always been inextricably linked to the Liverpool City Region economy. We are committed to ensuring our transformation aligns with that of our neighbours.

We also value our relationship with partner authorities in the Mersey Dee Alliance. Birkenhead is just 20-30 minutes north of the Ellesmere Port-Chester-Deeside area, an area of considerable economic opportunity.



Town Deal Area
Population of 26,000.
Aligned with the boundaries of the Birkenhead Regeneration Framework



Liscard

Central Park

A554

Seacombe

Vauxhall

A59

Liverpool

A5139

A59

Scotts Quay

West Float

East Float

Birkenhead

Queensway Tunnel

Ropewalks

A553

A5030

Birkenhead Park

Hamilton Park

Woodside

Town Centre

Hind Street

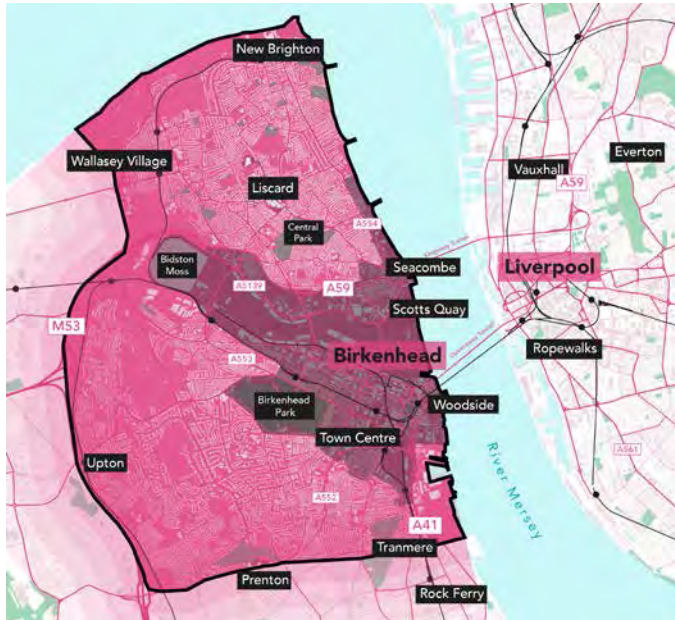
A561

A552

A41

Tranmere

Wider Birkenhead Area



Population of circa 100,000.

Home to a range of established residential communities, key businesses and growth sectors, many of whom look to Birkenhead for numerous services and opportunities on a daily basis.

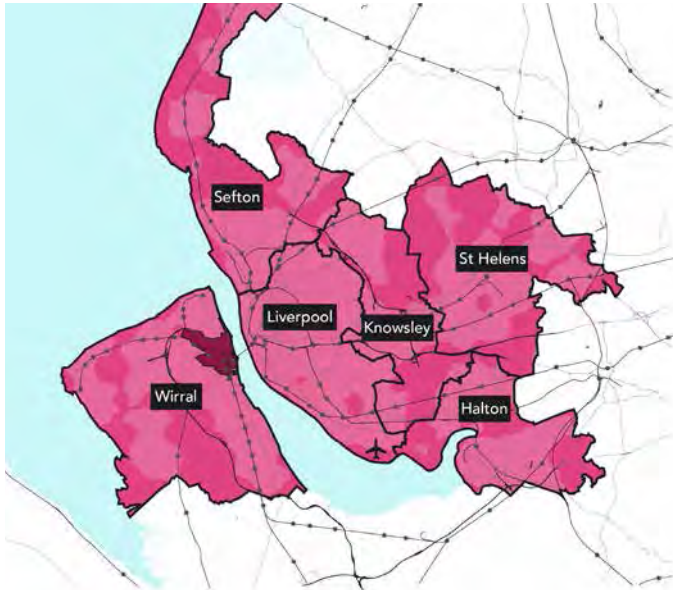
Wirral - A peninsula-based borough



Home to 320,000 residents.

A place of many different and contrasting neighbourhoods and regionally significant industry, with Birkenhead as a pivotal axis.

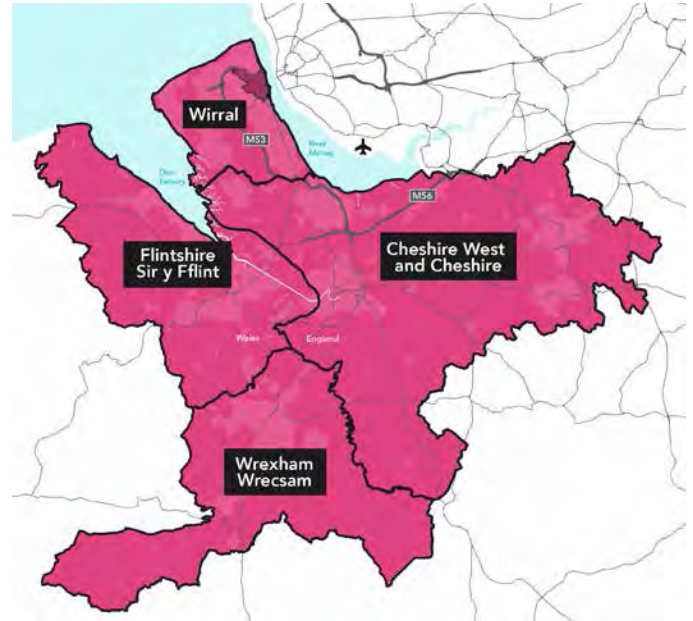
Liverpool City Region



Home to circa 1.5 million residents.

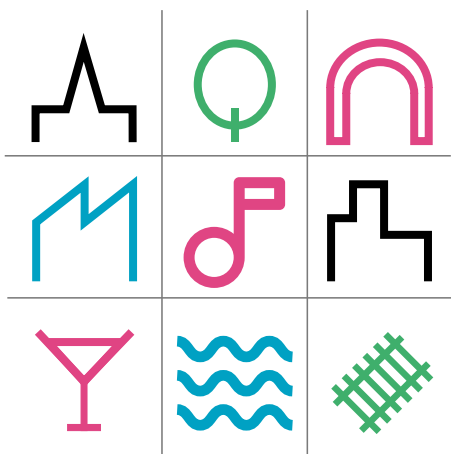
Six authorities, including Wirral. Birkenhead is inextricably linked to this nationally significant wider economic area under the stewardship of an elected Metro Mayor.

Mersey Dee Alliance

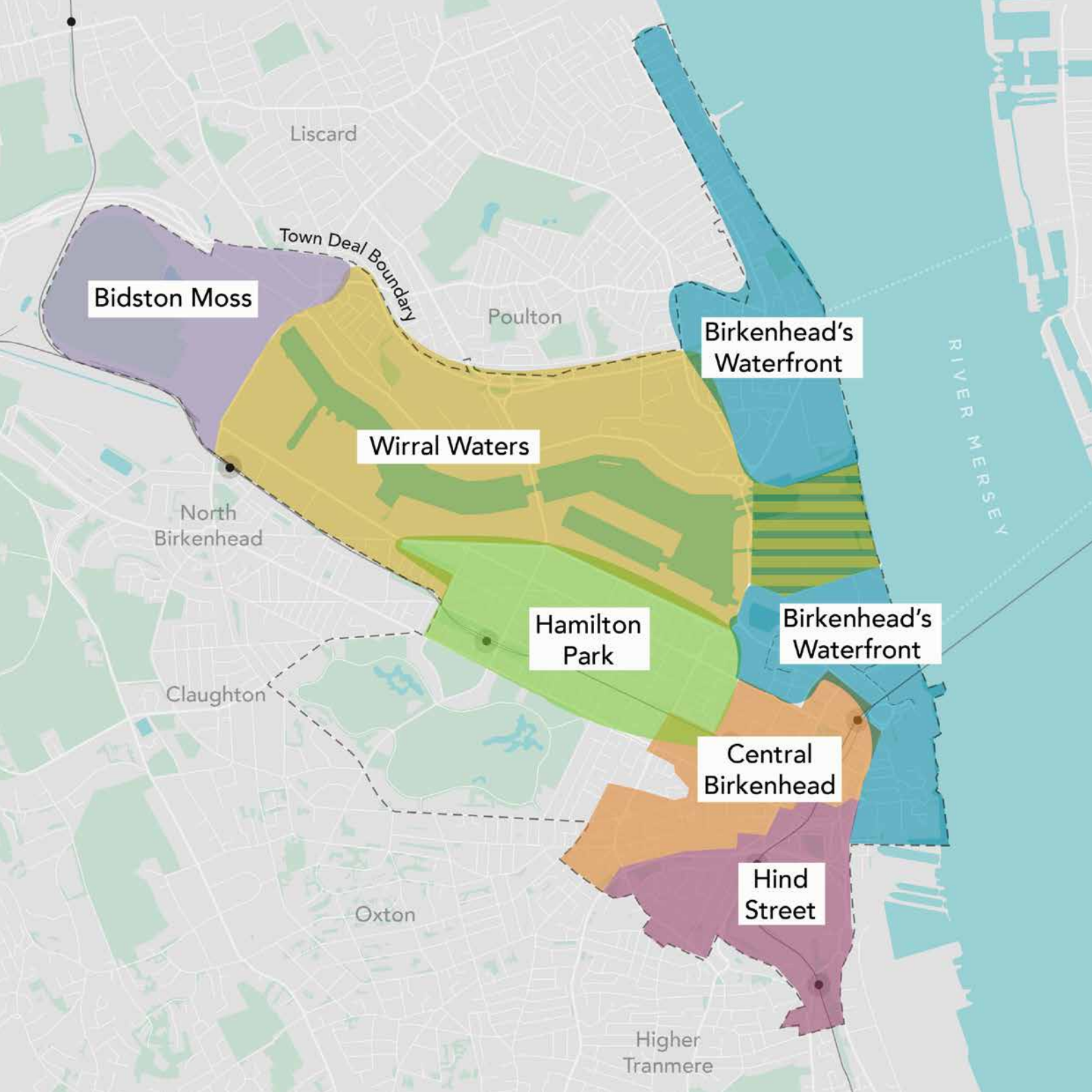


A partnership to promote economic growth around the English Welsh border. Birkenhead is well connected into the Ellesmere Port-Chester-Deeside axis and a key member of this long standing partnership.

The presence of the Birkenhead Regeneration Framework provides us with a strong spatial dimension to our Town Investment Plan. Throughout this document you will get to know and understand the roles played by different parts of Birkenhead, including:



- **Central Birkenhead:** Our main town centre area covering the High Street, Grange Road, the Pyramids and the Pavements shopping areas, and including Birkenhead Market and Hamilton Square
- **Hind Street:** The development area on and surrounding the former Gas Works to the south-east of Central Birkenhead – the southern gateway to the town including Birkenhead Central Station.
- **Wirral Waters:** The strategically significant Wirral Waters scheme and early phase dockside development areas, for which masterplanning and Outline Planning Permission is in place. You will read much more on Wirral Waters in our story of place
- **Hamilton Park:** the community within Central Birkenhead's fringe, the area between Birkenhead Park and Wirral Waters and the most prominent legacy of the Laird Grid in Birkenhead
- **Birkenhead's Waterfront:** potentially the most underutilised asset in our Towns Deal area - an industrial legacy with an iconic future, stretching from Cammell Laird in the south right through to our Port area and to Seacombe Riverside: our northern waterfront.
- **Bidston Moss:** the remains of the dock located at the head of Wallasey Pool, accommodating both strategic open space and reclaimed land available for development purposes.



A PLACE OF SCALE & TRANSFORMATION



Big Ideas, Big Opportunities and Big Challenges

Birkenhead is the 14th largest of all the 101 Town Investment Plan areas. With this scale comes both considerable need and considerable opportunity.

We are embarking on a period of huge growth and transformation. Our Town Deal area contains 780 hectares of land and it is within this Town Deal area that Wirral Council's brownfield-first Local Plan strategy will be played out.

We want to use our brownfield land assets, many of which remain unsightly, to both grow and diversify, to become one of the most significant towns in England.

In late 2020 we drafted the Birkenhead Regeneration Framework, a spatial planning document which is a key accompaniment to this Town Deal submission. The BRF will be part of our Local Plan documents and will ensure the comprehensive regeneration of Birkenhead is at the heart of the emerging Wirral Local Plan 2020 to 2037.

A principal example of our transformation will be Wirral Waters. Located in the heart of Birkenhead, this is one of the largest regeneration projects in the UK and will transform the derelict docks in Birkenhead through a scheme of high density, mixed use, sustainable regeneration developments. The 30+ year project, which has outline planning consent, is a key part of our regeneration strategy for Birkenhead. Wirral Waters has both Enterprise Zone and Housing Zone status, with numerous developments already completed or underway.



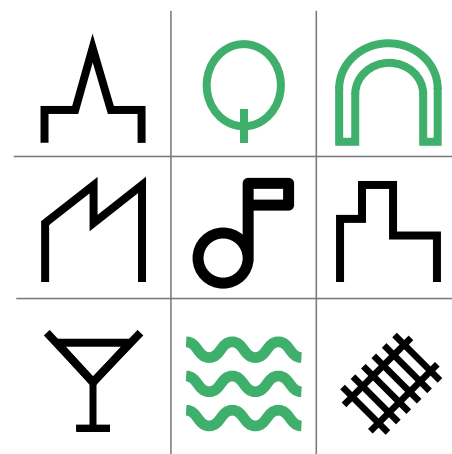
The number of jobs within our Town Deal area stands at 25,000 (BRES 2019), but we still suffer from very low levels of economic participation. In 2019 the economic inactivity rate in the Birkenhead Constituency Area was 23% compared to 20% across Wirral. In the constitution area in 2019 there were 900 people unemployed and a further 10,300 economically inactive. Across the Wirral there are 6,700 unemployed and 38,400 inactive. These figures have been exacerbated by COVID; sustaining additional jobs is more crucial than ever.

We recognise how critical it is to have a sustainable and vibrant town centre supporting the communities of Wirral. The Wirral Retail and Centres Study states the proportion of vacant

retail units in Birkenhead town centre in 2019 was 24% more than double the UK average of 12%. Footfall was 10.3m in the core of the high street in Birkenhead in 2019; a staggering reduction of 7.6m when compared to 2008. Footfall counts undertaken in January 2020 showed a further decline suggesting annual levels of under 4 million. The National / Local Lockdowns of the COVID 19 pandemic have further exacerbated the situation.

Finding new long-term roles for our Town centre is crucial. Wirral Growth Company is a 50/50 joint venture between Wirral Council and urban regeneration specialist, Muse Developments, which was created in 2019 to deliver a long-term vision for the regeneration of Birkenhead Town Centre, with Phase 1 underway.

We need large scale transformation to fundamentally turn around negative perceptions of Birkenhead. It is clear that our residents and external stakeholders do not always see Birkenhead in a positive light.





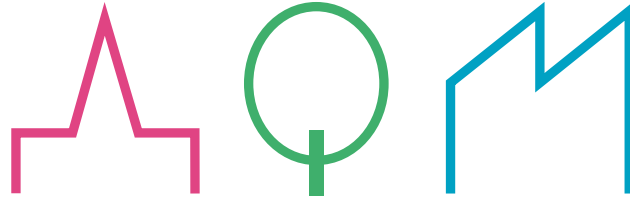
**'IT'S HISTORY.
IT'S POTENTIAL!
THE PEOPLE ARE
GREAT, TOO.'**



**'BIRKENHEAD HAS
HUGE POTENTIAL. IT
INFLUENCED NEW YORK,
AND IMMENSE HISTORY
WITH ITS SHIPBUILDING. IT
DESERVES TO BE ON THE
MAP AGAIN.'**

A PLACE OF FIRSTS

And how we need to leverage our Heritage, Icons and Pioneers



Our town is a place of immense history. History that is often overlooked and certainly under-utilised.

The merchants and industrialists who underpinned the evolution of Birkenhead in the first half of the nineteenth century were intent on creating a new town that was well-planned. The initiative and entrepreneurship which they had demonstrated in making Liverpool one of the greatest seaports in the world was now applied to the planning of Birkenhead.

The creation of a Birkenhead Park, as the first publicly funded park in the world, became a key element in the implementation of the overall development plan. The Park is renowned to be the inspiration for the American, F.L. Olmstead in designing Central Park in New York, and is now a Grade I listed landscape and carries a prestigious Green Heritage Award, and is also being considered for World Heritage Site status.

William Laird, a Scottish shipbuilder, and his son John, were influential in the design of Birkenhead. Parts were laid out in a grid-iron pattern like Edinburgh New Town with similar architecture.

Hamilton Square, named after William Laird's mother-in-law, was designed as the civic heart of Birkenhead and hosts the largest concentration of Grade I listed buildings outside Trafalgar Square in London.

The Hamilton Square cluster of Georgian buildings, the Laird Grid legacy, and Birkenhead Park nestled into the grid are three of the most evident heritage assets but only tell part of the story of Birkenhead.


Birkenhead was home to the first street tramway in Britain. Later, the Mersey Railway connected Birkenhead and Liverpool, with the world's first tunnel beneath a tidal estuary.



'I AM PROUD TO HAVE LIVED HERE ALL MY LIFE, WHY, BECAUSE, WE ARE ALL BUT AN ISLAND SURROUNDED BY SEA AND SAND AS WELL AS HAVING A CHANCE TO ENJOY OUR GREEN AND OPEN SPACES'

It was in Birkenhead Market that Michael Marks (one of the two founders of the Marks & Spencer retail chain) opened one of his first seven 'Penny Bazaar' stalls.

The Birkenhead Priory, constructed in the 12th Century, is the oldest standing collection of buildings in Merseyside and recognised as an Ancient Scheduled Monument by Historic England.

 **OUR ONLINE TOWN FUND CONSULTATION FOUND 91% OF RESPONDENTS THOUGHT HAMILTON SQUARE, THE PRIORY, BIRKENHEAD PARK AND OTHER HISTORIC ARCHITECTURE WERE A DISTINCTIVE FEATURE OF THE TOWN. OUR HISTORY CLEARLY MATTERS TO OUR RESIDENTS AND WE NEED TO MAKE MORE OF IT**





A WATERFRONT PLACE

The Immense Opportunity for Living, Commerce & Leisure



Birkenhead's history, evolution and unique economy are completely entwined with its waterfront location. It was through the port and its associated industries that Wirral experienced its industrial revolution. The life and industry of Birkenhead continues to have a focus around the waterfront.

We house Cammell Laird, an internationally recognised shipyard. Cammell Laird continues to secure major maintenance and construction contracts including the RRS Sir David Attenborough, four MOD tide-class tankers and nine RFA ships in recent years.

The 12 Quays River Terminal opened in 2002 to transport passengers and freight between Merseyside and Belfast. 12 Quays is one of three ferry ports in Birkenhead. We also benefit from Woodside and Seacombe ferry terminals which provide direct access to Pier Head on the Liverpool side of the Mersey.

Both Woodside and Seacombe house visitor assets. In the case of Woodside the U-Boat story and a successful eating/drinking establishment. In the case of Seacombe a flagship new attraction is being opened with Eureka! Mersey - a brand-new children's museum, with 21st century science and discovery centre - opening in

2022 next to the Seacombe Ferry Terminal. There is considerable scope to build on our ferry terminals as key visitor hubs.

Our heritage assets are also represented on the waterfront. For example Birkenhead Priory is the oldest standing collection of buildings in Merseyside and is used as a base for a number of our visitor and cultural events.


Our waterfront offers one of the most impressive global viewpoints – with direct views to the three graces Liverpool: Royal Liver Building, the Cunard Building and the Port of Liverpool Building, and the wider UNESCO World Heritage site.

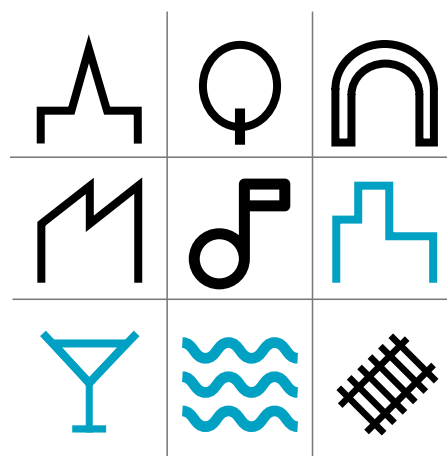


The waterfront assets of the Great Float (comprising East and West Float) provide the platform for the Wirral Waters regeneration programme. The Great Float comprises 45 ha of water and more than 6 km of quayside.

Birkenhead's Waterfront comes with many challenges, with poor public realm and wayfinding making it hard to navigate and unwelcoming to both residents and visitors. There is a need to substantially improve access and permeability of our waterfront, creating a better connection to the wider town centre.

Many more of our residents should have easy access to our waterfront assets and use it on a more regular basis. This is a key opportunity for making Birkenhead a healthy place to live, and a place with room to breathe.

 **IN OUR TOWNS FUND CONSULTATION 69% OF RESPONDENTS THOUGHT THE WATERFRONT TO BE A SPECIAL OR DISTINCTIVE FEATURE OF THE TOWN. WHILE 41% OF OUR RESIDENTS ONLY USED THE WATERFRONT 2-3 TIMES A YEAR OR LESS. THERE IS SCOPE TO INCREASE USAGE SIGNIFICANTLY.**





**THE WATERFRONT
NEEDS MORE PLACES
TO STOP, LINGER AND
HAVE FUN. MAKE IT SAFER –
BETTER LIGHTING, ETC.'**



**'THE WATERFRONT HAS
BEEN ALLOWED TO
DETERIORATE, IT COULD
BE A GREAT TOURIST
DESTINATION WITH A FOOD
AND DRINK OFFER THAT BUILDS
ON THE FANTASTIC VIEWS.'**

A PLACE OF INDUSTRY

Established and Emerging Sectors and those Needing Support

Much of Birkenhead was developed during the industrial revolution and it remains a place of industry.

There are 25,000 employees working in the Town Deal area. The manufacturing sector accounts for 3,500 jobs in the Town Deal area and we are proud to be a town of industry. We are also a major public administration hub accounting for 4,000 jobs.

Our main specialisms that stand out relative to the rest of the UK are within some niche manufacturing sectors,

government services and shipbuilding – where we account for 1 in every 17 shipbuilding jobs in England. The maritime sector in Birkenhead remains a key asset, this will be further improved by the development of a £23 million Maritime Knowledge Hub which will commence construction in 2022. These important, but fragile sectors will need continued support in the face of tough global trading conditions.



THE TOWNS FUND CONSULTATION FOUND 32% OF RESPONDENTS THOUGHT CREATING MORE BETTER-PAID / HIGHER SKILLED JOBS WOULD HELP TO MAKE BIRKENHEAD BETTER FOR EVERYONE.

Employment Specialisms in the Town Deal Area

Major Subsectors	Employees	LQ
Building of ships and floating structures	1,000	61.8
Compulsory social security activities	1,500	41.5
Manufacture of telegraph and telephone apparatus and equipment	300	39.4
Repair and maintenance of other transport equipment	400	35.0
Activities of call centres	1,000	15.9
Regulation of the activities of providing health care, education, cultural services and other social services, excluding social security	600	8.4
Renting and operating of Housing Association real estate	600	7.0

Source: BRES, 2019. Location Quotient (LQ) measures the concentration of employment. An LQ of 1.0 = average concentration

Birkenhead also houses some high volume employment sectors that are present in many other UK towns and cities. The retail sector accounts for 3,000 jobs and is clearly under immense pressure, professional/scientific services account for 2,000 jobs, and the health and education sectors combined total 3,000 jobs.

The digital and creative sector is seeing a stream of new business starting, locating and growing in Birkenhead. We are seeing growth in music, immersive technologies, artificial intelligence, digital health, film and television, further boosted by the increased profile of the Wirral Borough of Culture 2019.

For example, Future Yard - the Argyle Street music venue - hosted a number of events, including Future Yard Festival, as part of the Borough of Culture 2019. There are a number of creative businesses on Argyle Street including Rathbone Pottery Studio building on the renowned Della Robbia Pottery. Bloom Building is a collection of culture, community and mental health services including a community cafe. While the Convenience Gallery is a community and contemporary arts gallery.

The Council will continue to support the growth of the creative industries via commissioning the place-based Culture and Heritage Strategy due for consultation later in 2021.

There are a growing number of clean-growth businesses situated in Birkenhead focusing on the clean renewable energy generation, storage and private wire delivery to support Birkenhead's future growth. Examples include Inteb (sustainability energy management specialists), Real Sphere Eco World (wholesale eco-friendly products), Quinnovations Group (collective of carbon reduction companies) and waste not want not (zero waste shopping initiative). Ørsted, a world leading green energy supplier, is also based in our Town Deal area.



**OUR TOWNS DEAL
CONSULTATION
ASKED WHAT WERE
THE MAIN CHALLENGES TO
THE FUTURE DEVELOPMENT
OF BIRKENHEAD,
CONSIDERING COVID-19.
40% OF RESPONDENTS
STATED EITHER "LACK OF
INVESTMENT" OR "NEED TO
ATTRACT BUSINESSES" OR
"JOB SECURITY".**

A SUPERBLY LOCATED PLACE

Access to a Great City Region, Tackling Remaining Connectivity Needs

Birkenhead is well connected by sustainable transport.

High frequency Merseyrail services connect to Wirral and the wider city region, forming one of the best urban transit systems in the UK. There are six Merseyrail stations in the Towns Deal area including Birkenhead Park, Conway Park, Birkenhead Central and Hamilton Square Station. These stations provide vital connectivity.

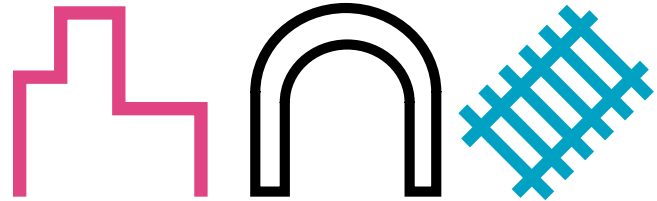
There are three Ferry ports in Birkenhead: Woodside and Seacombe which are served by Mersey Ferries and the 12 Quays Terminal which provides direct connections to Belfast. Liverpool John Lennon

Airport is approximately 11 miles from Birkenhead and provides flights to a number of European destinations.

The M53 and the Kingsway and Queensway tunnels provide strong strategic highway links that are essential for the flow of people and goods to Liverpool and beyond. The town can easily access the main northern motorway network of the M56, M62 and M6.

“Last mile” connectivity of our communities into the rail and ferry network, both current communities and new ones that will be developed, is problematic and is an area that requires considerable investment.


Walking and cycling needs to be prioritised in a town where 39% families do not own a car, compared to 26% across England. With our City Region partners, we are committed to putting in place significantly enhanced walking and cycling infrastructure.




**NEARLY 30%
OF ONLINE
CONSULTEES**

**STATED THAT BIRKENHEAD
WAS “WELL-CONNECTED”,
A SIGNIFICANT NUMBER ON
WHICH TO BUILD.**



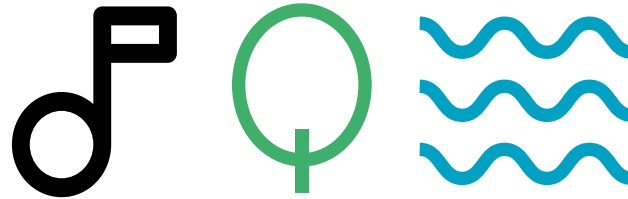

'THE LOCATION AND PEOPLE MAKE ME PROUD TO LIVE IN BIRKENHEAD.'
'GIVEN OUR PROXIMITY WE SHOULD BE THE BROOKLYN (BIRKENHEAD) TO MANHATTAN (LIVERPOOL).'


 Liverpool John Lennon Airport


 Ellesmere Port

A GREEN & SUSTAINABLE PLACE

The Opportunity our Assets & Commitment Provide



In the face of mounting evidence Wirral has declared an environment and climate emergency. In December 2019, the Council approved the Wirral Cool 2 Strategy, building on the original Cool Strategy 2014-19. Plans include at least 100,000 homes to be have energy efficiency upgrades over the next ten years, a complete switch to clean 'zero carbon' energy sources by around 2041 and a complete shift to fossil fuel free local travel by around 2030.

The Cool Wirral Partnership brings together the NHS Foundation Trust, Fire and Rescue, Police and Merseyside Recycling and Waste (amongst others) to implement emission reduction techniques throughout the borough. The partnership promotes action in the community and reports on actions of the Council via 'The Cool Wirral Campaign'.

Birkenhead has all the ingredients to serve as the hub of our sustainability drive. It has established housing areas in need of new low carbon energy systems, substantial new housing planned, new transport solutions are required and there is tremendous appetite to create a fundamentally more sustainable town.



'ALL PROJECT IDEAS SHOULD HAVE AN ENVIRONMENTALLY SUSTAINABLE APPROACH.'



**'BIRKENHEAD SHOULD
AIM TO BECOME FULLY
CARBON NEUTRAL..IT
SHOULD SET ITSELF AS A BEACON
AUTHORITY FOR ENVIRONMENTAL
DESIGN QUALITY.'**



The historical evolution of Birkenhead has been synonymous with green infrastructure – its name stems from its natural landscape of Birch trees which grew along the River Mersey. It was the home of the first publicly funded park in the world, with a global story forever linked to New York, and it has grown through a series of planned park estates, at Rock Park, Clifton Park, Egerton Park and high-quality residential environments like Oxton.

Green connections in the East of Birkenhead are lacking, especially the corridor between Corporation Road and Green Lane Station. There is an excellent opportunity to

improve green space along the Waterfront and create easy links to Hamilton Square and Birkenhead Park. We also have a major opportunity to create a new linear green corridor traversing the town centre.

Residents were asked to rank the measures that could be put in place to ensure a more sustainable Birkenhead. Their views align closely with the work of the Cool Wirral Partnership:

Rank	Ranked sustainable, environmentally friendly methods that could be incorporated into the recovery from COVID 19?
1	Create more pleasant outdoor spaces for residents, businesses and visitors to use
2	Encourage walking and cycling
3	Encourage retrofit (update and adaption) of buildings
4	Encourage local food supply initiatives
5	Encourage use of renewables in public buildings

Source: Bespoke Town Deal online survey



**'BIRKENHEAD
PARK IS STUNNING
AND PRETTY WELL
MANAGED.'**



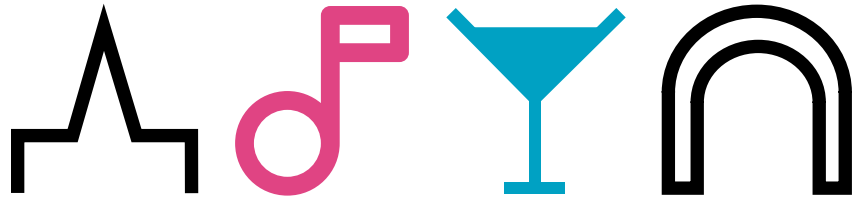
**'THE HISTORY
IS UNDENIABLE,
THE FIRST PUBLIC
PARK IN THE WORLD,
CENTRAL PARK IS
DESIGNED AFTER IT!'**

A PLACE TO VISIT

The Opportunity to Develop Yet More Culture, Fun, and Reasons to Visit

Birkenhead is home to many heritage-based visitor attractions including Hamilton Square, Birkenhead Town Hall and Birkenhead Priory. Birkenhead Park is one of the most popular visitor sites, and the Council continues to pursue UNESCO World Heritage status.

The Wirral Growth strategy highlights a 26% increase in visitor numbers between 2010 and 2017 with 8.2 million annual visits to the borough creating £385 million in expenditure. We estimate circa 2.0 million of these visits are to Birkenhead.



Wirral was awarded the Liverpool City Region Borough of Culture 2019 and many events were held in Birkenhead including The Witching Hour street art and light show held in Birkenhead Park, The Future Yard Festival, Royal Liverpool Philharmonic Orchestra live at Birkenhead Park. The Wirral Food and Drink Festival attracted 30,000 people to Birkenhead Park in one weekend.

New attractions are being constructed including Eureka! Mersey, a new children's museum which will open in 2022 following an £11.75 million development,

comprising the creation of a 21st Century science and discovery centre.

There have also been developments in the creative / cultural sector, Future Yard a 350-capacity performance venue opened in 2019.

It is clear that Birkenhead has developed the beginnings of a successful visitor offer. It is equally clear that to stay competitive much more investment is required in our visitor infrastructure.



'THE PERFORMANCE THAT HAPPENED IN BIRKENHEAD PARK THAT BROUGHT THOUSANDS OF PEOPLE TOGETHER MAKES ME PROUD OF BIRKENHEAD.'



NEARLY 20% OF CONSULTATION RESPONDENTS STATED THAT IF THEY COULD CHOOSE A SINGLE NEW INVESTMENT FOR BIRKENHEAD THEN IT WOULD BE A NEW ARTS/CULTURE/EVENTS FACILITY. THIS WAS THE LARGEST SINGLE OPTION SELECTED.



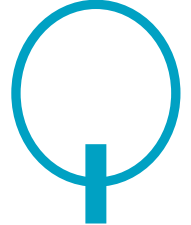
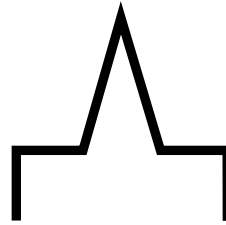
A PLACE NEEDING EQUALITY IN HEALTH & WEALTH

Reducing inequalities to enable secure, fulfilling livelihoods for all.

Each neighbourhood within the Towns Deal area is in the top decile for multiple deprivation, income deprivation, employment deprivation, health deprivation and income deprivation affecting children.

Educational attainment is an issue in the Birkenhead Constituency Area with just 28% of the working age population holding qualifications of up to NVQ 5 & 6, compared to 37% of the working age population in Wirral and 40% in England.

Educational attainment is even more of an issue with the Town Deal residential communities, with only 12% of the working age population have a degree level qualification according to the 2011 census. In the Town Deal area 36% of working age population do not have any qualifications.



IN THE BESPOKE ONLINE CONSULTATION 19% OF RESPONDENTS STATED SUPPORT FOR ACCESS TO JOBS AND TRAINING WOULD IMPROVE THE LIVES OF PEOPLE IN BIRKENHEAD. WHILE 23% OF RESPONDENTS SAID SUPPORT FOR COMMUNITY BUSINESSES AND SOCIAL ENTERPRISES WOULD MAKE BIRKENHEAD BETTER FOR EVERYONE.



UNITE STARS

THE KING
CRISPS FIT FOR

DANCE FACILITY RECRUITMENT
Quality

Indices of deprivation for 2019 show circa 15,500 people live in areas that are the 10% most income deprived.

In the Birkenhead Constituency area 29% of children are living in poverty compared with 17% across England, according to the 2011 census. Fuel poverty is an issue, 5% of households across the Birkenhead Constituency Area lack central heating compared with 3% across England.

Within the Town Deal area 29% of people have a limiting long-term illness, compared to 18% across England. Approximately 15,500 residents in the Town Deal Area are within the most deprived decile for health nationally.

The ONS Standardised mortality ratio 2013-17, shows that the average mortality rate is higher than the Liverpool city region, especially relating to respiratory disease, coronary heart disease and circulatory disease.

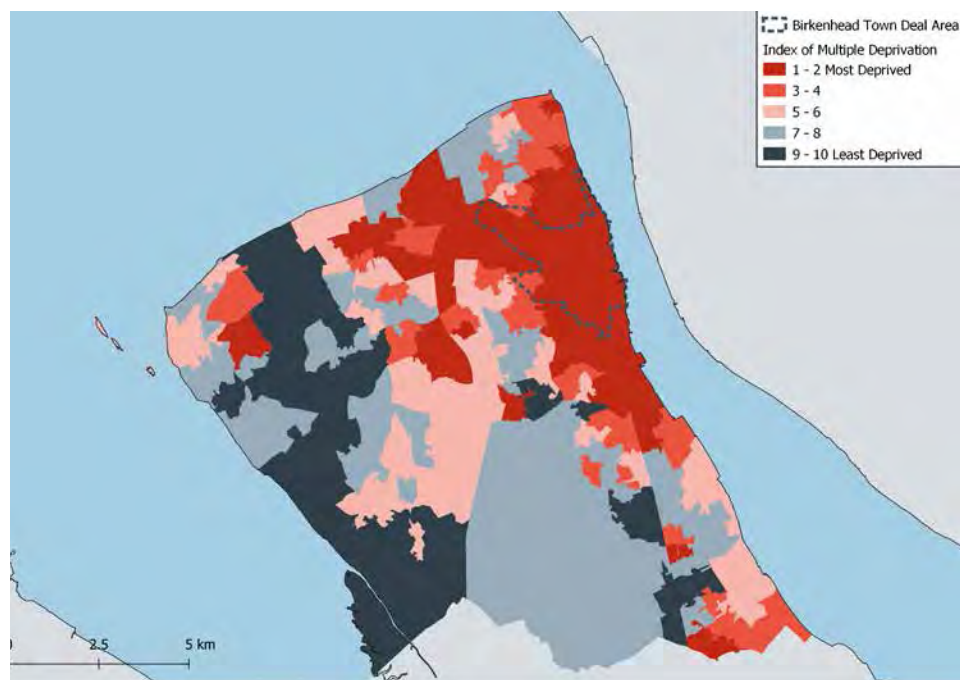



Figure 1.1 Index of Multiple Deprivation in Wirral and Birkenhead



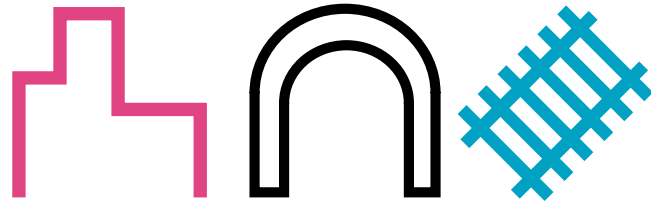
Controlled
ZONE
8 am - 6.30 pm

THE GEORGE AND DRAGG

 **'TACKLING CHRONIC DEPRIVATION HAS TO BE A PRIORITY.'**

A PLACE THAT NEEDS DIVERSIFICATION

The Need for New Roles, New Talent, New Sectors



Birkenhead is comprised of a number of established and loyal communities, which is a key asset. The town, however, is in much need of diversification. Just four population groups make up 89% of the Towns Deal population:

- Transient Renters (34%) - young singles / home shares, age 26-35, earn £20K-£29K per household, 0-1 child
- Municipal Tenants (29%) age 56-65, Council Flats / HA, high fuel poverty, below £15k household income,

- Family Basics (14%) 36-45 age, £30K-£39K household income, 1 child, low discretionary income,
- Vintage Value (12%) age 66+, household income below £15k and high fuel / water poverty.

The Birkenhead Constituency Areas is more diverse with 13 out of 15 population groups represented, but 58% of the population are still comprised of the four main groups listed above.

Birkenhead's housing type is also in need of diversification. 66% of the Birkenhead Constituency Area are semi-detached (33%) or terraced (33%), with just 9.7% detached.

In the Town Deal area 47% are terraced, 14% semi-detached and 3% detached.

There is limited diversity in uses across the heart of the town centre – with little by way of leisure, office uses (beyond those on upper floors relating to retail uses below), and limited residential uses within the core. Birkenhead has been identified as the 9th worst area nationally as a food-oriented destination in the 2017 UK shopping venue rankings published by Venue score. The proportion of betting shop / casino provision within the centre is over double the national average.



Outside of trading hours the centre is largely deserted, and is an unattractive and at times intimidating environment. Diversifying uses across the town centre is both a key need and a key opportunity.

The Town Centre needs improvement and diversification to include mixed-use commercial core, with workspaces, offices, shops, services and living space. Birkenhead town centre should be somewhere that is “arrived at and enjoyed” rather than “passed through and ignored”. This can be achieved by diversifying our business sectors with new industries while increasing the number of small businesses in the town centre. Our response is underway through the delivery of Birkenhead Commercial District by Wirral Growth Company.

There is a growing cluster of creative businesses near Argyle Street, further afield there is a creative youth hub at Pilgrim Street, the Sheds at Pacific Road, and the Bloom Building at Abbey Close. Many of these businesses are still under five years old but have already proved there is demand for more creative businesses in the town.

There are also a number of sustainable / green technology businesses in Birkenhead including Inteb, Real Sphere Eco World, Quinnovations group and Ørsted. There is an opportunity to build on the growing cluster so Birkenhead becomes a regional centre for sustainability.



**OUR BESPOKE
ONLINE
CONSULTATION
FOUND 77%**

**OF RESPONDENTS
THOUGHT THAT A
BETTER HIGH STREET
AND TOWN CENTRE
WOULD MAKE
BIRKENHEAD BETTER
FOR EVERYONE. WHILE
44% THOUGHT THAT
BETTER FACILITIES FOR
CULTURE, HERITAGE
AND ARTS WOULD
IMPROVE BIRKENHEAD.**



'MAKE IMPROVEMENTS AND DIVERSIFY THE TOWN TO ATTRACT YOUNG PEOPLE TO LIVE, VISIT AND WORK HERE.'



'I THINK THAT THE TOWN CENTRE DEVELOPMENT SHOULD INCLUDE SOME HOUSING AND LEISURE FACILITIES AS WELL AS SHOPS AND OFFICES.'

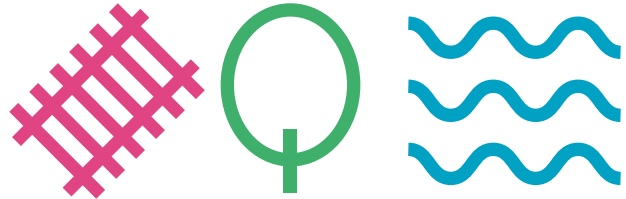
A PLACE WITH BARRIERS

Our Need to Remove Divisions, of Whatever Form

Access to the highways network is an asset for Birkenhead, but there are physical by-products, much of this significant road-based infrastructure. It creates a heavy concrete environment which cuts through Birkenhead and in part wraps around the town centre creating a 'concrete collar'. This creates a severance between different communities within the Town reducing community cohesion.

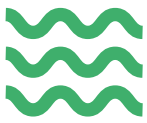
Birkenhead's public realm is in need of improvement to remove the barrier between communities and is insufficient in many areas creating a hostile pedestrian environment. Public realm connections between the waterfront and the town centre are poor. Without improvement to permeability the creation of visitor destinations on the waterfront will be hampered.

According to the 2011 Census 80% of the population would agree that people from different backgrounds get on well together. However, just 60% felt they belonged to the neighbourhood. A high community needs index



score indicates the area needs improved connections to key services (i.e. health) and digital infrastructure. The community needs index score in Birkenhead is 76, the England average is 21.3.

According to Ofcom in 2017/19 13% of premises in the Town Deal Area have broadband speeds below the Universal Service Obligation, compared to a 1.8% average across England. The average download speed is in line with the England average, but the average upload speed is slightly lower.



**OUR BESPOKE
CONSULTATION
FOUND THAT**

**19% OF RESPONDENTS
THOUGHT THAT IMPROVED
WALKING AND CYCLING
ROUTES WOULD IMPROVE
BIRKENHEAD FOR EVERYONE.**



**FEEDBACK FROM
THE MYTOWN
PORTAL SUGGESTS
MODERNISATION OF EXISTING
INFRASTRUCTURE AND PUBLIC
REALM IS REQUIRED TO BREAK
DOWN BARRIERS.**

A PLACE HARD HIT BY COVID

The Needs of Our People, Our Sectors and the Need for Resilience

Covid-19 impacts have varied considerably across various parts of the country, and economy. Areas have been disproportionately impacted depending on socio-economic circumstances.

There are clear areas of vulnerability across Birkenhead. Notably, our high levels of deprivation. This has exacerbated the worst impacts of Covid-19, with individuals on average having less secure employment, low levels of savings and being overall more vulnerable to economic shocks.

According to the Towns Fund Covid-19 Vulnerability Tool, 2020 using BRES and ONS data, a total of 47% of employees in Birkenhead Town Deal Area work in the most at risk sectors such as accommodation / food services, arts / entertainment and motor trades. Meanwhile 57% of businesses are within these most at risk sectors which also includes wholesale, education and retail. Overall there are 12,000 jobs at risk in Birkenhead.

By October 2020 there had been a 74% increase in the Claimant Count in Wirral since March 2020. The proportion of claimants per 1,000 working age residents has been a lot higher in Birkenhead (89 in January rising to 130 in

47% OF RESIDENTS IN THE TOWN DEAL AREA WORK IN COVID "AT-RISK" SECTORS

October) than the national rate (29 in January rising to 63 in October). The Birkenhead Town Deal area has seen a 24% reduction in job vacancies between March and October, higher than the 16% reduction in Wirral.

The Coronavirus Job Retention Scheme statistics released by HM Revenue and Customs outlines that out of 139,500 eligible employments were in Wirral, 9,600 employments furloughed during October. That's a 7% uptake (down from

8%/10,800 in September and 10%/14,400 in August). Out of 38,400 eligible employments in Birkenhead, there were 2,700 employees furloughed during October. That's an uptake of 7% (down from 8%/2,900 in September and 12%/3,900 in August). Furlough uptake is expected to rise again with the announcement of Tier 4 in December 2020 and the 3rd National lockdown in January 2021.

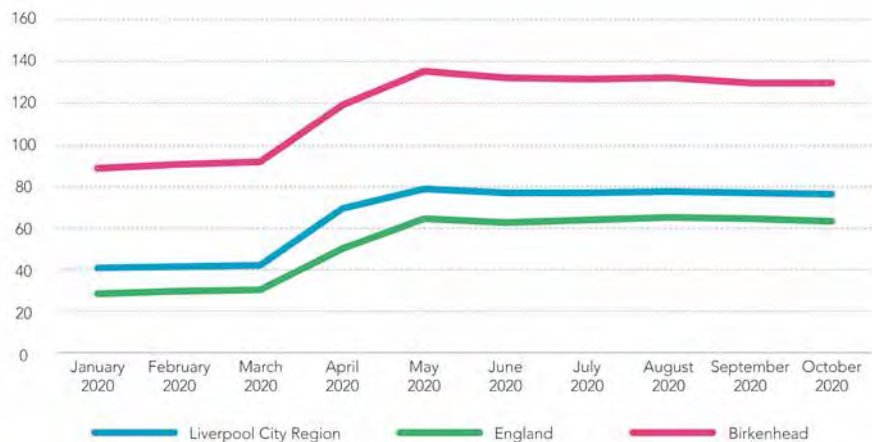


Figure 1.2 Change in Claimant Count per 1,000 working age residents Jan – Oct 2020

RESPONDENTS TO OUR TOWNS DEAL SURVEY WERE ASKED WHAT THEY PERCEIVED TO BE THE MAIN CHALLENGES TO THE RECOVERY OF COVID 19 IN BIRKENHEAD. ANSWERS INCLUDED "EQUAL OPPORTUNITIES FOR EVERYONE AND TACKLING POVERTY", 'FRAGMENTATION OF THE COMMUNITY' AND 'MORE SHOPS CLOSING, FEWER PEOPLE USING THE TOWN CENTRE'.

SUMMARY OF NEEDS AND OPPORTUNITIES

NEEDS



We need support to leverage our significant land assets, much of which are brownfield. This, of course, is a major opportunity as well.



We need to grow our population and employment base. Standing still would mean relative decline.



We need to diversify our population base, attracting new families and new talent to live in Birkenhead



We need to build a more vibrant base of small businesses. We know that small business growth drives wider economic growth, and our small business base needs supporting



Our town centre is struggling, and we need to find new roles and establish vibrancy and vitality



We have major physical blight and physical barriers that are holding us back. We need to address these with bold and creative solutions



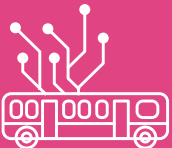
We need to spread wealth better – we are, unfortunately, a town of deprivation, lower skills and unequal access to economic opportunity



Health inequalities are there for all to see and shapes deprivation in our town, both pre COVID and especially in the last year. We need to ensure our residents are healthier and more active



Our existing estates and neighbourhoods need new life breathing into them – they need physical regeneration and they need to be better connected into our economic and cultural assets

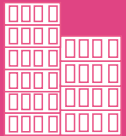


We need to develop better connectivity within the town, and address our remaining external connectivity gaps. New mass transport solutions to provide “last mile” connectivity are needed

OPPORTUNITIES



Our waterfront is a unique asset and one which we have only partly utilised. We have an opportunity to achieve much more



Wirral Waters provides us with one of the UKs largest waterfront based development programmes



We are an active part of the Liverpool City Region maritime sector, and have an opportunity to boost this role yet further. This is opening up opportunities to develop our nascent clean-tech sectors.



Our heritage is a huge asset but underutilised. We have an opportunity to better celebrate our pioneering town, to both retain and attract residents and entrepreneurs



Our Council has made a very public commitment to tackling climate change – there is an opportunity to make Birkenhead the centre-piece of this response



We have enviable green assets and the potential to create more. We need to seize the opportunity and make the green infrastructure, and general space, of Birkenhead a key selling point. A place with room to breathe.



Our cultural offer is emerging, and we have the opportunity to build on this in the next few years. Eureka! Mersey is a major opportunity to build our cultural identity.



Our strategic connectivity to the rest of our city region is excellent – we have the opportunity to ensure more people recognise it, and take advantage of it



Wirral Growth Company is in place to drive public-private sector working in Birkenhead town centre. This is a great asset on which to build.



We have an opportunity to build a strong identity for Birkenhead. We have struggled to shape this positive identity for much of the last 50 years, and now is the time to address it.

BIRKENHEAD

2040 2040 2040

THE FUTURE IS

BIRKENHEAD

BIRKENHEAD

2040 2040 2040

THE FUTURE IS

BIRKENHEAD





BIRK
ENF
EAD

SECTION 2.

STRATEGY & PROJECTS

This section of the TIP sets out:

- **Our Vision & Objectives :** This strategic intent has been shaped directly by our analysis of needs and opportunities, our community consultation and by the emerging content of our spatial plan for Birkenhead – the Birkenhead Regeneration Framework
- **How we have Started the Transformation :** The last 2 years have seen us implement, or secure funding for, a number of new investments. We describe these important investments, as they provide context for what we want to achieve through Towns Deal.
- **How we are Using Accelerator Funding**
- **Our Town Deal Ask :** 12 New High Impact Projects. We describe each of these in summary, with more detail contained in our Part 2 submission.

A VIRTUAL FLY THROUGH OF BIRKENHEAD'S TOWN INVESTMENT PLAN.



Click [Here](#) to view
[a video of our Plan's
Ambitions](#).

BIRK
EN
EAD

VISION

BIRKENHEAD IN 2030



BIRKENHEAD HAS GROWN INTO A THRIVING COMMUNITY ON THE BANK OF THE RIVER MERSEY.



CHOSEN AS HOME BY FAMILIES AND ENTERPRENEURS, BIRKENHEAD IS A UNIQUE AND HISTORIC WATERFRONT ENVIRONMENT OF CREATIVITY, INNOVATION AND FUN, A PLACE TO LIVE AND WORK.



BIRKENHEAD HAS THE CONNECTIVITY OF A MODERN CITY AND THE BENEFITS OF NATURE. A PLACE WITH ROOM TO BREATHE AND GROW.

RE-IMAGINING + RE-DISCOVERING

2040



NG URBAN COMMUNITY ON THE LEFT

REPRENEURS ALIKE, DRAWN BY THE
IRONMENT AND ICONIC DESIGN. A PLACE
PLACE TO PUT DOWN ROOTS.

CITY-LIVING BUT IN HARMONY WITH
THE AND SPACE TO GROW.

RE-CONNECTING BIRKENHEAD

OBJECTIVES



WATERFRONT GARDEN CITY

We will deliver a substantial and diverse array of additional homes, via new sustainable mixed-use family neighbourhoods and the renewal of existing residential areas. A high-quality network of green and blue infrastructure will ensure 'garden city' principles are at the forefront of Birkenhead's urban change.



A significant increase in population in the Town Deal area, up from the current baseline of circa 26,000

Wirral
"Brownfield
First" Local
Plan

Wirral's
Housing
Strategy

Liverpool
City Region
Housing
Statement



INDUSTRIAL BIRKENHEAD

We will grow and diversify our economic base. Our much celebrated manufacturing and maritime sectors will thrive and we will grow our emerging clean growth industries. Birkenhead's service sector and town centre will prosper through innovation and more and more of our residents will call Birkenhead for their everyday lives.



An increase in the employment base of the Town Deal area from the current baseline

LCR
Industrial
Strategy

LCR
Economic
Recovery
Plan

Wirral
and
Market
S

RE-IMAGINING

RE-DISCOVERING

RE-CONNECTING

PROS HEAD

By our
celebrated
ectors will
emerging
enhead's
tre uses
tion, as
nts utilise
y needs.

yment
ea, up
of 25,000

al Creative
d Digital
et Demand
strategy



INCLUSIVE BIRKENHEAD

We will ensure all our communities share more fully in the wealth we generate and in the economic assets we house. This means broader access to opportunity, higher rates of economic participation, higher rates of enterprise, higher skills, good work and more local ownership and control.



A decrease in the rate of economic inactivity, down from the current annualised rate of 19%

Wirral
Community
Wealth
Building Plan

Emerging
LCR Fair
Employment
Charter

Wirral's
Improving
Life Chances
Strategy



ICONIC BIRKENHEAD

We will fully celebrate and leverage the unique heritage offer of Birkenhead. Our assets will be treasured locally and recognised nationally. We will be known as a place of firsts, shaped by pioneers, and will use this to shape our brand and identity.

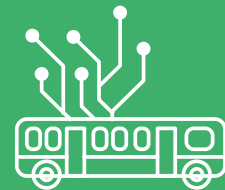


a decrease in the current 78% of residents who state that Birkenhead is declining

Emerging 2021 Birkenhead Heritage and Cultural Strategy

Wirral Visitor Economy Strategy

Wirral Conservation Area and Heritage Trail Plan



CONNECTED BIRKENHEAD

We will improve yet further the connectivity of Birkenhead with the rest of the city-region and beyond. Our connections within our town will be greatly enhanced through new walking and cycling infrastructure. An improved level of access for all our communities will become world class.



An increase on the 30% of respondents who said that Birkenhead is well connected

LCR Combined Authority Transport Plan

LCR Combined Authority Walking & Cycling Plan

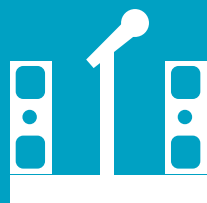
Wirral Conservation Area and Heritage Trail Plan

CONNECTED BIRKENHEAD

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Walking
vestment
Plan



CULTURAL BIRKENHEAD

We will develop further the cultural infrastructure of Birkenhead, and ensure that Birkenhead becomes a key part of the City Region's cultural identity. This drive will focus on the production, the showcasing and the consumption of cultural content – a full and comprehensive approach to culture.



An increase in annual visitors to Birkenhead, up from the current estimated 2 million per annum

Wirral's
Cultural
Strategy

Emerging 2021
Birkenhead
Heritage
and Cultural
Strategy

Liverpool CR
Visitor Strategy
and Destination
Management
Plan



SUSTAINABLE BIRKENHEAD

We will be known as Sustainability Central. This means Birkenhead will perform at the highest levels, and be a national leader, on lean and clean energy, on clean travel, and on carbon capture and offsetting. We will create a climate-ready built environment and enhance our green and blue infrastructure to protect us from even more extreme weather patterns.



2,000 homes in the Town Deal area to be upgraded to be more energy efficient

Wirral Cool 2
Sustainability
Strategy

Wirral's
Managing
Our Waste
Strategy

Liverpool
City Region
Sustainable
Energy Action
Plan



HEALTHY BIRKENHEAD

We will help shape a healthy and active culture across all of Birkenhead communities. We start from a low base and a comprehensive programme of education, information and accessible support infrastructure is required.



A reduction in the 29% of Town Deal residents with a limiting long term illness

Wirral's
Healthier
Lives
Strategy

Wirral's
Ageing Well
Strategy

Cheshire
Wirral
Foundation
Strategy

RE-IMAGINING

RE-DISCOVERING

RE-CONNECTING

THY HEAD

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spiration
structure is

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ation Trust
strategy



RESILIENT BIRKENHEAD

We will be in greater control of our own destiny, and by necessity more flexible. Our enhanced resilience will be delivered through the robust long-term stewardship of Birkenhead, innovative approaches to place management and new delivery models based on shared values and ambition.



A reduction in the 15,500 Town Deal residents who live in the most income deprived decile

Wirral
Council
Plan 2025

Wirral's Strategy
for Children,
Young People
and Families

Birkenhead
Regeneration
Framework

HOW WE HAVE STARTED THE TRANSFORMATION

A Sample of Our Work so Far

The last 3 to 4 years have seen considerable momentum being built in the regeneration and re-imagining of Birkenhead. We have made excellent use of the available public sector funding regimes and aligned that with a considerable amount of private sector investment. We set out below just some of the main initiatives that are either completed or where secured funding is in place and a start is imminent:



Waterfront Garden City

- First phase of Wirral Waters residential

developments started on site Nov 2019. £6m Housing Investment Fund (HIF) agreed for Wirral Waters to support site preparation at Northbank East and Northbank West within Wirral Waters

- Urban Splash – a leading and innovative housing developer – launched a 350 modular homes product for Wirral Waters
- Proposals advanced by Wirral Growth Company for 1,000 residential units at Europa Boulevard as part of mixed use plans for the town centre
- Birkenhead becomes University town as Chester University establishes a campus which focuses on training student nurses.



Inclusive Birkenhead

- LCR Ways to Work Programme funded through European Structural Funds has delivered

in Birkenhead and has supported many residents and businesses. The programme is over £50m LCR wide and Wirral's share is approximately £11m.

- Wirral Metropolitan College – new Wirral Waters Campus. A £10m 3,500 sqm Further Education College specialising in the Built Environment enabling young people to gain the range of skills needed to take advantage of the opportunities for construction within Birkenhead.
- Wirral Met Kitchen Training Facility, STEM Centre and Low Carbon Project – all funded via the Skills Capital Fund.



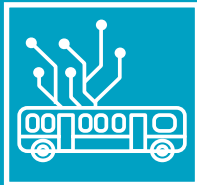
Industrious Birkenhead

- Delivery of Tower Wharf 4,500 sqm Grade A office via the Liverpool City Region Strategic Investment Fund
- Delivery of the Marine, Energy and Automotive Park (MEA Park): 60 acres of flexible development space at West Float suited for manufacturers, logistics organisations and assembly operations. Started with 6,500 sqm of industrial space, delivered through Wirral Waters Investment Fund.
- Maritime Knowledge Hub - delivered through Liverpool City Region Strategic Investment Fund. A flagship new education, R&D, skills and innovation centre of excellence, which will place the City Region at the heart of the global maritime sector.
- In June 2020, Wirral Council received funding from the Reopening High Streets Safely Fund, which has enabled us to support the recovery of local retail and hospitality businesses in Birkenhead. In November, the Council took this to the next level by developing a High Street Heroes campaign.



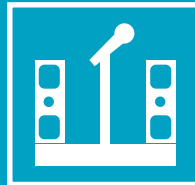
Iconic Birkenhead

- World Heritage Bid for Birkenhead Park. Such is the special nature of this asset that Wirral Council is seeking its designation by UNESCO as a World Heritage Site. The assessment process is underway.
- Plans for the renewal of Birkenhead Market proposed through the now confirmed Future High Street Funding. This is a major flagship project for the town.
- Use of the historic Birkenhead Priory for a range of contemporary cultural events, especially during Wirral 2019 Borough of Culture



Connected Birkenhead

- Birkenhead Landing. Comprehensive remodelling of the highway network and the flyovers, with access to Hind St and improved access to Birkenhead Central station. £10 million earmarked in Transforming Cities Fund Programme.
- Using the DfT National Productivity Investment Fund (NPIF) at Tower Road, Birkenhead to deliver a range of Civilised Streets / Tree Planting work.
- Local Cycling and Walking Infrastructure Plan (LCWIP), segregated strategic cycle route between New Brighton to Birkenhead. Scheme earmarked for Transforming Cities Fund Programme.



Cultural Birkenhead

- Eureka! Mersey. Creation of the second National Children's Museum with a forecast 187,000 visitors a year. Funded in part via Liverpool City Region Strategic Investment Fund.
- Numerous grants secured from Arts Council England by Wirral Libraries. Birkenhead libraries used for participatory artistic courses for the public, and Make It! In Libraries involving artist-makers in residence, engaging with young people and adults with low artistic and library engagement.
- Wirral was Liverpool City Region's Borough of Culture in 2019. An incredible programme of events, many of which were based in Birkenhead. The programme was supported by an Arts Council National Lottery Project.



Sustainable Birkenhead

- Sustainable Transport Enhancements Programme (STEP)

– including the Duke Street Phase 2 Cycle Route Extension. Funded through Local Growth Fund.

- Development of urban heat networks – we are progressing a heat network study for Birkenhead. Some of the principal opportunities for heat networks across Wirral are in the Birkenhead area.
- Beaufort Road/Wallasey Bridge Road: utilising the disused railway to provide a 3m wide shared cycle and footway space along Beaufort Road and Wallasey Bridge Road connecting to Bidston Moss. Similar works at North Bank West.

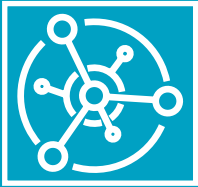


Healthy Birkenhead

- Wirral Ways to Recovery is a free drug and alcohol service for adults and young people in Wirral. It

provides a range of treatment, recovery and support services for those who have concerns about their drug or alcohol use. There are four local treatment hubs, one in central Birkenhead.

- Tomorrow's Women Wirral was launched several years ago and is based in central Birkenhead. It is a project designed to benefit all women 18+ in the community to make permanent, positive lifestyle changes, including around healthier lifestyles.
- Ask Us Wirral is an Information and Advice service, providing services to any Wirral resident aged 18 and over. Ask Us Wirral is delivered through a consortium of Age Uk, CAB Wirral, Wirral Mencap and Wirral Change. It can be accessed through telephone, web or drop in at one of the two communication hubs in Wallasey and Birkenhead.



Resilient Birkenhead

- Wirral Council made a successful bid to MHCLG's Urban Development Corporation Competition

which provides capacity funding for areas with large scale regeneration programmes to explore the UDC model. Our initial options appraisal is ongoing.

- Wirral Waters Investment Fund - under the Enterprise Zone (EZ) initiative, agreed in 2015, the Council retains and reinvests the Business Rates uplift received within Wirral Waters EZ to form a Wirral Waters Enterprise Zone investment fund
- Connect Us is a team of community connectors based across all wards in Wirral, but with an emphasis on those wards with the highest inequalities in Birkenhead . Connectors engage with people on their doorstep and listen to what is important to them. Their role is to encourage and motivate people to feel part of their community and be the best that they can be.

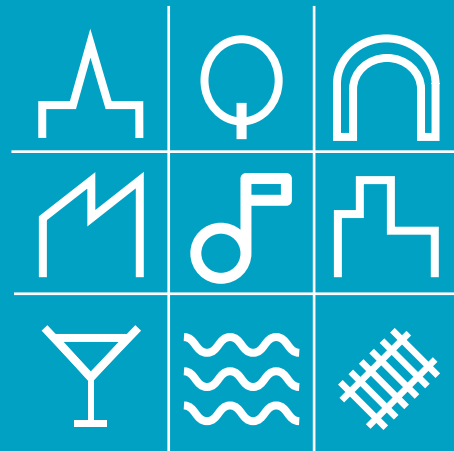
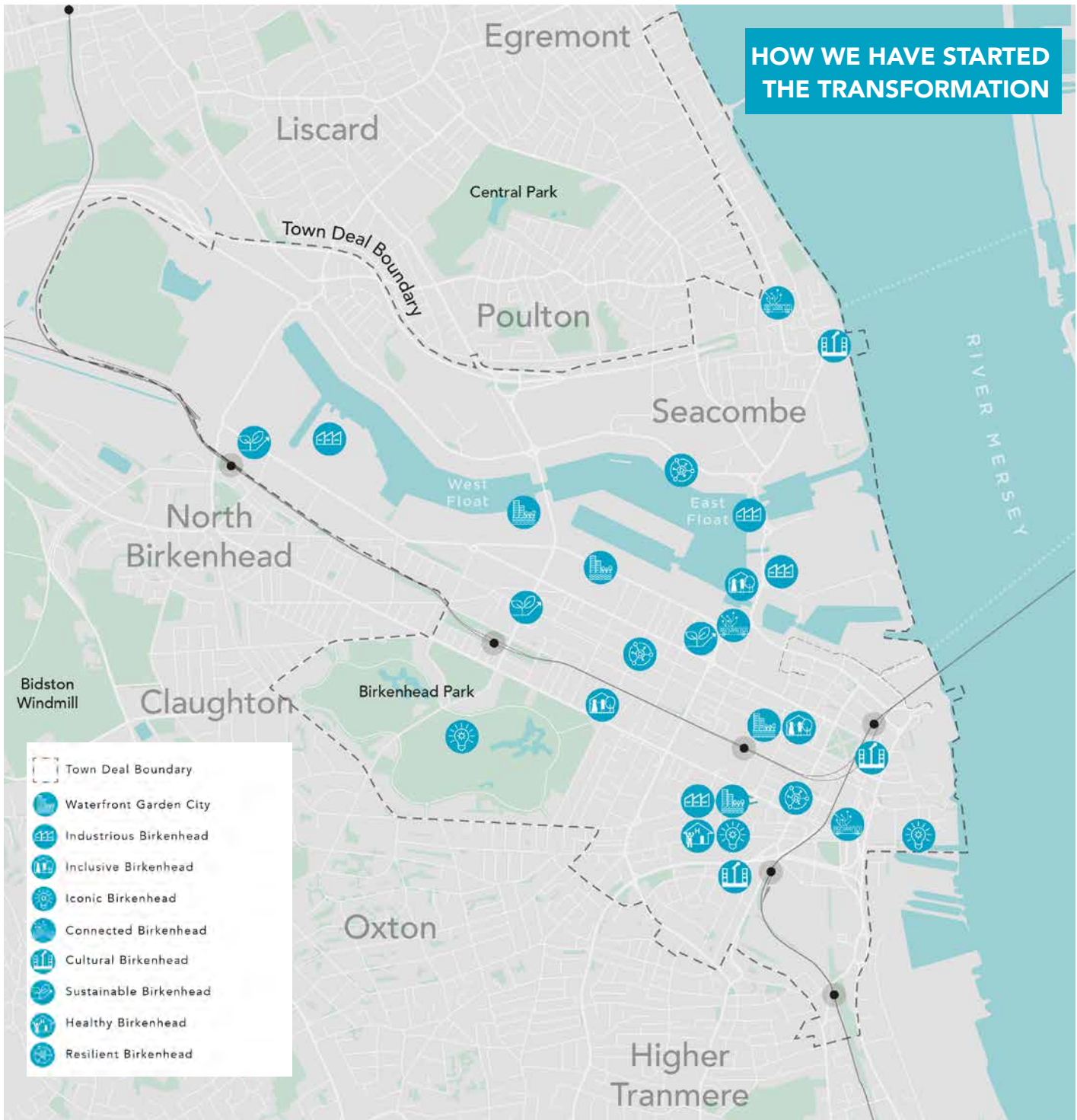


Table 2.0: Recent success stories (cont.)

**HOW WE HAVE STARTED
THE TRANSFORMATION**



- Town Deal Boundary
- Waterfront Garden City
- Industrious Birkenhead
- Inclusive Birkenhead
- Iconic Birkenhead
- Connected Birkenhead
- Cultural Birkenhead
- Sustainable Birkenhead
- Healthy Birkenhead
- Resilient Birkenhead

OUR ACCELERATOR FUNDING

In July 2020 the government announced its intention to accelerate £5bn of capital investment through its Town Fund programme to support jobs and economic recovery and make an immediate impact in towns.

To help accelerate economic recovery and provide immediate impact within Birkenhead, the Council secured £1,000,000 to deliver a number of interventions. The collection of projects proposed contributes to the revitalisation of Birkenhead and underpins some of the emerging themes of the Town Investment Plan, including:

- A new cultural and creative quarter for Birkenhead
- Waterfront animation
- Public realm enhancements to augment connectivity between key character areas of the town.

Following project development and further engagement with stakeholders, the shortlist of proposed projects, agreed to have the most impact and meet the objectives of the grant are:

Argyle Street Area Creative Quarter

Grant programme

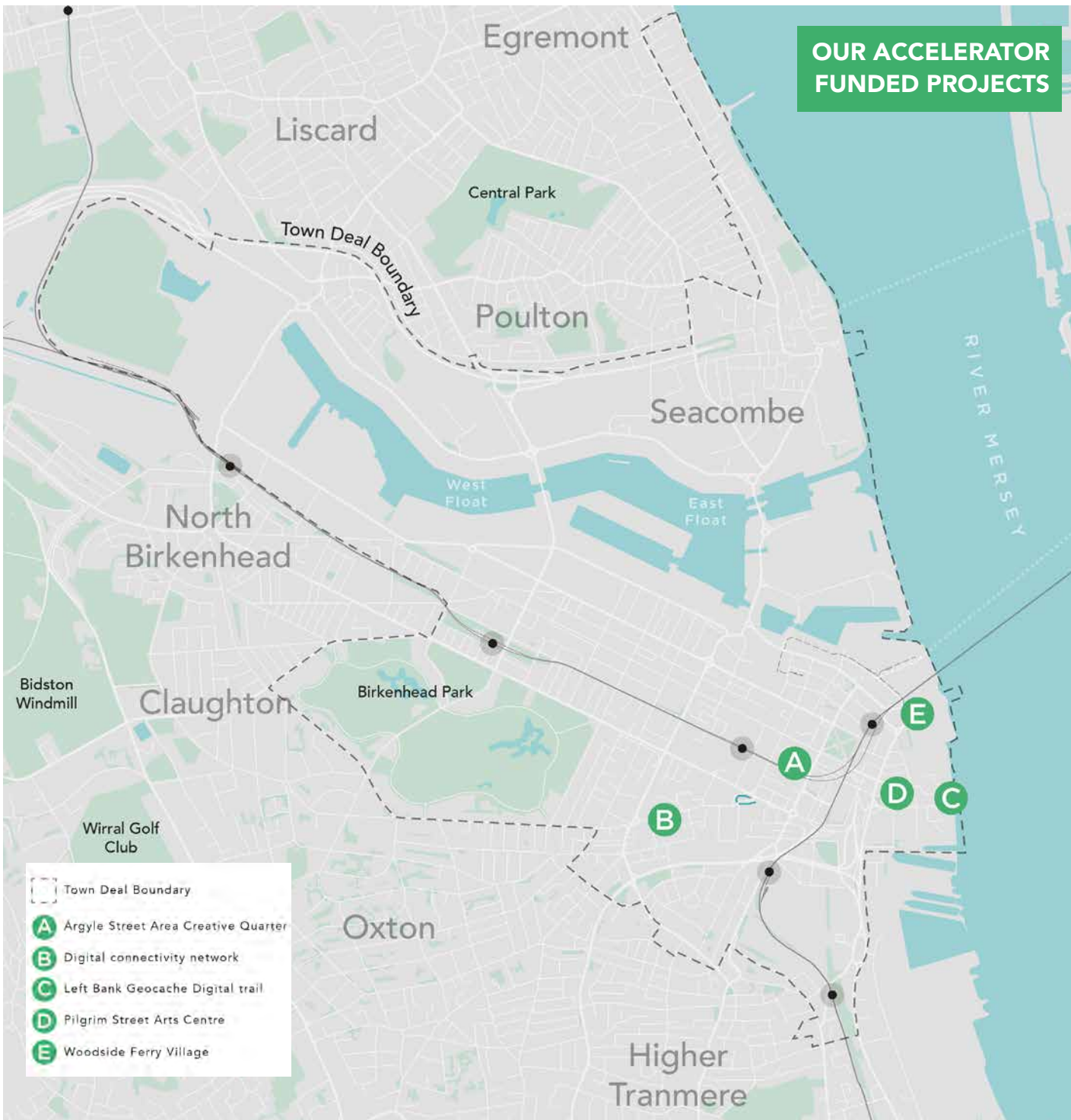
£406,000

A grant funding stream to support the cluster development of the creative industries sector in the Argyle Street area. The funding will facilitate capital projects which contribute to the creative and cultural objectives of the areas and include outputs such as

- Increased mentoring and skills development, and employment opportunities in the creative sector
- Provision of shared workspace, innovation facilities and incubator spaces to encourage collaboration, knowledge sharing and growth
- Provision of new or improved cultural, creative or historic offer within the area
- Increased number of visitors and participation in cultural experiences in the area
- Increase the distinctiveness and quality of the Streetscene

Seven organisations and small businesses located within the Argyle Street area and operating within the creative industries sector will benefit from this opportunity with grants ranging from £10,000 to £120,000.

**OUR ACCELERATOR
FUNDED PROJECTS**



Digital connectivity network

£250,000

Installation of new digital connectivity and CCTV technology network to enable smart city infrastructure and applications such as free wifi, sensor technology and digital wayfinding.

Left Bank Geocache Digital trail

£35,000

A geocache audio sound walk will encourage cultural tourists to explore the new cultural quarter, waterfront and town centre through a series of new music commissions by high-profile artists that are shared at each location.

Pilgrim Street Arts Centre

Outdoor classroom and signage scheme

£100,000

Funding will provide an outdoor classroom and enhanced signage at the centre run by Creative Youth Development. The centre provides socially engaging participatory art and creative activities for young people to promote independence and confidence, enabling young people to fulfil their potential.

Woodside Ferry Village

Outdoor animation and food village

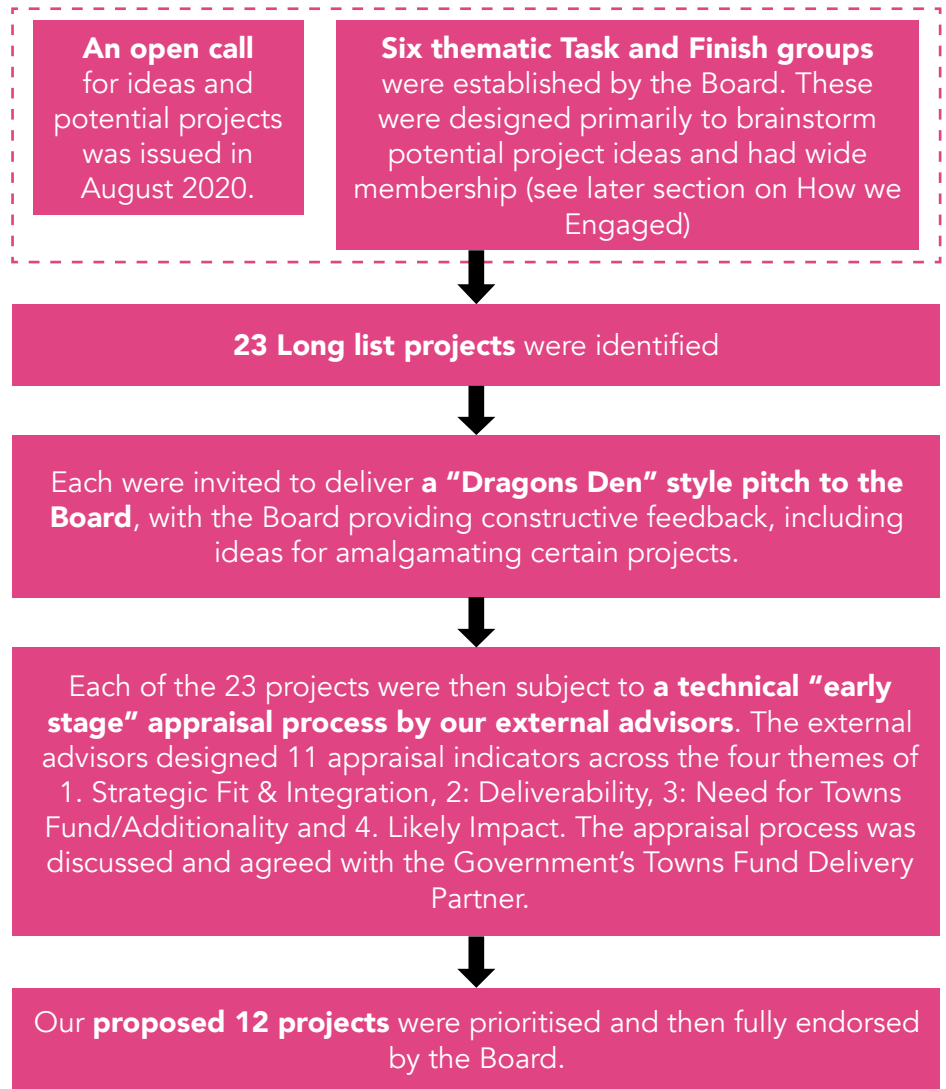
£150,000

Enhancements to public space at the waterfront area including the extension of Woodside Ferry Village to provide an expanded food and beverage offer in an underutilised outdoor space. This meanwhile use will animate the public space in this vicinity of the iconic ferry terminal, creating a destination and sense of arrival at this key gateway location.









OUR ASK OF TOWNS DEAL: 12 NEW HIGH IMPACT PROJECTS

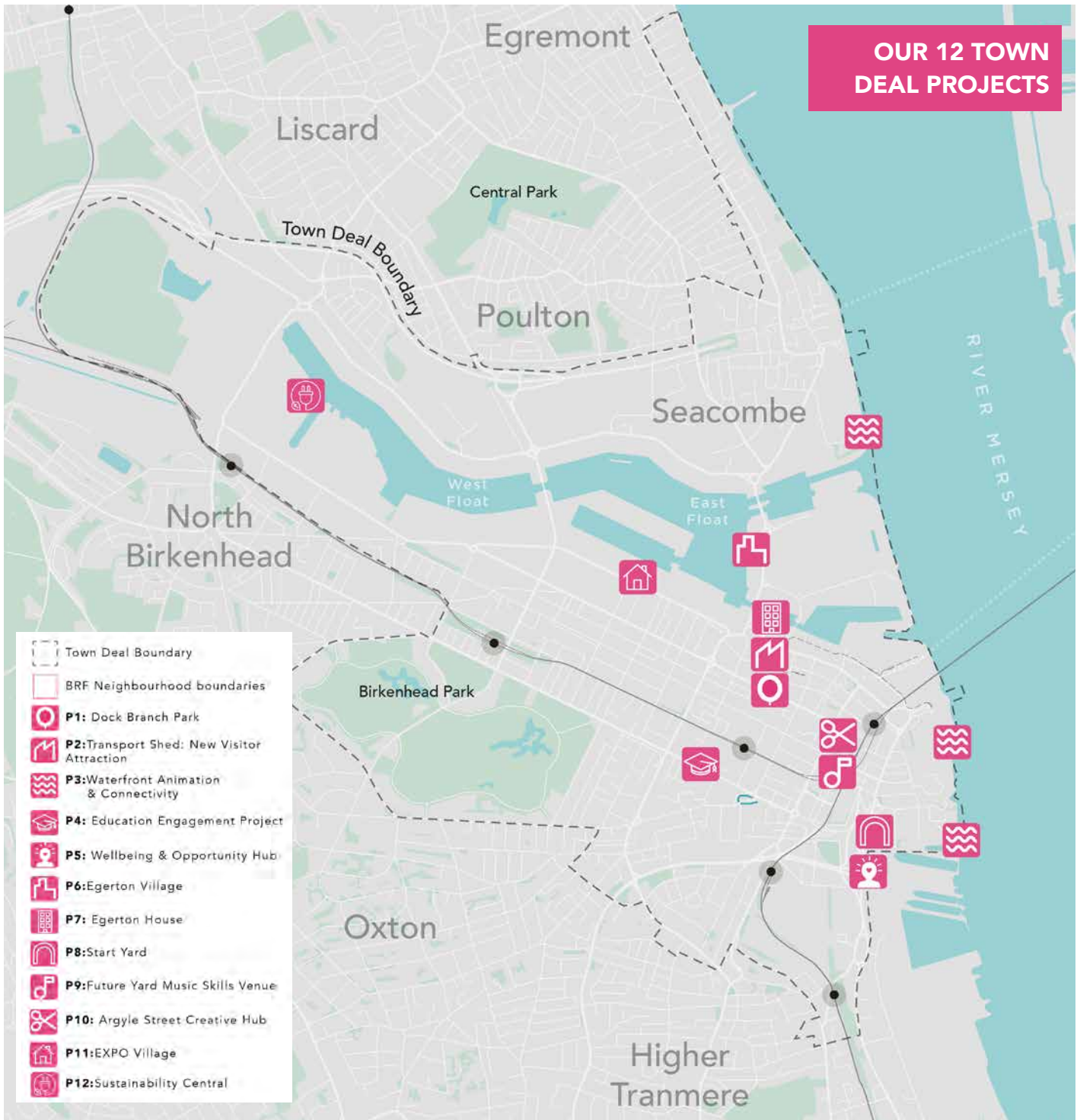
We put in place a very robust process for establishing our Town Deal projects, as set out adjacent (and in our technical appendix). The process has culminated in us prioritising 12 new high impact projects for Towns Deal investment.



The 12 projects are summarised below, with their Town Deal ask and match funding. Each of the projects are mapped and then described in more detail in the pages that follow:

	Project	Delivered by	TIP Ask	Match	TOTAL COST
	Dock Branch Park	Wirral Borough Council	£13,200,000	£16,500,000	£29,700,000
	Transport Shed Visitor Attraction	National Museum Liverpool	£5,800,000	£3,787,000	£9,587,000
	Waterfront Animation & Connectivity	Wirral Borough Council	£9,999,171	£10,861,010	£20,860,181
	Education Engagement Network	Wirral Met College and Partners	£1,900,000	£3,850,000	£5,750,000
	Wellbeing and Opportunity Hub	NHS Foundation Trust / Open Door Charity	£3,526,000	£3,390,000	£6,916,000
	Egerton Village Cultural / Arts Centre	Peel L&P	£1,750,000	£4,000,000	£5,750,000
	Egerton House Enterprise Support Expansion	Wirral Chamber	£1,500,000	£3,550,000	£5,050,000
	Start Yard	Microzine Creative Ltd	£230,000	£390,000	£620,000
	Future Yard Music Skills Venue	Future Yard CIC	£1,600,000	£733,150	£2,333,150
	Argyle Street Creative Hub	Make CIC	£1,625,000	£300,000	£1,925,000
	Expo Village	Peel L&P / Wirral Borough Council	£2,500,000	£5,600,000	£8,100,000
	Sustainability Central	Peel L&P	£1,750,000	£750,000	£2,500,000
Total			£45,380,171	£53,711,160	£99,091,331

OUR 12 TOWN DEAL PROJECTS



- Town Deal Boundary
- BRF Neighbourhood boundaries
- P1:** Dock Branch Park
- P2:** Transport Shed: New Visitor Attraction
- P3:** Waterfront Animation & Connectivity
- P4:** Education Engagement Project
- P5:** Wellbeing & Opportunity Hub
- P6:** Egerton Village
- P7:** Egerton House
- P8:** Start Yard
- P9:** Future Yard Music Skills Venue
- P10:** Argyle Street Creative Hub
- P11:** EXPO Village
- P12:** Sustainability Central

PROJECT 1. DOCK BRANCH PARK

What is the Towns Deal Project?

Dock Branch Park is an iconic, catalytic and transformational project for Birkenhead's regeneration. It involves the creation of a new active travel corridor linking three key developments areas: Wirral Waters, Birkenhead Town Centre and Hind Street.

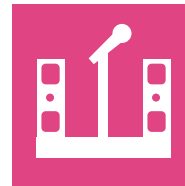
It will create a beautiful linear park whilst also strengthening the East West cultural axis through its links into the existing network, creating new residential and commercial neighbourhoods with opportunities for surrounding sites which will permeate the corridor.

Public art will be exhibited, and culture and heritage spaces will be created along its route (see National Transport Museum project). The existing heritage assets created by the former railway arches will be exposed and curated to form a public attraction where the existing natural habitats and biodiversity will be encouraged to flourish and prosper alongside Birkenhead's rich industrial heritage, and more modern developments. 'Community Wealth Building' principles are being applied to this project development from its inception.

Objective alignment:



ICONIC
BIRKENHEAD



CULTURAL
BIRKENHEAD



INCLUSIVE
BIRKENHEAD

The investment from Town Deal will fund the build costs and costs of transferring the land from Network Rail relating to this major infrastructure project.

Co-funding is being sought through Homes England to acquire additional non-core land at key gateway locations to facilitate placemaking and the delivery of new homes of benchmark quality to support the viability of the wider Birkenhead area.

This project cuts across several 'Delivery Action Plan' areas within the Birkenhead Regeneration Framework and is fundamental to the delivery of a 'brownfield-first' approach to regeneration being promoted by the emerging Local Plan.

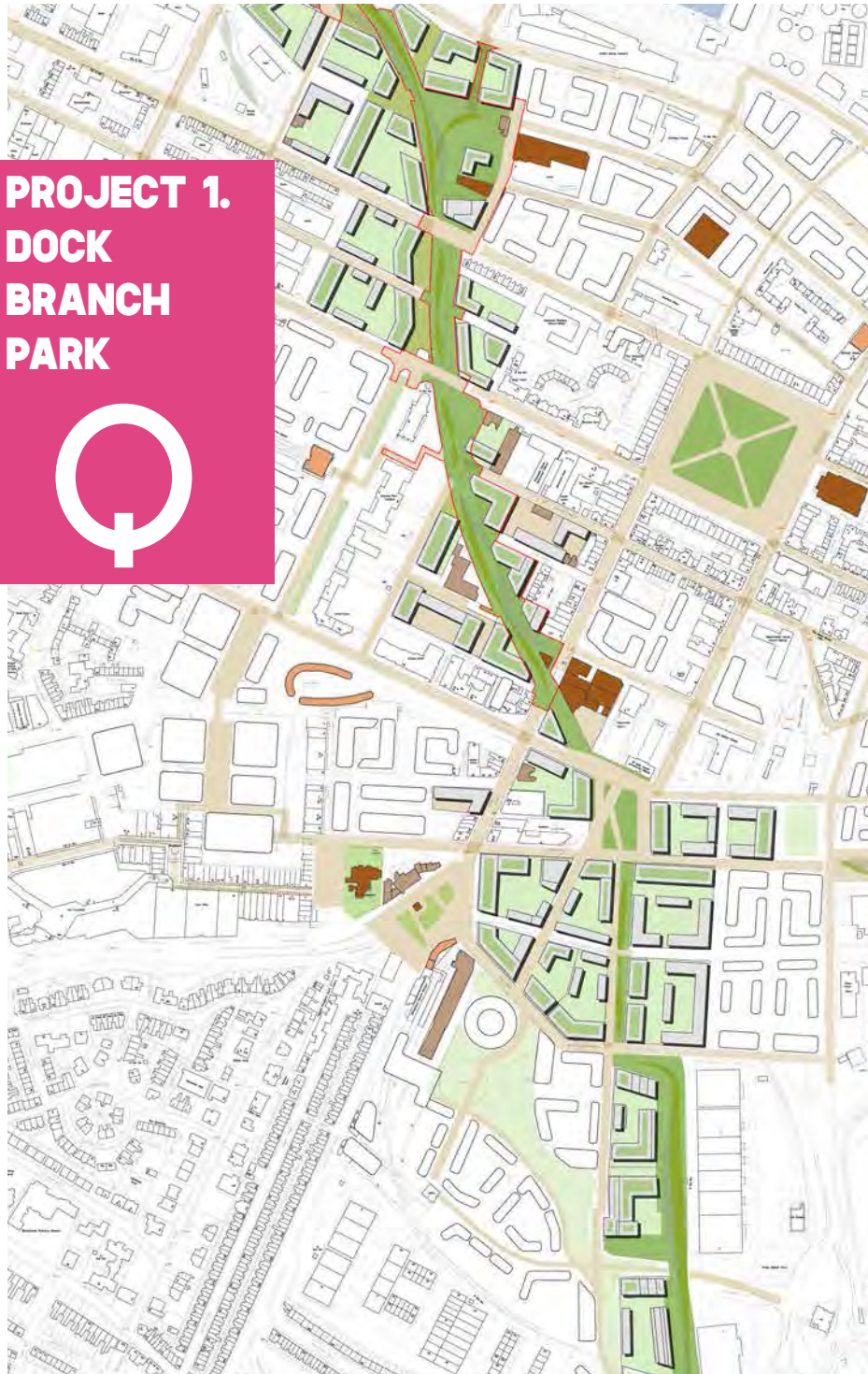


**PROJECT 1.
DOCK
BRANCH
PARK**





**PROJECT 1.
DOCK
BRANCH
PARK**





**PROJECT 1.
DOCK
BRANCH
PARK**





Dock Branch Park: Theory of Change

CONTEXT

- The disused railway line in Birkenhead blights the town, but offers significant opportunity to develop a new park of regional significance
- Increased green open space is needed to meet the demands of the substantial new development at Wirral Waters and growing population of Birkenhead
- Improved greenway connections running North to South in Birkenhead are much needed

INPUTS

- Wirral Council has committed £1.2m from its capital budget to fund project design, feasibility work and consultation work
- **Town Deal investing £13.2m as core funding partner**
- Liverpool City Region Combined Authority have committed £10m through the existing Transforming Cities Programme budget to fund the removal of two flyovers to the south of Dock Branch Park
- c.£5m being sought from Homes England to acquire land on land parcels adjacent to the disused rail corridor through Local Brownfield Land Fund

OUTPUTS

- Delivery of 20,450 sq m of new public park with a 1km active travel corridor and public arts / events space with access to free wi-fi
- 1.6m visits to the new park per annum (benchmarked against Birkenhead Park). 150,000 expected increase in visitor numbers (NML)
- Skills and learning outputs delivered throughout the design and construction programme

IMPACTS

- Improved health and wellbeing of Birkenhead's residents
- Improved perceptions of Birkenhead for residents and potential inward investment
- Improved accessibility across the heart of Birkenhead
- Accelerated development/improved viability position for sites adjoining Dock Branch Park: facilitating the delivery of over 1,000 new homes, 23,500 sqm of commercial space adjacent to the corridor
- Community wealth building through public stewardship/ownership of public spaces

Table 2.1a: Theory of change

Main Delivery Partners / Market Demand

Wirral Council will lead the main project delivery, while Liverpool City Region Combined Authority and Homes England will be co-funders. National Museums Liverpool will be a key stakeholder. Peel Land and Property and Hind Street Landowners Group (ION, National Grid) are also key stakeholders. Network Rail are the existing landowner. Public Health England will advise on health and wellbeing outcomes for the park.

The delivery of a linear park of this nature is a classic public good that warrants public sector investment. Demand for the newly created space will materialise both from the existing population base and from our expanding housing market.

Strategic Alignment with Other Projects and Policies

- Aligns very closely with Birkenhead Landing Transforming Cities Projects
- Significant alignment with Transport Shed visitor attraction project
- Alignment with LCR Combined Authority Local Industrial Strategy
- Alignment with Wirral Borough Council Visitor Strategy
- Alignment with Cool Wirral 2 Strategy
- Strong synergies with the Birkenhead Future High Street Fund programme
- Project will be a major plank of the emerging 2021 Birkenhead Heritage and Cultural Strategy
- Project will also serve to deliver many objectives of Wirral's Local Cycling & Walking Investment Plan
- Alignment with Gear Change which is a national walking and cycling strategy
- Assists with the National Levelling Up and Decarbonisation Agendas, aligns with the Prime Minister's 10 x point Green Recovery Strategy

Table 2.1b: Delivery Partners and Strategic Alignment

PROJECT 2. TRANSPORT SHED: NEW VISITOR ATTRACTION

What is the Towns Deal Project?

We plan to use Town Fund funding to create a new heritage visitor attraction for Merseyside, run by National Museums Liverpool (NML)

NML has one of the best transport collections in the UK with 250 vehicles. Few are currently on show permanently, most remain in store and inaccessible to the public. This includes a pair of Mersey Tunnel scrubbers, Mersey Tunnel Pay Booths, the Mersey Railway locomotive Cecil Raikes, an outstanding selection of important commercial vehicles, horse drawn carriages, fire engines, motorcycles and bicycles.

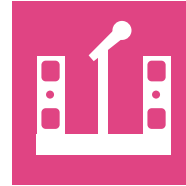
There is an ambition to ensure that this nationally significant collection is back on display, to showcase the City Region's transport heritage and its history of innovation.

The Transport Visitor Attraction will be a new purpose-built heritage visitor attraction built into the body of the disused Dock Branch railway line, which dates back to 1860. It will bring visitors to Birkenhead, creating a heritage hub adjacent to the existing local transport museum, encourage learning and skills sharing, support connectivity, involve community groups and draw investment making the area an attractive place to live, work and visit.

Objective alignment:



ICONIC
BIRKENHEAD



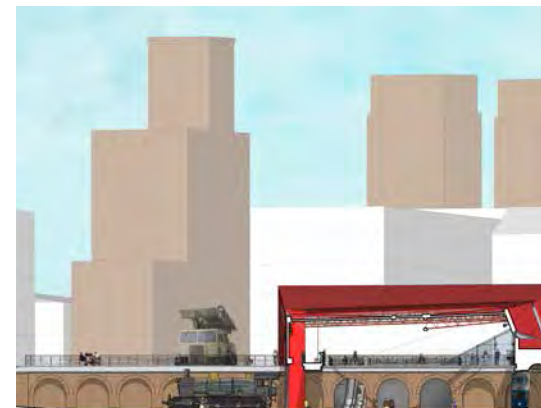
CULTURAL
BIRKENHEAD



INCLUSIVE
BIRKENHEAD

Town Fund investment will be used to design, construct, and fit out and prepare exhibits within the new transport museum, alongside additional match funding.

We estimate a direct growth in visitors to Birkenhead town centre area of 150,000 to 200,000 per annum, and the delivery of substantial social benefit and economic growth in the local area.





**PROJECT 2.
TRANSPORT
SHED:
NEW VISITOR
ATTRACTION**





Transport Shed: Theory of Change

CONTEXT

- National Museums Liverpool has a significant collection of transport assets that is in need of a larger home
- A cultural Birkenhead and an Iconic Birkenhead are key objectives of this Town Investment Plan
- A flagship new attraction is needed to boost the image and identity of Birkenhead
- A flagship attraction is needed to draw visitors to, and anchor, the new Dock Branch Park

OUTPUTS

- 150,000-200,000 additional visitors per annum to the town
- 3,000 school/college visits per annum
- 6 work placements per annum
- 2 internships per annum
- Upgrade of 1km of the historic railway line

INPUTS

- **Town Investment Plan funding of £5.8m for the design, construction, and fit out of a new transport museum in Birkenhead.**
- National Museums Liverpool support with revenue match funding to resource project design, project delivery and running infrastructure expertise
- Network Rail supplying the site
- Public Health England and Liverpool John Moores University Providing health and wellbeing expertise

IMPACTS

- Birkenhead nationally recognised as a key visitor attraction
- Significant improved perception of place – which impact the retention and attraction of talent
- Enhanced educational participation amongst young people
- National Museum Liverpool contributes to 125 FTE jobs per annum

Table 2.2a: Theory of change

Main Delivery Partners / Market Demand

The project will be delivered directly by Wirral Council with National Museums Liverpool as the client. Wirral Transport Museum will act as a collaborator with Mersey Tramway Preservation Society.

Peel L&P are partnering on connectivity and identification of potential building/site along with Wirral Council. Wirral Met College are the key partner for skills and learning.

Market demand is partly evidenced in the Mendoza Review: an independent review of museums in England (Department for Culture, Media and Sport, 2017). The majority of the Transport assets at the NML are unable to be shown due to space requirements, but there is pent up demand for their release and access by the community.

Strategic Alignment with Other Projects and Policies

- Delivers on the National Museums Liverpool Estates Strategy
- Aligns with Wirral and LCR Combined Authority growth Strategy
- Aligns with Wirral and LCR Combined Authority Local Industrial Strategy
- Significant alignment with Dock Branch Park Project
- Builds on the outcomes achieved by the hugely successful 2019 Borough of Culture programme
- Strong synergies with the Birkenhead Future High Street Fund programme
- Project will be a major plank of the emerging 2021 Birkenhead Heritage and Cultural Strategy
- Provides a second new strategic addition to the Birkenhead visitor market – aligning strongly with our soon-to-open Eureka! project
- Assists with the National Levelling Up and Decarbonisation Agendas, aligns with the Prime Minister's 10 x point Green Recovery Strategy

Table 2.2b: Delivery Partners and Strategic Alignment

PROJECT 3. WATERFRONT ANIMATION & CONNECTIVITY

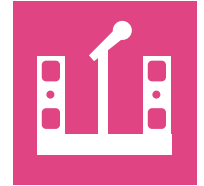
Objective alignment:



WATERFRONT
GARDEN CITY



CONNECTED
BIRKENHEAD



CULTURAL
BIRKENHEAD

What is the Towns Deal Project?

Investment will capitalise on Birkenhead's unique association with the River Mersey, celebrating and maximising key heritage assets. An enhanced waterfront destination, set against the backdrop of the Liverpool UNESCO skyline, will take full advantage of unique, landmark, cultural assets that are currently underutilised.

Town Deal will significantly enhance three key waterfront anchor heritage assets, providing a vibrant, complementary, mixed-use offer, generating increased footfall, visitor numbers and dwell time.

- Eureka! Mersey, opening in 2022, will deliver a world-class science and discovery centre at Seacombe Ferry, providing a visitor attraction of national significance. Town Deal will deliver a new public space, with high quality landscaping/ public realm and highway improvements.
- Woodside Ferry is home to an innovative food market hosting local independent business. Town Deal will upgrade and protect this Grade II listed building, as well as providing much needed further vendor outlets, event space and upgraded public realm to meet demand.
- Birkenhead Priory, the oldest standing building on Merseyside (c.1150) and a scheduled ancient monument, is limited by its current condition, however pilot events demonstrate an overwhelming demand for an enhanced offer. Town Deal will provide refurbishment, a new free-standing pavilion, refreshed museum space and an architectural lighting scheme.

Supporting this activation of historic landmarks will be a public art design competition; landmark lighting and investment in Hamilton Square

Conservation Area providing further visual wayfinding anchors to improve connectivity and establish a new night time identity.

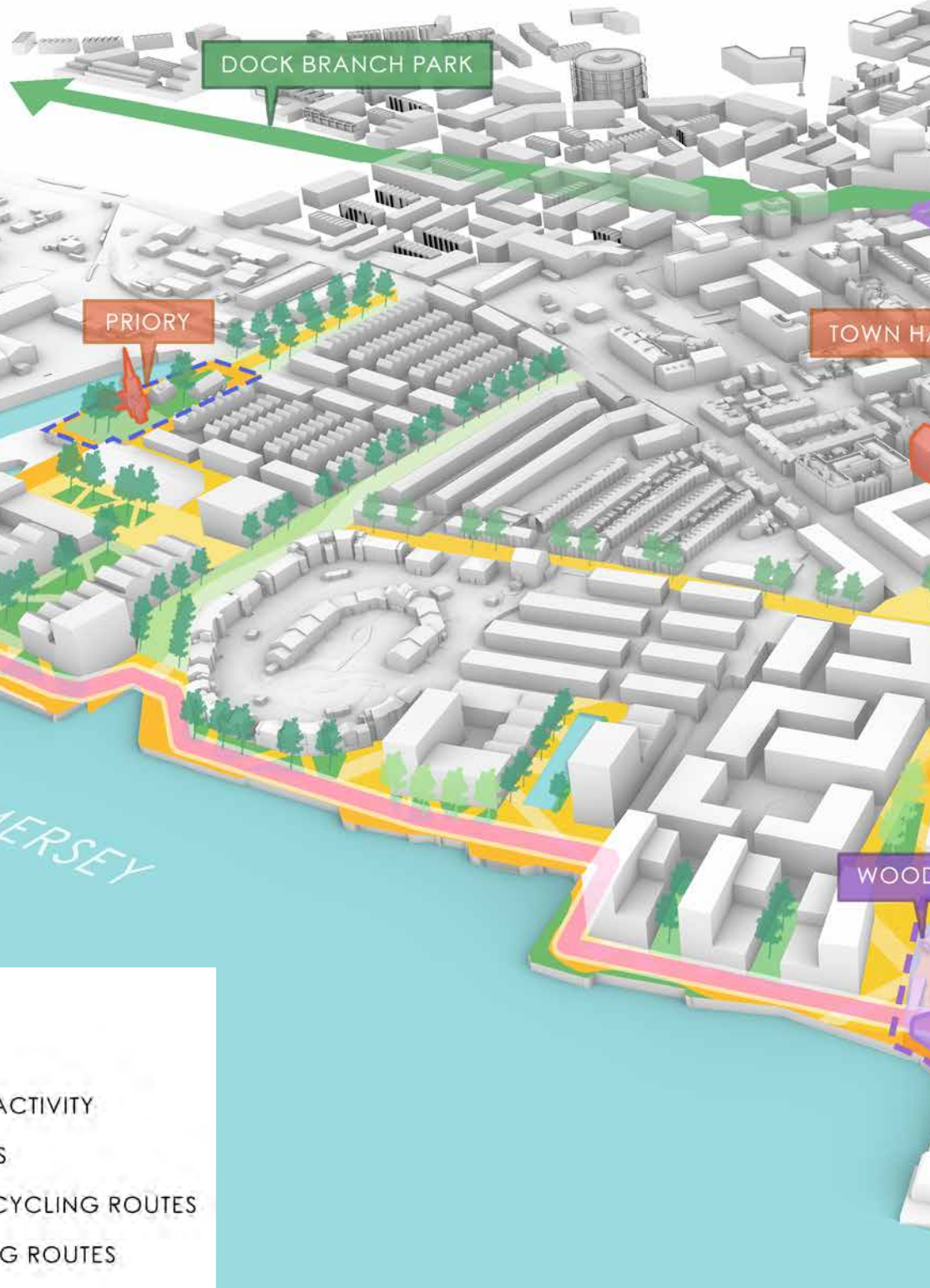
Transformational investment in connectivity and public realm improvements at Argyle Street, including widened footways, segregated cycle infrastructure, street furniture and greening also supporting the emerging creative and cultural quarter.

Hamilton Square Station, a strategically important gateway, has a tired, highways-focused environment and creates a poor first impression. Investment will include the **creation of a new pedestrian and cycle priority**

environment and a new public space fronting the station to provide a focal point for people to dwell.



PROJECT 3. WATERFRONT ANIMATION & CONNECTIVITY



KEY

-  LANDMARK LIGHTING
-  SUPPORTING FOCUSED ACTIVITY
-  PUBLIC REALM PROJECTS
-  WATERSIDE WALKING & CYCLING ROUTES
-  LCR WALKING & CYCLING ROUTES



ARGYLE ST. CORRIDOR

DOCK BRANCH PARK

HAMILTON SQUARE

HAMILTON SQUARE STATION

PUBLIC ART

SIDE

PUBLIC ART

WOODSIDE VENTILATION TOWER

TO EUREKA

**PROJECT 3.
WATERFRONT
ANIMATION &
CONNECTIVITY**





Waterfront Animation & Connectivity: Theory of Change

CONTEXT

- Key heritage waterfront assets are under-utilised and don't deliver on their potential
- Hamilton Square Conservation area is on the Historic England 'At Risk Register'
- Connectivity between Town Centre and waterfront dominated by wide, over engineered carriageway and dated/cluttered public realm
- In recent TIP online consultation many described the need for improvements to connections and public realm towards the waterfront

OUTPUTS

- Investment, enhancement and protection of 4 key heritage, listed assets, including a scheduled ancient monument and conservation area
- Delivery of 3 new public realm, highway improvement and walking and cycling priority environments
- Delivery of 4 new / upgraded public squares and a new visitor pavilion centre
- Increase of c.250,000 visitors per annum generating increased visitor spend of c. £7.5m per annum

INPUTS

- Town Deal Accelerated Fund used to bring forward early delivery including investment at Woodside in further hospitality and retail incubator space and the creative/cultural quarter on Argyle Street
- **Main Town Deal investment of £9.99m contributing to improvement of heritage assets and public realm**
- Match funding investment of £10.7m from Eureka! Mersey

IMPACTS

- Provides a diversified and vibrant waterfront with a complementary mix of high-quality attractions
- Will increase visitor number, encourage longer dwell time and linked trips
- Significantly improve the connections between the waterfront and town centre, promoting visitor flow
- Significantly improve the perception of Birkenhead as a place and provides a more investable offer

Table 2.3a: Theory of change

Main Delivery Partners / Market Demand

This project will be delivered by Wirral Council with Eureka! Mersey as a core delivery partner.

From the outset, the Town Deal Board highlighted the importance of the waterfront to underpin future success and this was supported by subsequent Task and Finish groups. Bespoke Town Deal online consultation re-enforced this and highlighted the need for improvements in public realm, especially around the waterfront which feels cut-off from the town centre.

An independent review by RIBA Places Matter advised future success of the town will critically rely on its connection to the waterfront, specifically referencing Birkenhead Priory as an under-utilised asset.

The Priory and Woodside CIC have conducted pilot events that have demonstrated overwhelming demand for an enhanced offer. In addition, Eureka! Mersey, which this project will help animate, is developed to Full Business Case with significant consultation and a full market demand study.

Strategic Alignment with Other Projects and Policies

- Aligns with the wider Birkenhead Regeneration Framework to deliver a Waterfront Town, with a strong east-west axis along Argyle Street
- Aligns with the plans and developments of the Wirral Growth Company
- Strong synergy between this project and our recently secured £25.6M of Future High Streets Fund programme
- Aligns with Merseytravel Ferries Long-term Strategy to March 2035,
- Aligns with the Cool Wirral 2 strategy
- The project is a corollary of our wider Eureka! Mersey Museum Project
- Supports the emerging refreshed Management Strategy for Hamilton Square Conservation Area as required by Historic England
- Project is a major plank in delivery of our Local Cycling and Walking Infrastructure Plan
- This project aligns with the Governments Decarbonisation Agenda

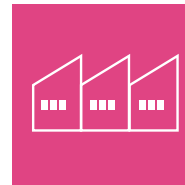
Table 2.3b: Delivery Partners and Strategic Alignment

PROJECT 4. EDUCATION ENGAGEMENT PROJECT

Objective alignment:



INCLUSIVE
BIRKENHEAD



INDUSTRIOUS
BIRKENHEAD



RESILIENT
BIRKENHEAD

What is the Town Deal Project?

This project proposes to combine a Town Fund capital investment, with sustainable, secured revenue co-funding streams, to provide pathways to employment, targeting the most disadvantaged and vulnerable groups in Birkenhead.

Targeted groups include young people; adults who have low levels of education and training; older adults who lack digital skills to access employment other essential services; care leavers; vulnerable women; under-represented BAME communities; and ex-offenders or those to be diverted from the criminal justice system; and people at risk of addiction.

The project will invest Town Deal funding in the infrastructure needed to create a new hub and spoke model. The 7 spokes are;

- 1. Argyle Street:** Wirral Council providing a 'Care Leavers Response Centre'.
- 2. Central Library:** Wirral Council providing targeted community engagement in a severely deprived neighbourhood.
- 3. Watson Street:** Charity Tomorrow's Women targeting vulnerable women.
- 4. Beckwith Street East:** Wirral Change targeting the BAME community.
- 5. Hamilton Street:** Forum Housing targeting vulnerable young people estranged from their families.

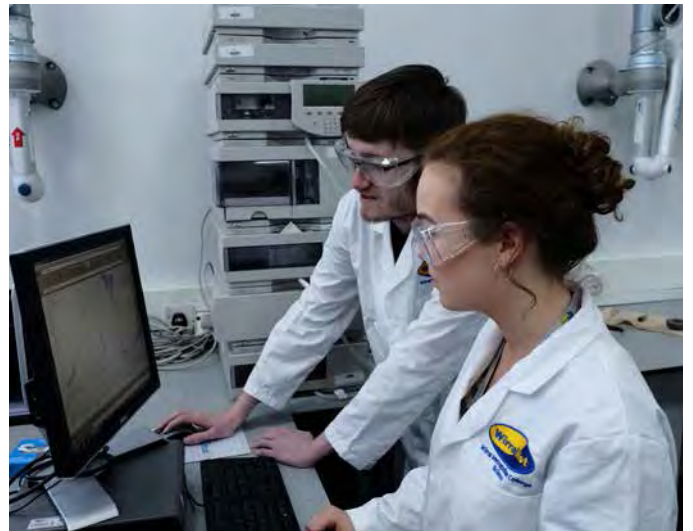
6. Europa Boulevard:

Probation Service, targeting low level offenders with rehabilitation services.

7. New Price Street: Spider Project, targeting people at risk of addiction.

Wirral Met College will form the anchor Hub organisation, bringing together the wealth of expertise and services provided by the partners.

The advice, guidance and community curriculum provided is through the well-established partnership between the Council's Service and the College, providing pathways from basic skills to higher education. The curriculum is aligned to underpin the job opportunities in the City Region and is informed by the sector specialists and employers in each of those sectors.



Education Engagement Project: Theory of Change

CONTEXT

- Indices of deprivation 2019 show circa 15,500 people live in areas that are the 10% most income deprived
- In the Town Deal area 36% of working age population do not have any qualifications
- Birkenhead has been hard hit by the COVID 19 Pandemic further exacerbating the deprivation in the area
- In the bespoke online consultation 19% of respondents stated support for access to jobs and training would improve the lives of people in Birkenhead

OUTPUTS

- 3,074 sqm refurbished space across the spokes
- Engage with minimum of 2000 16 -18 year olds with at least 60% residing in postcodes of high deprivation (East)
- Engage with 610 new learners per annum with 459 undertaking work ready qualifications
- Engage with a minimum of 550 adult learners from vulnerable groups

INPUTS

- **The Town Investment Fund will invest £1.9m to refurbish and equip the hub, and then invest in the seven spokes**
- The College will run the design and deliver the education and skills part of the programme
- The Council will deliver the Families and Care aspects of the programme and support Lifelong Learning
- The Council and stakeholders are contributing £3.85m match funding

IMPACTS

- Deliver skills outcomes above national rates, decreasing the attainment gap linked to poverty
- Reduce NEET further, to maintain the Borough's performance as the second best in the City Region
- Improve the inclusivity of services within Birkenhead
- Boost the economic activity rate in Birkenhead

Table 2.4a: Theory of change

Main Delivery Partners / Market Demand

The project will be delivered by Wirral Met College. WMC will lead the finalisation of the design process, in consultation with stakeholders, and be responsible for procurement of a contractor and project management. Each of the key partners will incorporate the project into their existing specialist support for the groups this project serves. The project partners are expert providers that have core and sustainable revenue funding to underpin this project.

The college will be looking to undertake a compliant tender process to source a suitable contractor as soon as Heads of Terms are agreed for funding. WMC will report the progress of its existing projects regularly to the funding provider (typically the Liverpool City Region or Education and Skills Funding Agency).

Birkenhead has high concentrations of poverty with considerable disparities in affluence with the rest of Wirral. There is a 17.8% attainment gap in Wirral at Key stage 4 (year 11) with just 34% of the young people from Birkenhead achieving their expected level of education.

Strategic Alignment with Other Projects and Policies

- Project is fully aligned with Wirral Council Plan 2025
- Project takes forward objectives of the Wirral Improving Life Chances Strategy
- Aligns with the LCR Local Industrial Strategy
- Builds on recent other Wirral Met College projects funded through the Skills Capital Fund
- Project will build on LCR Ways to Work Programme funded through European Structural Funds, which has delivered in Birkenhead and has supported many residents and businesses
- Synergy with the policies emerging in the LCR Fair Employment Charter
- Synergy with the services offered by Open Door (see next project)
- Aligns with the National Levelling Up Strategy and the Skills for Jobs: Lifelong Learning for Opportunity and Growth White Paper

Table 2.4b: Delivery Partners and Strategic Alignment

PROJECT 5. WELLBEING AND OPPORTUNITY HUB

What is the Towns Deal Project?

The project will create a Wellbeing and Opportunity Centre in the town centre of Birkenhead. This will provide a vibrant and accessible environment where a fully integrated network of public and charitable organisations have spaces for the community to access services. In these spaces, various activities will engage and support children, young people and families to improve their health, wellbeing and life chances.

The investment will fund improvements to the internal fabric and façade of the Treasury Annex building which sits adjacent to Hamilton Square which houses the largest collection of Grade I listed buildings outside Trafalgar Square.

The Town Deal investment will therefore transform a dilapidated building into an attractive place with an aspirational ethos where 'one door opens many'.

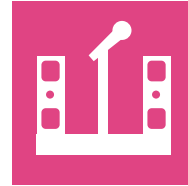
In its design and delivery, the Centre will tackle inequalities and improve the lives of our poorest faster.

The project will incorporate a new, one-site hub for all services provided by the NHS Foundation Trust and the award winning charity Open Door: bringing together

Objective alignment:



INCLUSIVE
BIRKENHEAD



CULTURAL
BIRKENHEAD



RESILIENT
BIRKENHEAD

culture; mental health support; and community wealth-building. Open Door is designed by young people for the benefit of young people aged 15-30. The charity began as a start-up 9 years ago and is now the largest independent provider of talking therapies in Wirral and Wirral's most popular and effective destination for new art and artists.

The creation of a central HQ for Open Door will create a new national Centre of Excellence: by using arts/culture, we can reimagine how mental health is supported and understood, and how the arts can be used as a catalyst for change in the wellbeing and aspirations of this region.



Wellbeing and Opportunity Hub: Theory of Change

CONTEXT

- Deprivation and socio-economic disadvantage is high across Wirral
- Waiting lists for mental health support in Wirral can be months, as NHS services cannot keep up with demand
- Within the Town Deal area 29% of people have a limiting long-term illness, compared to 18% across England

OUTPUTS

- Refurbish a derelict building and bring it back into use as high quality 2,100 sqm floorspace
- In the next 5 years the new Hub will deliver:
 - 12,000 accessing empowerment / counselling support interventions
 - 35 New FTE jobs created internally within the charity
- Creation of two new public spaces

INPUTS

- **Town Deal investment of £3.526m to purchase and renovate the Treasury Annex building.**
- Revenue input from Open Door to run services and grow the charity
- Monetary contribution from CCG contributing to the services

IMPACTS

- Delivery of a flagship charity facility that will ease pressure on mental health services in Birkenhead
- Enhanced online support, financial services for Birkenhead residents
- Enhanced support for families with mentoring
- Improved adult mental well being
- Improved economic activity rate in Birkenhead

Table 2.5a: Theory of change

Main Delivery Partners / Market Demand

The NHS Foundation Trust will be the project lead with Open Door as key stakeholder.

The NHS will be contributing Project Management resource for 21/22 and 22/23. Wirral Council, as building owner, will contribute the market rental value of the Treasury Annex building through granting the NHS a lease at a peppercorn rent.

Each neighbourhood within the Towns Deal area is in the top decile for multiple deprivation, income deprivation, employment deprivation and health deprivation. The Wellbeing and Opportunity Hub will provide services that will help to overcome the deprivation issues including delivering 1 to 1 empowerment sessions, counselling sessions and support sessions. There is existing demand for these services given the high levels of deprivation in Birkenhead.

Strategic Alignment with Other Projects and Policies

- Alignment with Wirral CCG's Future In Mind Initiative
- Strong synergy with Curious Minds' Local Cultural Education Partnership
- Project aligns with the Future Yard Music Venue / Skills hub project and Start Yard Craft based creative hub – they are spatially proximate
- Designed to take forward the Wirral Community Wealth Building Plan
- Aligns with the emerging LCR Fair Employment Charter
- Strong alignment with Wirral's Improving Life Chances Strategy
- Will add value to the Ask Us Wirral programme - an Information and Advice service, providing services to any Wirral resident aged 18 and over
- Aligns with the National Advancing Mental Health Equalities Strategy

Table 2.5b: Delivery Partners and Strategic Alignment

PROJECT 6. EGERTON VILLAGE

Egerton Village is a placemaking project located within the Wirral Waters area that is designed to provide studio and workspace for artists; educational arts accommodation; localised and independent ancillary retail space; a waterside restaurant, café and bistro; and semi-enclosed events space. The project delivers on our ambition to create 'A Waterfront Place' for living, commerce, leisure and views.

The project is 'shovel-ready' project with a developer ready and it has a detailed Planning Consent in place to deliver on a remediated dockland site.

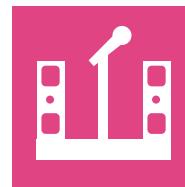
The project is programmed to be built and in operation for Q1 2022 and could be on site mid 2021. The project provides new amenity for other 'live' projects in the area including new residential at Northbank and the BREEAM Excellent No 1 Tower Road South (The Hythe) office building which is currently under construction.

The design has purposefully been instructed to enable the Wirral Met College Construction students to be fully involved with its build given it is to be located less than 50m from the Construction Faculty.

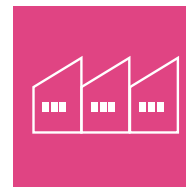
Objective alignment:



WATERFRONT
GARDEN CITY



CULTURAL
BIRKENHEAD



INDUSTRIOUS
BIRKENHEAD

Towns Fund investment will be used to contribute to the main project build costs.

Egerton Village will be the first Net Zero Carbon new build in Wirral - both in-use and also in its embedded carbon. This is in conjunction with the University of Liverpool and Peel L&P. Peel have recently secured certification by the UKGBC to have 11 of their existing office buildings retro-fitted and certified as Net Zero Carbon in-use. This is a UK first. This learning will be applied to Egerton Village.



**PROJECT 6.
EGERTON
VILLAGE**





Egerton Village: Theory of Change

CONTEXT

- There is demand for amenity provision to support the largescale residential projects at Wirral Waters
- There is a strong desire to promote a live-work uses within the Wirral Waters area
- In recent years and post pandemic there is increasing demand for flexible working space especially for creative space
- Nearly 20% of consultation respondents stated that if they could choose a single new investment for Birkenhead then it would be a new arts/culture/events facility

OUTPUTS

- 1,500 sqm of quality new, highly sustainable commercial, arts, educational and studio space in gateway location
- Delivery of one new community hub aligning to locally inclusive growth
- 20 new start-ups per annum utilising business incubation and co-working space
- 5,000 per annum new visitors to arts, cultural and heritage events held across venues
- Delivery of the first net zero carbon new build on the Wirral in terms of use and embedded carbon

INPUTS

- **Town Deal investment of £1.75m in site infrastructure.**
- Subsequent investment and supply of land from one primary developer
- £2.25m of match funding from privately sourced finance from Peel L&P, and £1.75m from WWIF
- Collaboration with Wirral Met College to develop work placements

IMPACTS

- Enhanced spotlight on Birkenhead in the eyes of key central Government departments/other “influencers”
- Creation of artist and events space that will bring visitors to Wirral Waters
- Improved perceptions of Birkenhead as a place
- Increased number of businesses in Birkenhead

Table 2.6a: Theory of change

Main Delivery Partners / Market Demand

Main delivery partner is Peel Land and Property, who will lead design and delivery in association with Wirral Council.

Peel are working with the University of Liverpool to carry out Net Carbon modelling and with Wirral Met College arts and construction department to design the work placement.

A recognised arts institution from the Liverpool City Region will occupy workspace at Egerton Village.

There is demand for this project to be the first net-zero carbon new build on the Wirral and supply new amenity spaces for the large scale residential development. There is significant demand for new amenity spaces, especially along the waterfront. The waterfront is in need of increased visitor numbers, 60% of our residents only used the waterfront 2-3 times a year or less.

Strategic Alignment with Other Projects and Policies

- Assists with the national Levelling Up and Decarbonisation Agendas
- Aligns with the LCR Local Industrial Strategy
- Aligns with the LCR Green Recovery
- Aligns with the Prime Ministers 10 x point Green Recovery plan (Nov 2020)
- Located on the fringes of the Wirral Waters Enterprise Zone and Wirral Waters Housing Zone
- Aligns with Wirral's Climate Change Strategy
- Assists with Wirral Council's emerging Local Plan which has adopted a 'brownfield first' approach thus taking pressure off Wirral's Green Belt
- Project will be a major plank in the emerging 2021 Birkenhead Heritage and Cultural Strategy

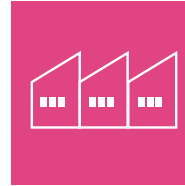
Table 2.6b: Delivery Partners and Strategic Alignment

PROJECT 7. EGERTON HOUSE

Wirral Chamber of Commerce propose to re-purpose 1,400 sqm of existing floorspace at Egerton House to make it suitable for the incubation and growth of small and medium businesses in the Business, Financial and Professional Services sector, and the growing digital sector in Birkenhead.

The Town Deal investment will involve refurbishing the space to enable hot desking within a more modern, flexible and collaborative working environment. The space will provide a blank canvas for entrepreneurs seeking growth and expansion, alongside the highly innovative, fresh programme of support delivered by Wirral Chamber of Commerce through the Egerton House CIC.

Objective alignment:



INDUSTRIOUS
BIRKENHEAD



INCLUSIVE
BIRKENHEAD



RESILIENT
BIRKENHEAD

Egerton House has a successful track record in supporting business growth in Wirral. However, the effects of the pandemic have meant that the business needs of its occupiers have changed, and rigid and inflexible spaces are now inefficient and present challenges for businesses to occupy sustainably. The investment will allow the space to be adapted to ensure that the building is resilient and able to respond to the needs of growing businesses in a variety of scenarios.

Egerton House forms an important role in innovation ecosystem of Birkenhead to create a destination that organically attracts our most ambitious, aspirational entrepreneurs and professionals, in order to create and sustain new employment opportunities and create economic value and additional jobs whilst re-purposing historic locations.



Egerton House: Theory of Change

CONTEXT

- Birkenhead is a place of industry with 25,000 employees working in the Town Deal area
- There are numerous growing sectors including creative and green technology supply chain
- In recent years and post pandemic there is increasing demand for flexible working space
- The pandemic has created more businesses in need of support

OUTPUTS

- Repurpose 1,400 sqm of existing space into high quality, commercial office/incubation space
- Space for 40 businesses, who will migrate to permanent accommodation in due course
- Will create and sustain new employment opportunities and create economic value and additional jobs with 400 additional businesses supported remotely per annum
- Re-purposing historic locations and ensuring that they contribute to the wider regeneration of the Birkenhead area, whilst retaining our community's cultural assets

INPUTS

- **Town Deal investment of £1.5m to refurbish the existing building**
- Building owned by Wirral Council
- Wirral Chamber of Commerce partnering and bringing in tenants
- Facility to be managed by Egerton House CIC

IMPACTS

- Promote the creation and growth of SME businesses, particularly in priority sectors including digital and tech, professional
- Programmes of grants to local SMEs, employers in key sectors to promote growth
- Redevelopment of existing space helping to improve the perceptions of Birkenhead
- Ensure Wirral Waters is a place to live and work

Table 2.7a: Theory of change

Main Delivery Partners / Market Demand

The facility will be managed by Egerton House CIC, who will lead on the day-to-day operations including the facilities management of the property. Wirral Chamber of Commerce, as a key delivery partner of the project will introduce a highly innovative, fresh programme of incubator support.

A Creative and Digital Demand Supply Study by Mickledore confirms the requirement for this facility, to enable businesses to grow and prosper, and as a feeder to the wider Grade A office supply such as that currently being constructed by Peel L&P at The Hythe, One Tower Road, Wirral Waters.

Developing Egerton House into this new space will enable Liverpool based businesses, but Wirral resident business owners, to re-locate their business in Birkenhead. Many studies have shown that people have healthier, happier lives when they live and work in close proximity.

Strategic Alignment with Other Projects and Policies

- Alignment to the Liverpool City Region Combined Authority Local Industrial Strategy
- Project helps deliver on the LCR Economic Recovery Plan
- Alignment to Wirral's Growth Plan
- Part of the Wirral Waters Enterprise Zone
- Assists with the national Levelling Up and Decarbonisation Agendas
- Project contributes towards Wirral's emerging Local Plan
- Project will be a major plank in taking forward the Mickledore Creative and Digital Demand Supply Study
- Project provides a "feeder" to recently completed Grade A office, such as Tower Wharf delivered via the Liverpool City Region Strategic Investment Fund

Table 2.7b: Delivery Partners and Strategic Alignment

PROJECT 8. START YARD

StartYard will form a creative biosphere in the centre of Birkenhead's Cammell Laird area. We will provide a collaborative hub for innovative entrepreneurs in the creative and digital sector. The aim is to provide a modern solution for people in the formative stages of their business development by providing access to premises without the traditional barriers associated with tenancies. This project is complementary to the other innovation themed projects in Birkenhead, with the Mickeldore Creative and Digital Demand Study evidencing the need for such an investment.

StartYard's home is a 1,500sqm single storey former industrial garage unit next to Birkenhead

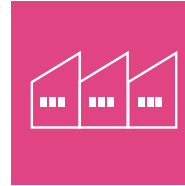
Priory. The building will house approximately 40 individual affordable work spaces and offer a range of sizes and configurations to fit a range of budgets. StartYard will include communal areas, coffee shop/café (also serving visitors to Birkenhead Priory) and meeting spaces designed in the spirit of collaboration.

The site has been purchased and funds are now being sought to accelerate the development of the building. The project will be run and managed by Microzine Creative.

The new employment floorspace will be provided on easy-in-easy-out terms, suitable for burgeoning local businesses to take the next

step in their journey. The aim is to develop a modern space with a dynamic environment that will attract talented local people from sectors such as the digital and creative spheres, who are looking for affordable space to get a business idea off the ground. People working from their bedrooms or kitchens at home, school and college leavers, who are ready to grow their idea and take the next step will enjoy the collaborative nature of StartYard and the support of like-minded individuals, with excellent facilities such as hi-speed internet connections. Ultimately the goal is to provide a nurturing environment that will produce a conveyor belt of successful small businesses.

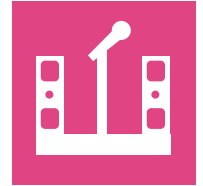
Objective alignment:



INDUSTRIOUS
BIRKENHEAD



INCLUSIVE
BIRKENHEAD



CULTURAL
BIRKENHEAD



Start Yard: Theory of Change

CONTEXT

- There are currently 25,000 jobs in the Town Deal area. Within this total, there are a growing number of creative businesses and demand for creative space is growing
- There has been a general lack of investment for creative industries in Birkenhead
- There is a need for flexible affordable space following the COVID 19 pandemic

OUTPUTS

- House 40 businesses and 200 employees at maximum capacity
- Remediation of a former industrial garage to create a 1,400 sqm of commercial shared workspace
- 40 businesses will have access to numerous skills courses and facilities by partnering with numerous universities and local colleges
- Develop a network of mature businesses in the creative and digital sector

INPUTS

- £270K supplied by Microzine to purchase site
- Microzine will manage the space
- **Town Investment Plan funding of £230k to redevelop former industrial garage site**
- Wirral Council will support the development with guidance from their own business teams

IMPACTS

- Bring new businesses to Birkenhead
- Attract and retain Wirral based talent
- Increase the number of events in Birkenhead with space for arts exhibitions, community groups and food markets. Incubation of start up companies, which increases the likelihood that they will reach full maturity
- Improve perceptions of Birkenhead

Table 2.8a: Theory of change

Main Delivery Partners / Market Demand

Microzine will be the lead organisation and will manage the space once the redevelopment is complete.

The Mickledore Creative and Digital Demand Study has evidenced the need for an expanded workspace offer of this nature. There are number of growing industries in Birkenhead including creative industries and those supporting the renewable industry sector. The rapid growth of both sectors means that more space needs to be provided to keep up with the demand of new businesses.

Strategic Alignment with Other Projects and Policies

- Project forms a key part of our strategy to arrive at a more vibrant and active waterfront area in Birkenhead, and associated projects
- Aligns with the Wirral Growth Strategy
- Aligns with the Combined Authority's Local Industrial Strategy
- Project will be a major plank in taking forward the Mickledore Creative and Digital Demand Study
- Aligns with the developing Birkenhead Cultural and Heritage Study
- Aligns with other creative projects including Future Yard Music venue / Argyle Street hub
- Builds on the outcomes achieved by the hugely successful 2019 Borough of Culture programme

Table 2.8b: Delivery Partners and Strategic Alignment

PROJECT 9. FUTURE YARD MUSIC SKILLS VENUE

Future Yard opened in autumn 2019 as a new re-imagined live music venue with a 350-person capacity. It offers learning opportunities for local young people to work with accredited frameworks from a range of skills partners. The innovative in-house music start-up incubator provides a sector specific mentorship and accelerator programme to new music sector businesses and start-ups, clustering them within the facility.

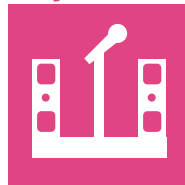
Future Yard CIC secured social investment from NESTA's Arts & Culture Impact Fund in 2020 to purchase their building.

Towns Funding is required to complete the second and third phase of the project creating an additional 1,315 sqm of music sector specific project space and skills development infrastructure.

The project will also create 1,750 sqm of outdoor event space for the community.

The funding will facilitate x20 studio/project spaces, open plan hot-desk / work space, private meeting rooms, a dedicated outdoor performance space, cafe/bar and multi-tiered green space. Town Deal support will also fund the installation of a new access lift to ensure full access to the facility for all.

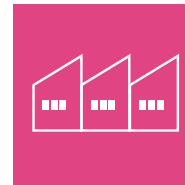
Objective alignment:



CULTURAL
BIRKENHEAD



INCLUSIVE
BIRKENHEAD



INDUSTRIOUS
BIRKENHEAD

The facility will be run by Future Yard CIC, a non-profit constituted to utilise music for the social, cultural & economic development of Birkenhead & Wirral.

In August 2019 Future Yard presented Future Yard Festival in Birkenhead. This was a first step case study to pilot ideas to be fully realised within a dedicated music sector skills facility.

The festival was hugely successful.

Click the link below to relive the festival.

<https://vimeo.com/358056971>

To see progress at the venue to date visit:

<https://youtu.be/CGPOPoIIO1A>



Future Yard Music Skills Venue: Theory of Change

CONTEXT

- Wirral has always been synonymous with music including Elvis Costello, The Coral, OMD and Bill Ryder Jones. There is currently no music venue dedicated to celebrating new music in the Wirral
- Birkenhead has high levels of deprivation, music can be a transformative opportunity to develop infrastructure, supply chain companies and cultivate talent
- The COVID-19 pandemic has had a detrimental effect across all creative industries especially live venues

OUTPUTS

- Creation of 1315 sqm of music sector specific skills space including 20 studio spaces and hot desking space
- 115 new businesses assisted per annum
- 1135 young people accessing the Sound Check skills outreach programme
- Future Yard will directly lead to the establishment of 25+ new businesses per annum, within our incubator programme

INPUTS

- First phase of work to create a 7,854 sq ft innovation phase and creation of 350 capacity site delivered by a third party funding
- **Town Deal funding of £1.6m to create the second and third phase of the project**
- Future Yard CIC inputs to manage and “curate” the property
- Supported by Liverpool City Region Music Board - who also provided phase one funding.

IMPACTS

- Enhanced pride in place - survey carried out after the first phase of future yard completed found 82% of users feeling more positive about Birkenhead as a place. Comparable improvement expected with the second phase
- Minimum of 50,000 visitors per annum will help to raise the image of Birkenhead
- Increase the number of people working in the music industry in Birkenhead. Increased new creative businesses working in Birkenhead

Table 2.9a: Theory of change

Main Delivery Partners / Market Demand

The facility will be run by Future Yard CIC, a non profit constituted to utilise music for the social, cultural & economic development of Birkenhead and Wirral. The project is supported by Liverpool City Region Music Board and delivers against the board's regional music sector policy framework.

There is market evidence demand in policy including the 2018 Liverpool City Council Music Strategy, which outlines the need for music sector-specific targeted business support and talent development including a music production skills hub.

Strategic Alignment with Other Projects and Policies

- Project builds on previous rounds of public sector investment to create the initial phase of Future Yard
- The project has been shaped by the "Developing A Liverpool City of Music Strategy"
- Aligns with the emerging Cultural and Heritage Strategy for Birkenhead
- Builds on the outcomes achieved by the hugely successful 2019 Borough of Culture programme
- Strong synergies with other creative projects including Future Yard Music venue / and festival and Bloom Building
- Strategically aligned with the Future High Streets programme of work in Birkenhead
- Contributes to the Wirral Visitor Economy Strategy

Table 2.9b: Delivery Partners and Strategic Alignment

PROJECT 10. ARGYLE STREET CREATIVE HUB

Argyle Creative Hub will be a transformative, place-based, intervention to boost the creative and cultural sector in Birkenhead and building on the “meanwhile” success the Make CIC is having in their temporary premises.

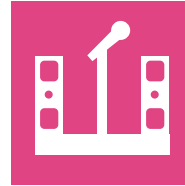
The project will involve the acquisition and redevelopment of a vacant property to create over 1,200 sqm of new and improved space for ‘makers’ including creative, cultural and community space, operated by Make CIC.

Make CIC is a social enterprise founded in 2012. The organisation’s vision is “to see people turn their passions into prosperity”.

The core operation of Make CIC is to provide creative workspace with wrap around support and a sense of community. Additionally the organisation runs classes, educational opportunities, mentoring programmes, events and a plethora of other opportunities that benefit residents and members.

This work takes place across the three sites Make CIC operates; two in Liverpool and one temporarily in Hamilton Square, Birkenhead. Over the past 11 months, Make’s existing Birkenhead facilities has registered an enquiries pipeline that has been twice the capacity of the building. Despite Covid-19, October/

Objective alignment:



CULTURAL
BIRKENHEAD



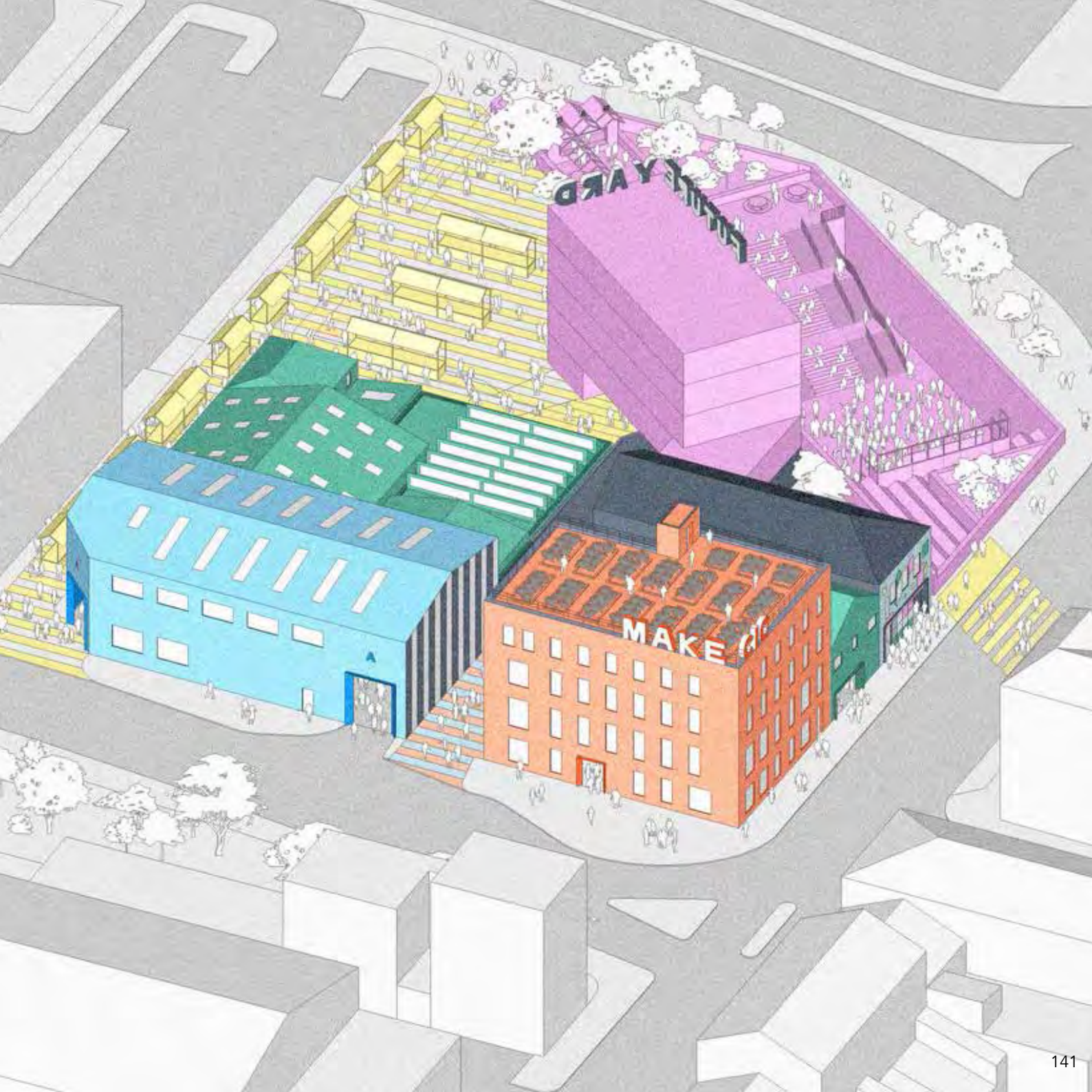
RESILIENT
BIRKENHEAD



INCLUSIVE
BIRKENHEAD

November 2020 were the busiest months this year for future enquiries, suggesting local work preferences may have changed and there is latent demand for this type of workspace, which is a unique facility not replicated by any existing or proposed facility elsewhere within Wirral.

Make CIC generates around £3 million in economic and social value for the Liverpool City Region, every year. Make is an incorporated community interest company with a board of directors and 7 members of staff who, along with volunteers, deliver the vision and the impact that arises.



Argyle Street Creative Hub: Theory of Change

CONTEXT

- There is a growing creative industries sector in Birkenhead
- Wirral Council has commissioned a cultural and creative strategy for Birkenhead. This development is inline with the emerging strategy
- Aligns with the LCR Combined Authority LIS
- Aligns with Wirral's Visitor Economy Strategy

OUTPUTS

- Redevelopment of building to produce at least 1,200 sqm of new enterprise and skills infrastructure
- Provide specialist managed workspace for at least 250 creative workers at any one time
- Provide or create employment opportunities for at least 200 freelancers per annum
- 24 businesses (1/10) grow and expand beyond the hub per annum

INPUTS

- **Town Deal funding of £1.625m allowing acquisition and redevelopment of site.**
- Make CIC inputs to manage and "curate" the property
- Argyle street creative businesses to support the development

IMPACTS

- Creation of a creative hub model will increase the number of creative start ups that survive to maturity in Birkenhead
- Increase the number of events / attractions in Birkenhead, boosting visitor numbers. Over time this will help to improve positive perceptions of the area
- Generate upwards of £2m-3m in annual economic and societal impact to Birkenhead

Table 2.10a: Theory of change

Main Delivery Partners / Market Demand

This project will be delivered by Make CIC, who are an established operator of commercial space. Future Yard, Open Door Charity and Convenience Gallery will collaborate to deliver a cultural cluster along Argyle Street.

Since 2014 there has been a growing number of creative tenants on Argyle Street, demand for creative space has exceeded initial expectations. The Mickeldore Creative and Digital Demand Study outlines the growing need for space. Centres such as Make Hamilton have reached 100% capacity two years earlier than expected despite the pandemic.

Strategic Alignment with Other Projects and Policies

- This project aligns with the Future Yard Music Venue / Skills hub project and Start Yard Craft based creative hub
- Aligns with the LCR Combined Authority Local Industrial Strategy
- Builds on the outcomes achieved by the hugely successful 2019 Borough of Culture programme
- Strategically aligned with the Future High Streets programme of work in Birkenhead
- Aligns with Wirral's Visitor Economy Strategy
- Aligns with the emerging Birkenhead Cultural and Heritage Strategy
- Project will be a major plank in taking forward The Mickeldore Creative and Digital Demand Study

Table 2.10b: Delivery Partners and Strategic Alignment

PROJECT 11. EXPO VILLAGE

The proposed sustainable housing EXPO Village is located in the Hamilton Park 'partnership neighbourhood' area - a transition zone between Wirral Waters and Birkenhead Park / Birkenhead Town Centre. It will be the first significant manifestation of change within Hamilton Park - an area able to benefit from adjacent Wirral Waters development.

The site for the EXPO Village is the site bordered by Corporation Road to the north and Livingston Street.

The EXPO Village provides a three year 'laboratory' for testing a rolling programme of homes of the future which are assessed and monitored for environmental performance,

durability and liveability. EXPO Village will showcase new innovative methods of building homes and new places for the 21st Century. This is a place where new modular homes are prototyped and tested, where new technologies are showcased, where skills and training – including self-build - can be developed and applied, and where people can stay and visit.

The long term legacy use for the EXPO Village site after three years will be new, permanent innovative open market and affordable / social housing of circa 150 new homes developed via a Joint Venture between Wirral Methodist Housing Association and Wirral Council.

Objective alignment:



WATERFRONT
GARDEN CITY



SUSTAINABLE
BIRKENHEAD



RESILIENT
BIRKENHEAD

Town Deal funding is principally to assist with the provision of the permanent on and off-site infrastructure for the EXPO Village site: site preparation and remediation, public realm, SUDs, energy generation, smart technologies, cycling and micro-mobility infrastructure.

A further small revenue ask is included for developing the partnerships and organising of the EXPO itself.



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Urban design & masterplanning



Wirral Waters

EXPO Village: Theory of Change

CONTEXT

- Birkenhead is a place of substantial residential growth
- Wirral Cool II Strategy is explicit in targeting high environmental performance on all residential new build
- We have potential to shine a national light on our plan to achieve highly sustainable residential growth
- In parallel, the Hamilton Park area is in need of regeneration and needs to forge new positive identity

OUTPUTS

- 2.5 acres of land remediated and infrastructure provided for the long term development of the site
- 15 plots created for housing builders showcasing exemplar low carbon housing projects
- 100 new learners gaining relevant experience in the construction sector, in collaboration with Wirral Met College
- Legacy land use = 150 new innovative homes

INPUTS

- Site in ownership of Wirral Council. Site is key input to project
- **Town Deal investment of £2.5m in site infrastructure**
- Investment from a number of different house builders in exhibit builds
- Subsequent investment from single house builder in legacy housing scheme

IMPACTS

- Enhanced spotlight on Birkenhead in the eyes of key central Government departments/other “influencers”
- Enhanced ability to monitor and test new MMC housing product for environmental performance
- Improved performance from housing providers to evolve their products to improve sustainability offer
- Delivery of legacy, highly innovative housing scheme that redefines identity of Hamilton Park area

Table 2.11a: Theory of change

Main Delivery Partners / Market Demand

This project will be delivered by Wirral Council and Wirral Methodists Housing Association (as joint landowners). A private sector partner will be sought to facilitate the selection of exemplar housing developers.

A significant amount of consultation / dialogue has been undertaken with likely housing delivery partners who will form the demand for the exhibition plots. There is significant appetite from various housing providers within the sector to participate.

There have been other housing EXPO projects delivered over the years both in the UK and overseas. Partners have learned from these projects however few of the EXPO's have focused on MMC - with a roll out programme of products / thinking into opportunity areas in the immediate vicinity. Other good EXPO examples include Bristol and Sunderland.

Strategic Alignment with Other Projects and Policies

- Assists with the national Levelling Up and Decarbonisation Agendas
- Aligns with the LCR Local Industrial Strategy
- Aligns with the LCR Green Recovery
- Aligns with the Prime Ministers 10 x point Green Recovery plan (Nov 2020)
- Located on the fringes of the Mersey Waters Enterprise Zone and WW's Housing Zone
- Aligns with Wirral's Climate Change Strategy
- Assists with Wirral Council's emerging 'brownfield first' Local Plan
- Very strong synergies with other Peel investments on Wirral Waters

Table 2.11b: Delivery Partners and Strategic Alignment

PROJECT 12. SUSTAINABILITY CENTRAL

Sustainability Central will provide a prominent, physical hub and focal point to co-ordinate activities for a number of leading organisations in the low carbon sector within Birkenhead.

The £1.75m Town Deal funding will be combined with Peel's ownership of an existing dilapidated building which will be re-purposed and retrofitted, including the surrounding outdoor space and existing building currently known as the North Western Ship Repair facility (NWSR), within the Wirral Waters Enterprise Zone.

The Sustainability Central Hub will be used to provide workspace, host activities, coordinate teaching, training

and skills development, encourage collaboration between partners and deliver the projects, initiatives and activities from the Sustainability Central Action Plan.

This will cluster partners, community groups, industry, R&D, events and education in a scalable prominent hub that, itself, embeds 'best practice'. The building will be a learning tool in its own right – showcasing technologies and green-retro-fit.

A genuine collaborative space that will evolve over time as technologies develop and partnerships evolve. 'Grow-on' space is designed and can be brought on stream as needs dictate to facilitate anticipated growth.

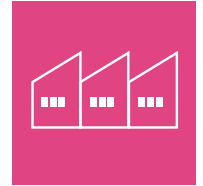
Objective alignment:



RESILIENT
BIRKENHEAD



SUSTAINABLE
BIRKENHEAD



INDUSTRIOUS
BIRKENHEAD

The project brings forward the re-use of the late 50's / early 60's built NWSR building – architecturally a 'hidden gem' - as a 'retro-fit' pilot exemplar located on the corner of Wallasey Bridge Road and Beaufort Road.

Provides a focus for housing retrofit technologies linked to the proposed Modern Methods of Construction Prototyping Testing and Assembly Centre and the Housing EXPO Village site.



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Urban design & masterplanning


Wirral Waters

Sustainability Central: Theory of Change

CONTEXT

- There is an opportunity to make Birkenhead a leader in addressing climate change in an urban setting
- This project is key to promoting sustainability and reducing carbon emissions in the Wirral
- The project aligns with the Cool Wirral 2 project and forms part of Wirral Climate Change Strategy
- This project will be delivered as part of the largescale Wirral Waters development

OUTPUTS

- Remediation of a derelict late 1950s / early 60s building North Western Ship Repair 700 sqm
- The building will generate 5,000 interactions per annum for learning new skills in the low carbon sector
- Provide retrofit technologies that are linked to many other projects in Birkenhead including Housing EXPO Village and Mersey Waste Site

INPUTS

- Building owned by Peel L&P
- **Town Deal investment of £1.75m to renovate this building**
- Subsequent investment and supply of land from one primary developer
- Facility management by Peel L&P management

IMPACTS

- Delivery of a flagship carbon reduction project with roll on potential to numerous other projects
- Brings Birkenhead onto the national stage as a sustainability leader
- Reduction of carbon emissions for Birkenhead
- Work towards delivery of Wirral Cool 2 strategy

Table 2.12a: Theory of change

Main Delivery Partners / Market Demand

Peel Group – including Peel L&P and Peel Energy - will be the main delivery partners and managers of this facility.

The Centre for Alternative Technology (CAT) providing content within the facility. Liverpool John Moores University and University of London providing assistance with meeting objectives with retrofit and net zero carbon. Wirral Met College are helping to input and coordinate the skills outreach programme.

Strategic Alignment with Other Projects and Policies

- Assists with the national Levelling Up and Decarbonisation Agendas
- Aligns with the LCR Local Industrial Strategy
- Assists with the LCR Green Recovery
- Aligns with the Prime Minister's 10 x point Green Recovery plan (Nov 2020)
- Located within the Wirral Waters Enterprise Zone and Wirral Waters Housing Zone
- Aligns with Wirral's Climate Change Strategy
- Assists with Wirral Council's emerging 'brownfield first' Local Plan
- Strong synergies with the following projects; Housing Expo Village Site, Shore Road Victorian Retrofit and Mersey Waste Authority Waste and Transfer Centre

Table 2.12b: Delivery Partners and Strategic Alignment





BIRKENHEAD

2040 2040 2040

THE FUTURE IS

BIRKENHEAD

BIRKENHEAD

2040 2040 2040

THE FUTURE IS

BIRKENHEAD

SECTION 3.

HOW WE HAVE ENGAGED

For detailed findings of each consultation phase and further details of the next steps for consultation please see the Stakeholder Engagement Appendix.

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PRINCIPLES OF OUR APPROACH

From inception to delivery our approach has put stakeholders right at the centre of our regeneration ambitions for Birkenhead, ensuring the proposed interventions are built upon a solid evidence base and underpinned by views of the local community. Engaging local stakeholders has enabled us to capture what they see as the area's issues, needs, challenges and opportunities and helped us to establish a robust vision for the future and interventions that will deliver real change.

The Council has a wealth of data to inform need and has an established, inclusive approach to engagement. The effects of the COVID-19 pandemic have inevitably impacted the engagement process, but we have been inventive,

and successfully adapted our approach to ensure the community can comment, generate ideas and join us on our Town Deal Journey. We have received over 700 digital interactions on our online platforms regarding the Birkenhead Town Deal.

We recognise that consultation is an iterative process, and our future plans will build on this and phase back face-to-face interactions when it is Covid safe to do so. In the meantime, online consultation is augmented with focus groups with young people at our local college and Youth Voice Group, via our constituency teams to engage with hard-to-reach groups such as our local BAME communities, and through our thematic task & finish groups.



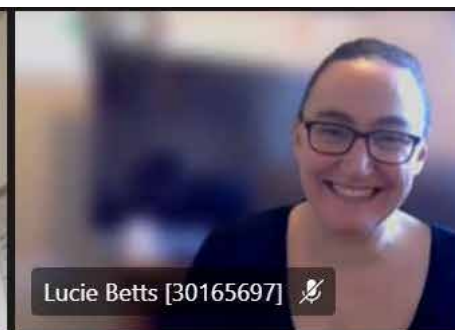
Over 700 interactions regarding Birkenhead Town Deal across our Digital Platforms



Consistently building on strong existing networks throughout the Town Deal process



Ensuring public feedback feeds into project proposals and development

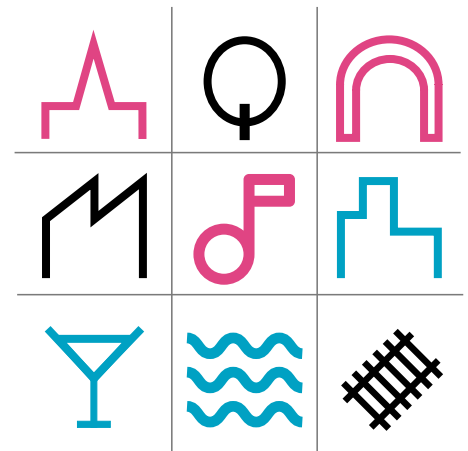


THE ROLE OF TOWN DEAL BOARD

The Board was established to represent a diverse range of interests from across Birkenhead. The Council already has well-developed links with many organisations including those with whom it is directly delivering regeneration projects. The creation of a Board provided an opportunity to invite other organisations that were seen to be integral to a bright future for Birkenhead.

Following a competitive process, Leigh-Anne Stradeski, CEO of the National Children's Museum, Eureka! Mersey, was appointed as Chair.

The Board met face-to-face before the national lockdown, after which proceedings moved online with great success. It hopes to return to meeting face-to-face once again on a quarterly basis.



TOWN DEAL BOARD MEMBERS

Leigh-Anne Stradeski (Chair)

Chief Executive of Eureka! Mersey The National Children's Museum

Mick Whitley

Member of Parliament for Birkenhead

Angela Eagle

Member of Parliament for Wallasey

Cllr Janette Williamson

WBC Leader of the Council

Cllr Tony Jones

WBC Councillor representing New Brighton

Cllr Pat Cleary

WBC Councillor representing Birkenhead and Tranmere

Mike Horner

Development Director at Wirral Growth Company

Richard Mawdsley

Development Director for Wirral Waters at Peel Land & Property

Sue Higginson

Principal and CEO of Wirral Metropolitan College

Liam Kelly

Chief Executive of Make CIC

Prof Angela Simpson / Dr Eve Collins

Executive Dean at University of Chester

Asif Hamid

Chair of Liverpool City Region LEP

Paula Basnett

Chief Executive of Wirral Chamber of Commerce / representative for Birkenhead BID

Frank Rogers

Chief Executive of the Liverpool City Region Combined Authority

Catherine Holmes

Head of Cities and Major Conurbations, Homes England

Louise Healey

DWP: Birkenhead Job Centre

Supt Martin Earl

Merseyside Police

Julie Webster

Director of Public Health at Wirral CCG

Mark Palios

Chairman of Tranmere Rovers Football Club / Tranmere Rovers in the Community

Nigel Hughes

Chief Executive of Wirral YMCA

ENGAGEMENT ACTIVITIES

The Town Investment Plan is built upon a solid evidence base of socio-demographic data and driven by the needs of a range of stakeholders, each requiring different engagement approaches. Communication is clear and meaningful, to develop and maintain constructive relationships.

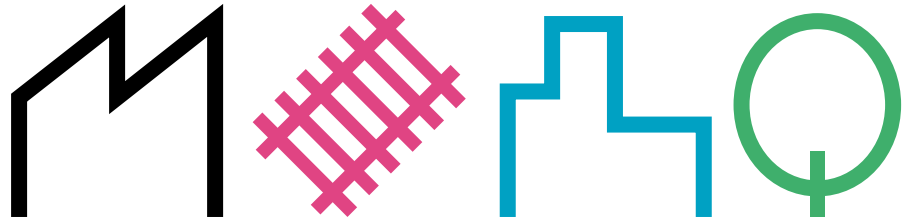
Consultation and engagement activities undertaken that have informed our Town Investment Plan include:

Drawing from previous consultations

The 2020 Local Plan consultation, as well as the “Care More For Us” consultation which invited the views of 3,000 young people, have helped shape our plan.

Throughout 2020, the Council has been preparing an overarching BRF to provide the spatial strategy and delivery plans for key projects across the Birkenhead. Plans for future Town Deal consultations will complement the consultation process for the overarching BRF. To bring these together, there are plans for a dedicated Regenerating Birkenhead webpage for communities and businesses to access the complete vision for the town, bringing together the various proposals that support it.

In January 2020, Wirral Growth Company (a joint venture between Wirral Council and Muse) released consultation findings from the public discussion about the future of Birkenhead town centre. This included an extensive programme of drop-in events, pop-ups around the town centre, workshops with young people, events for market traders and media launches. Around 220 residents and stakeholders attended pop-up events and over 270 comments were received online. In response, a consultation report was published by the Growth Company showcasing the proposed next steps for each area of feedback.




My Town Analysis

Evaluation of the 66 My Town comments received found that public opinion aligned with the Board's ambitions to modernise and redevelop aspects of Birkenhead and have been taken on board to help to shape interventions.

TIP Online Consultation

The Town Deal Board's first public consultation lasted three weeks and took place between 23rd November and 4th December 2020. It was promoted through various channels including press releases, radio interviews, social media and directly to the Board's networks to promote awareness and to capitalise on the feedback received.


Current Projects



Birkenhead Town Deal

Engagement to help shape a bid for Government funding for Birkenhead

[View Project](#)



New Brighton Masterplan

Engagement to help develop a new masterplan to revitalise New Brighton

[View Project](#)

WIRRAL

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Birkenhead Town Deal

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This Birkenhead Town Deal consultation has concluded, thank you for your contributions, we will use them to help shape the bid that will be submitted to Government in January 2021.


Birkenhead is among a select group of 101 towns which has been invited to bid for up to £25 million to transform neighbourhoods and communities in their area. As part of the Government's £3.6 billion Towns Fund programme, it is aimed at towns with a proud industrial heritage that may not have always typically benefited from economic growth like more prosperous areas.

To make sure the bid reflects the views of Wirral residents we would like you to let us know what you think about Birkenhead and how it should be developed in the future.

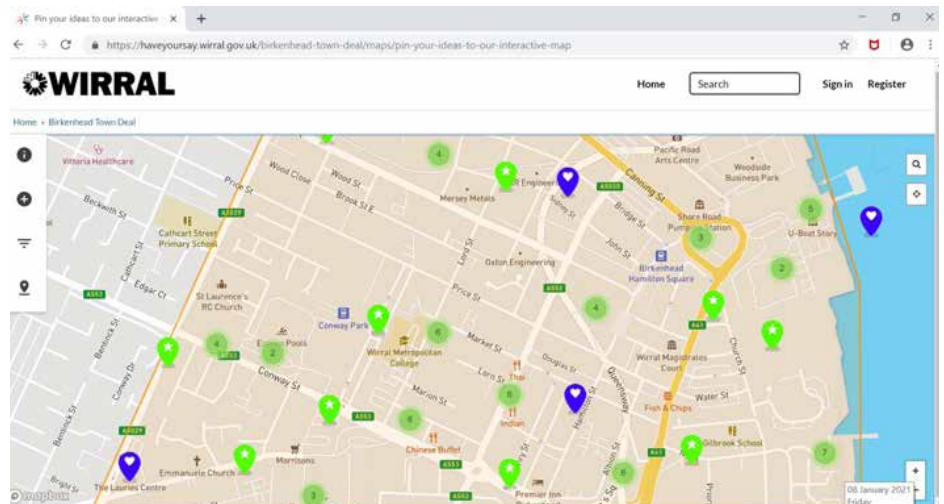
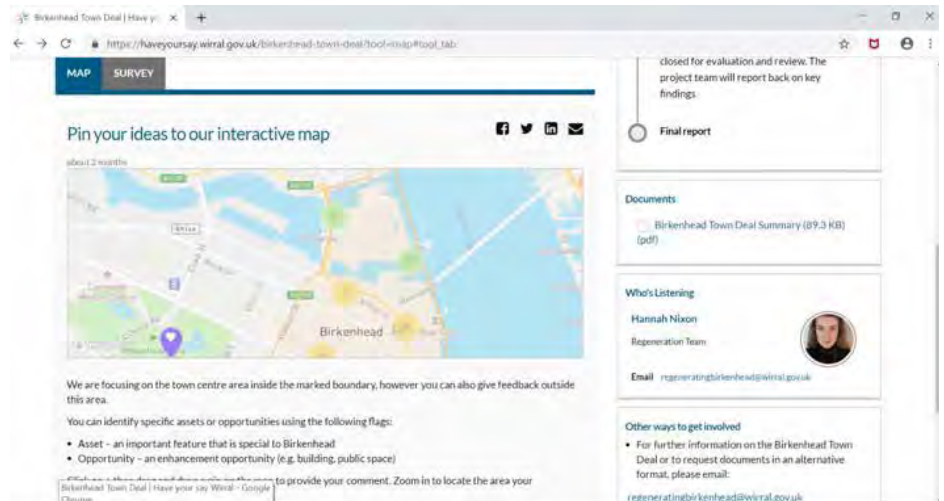
We will use the information you provide to help shape the bid that will be submitted to Government in January 2021.

This work will also contribute to the long term regeneration of Birkenhead to create a green, sustainable, waterfront community - further consultation with residents will be carried out in 2021.

[REGISTER](#) to have your say

Lifecycle  Open
This consultation is now closed

As part of the consultation process, a mapping tool was published that allowed respondents to place 'pins' and make comments on specific geographic sites. Respondents were also able to request paper copies of the survey or submit additional comments via a dedicated email address, which was published on the Have Your Say site, alongside the online survey. The consultation received 64 responses and 128 map pins.

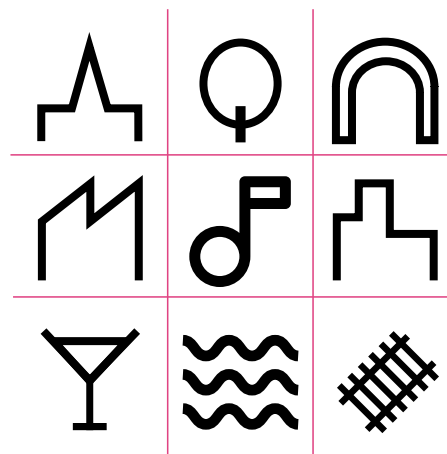


Dock Branch Park Online Consultation

As a direct result of engagement, the Dock Branch Park project has developed into a major catalytic regeneration project for Birkenhead. In particular, the strong local support for retaining heritage features and maximising the opportunity to create beautiful, green spaces significantly influenced the design to remove public transport through the corridor and focus on the linear park, walking and cycling aspects whilst creatively incorporating rail heritage.

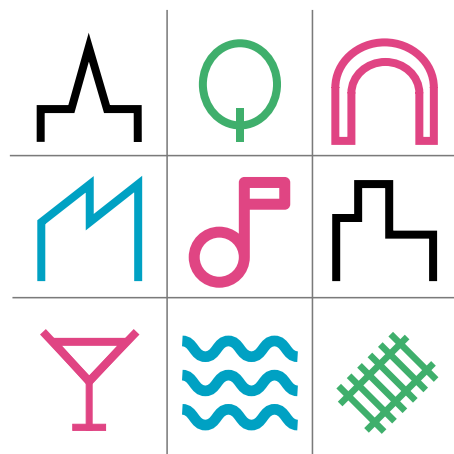
In keeping with the strong links to the area's history and from suggestions from community engagement, the project has now been branded Dock Branch Park (formerly Green Corridor) which mirrors the original name of the disused railway line.

These changes were presented to the Town Deal Board and subsequently received great levels of support from members and their networks. Community engagement was pivotal in developing the project into what it is today and maximising its future potential.



Engagement with hard-to-reach groups

There has been increased emphasis on engagement with hard-to-reach groups, particularly given the ongoing effects of the pandemic. The Board invited representatives of hard-to-reach groups to participate in the thematic Task & Finish group discussions as well as encouraging participation in online consultation within their networks including Wirral Evolutions, Lifeways, Community Action Wirral,



Wirral Change, Autism Together and many more. Via Wirral Met College, virtual focus groups session with our younger demographic have been hugely successful, and events are scheduled by our constituency teams to target other hard-to-reach groups, including our BAME communities. As 81% of households in Wirral have 4G mobile data, social media engagement has been utilised leading to an increase in engagement across digital platforms. We have also made hard copies of surveys available too where they are needed.

Consultation with private sector

Local businesses were invited to respond to the consultations. Overall, businesses made up 5% of consultation responses, with another 30 direct conversations. This was over-and-above the ongoing interaction with businesses which were invited to be part of the six task and finish groups and the Town Deal Board.

Wirral Chamber of Commerce sat on three of our task and finish groups and on the Town Deal Board, representing the Borough's public-private sector partnership. In addition, at least one business was present for each task and finish group meeting and several major local employers and businesses sit on the Board. Access is open to any business within these broad networks that has an interest in the proposals.

Six thematic task and finish groups

To enable the Board to focus on key themes and help develop proposals, six task and finish groups were set up comprising advisors relevant to each topic, community representatives and stakeholders. As discussions progressed, many groups came together as a partnership to work on common themes.



The table highlights the key stakeholders involved in the task and finish groups, including representatives from hard-to-reach groups:

Task & Finish Group Theme	Task & Finish Stakeholder Inclusion
Education and Skills	Wirral Met College, DWP, University of Chester, WBC 14-19 Team, Cradle to Carer, LCR CA, Local Cllr
Economy and Enterprise	Wirral Chamber of Commerce, MAKE CIC, Peel Land and Property, Power to Change, LCR CA, Local MP
Connectivity, Place and Public Realm	Local Cllr, Living Streets, Rethink CIC, Wirral Chamber of Commerce, Ainsley Gommon Architect, Merseyside Police, WBC Specialist Advisors
Health, Wellbeing and Community	Warrington and Halton Hospitals, Merseyside Police, Birkenhead YMCA, Public Health, Involve Northwest, Disability Employment Advisors, Wirral Chamber of Commerce, Wirral Community Health and Care NHS Foundation Trust, Tomorrow's Women Wirral, Open Door Charity
Culture and Heritage	MAKE CIC, Eureka! Mersey The National Children's Museum, Future Yard, Left Bank Creative Group, Local Cllr, WBC Specialist Advisors
Digital and Clean Energy	Merseytravel, Scottish Power Energy Networks, Energy Projects Plus, Local Energy North West Hub, Local Cllr, WBC Specialist Advisors

Our Future Plans for Stakeholder Engagement

Our Stakeholder Engagement Plan outlines future activity to support the delivery of our regeneration ambition. It builds upon existing consultation and engagement activity and includes a diverse range of activity to ensure the community and stakeholders remain central to delivering on the vision for Birkenhead. Our future plan includes:

Digital plans: a dedicated website to serve as a gateway where communities can follow, engage and contribute to the interlinked plans for the area.

Evaluation and Monitoring: essential to ensure that we are collecting the right data, from the right people, in the right way, ensuring such information is fully utilised, as demonstrated with the development of Dock Branch Park.

Role of task and finish groups: collaboration is key, with members of the thematic groups continuing to meet to determine project synergies, feeding into the quarterly Town Deal Board sessions.

Working with hard-to-reach groups: a series of focus groups with young people and Constituency teams networking will link with local BAME groups for grassroots consultation, capitalising on social media using dedicated hashtags and handles. We will also use the network already approached (including Autism Together, Community Action Wirral, Lifeways, Wirral Evolutions) to reach as many groups as possible.

Private Sector Commitment: membership of the implementation group will provide a direct avenue for local businesses to engage and be a part of the re-imagining, re-discovering and re-connecting of Birkenhead.

Engagement with young people: further consultation and focus group events with Wirral Met College will ensure skills transfer opportunities are maximised at various stages of project development.

To bring these strands together, there are plans for a dedicated Regenerating Birkenhead webpage for communities and businesses to access all interlinked proposals for the area. This is supplementary to Wirral's Have Your Say portal where the public can already view all regeneration consultation materials for the area.

Timeframe	Engagement
Up to March 2020	<ul style="list-style-type: none"> • Creation of Town Deal Board • Presentations from key stakeholders • Communications Strategy
Apr – Jul 2020	<ul style="list-style-type: none"> • Press release inviting comments on projects proposals and key themes • Creation of Task and Finish Groups • Dedicated email inbox set up inviting comments and project proposals: regeneratingbirkenhead@wirral.gov.uk
Nov – Dec 2020	<ul style="list-style-type: none"> • Vision statements • Town Deal public consultation via 'HaveYourSay' portal • Radio Interviews to promote consultation • Project presentations to Board • Continued engagement through the Town Deal Board, pull together a sub-group for T
Jan 2021	<ul style="list-style-type: none"> • Youth focus group event with council officers and students at Wirral Met College and Y Voice Group, first of many • Submission of Town Investment Plan and consultation documentation
Feb 2021	<ul style="list-style-type: none"> • Continued engagement through the Town Deal Board, pull together a sub-group for p alignment and synergy • Dedicated online engagement so networks / public can be informed on milestones • Development of dedicated webpage • Project specific consultation • Ongoing press releases • Publication of Town Investment Plan
Spring / Summer 2021	<ul style="list-style-type: none"> • Birkenhead Regeneration Framework 8-week consultation launched online Spring 2021 • BRF Community engagement programme established • (12 month plan) Spring 2021 • Community Wealth Building approach agreed for Dock Branch Park Spring 2021
Ongoing	<ul style="list-style-type: none"> • Youth focus group events with Wirral Met College • Continue collaboration with our constituency teams and Town Deal Board to ensure o communities can respond to proposals within the area

	Outcome
	<ul style="list-style-type: none"> • Town Deal Board Chair selected • Stakeholder mapping complete and advisors invited to TD Board and T&F Groups
	<ul style="list-style-type: none"> • Project proposals developing • Officers monitoring and engaging with stakeholders via inbox queries and calling local businesses to propel interest in Town Deal plans
TIP design	<ul style="list-style-type: none"> • Feedback from proposals linking to vision statement • Consultation analysis and report drawn up, feedback presented to Board • Involve Board members of design of TIP document
Youth	<ul style="list-style-type: none"> • Capture insight into potential involvement in project-specifics from the College and our young people
project	<ul style="list-style-type: none"> • Continue to monitor feedback on TIP and project proposals working towards business cases. • Work towards business case and heads of terms
1	<ul style="list-style-type: none"> • Residents, businesses and partners able to engage and input to Regenerating Birkenhead • Ensures new ideas and opportunities are integrated with existing strong network of community and voluntary groups. Also provides context for development of new third sector groups to respond to the programme
ur BAME	<ul style="list-style-type: none"> • Establish involvement on project specific tasks for students • Continue to evaluate feedback and incorporate into Board proposals and project delivery

BIRKENHEAD

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THE FUTURE IS

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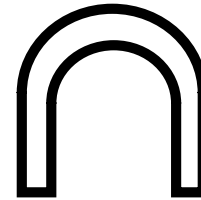
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SECTION 4.

HOW WE WILL DELIVER

BIRK
ENERGY
LEAD

GENERAL APPROACH TO REGENERATION IN BIRKENHEAD



Wirral Council has invested significantly over the last 12 months to establish a highly skilled and experienced delivery team for its ambitious regeneration programme. When the Council decided to develop a brownfield-first Local Plan in 2019 it recognised that this would only be delivered through a major regeneration programme focused on Birkenhead. The Council already has a successful track record in regeneration delivery having worked collaboratively with Peel Land and Property to design the £4.5billion Wirral Waters

regeneration programme, and more recently established a 50:50 Joint Venture with Muse Developments called the Wirral Growth Company.

The Council's delivery model for regeneration is a blend of in-house regeneration and economic growth expertise supported by a range of external specialists. The Council has re-organised delivery so that all key regeneration functions are in a single Regeneration and Place Directorate (regeneration, housing, planning, building control, asset management

and investment) supported by dedicated enabling resource from Legal, Finance, Procurement and HR. The external resource includes experienced regeneration programme managers, development specialists, major infrastructure programme managers, and urban design. External legal, finance and communication expertise is also used on individual projects and programmes.

The Council is setting up a Regeneration Programme Office, working collaboratively with the corporate PMO, to manage the varied portfolio. In addition Homes England are funding Mace to work with the Council to deliver the next phase of the regeneration programme, recognising that a number of projects will go live in the next year. Mace's work includes project and programme delivery, resourcing strategy, and site appraisal. This will be a key input to the Council's joint work with Homes England and the Liverpool City Region

on a major business case for investment in Birkenhead's regeneration.

Wirral Council made a successful bid to MHCLG's Urban Development Corporation Competition which provides capacity funding for areas with large scale housing and regeneration programmes to explore whether UDC-type delivery models may be appropriate. This option appraisal will take place in the first half of 2021 and, as well as focusing on the right delivery model for the scale and ambition of the

Birkenhead programme, will also seek a delivery approach which enables Wirral's priorities for high quality urban design, environmental sustainability, ongoing place-management and the long-term stewardship of community assets.

GOVERNANCE FOR TOWNS FUND APPROVALS AND EXPENDITURE

The Council has a strong track record of programme and project delivery, be it as direct deliverer, partner or enabler. This provides a strong foundation for delivering the Towns Deal programme, in partnership with the Towns Deal Board. In addition we have a partnership Board with Homes England and the Liverpool City Region to oversee the Birkenhead regeneration programme.

Wirral Council will be the accountable body for the implementation of our Towns Fund investments. The primary responsibilities of the Accountable Body will be to:

- Support the development of detailed business cases;
- Oversee compliance with the HoT agreement with government and the Board;
- Ensure Board decisions are made in accordance with good governance and transparency principles;
- Ensure compliance with the Liverpool City Region Combined Authority's Assurance Framework.
- Prepare and monitor the delivery plan;
- Adopt a programme management approach to support the delivery of the Towns Fund investments;
- Monitor and evaluate Towns Fund projects and provider reports to the Towns Hub;
- Receive and account for the Towns Fund allocation.

We propose to develop a Towns Fund Investment Panel to review the detailed business cases. The Investment Panel will make recommendations, informed by the accountable body, for consideration by the Towns Fund Board. Working Groups, including the project owners, will be established to develop the detailed businesses cases for each of the Towns Fund projects.

**THE
FUTURE IS
BIRKENHEAD**















FUTUREYARD.OF

Alcohol
Free Zone
No Smoking
No Glass

operative funeralcare















We have already started the process of determining the likely financial profile of each of our 12 Towns Deal projects, and will continue to develop the optimal sequencing of projects throughout your assessment process. At this stage we believe that some 95% of our spend will occur within the middle four years of the Towns Deal programme.

Project	Delivered by	TIP Ask	Match
 Dock Branch Park	Wirral Borough Council	£13,200,000	£16,500,000
 Transport Shed Visitor Attraction	National Museum Liverpool	£5,800,000	£3,787,000
 Waterfront Animation & Connectivity	Wirral Borough Council	£9,999,171	£10,861,010
 Education Engagement Network	Wirral Met College and Partners	£1,900,000	£3,850,000
 Wellbeing & Opportunity Hub	NHS Foundation Trust / Open Door Charity	£3,526,000	£3,390,000
 Egerton Village	Peel L&P	£1,750,000	£4,000,000
 Egerton House	Wirral Chamber	£1,500,000	£3,550,000
 Start Yard	Microzine Creative Ltd	£230,000	£390,000
 Future Yard Music Skills Venue	Future Yard CIC	£1,600,000	£733,150
 Argyle Street Creative Hub	Make CIC	£1,625,000	£300,000
 Expo Village	Peel L&P / Wirral Borough Council	£2,500,000	£5,600,000
 Sustainability Central	Peel L&P	£1,750,000	£750,000
Total		£45,380,171	£53,711,160

TOTAL COST	Financial draw down TIP Ask					
	20/21	21/22	22/23	23/24	24/25	25/26
£29,700,000			£2,300,000	£6,700,000	£4,100,000	£100,000
£9,587,000			£1,200,000	£2,600,000	£2,000,000	
£20,860,181		£974,281	£7,112,758	£1,886,711		£25,421
£5,750,000		£150,000	£1,750,000			
£6,916,000		£250,000	£1,200,000	£2,076,000		
£5,750,000		£1,750,000				
£5,050,000		£500,000	£1,000,000			
£620,000		£230,000				
£2,333,150		£400,000	£1,000,000	£200,000		
£1,925,000		£1,150,000	£475,000			
£8,100,000		£1,200,000	£1,200,000	£100,000		
£2,500,000		£1,600,000	£100,000	£50,000		
£99,091,331	£0	£8,204,281	£17,337,758	£13,612,711	£6,100,000	£125,421

We have also mapped our projects against the Towns Deal spend categories. It is clear that our proposed projects form a comprehensive response to our multi-faceted needs, and touch on every one of the spend categories.

We have the right delivery models for the scale and ambition of our Birkenhead programme, and will be a trusted delivery partner for the Towns Deal programme.

Project	Local Transport	Connectivity Digital
 Dock Branch Park		
 Transport Shed: Visitor Attraction		
 Waterfront Animation & Connectivity Project		
 Education Engagement Network		
 Wellbeing & Opportunity Hub		
 Egerton Village		
 Egerton House		
 Start Yard		
 Future Yard Music Skills Venue		
 Argyle Street Creative Hub		
 Expo Village		
 Sustainability Central		

Urban Regeneration	Arts, Culture and Heritage	Skills Infrastructure	Enterprise Infrastructure	Green Recovery
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ACKNOWLEDGEMENTS

Wirral Council, as accountable body, would like to place on record its thanks and gratitude to:

- The residents, businesses, organisations and project proposers who have taken the time to share their ambitions for Birkenhead and whose views have contributed to the shaping of this Town Investment Plan
 - Past and present members of the Town Deal Board
 - Members of the Task & Finish Groups
 - Officers of the Regeneration and Place Directorate at Wirral Council
 - Economy, Development and Regeneration Committee at Wirral Council
 - Arup and the consultants who comprise the Town Deal Delivery Partner
 - Hatch
 - OPEN
 - Mott McDonald
 - Avison Young
 - Digital Urban Place
 - Walker Sime
 - Corderoy
 - Metrodynamics
 - Architectural Emporium
 - Parkinson Inc
 - Digital Urban
- Photo credits:**
- Tranmere Rovers
 - Future Yard
 - Wirral Council
 - Wirral Met
 - James Huxley
 - Sue Higginson
 - Jo Wright



BRK
ENG
EAD



**BIRKENHEAD
TOWN
INVESTMENT
PLAN 2021**