



Wirral Waters

Strategic Regeneration Framework

Vision Statement

June 2010

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John Whittaker
Chairman



Lindsey Ashworth
Development Director

Ocean Gateway - a legacy of thinking big

The River Mersey Waterfront has played a fundamental part in connecting the North West regions of the UK to global trading routes and economies. Across all stages of the regions growth, there is a history of “thinking big” and thinking for the long term future – delivering on ideas that have sustained the economic pulse and community identities for many decades.

The Ocean Gateway concept is a regional vision to bring together the Liverpool and Manchester City Regions by raising awareness and transforming perceptions of the North West as a globally significant economic, environmental and cultural asset. It is the most recent demonstration of the North West as a place of innovation, tenacity, opportunity and enterprise.

Since the launch of the Ocean Gateway Concept on the 5th September 2008, the ideas shared have been taken forward and shaped by many regional and local agencies, private sector investors and local communities.

The approach is founded upon a commitment to look beyond local boundaries and timescales, and to demonstrate how joined up thinking and actions, together with pooled private and public sector resources may deliver the sustainable development agenda and connect local communities to global opportunities.

Wirral Waters

Wirral Waters, together with Liverpool Waters, Liverpool John Lennon Airport and the Port of Liverpool, forms the hub of the ‘western anchor’ of the Ocean Gateway.

As one of the most significant projects within the Ocean Gateway, Wirral Waters is unique. It presents the opportunity to create an internationally recognised waterfront city - a high density, mixed use, sustainable regeneration development at the heart of the Liverpool City Region.

The Vision to create a worldclass waterfront will rejuvenate the historic dialogue between the two waterfronts that enclose the River Mersey ‘City Reaches’. They present real opportunities for the economic, environmental, social and cultural renaissance of the City Region for the 21st Century.

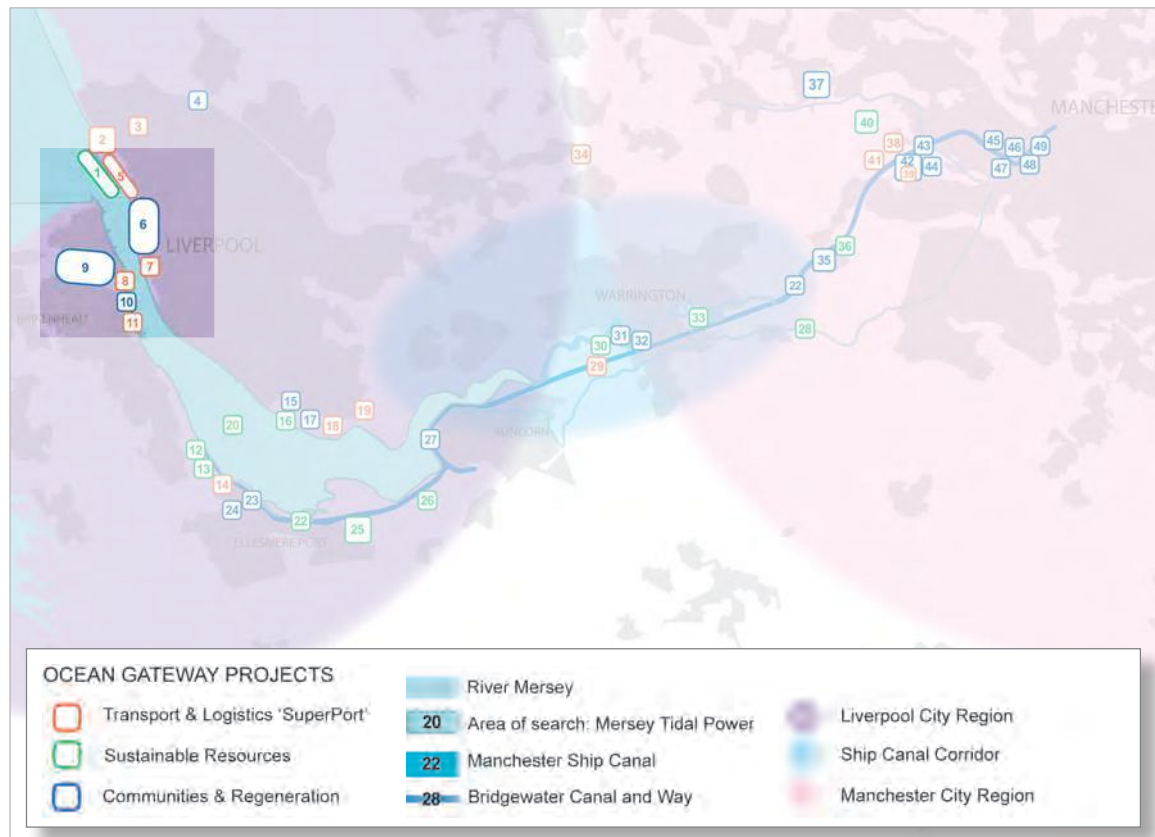
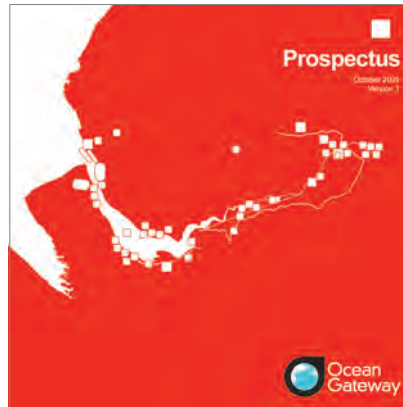
Since the launch of the Wirral Waters in 2006, Peel Holdings has been working in partnership with Wirral MBC to expand the ‘Initial Vision’ into one of the most significant regeneration projects in the UK.

This Vision Statement is an introduction to the Wirral Waters Strategic Regeneration Framework. The Wirral Waters East Float planning application, submitted in December 2009, is the starting point in delivering the vision. This first edition of the Vision Statement set outs the overarching vision for Wirral Waters, our goals, catalyst projects and approach to delivery through partnership working. We hope that you will join us in “thinking big” and delivering long term visions.

ii Executive summary

What is Wirral Waters...? In its simplest form, it is a once in a lifetime opportunity

- 2.1 The history of the North West is one of innovation, tenacity, opportunity and enterprise. Together, the River Mersey and Manchester Ship Canal have played a fundamental part in the historic growth, prosperity and success of the North West as a trading post, connecting the cities and towns of northern England to other global ports and markets.
- 2.2 Peel Holdings has a significant interest in the North West. The Ocean Gateway concept sets out Peel Holdings 50 most significant projects across the North West. It represents a truly pioneering approach to bring about the regeneration of a strategic corridor encompassing the City Regions of Liverpool and Manchester.
- 2.3 Wirral Waters is one of the most significant components in the 'Western anchor' of the Ocean Gateway. The Wirral Waters vision is to create an international city waterfront destination at East Float and a leisure and retail destination at Bidston Dock.
- 2.4 As an integral part of the Ocean Gateway concept, Wirral Waters is a once in a lifetime opportunity to bring about the transformational, sustainable regeneration of Inner Wirral and the Liverpool City Region creating 20,000 new jobs & 14,000 new homes over it's 30 year delivery timeframe.



Wirral Waters

Wirral Waters is a 30+ year regeneration project. It seeks to create an internationally recognised city waterfront, attracting new markets, jobs, residents and investors to the Liverpool City Region.

Wirral Waters is centred upon the inland waterways and the 'Great Floats' of the Birkenhead and Wallasey docks system. These connect the wider Wirral Peninsula to the River Mersey 'City Reaches'. The scale and ambition of the Vision is a response to the scale of deprivation that has persisted over many generations, together with the grandeur of the 'Great Floats'. Combined, they present the most significant regeneration opportunity in the UK.

The catalyst for change has been Peel Holdings acquisition of the Mersey Docks and Harbour Company in 2005. This brought a new agenda: to restore the historic dialogue between Wirral and Liverpool; to redress the imbalance in investment between the eastern and western banks of the Mersey and to consider the Mersey and Manchester Ship Canal as a single trading entity.

This Vision Statement is one of a family of documents forming the Wirral Waters Strategic Regeneration Framework (SRF). It is informed by an inclusive, open and comprehensive period of partnership working with Wirral MBC and consultation with local, regional and national stakeholders and investors.

Given the delivery of this Vision over 30 years, it is inevitable that lifestyles and technologies, markets and expectations, political priorities and delivery agencies will all change. To provide clarity and consistency over this extended timescale, the Vision for Wirral Waters is presented as 10 Goals.

This Vision is underpinned by Peel Holdings track record in innovation, asset growth and stewardship, together with a recognised ability to deliver large scale, complex projects.







01

Making sense
of this place

Chapter one

Making sense of this place

To understand Wirral Waters, you have to understand the place.

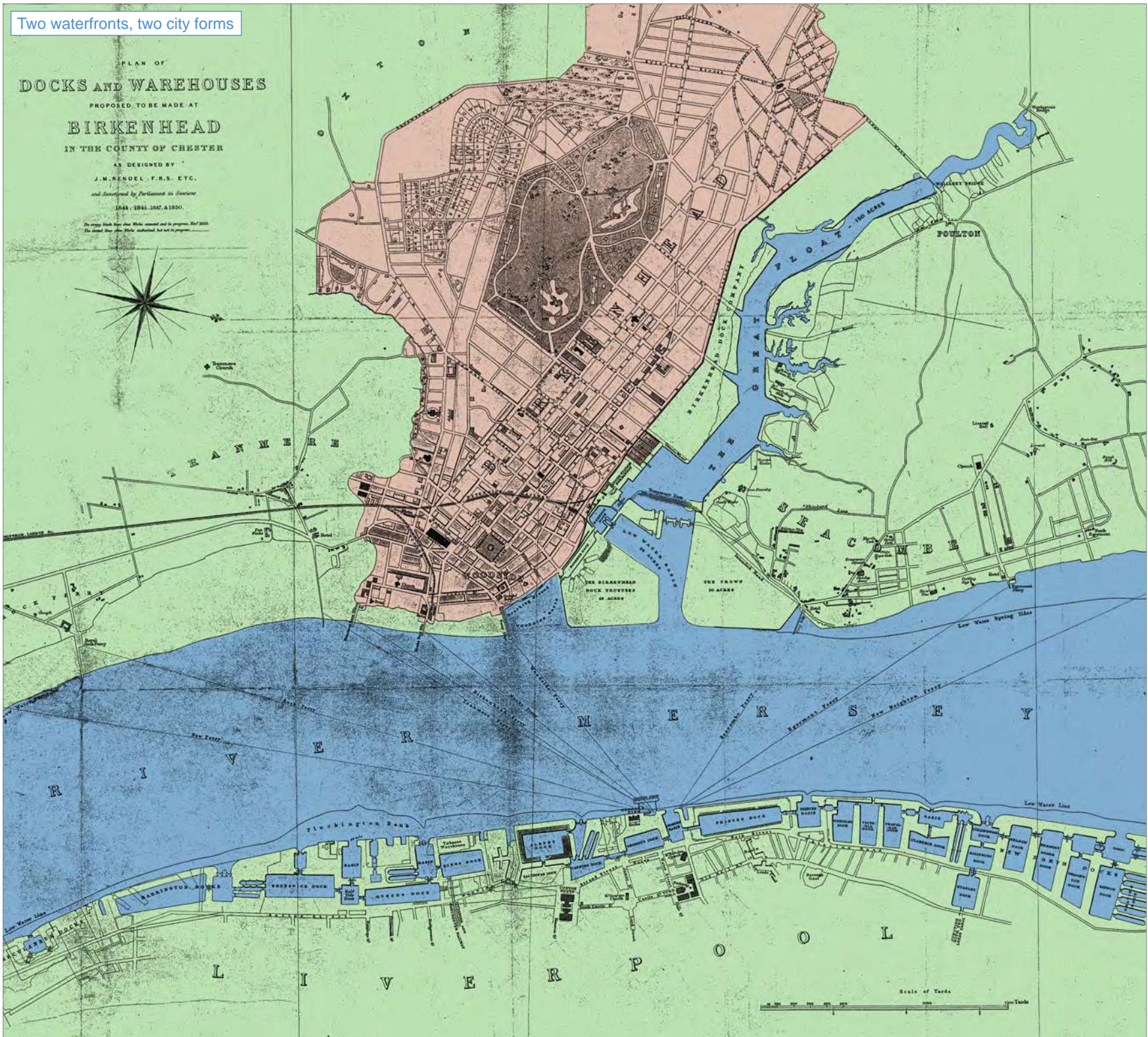
- 1.1 Wirral Waters is centred upon the 'Great Floats' of the Birkenhead and Wallasey docks complex. The Great Floats are one of the grandest components of the 1824 Laird Town Plan which was created at the height of the port of Liverpool's trading activity.
- 1.2 The intention of their creator, William Laird, was to provide an alternative landing point for those traders and merchants becoming increasingly incensed by the ever rising charges being levied in Liverpool 'over the water'. The location, the natural harbour created by the River Birket and Wallasey Pool, was ideal.
- 1.3 The creation of an alternative maritime landing point was one part of a much bigger vision. The landscape setting of the Wirral Peninsula provided the opportunity to create new, healthier residential neighbourhoods and parkland away from the noise, dust and fumes of Liverpool.
- 1.4 The creation of a new town – Birkenhead – and docks 'over the water' was the first step in a new relationship between these two waterfronts. These form the River Mersey 'City Reaches'. Whilst they have grown together through dialogue and interaction, their successes and identities have remained distinct.

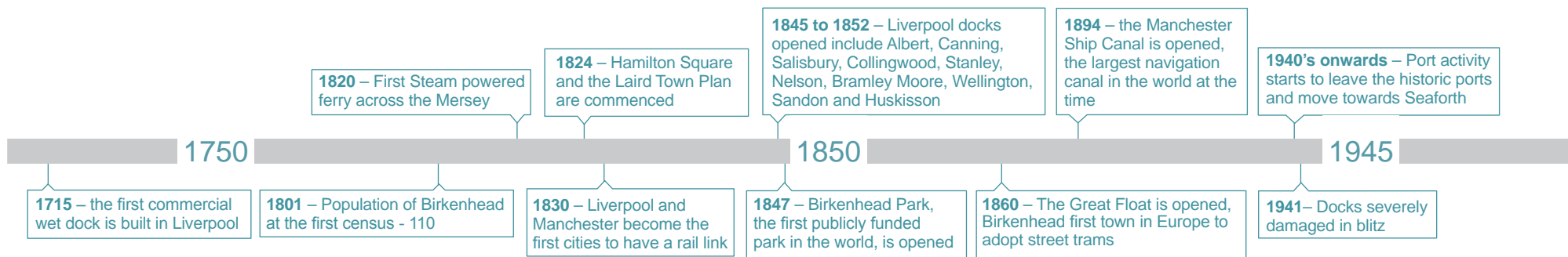
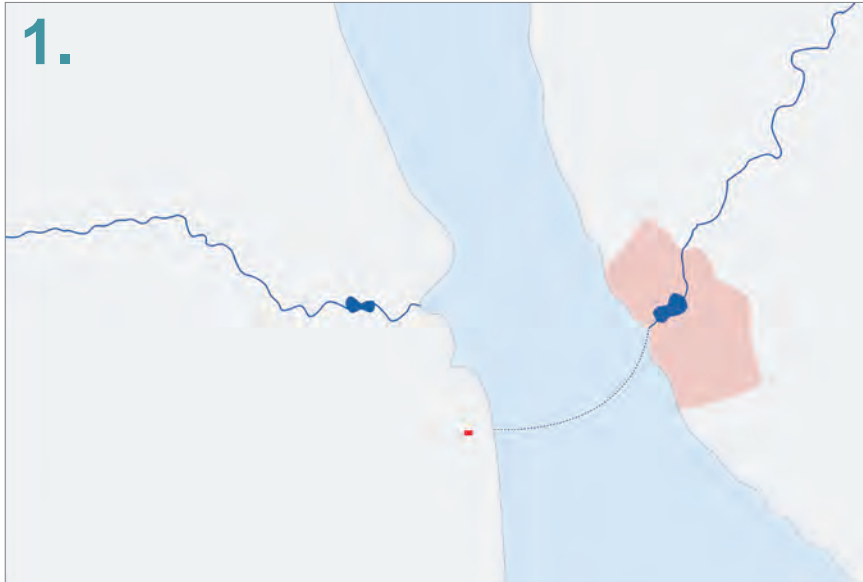


1. The 'Great Floats' - Facing the Liverpool Waterfront across the River Mersey 'City Reaches'

2. Bidston Moss and Dock

Two waterfronts, two city forms





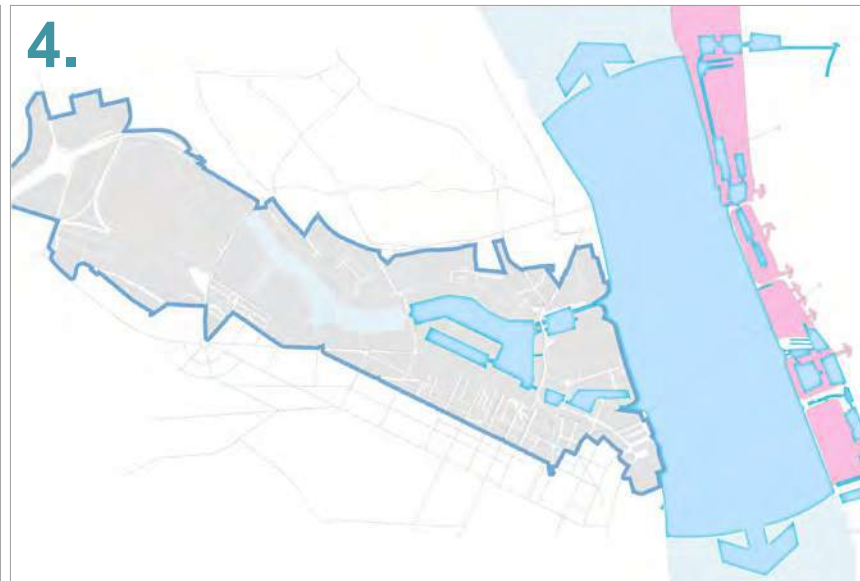
1. Two pools

- 1.5 The natural features at the mouth of the River Mersey act as a focus for trading and river crossings. The two pools formed where the local tributaries entering the River Mersey from the east and west, create natural harbours. The narrower river channel at this location is a natural crossing point, allowing the first River Mersey ferry services to thrive.
- 1.6 The Liverpool shoreline emerges as the forerunner and focus for trading and maritime innovation. The construction of the first commercial wet dock in 1715 is the first of a number of world leading innovations. This is the first step in the reclamation of the eastern shoreline to form the Liverpool dock complex.

2. Two city forms

- 1.7 Liverpool thrives as an international port. The long queuing times and rising charges prompt the consideration of alternative ways to circumnavigate the port. William Laird recognises that the low lying Wallasey Pool is ideally suited to the creation of an inland dock close to the congested Liverpool docks.
- 1.8 This realisation provides the motivation to commission the 1824 Laird Town Plan. The architect James Gillespie Graham is commissioned to complete the Plan, bringing his recent experience of working on the Edinburgh New Town to Wirral. The vision is to create a thriving port and exclusive residential neighbourhoods, structured around the 'gridiron' streets, Hamilton Square and Birkenhead Park.
- 1.9 Between 1847 and the 1940's, with the construction of Morpeth and Egerton Dock, East Float, West Float, Alfred Dock, Wallasey Dock, Vittoria Dock and Bidston Dock, the new town of Birkenhead thrives. Wirral becomes a partner in the success of the River Mersey corridor, and a place of prestigious residential neighbourhoods. It provides a unique contrast to Liverpool as the place to live, dine, play and do business. Together, the two waterfronts created an international identity and profile.





1970

1970's onwards – the introduction of regional infrastructure and the decline of the docks separates communities from the waters edge

2000

2008 – Ocean Gateway is launched to bring about the renaissance of the River Mersey waterfronts and Manchester Ship Canal corridor

2006 – Wirral Waters is launched, closely followed by Liverpool Waters, beginning the reconnection of the 'city reaches' waterfronts and significant investment

3. Two waterfronts divided

- 1.10 Following their peak in the late 1930's, the docks main trades decline and by the 1970's many of the docks are under used. The impact of this downturn is felt most acutely by those communities whose livelihoods have been intrinsically linked to the success of the docks.
- 1.11 As investment slows, adjacent neighbourhoods begin a cycle of decline. Perceptions of the locality deteriorate. The city waterfronts and dock systems that had acted as a 'seam' connecting both sides of the river now acts as barriers disconnecting the riverfronts and adjacent communities. They become a focus for strategic infrastructure – most notably landfill disposal at Bidston Moss and the M53 motorway.
- 1.12 From the 1950's, this decline continues creating severe unemployment and deprivation. The inherent scale and depth remains, with Birkenhead ranking within the 5% most deprived localities in the UK.
- 1.13 In contrast, the River Dee corridor enjoys increasing popularity and affluence. Wirral (west) has become a very desirable address - a rural retreat and recreational destination focused upon the River Dee, well connected to Liverpool city centre, Chester and other emerging employment centres.

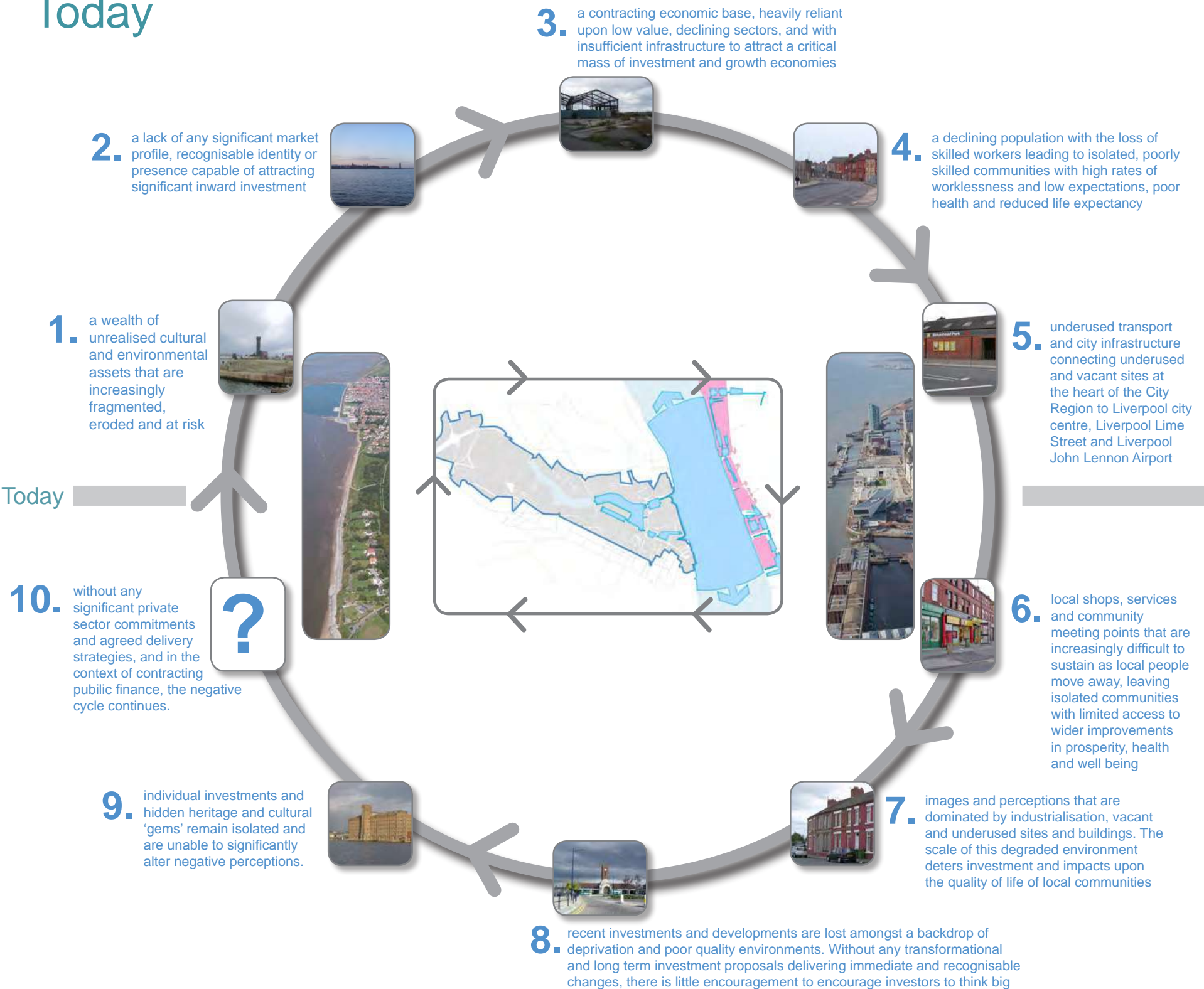


4. The Renaissance of the River Mersey 'City Reaches'

- 1.14 Today, the Liverpool City Region is regaining its international role and profile. The Liverpool waterfront has undergone a renaissance with a world class city waterfront reconnecting the water to the city. The city has afforded once again the central role as the civic heart and the foundation for Liverpool's international profile and identity.
- 1.15 The Liverpool waterfront is being reanimated with new residential, employment and retail quarters that reconnect with the city centre. These together with cultural and civic events and festivals reach out to the Wirral waterfront. The River Mersey Festival, and the arrival and departure of Cruise Liners and visiting ships, draw the cities residents and visitors to both sides of the River Mersey 'City Reaches'.
- 1.16 This narrower river channel creating the River Mersey 'City Reaches', contained between the Liverpool city waterfront and Seacombe and Woodside, remains the natural meeting and crossing point bringing both sides of the river together.
- 1.17 Wirral Waters provides the opportunity for Wirral to once again play a distinctive and valuable role as part of an international city waterfront and economic hub, reconnected to Liverpool waterfront some 800m across the River Mersey.



Today



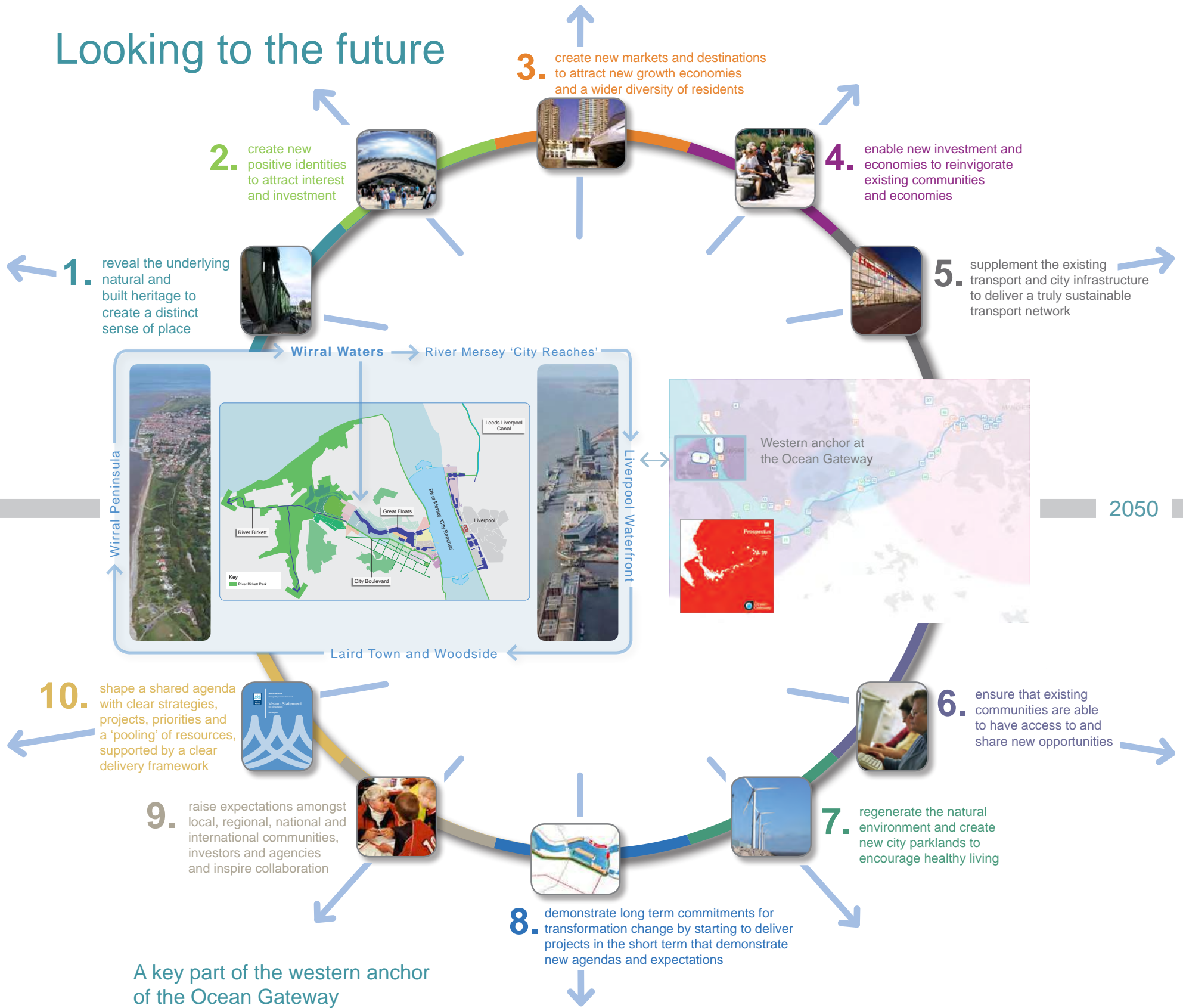
Wirral disconnected

1.18 The changing fortunes of River Mersey 'City Reaches' has created a legacy of social, economic, environmental and cultural regeneration challenges. Whilst the Liverpool city centre waterfront has been transformed through the collective efforts of a diversity of building, public realm and city management projects, Inner Wirral remains locked in an isolated cycle of deprivation.

1.19 With such acute levels of deprivation in comparison to the rest of the UK, the investment and ambition required to bring about self sustaining change is considerable. The local communities, land management and environmental assets enclosing the 'Great Floats' remain unsustainable, in need of structural investment and transformation change.

1.20 The key challenges to be addressed to create sustainable communities in Inner Wirral are considered in full in the Wirral Waters Baseline Study (2007). A summary of the key aspects of the regeneration challenges for Inner Wirral is set out above.

Looking to the future



A key part of the western anchor of the Ocean Gateway

1.21 Wirral Waters is a shared long term vision for transformational investment to reconnect Inner Wirral into the economies and prosperity of the City Region as as part of the 'Western Anchor' of the Ocean Gateway.

1.22 This approach of thinking big allows the regionally significant opportunities to be explored as a direct response to the

significant challenges facing Inner Wirral. The opportunities are set out above.

1.23 In making sense of this place, it is clear that the fortunes of Inner Wirral are intertwined with west Wirral and the River Mersey 'City Reaches'. The scale of the regeneration challenges is of such significance that a fundamental and long term investment

strategy that reconnects Inner Wirral into the markets economies of the City Region is necessary.

1.24 In response, the starting point is considering the how Wirral Waters may add new dimensions to the City Region, to complement west Wirral and the Liverpool waterfront.





02

the starting
point

Chapter two | the starting point

What is Wirral Waters...?

2.1 Wirral Waters is a 30+ year regeneration project to bring new jobs, residents, lifestyles and investment to the heart of the City Region. As part of the Western Anchor of the Ocean Gateway, it is the opportunity for Wirral to enter a new stage in its evolution creating over 20,000 jobs and 15,000 new homes over a 30+ year delivery timeframe.

The vision is:
'for Wirral Waters to be a place of many places, offering new ways of living, working, meeting, playing, visiting and learning, bringing new jobs, residents, growing economies and investment in the heart of the City Region and stimulating the regeneration of Inner Wirral'.

2.2 The proposal is to create an internationally recognised waterfront focused upon East Float, and a leisure and retail destination focused upon Bidston Dock. The fundamental aspirations are to grow markets and attract inward investment, nurture existing employers who are looking consolidate or grow, deliver new concepts in urban living, enable local communities to share in improved skills, training, jobs, housing, quality of life and health, and set the highest design and sustainability benchmarks.

2.3 In understanding how Wirral Waters is a once in a lifetime opportunity for the City Region, there are four aspects of particular importance.

2.4 **Firstly**, the proposals are centred upon Catalyst projects at East Float and Bidston Dock, both part of the extensive Birkenhead and Wallasey Dock estate. All of the landholdings are within the single ownership of Peel Holdings. Peel Holdings brings an international profile and recognised successes in bringing forward strategic sites as regional regeneration projects. This success is founded upon an understanding that strategic sites and strategic thinking bring opportunities of regional and national significance.

2.5 By thinking big and long term, and working closely with regional agencies, local government and local communities, Peel Holdings is able to play a lead role in attracting investors and agencies looking to invest and relocate in the UK and its regions. The most recent and high profile success of bringing growth industries and international brands to the regions is MediaCityUK at Salford Quays.

2.6 The decision to locate in emerging locations requires unquestionable confidence and reassurance that a long term and shared vision is in place, appropriate planning permissions and delivery vehicles are in place, that there is the flexibility to respond to individual needs, and how being part of a 'bigger picture' and vision will bring long term opportunities for individual and collective growth and reward.

2.7 The strategic nature of the land holding, in single ownership, is ideally placed to respond. This is supported by Peel Holdings long term visioning and stewardship approach, and recognition of the benefits of investing in city infrastructure and design quality in the early stages to attract higher profile occupiers and growth economies, leading to higher development values and sustained market conditions over the long term.

2.8 **Secondly**, occupying such a central position within Inner Wirral and being of such an influential city scale, the Birkenhead and Wallasey Docks complex play a significant role in shaping their immediate setting. The neighbourhoods and communities enclosing the docks are recognised as some of the most deprived communities in the UK, characterised by long term economic decline, social inequality and enduring poor health.

2.9 Wirral Waters is located within these neighbourhoods and as such brings transformational private sector investment right into the heart of some of the UK's most deprived communities. This meeting of opportunity and need together with Peel Holdings track record in employing local people and delivering training, is opportune in times where public sector resources need to be targeted to achieve maximum benefits.

- 2.10 **Thirdly**, as a significant land holding positioned at the heart of the city's infrastructure networks, the Birkenhead and Wallasey Docks benefit from a wealth of strategic motorway and highway, public transport and cycleway connections, and wider city infrastructure. A consequence of long term economic and population decline is that the strategic urban infrastructure to accommodate major change is already largely intact
- 2.11 **Fourthly**, Wirral Waters is set amongst some of the most valued and well known landscape and cityscape features of the North West. Together, they provide the setting for a range of lifestyles and experiences for those living, working, meeting, playing, visiting and learning in the region.
- 2.12 The 'Great Floats' are unique environmental assets, part of a wider hidden landscape identity that may be revealed to provide a distinct identity for the new neighbourhoods, ideas, buildings and parklands that bring new experiences and lifestyles into the City Region.
- 2.13 As such, Wirral Waters present the opportunity to create new places, experiences and lifestyles to contrast with west Wirral and Liverpool - right in the heart of the city region, connecting the wider and more affluent Wirral Peninsula to the River Mersey 'City Reaches' and Liverpool city waterfront.
- 2.14 In considering the most appropriate way to take forward the vision for such a large scale, long term regeneration project, Wirral Waters is being progressed through a Strategic Regeneration Framework (SRF) approach. The starting point is to tailor an approach that considers and understands the opportunities and 'strategic fit' at the City Region scale. This is considered here as:
- a strategic regeneration approach
 - contrasting coastlines and riverfronts
 - a place of many places
 - catalysts, partnerships and City Structure



1. Wirral Waters – Location and Context
2. East Float - View to Liverpool Waterfront
3. Bidston Moss and Dock and Wirral Peninsula

A strategic regeneration approach

2.15 The positive response to the project launch provided the platform for Peel Holdings to move forward and commit considerable resources to progressing Wirral Waters. Early engagement with Wirral MBC on the most appropriate way forward identified the opportunity for a partnership approach with clearly identified workstages.

2.16 In particular, the following challenges and opportunities became clear:

- the high level of stakeholder support for Wirral Waters representing a major urban regeneration opportunity of national significance in terms of its scale and location within an area critically in need of investment;
- the need to better understand the strategic context and nature of the opportunity; and
- the need for an engaging and partnership approach embracing sustainable development and delivery.

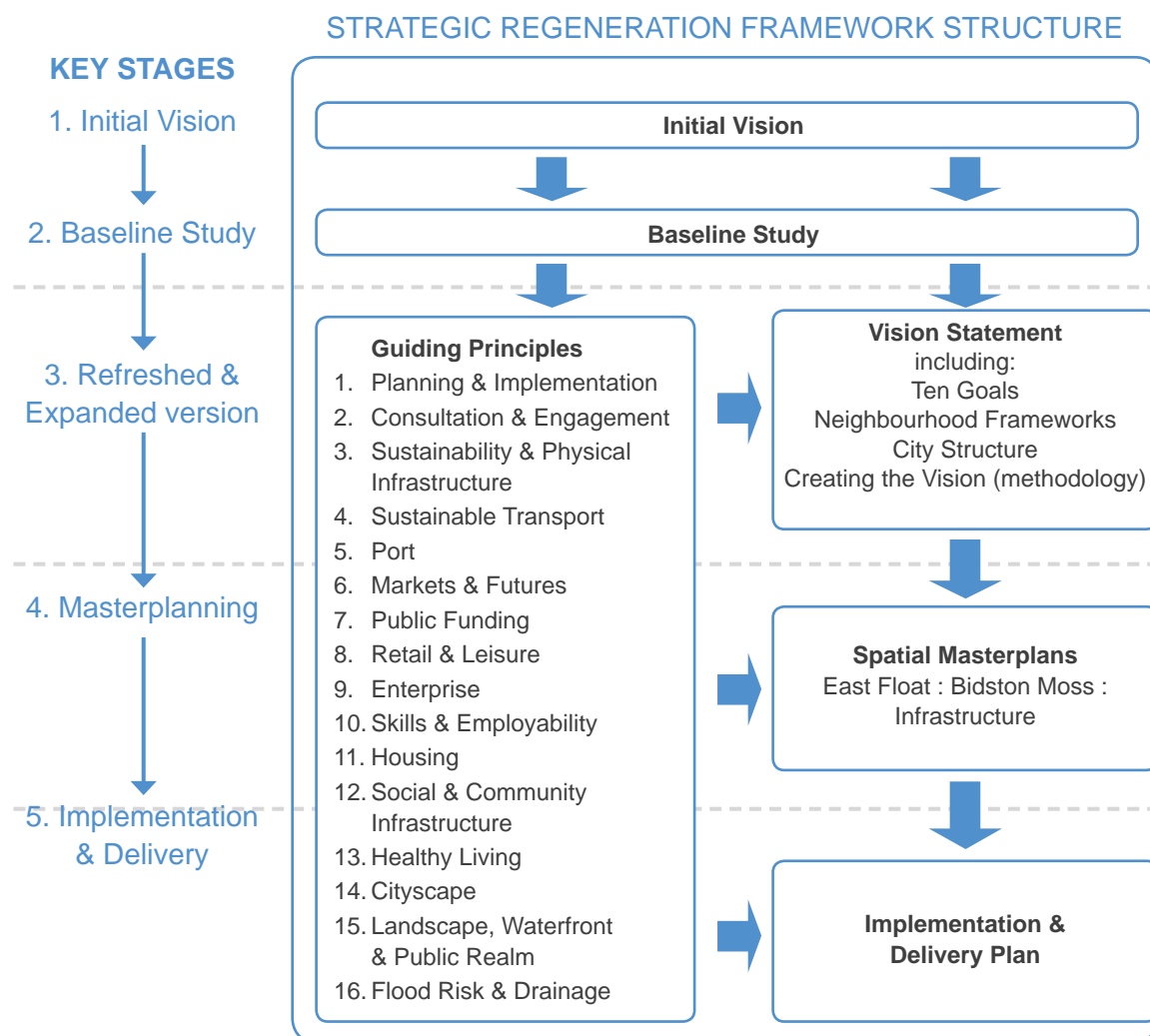
2.17 In response, the Wirral Waters project is being progressed as a Strategic Regeneration Framework (SRF).

Key Workstages

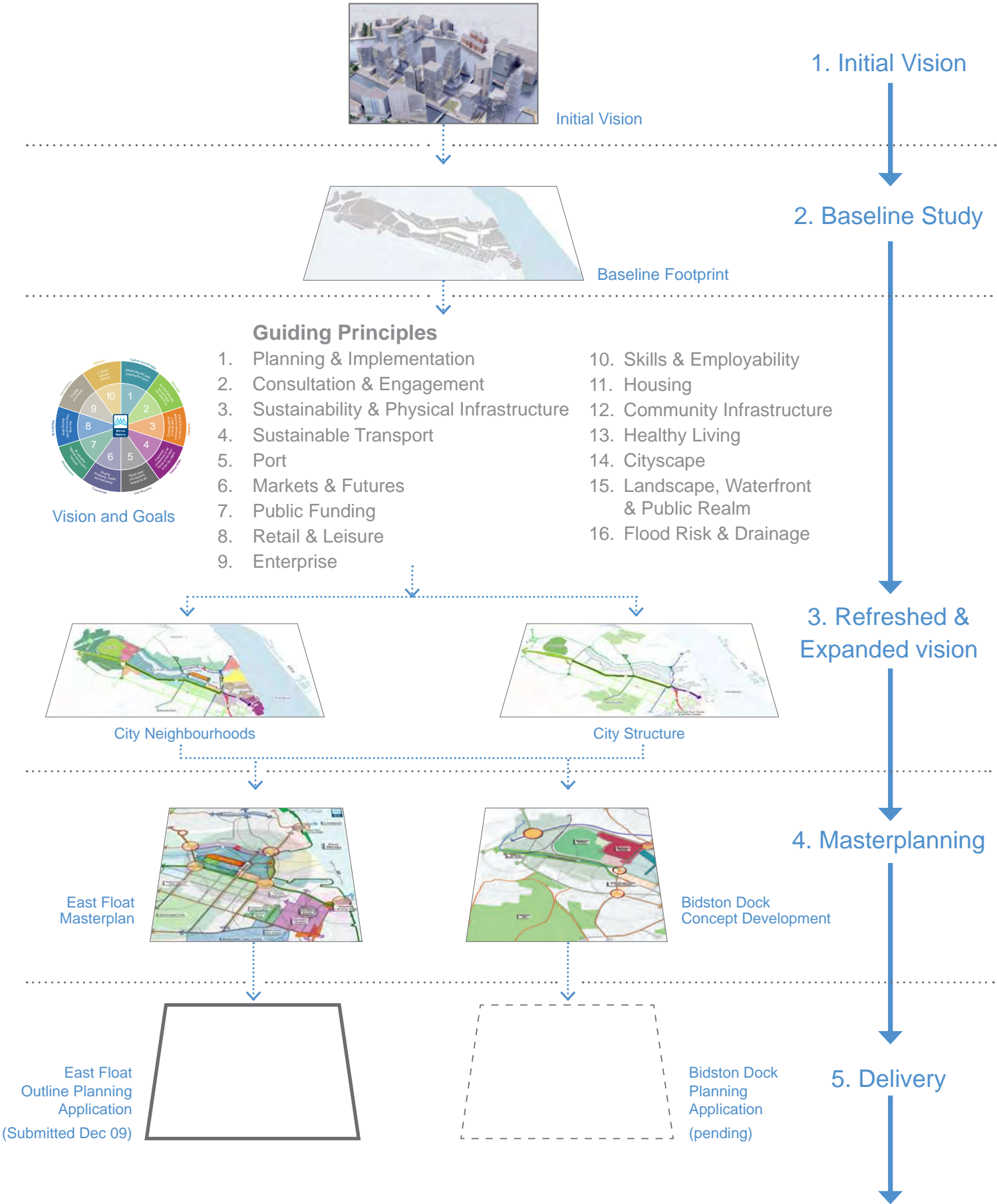
2.18 The SRF approach is increasingly recognised by CABE and others as the most appropriate solution for considering large-scale development opportunities and regeneration initiatives.

2.19 Wirral Waters has been progressed in partnership with Wirral MBC and other stakeholders as five Workstages, each illustrated across the page. Taking the project launch of the 'Initial Vision' as Stage 1, the second stage Baseline Study considered the key challenges and opportunities facing Inner Wirral. This clearly defined the extent of those areas needing structural change as the SRF 'Footprint'. The third stage 'refreshed and expanded' the Vision for Wirral Waters. This Vision Statement presents the vision, goals, frameworks, and proposals for Wirral Waters.

2.20 Given the scale of the proposals, this Vision Statement is supported by sixteen Guiding Principles documents, each exploring the ideas and proposals introduced here in further detail. Together, the Vision Statement and Guiding Principles documents set out the overarching development context within which spatial masterplans and planning applications are being progressed.

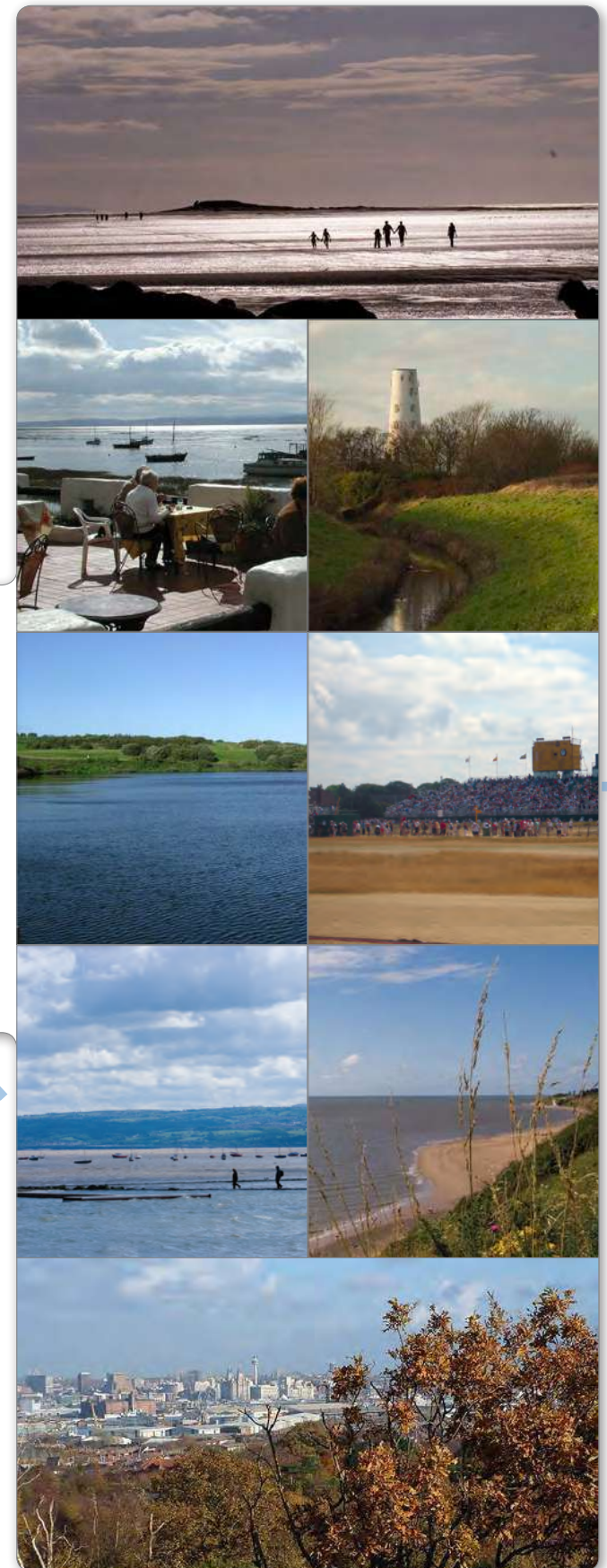


KEY STAGES



Contrasting coastlines and riverfronts

- 2.21 Wirral Waters is set amongst some of the most valued and well known landscapes and cityscape of the North West.
- 2.22 The Wirral peninsula is well known for its beaches, wetlands and promenades. West Wirral is particularly well known as a haven for residents and visitors with a love of outdoor sport, leisure and wildlife interests – all set against the stunning backdrop of the Dee Estuary and North Wales.
- 2.23 This quality of life and environment has encouraged the growth of affluent, stable residential communities. The location is attractive to commuters working in the established areas of Liverpool, Chester/ North Wales, Warrington and Manchester. This contributes to a significant number of car trips, and loss of business and spend out of the Borough. It also contributes to a sense of ‘dislocation’ of west Wirral from Inner Wirral.
- 2.24 The River Birket corridor connects west Wirral to Bidston Hill and Laird Town. From here, the ‘Great Floats’ are well placed to connect Bidston to Inner Wirral.
- 2.25 Laird Town is well known for the grandeur of its city parks and squares. They are set within an impressive gridiron defining the extents of the Laird Town Plan which is enclosed to the north by the ‘Great Floats’, to the east by Woodside, to the west by Bidston Hill and to the south by Birkenhead Town centre.
- 2.26 The ‘Great Floats’, formed by the enclosure of the River Birket, provide a dramatic and memorable impression of Inner Wirral for those moving along and across the docks.
- 2.27 Inspired by the Edinburgh New Town, the Laird Town includes many places of outstanding quality and distinction, most notably Birkenhead Park and Hamilton Square. Birkenhead Park is recognised internationally as the model for Central Park in New York. The park is enclosed by residential villas within the parkland, and is the focus for the more affluent residential neighbourhoods. Hamilton Square is a focus for offices with a particular presence among solicitors.
- 2.28 Together, Birkenhead Park and Hamilton Square form the most memorable features of Inner Wirral and the focus for residential and commercial investment and activity. Beyond these features, Inner Wirral is characterised by large tracts of industrial buildings, housing renewal areas and vacant and underused land.
- 2.29 Birkenhead Town Centre remains as the historic focus for shops and services for Inner Wirral. It is however, increasingly isolated from the wider Wirral peninsula as residents choose to travel further afield to Liverpool, Cheshire and Manchester to shop.
- 2.30 The Liverpool Waterfront is well known for the Three Graces and Pierhead, docks and pavilions and city squares. The waterfront has witnessed an urban renaissance, bringing new landmarks and a wider diversity of events and attractions reconnecting the riverfront to the city. The Liverpool Waters proposal will deliver further investment connecting the city to the waterfront.
- 2.31 This renaissance has created new residential and commercial communities, together with new cultural, retail and entertainment attractions focused along the river waterfront. New opportunities for city living and working are focused within the fabric of the city’s streets and buildings. With the exceptions of Princes Dock and Mann Island, many new residential and commercial developments are contained development blocks and building conversions away from the riverfront and docksides.
- 2.32 The River Mersey ‘City Reaches’ are increasingly well known as the place where the city meets the river estuary waterfront. The Pierhead, the landing stage for the Mersey Ferry, is being redefined as one point in a sequence of events along the riverfront. This includes Princes Dock, the new canal, Mann Island, Albert Dock and Kings Dock - the arena for city events, and viewing point for river festivals and visiting ocean liners.
- 2.33 The international profile of the River Mersey ‘City Reaches’ is recognised in the Mersey Waterfront Regional Park Strategy (The Mersey Partnership 2007). This defines the ‘City Reaches’ as an ‘International Window on the Waterfront’ connecting the City Region to international markets and audiences. The ‘City Reaches’ are also identified as being central to connecting other ‘Windows on the Waterfront’ across the Wirral peninsula.
- 2.34 In contrast to this wider success and prosperity, Inner Wirral remains as a long standing setting for some of the most deprived and isolated communities in the UK. This disconnection is particularly acute for those communities surrounding Wirral Waters. They remain overwhelmed by the scale of the enduring economic decline and enclosing industrial landscapes, which continue to impact upon quality of life and social and economic inclusion.



Wirral Peninsula

River Mersey 'City Reaches'



Liverpool Waterfront



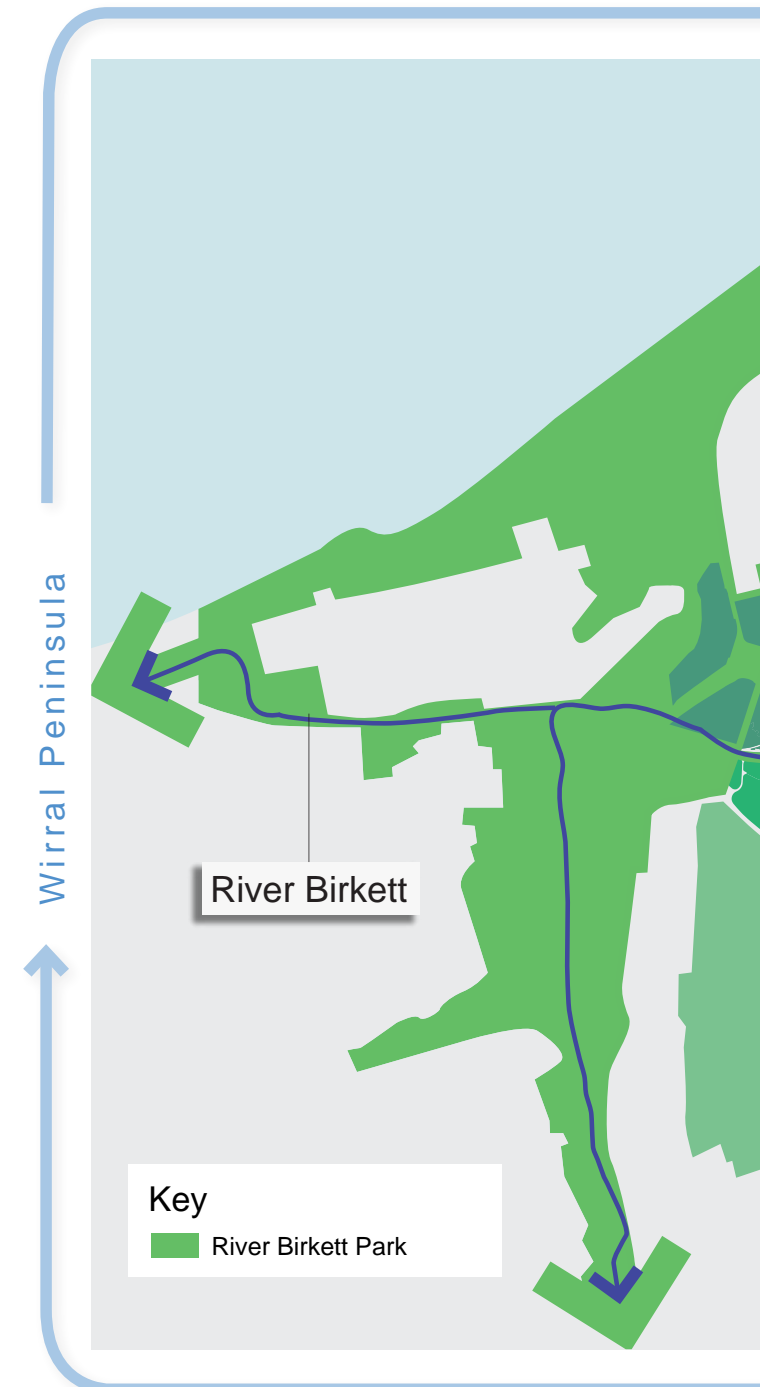
Laird Town and Woodside

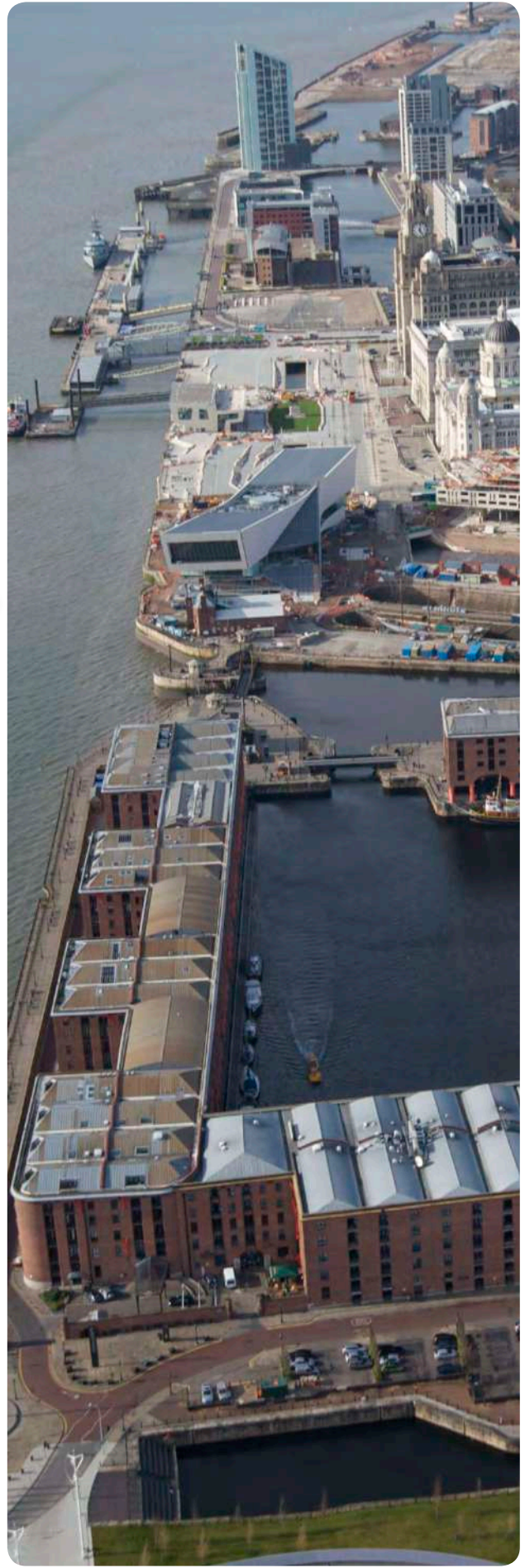
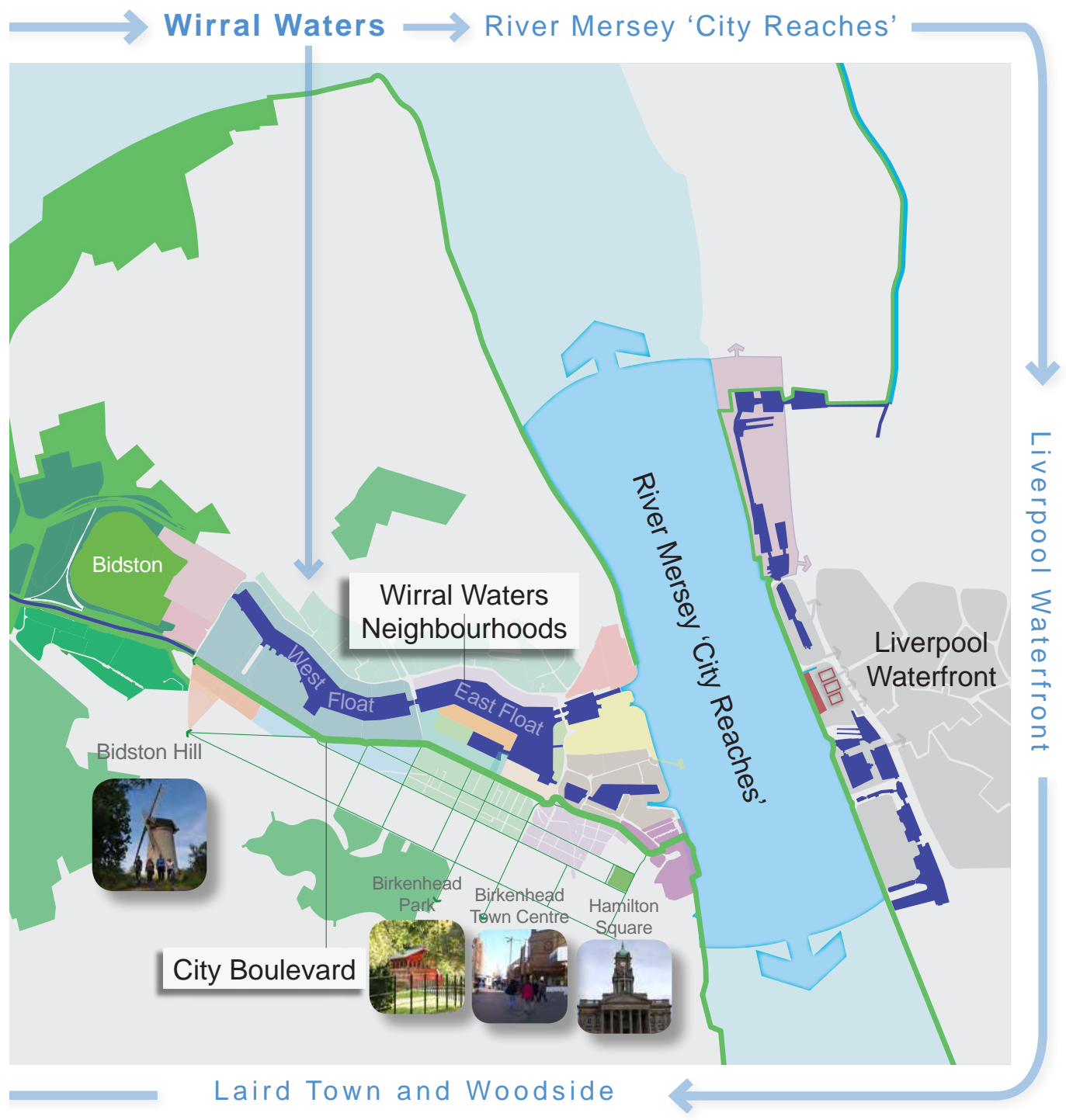
A place of many places

- 2.35 The overwhelming scale of the regeneration challenge facing Inner Wirral demands an agenda of 'thinking big'. Wirral Waters is a once in a lifetime opportunity for Wirral and the wider City Region to bring about the transformational, long term regeneration of Inner Wirral and contribute to the on going renaissance of the City Region.
- 2.36 Peel Holdings have been working in partnership with Wirral MBC, in consultation with key stakeholders and potential delivery partners, to set in place a vision for Wirral Waters that responds to the unique aspects of this opportunity.
- 2.37 The opportunity has been progressed as a Strategic Regeneration Framework (SRF) to:
- realise the city scale of this significant land holding and the inherent ability to create new identities and bring a diversity of place and experiences, each offering new ways of living, working, meeting, playing, visiting and learning
 - reach out and trigger new directions and investment for the surrounding neighbourhoods and communities that are in need of jobs regeneration
 - connect to and strengthen existing public transport and city infrastructure networks
 - connect with and bring together the wealth of environmental and cultural features of west Wirral, Laird Town and the River Mersey 'City Reaches'.
- 2.38 A placemaking approach has shaped ideas and proposals, leading to a family of neighbourhoods and quarters connecting Bidston Moss in the west to the River Mersey to the east, and Seacombe and Poulton in the north to the Laird Town and Birkenhead to the south.
- 2.39 The scale of the Great Floats is stunning. They remain as an enduring reminder of their historic role as a seam of activity bringing together the surrounding communities of Birkenhead, Seacombe and Wallasey. Their scale and pivotal location provides a 'stepping stone' to reconnect Inner Wirral with west Wirral, Laird Town and the River Mersey 'City Reaches'.
- 2.40 The waters edge of East Float and the City Boulevard provide the 'connecting threads' reconnecting the Wirral peninsula and the Laird Town to the River Mersey 'City Reaches' and Liverpool Waterfront.



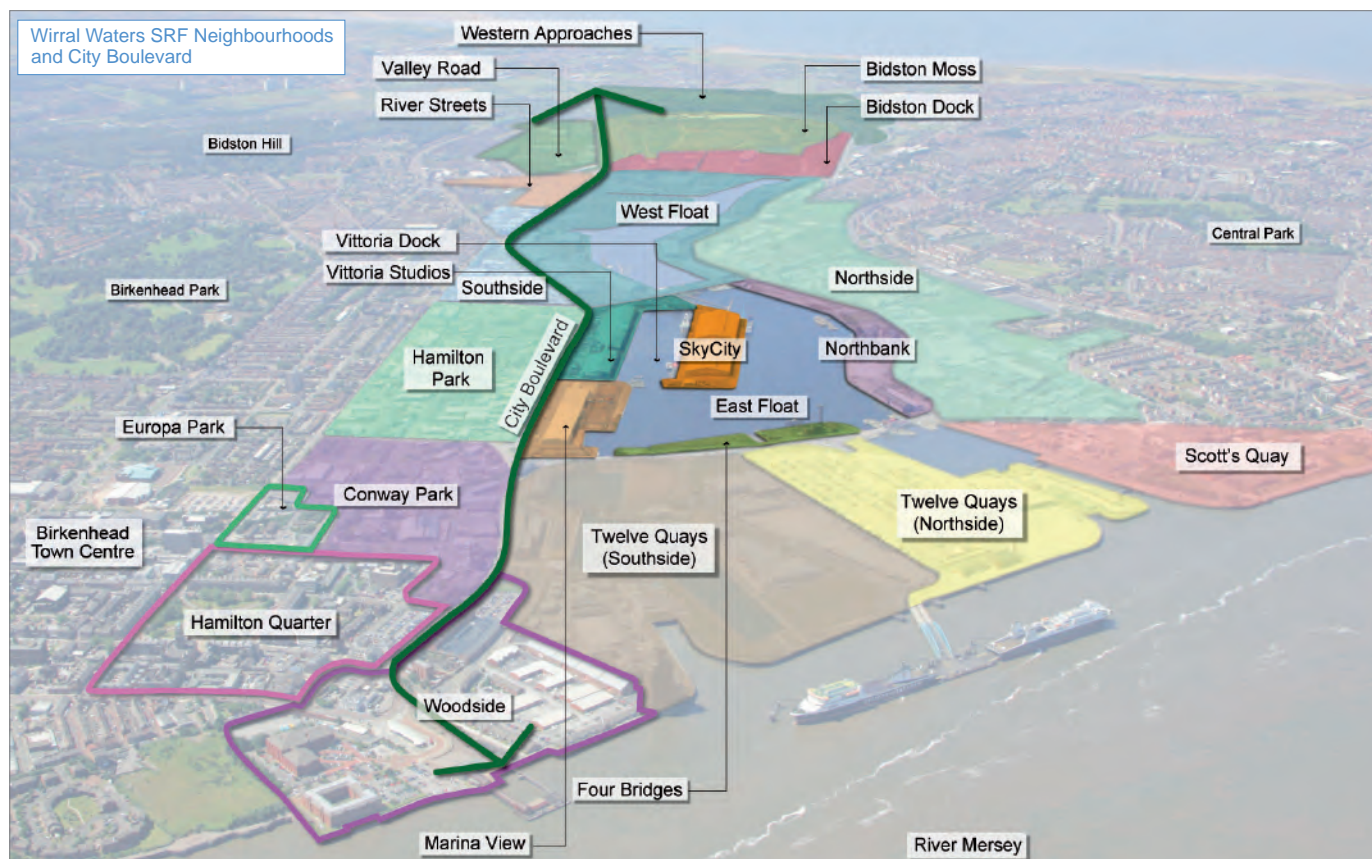
Wirral Peninsula: Wirral Waters:
River Mersey 'City Reaches'





Catalysts, partnerships and city structure

- 2.41 The placemaking approach sets out a family of Wirral Waters neighbourhoods. The aim is to create sustainable communities across Inner Wirral, recognising that Wirral Waters brings the opportunity to both strengthen and include existing communities and attract new and more diverse communities.
- 2.42 The proposed Wirral Waters neighbourhoods are offered as the starting point for discussion and consultation with a wide range of stakeholders, local communities and land owners. The extent of the proposed neighbourhoods forms the Wirral Waters 'footprint'. Their roles, identities and relationships with existing area based regeneration initiatives have been considered and agreed with Wirral MBC and key stakeholders.
- 2.43 The neighbourhoods are connected together, to the wider residential neighbourhoods, Birkenhead Town Centre, Birkenhead Park, the riverfront and the rail, bus and ferry stations by a new 'City Structure' of streets, squares and pathways. Creating safe, attractive animated connections is fundamental to the regeneration framework approach. City Boulevard is the principal connection, delivering a much needed strategic east-west public transport, landscape and recreational link.
- 2.44 Each neighbourhood brings new ways of living, working, meeting, playing, visiting and learning to complement established destinations and neighbourhoods within the heart of the City Region. The neighbourhoods are proposed as 'Catalyst' and 'Partnership' neighbourhoods.
- 2.45 The Catalyst Neighbourhoods are East Float, creating a new city waterfront, and Bidston Dock, creating a leisure and retail destination. These neighbourhoods are entirely within the ownership of Peel Holdings and will be brought forward and delivered by Peel Holdings as individual planning applications.
- 2.46 The scale of change proposed for the Catalysts neighbourhoods is transformational. The ambition is to create international profiles, attract national and regional employers, encourage new residents to relocate or return to Wirral, and trigger the regeneration of the adjacent 'Partnership' neighbourhoods.
- 2.47 Given the scale and pivotal location of East Float, the Framework proposes a family of city quarters and waterspaces within East Float. Each has a role to play in delivering new places and experiences.
- 2.48 The 'Partnership' neighbourhoods are those streets and city blocks surrounding East Float and Bidston Dock. Today they are dominated by poor quality development, vacant and underused sites. Their location in the heart of the City Region, adjacency to existing public transport stations, local shops and Birkenhead Town Centre, demands a more intensive and diverse range of uses and activities. The proposal is to strengthen their roles and identities as attractive places to live and work.
- 2.49 They also have a significant role to play in connecting the new communities of East Float and Bidston Dock to the public transport stations, Birkenhead Park, and Birkenhead Town Centre. Of equal importance, they also have a significant role to play as new places in connecting the existing communities of Birkenhead, Poulton and Seacombe to the new homes, training and jobs, parks and water edges, shops, leisure attractions, cultural destinations, educational and community hubs within East Float and Bidston Dock.



Delivering the sustainable communities agenda

- 2.50 The proposed neighbourhoods set out a clear agenda for change. The extent and nature of the proposed neighbourhoods has been shaped by exploring the how Wirral Waters fits with and may contribute to the wider City Region. From the earliest stages of consultation, they have provided the starting point for exploring concepts and ideas, and engaging with Wirral MBC and key stakeholders.
- 2.51 Through ongoing consultation over the last three years, it has been apparent that there is a need to set in place a shared vision for Inner Wirral, and understand how Wirral Waters and the proposed neighbourhoods may contribute to the delivery of all aspects of the sustainable communities agenda.
- 2.52 In consultation with Wirral MBC and other stakeholders, all aspects of the sustainable communities agenda have been translated into 10 Goals that are tailored and specific to Wirral Waters. The 10 Goals provide the overarching framework, setting out the strategic principles across the 'footprint' of the Catalyst and Partnership neighbourhoods.
- 2.53 Individual proposals and planning applications are to be progressed within the overarching principles of the 10 Goals that set out the vision for Wirral Waters.
- 2.54 Each Goal is explored in Chapter 3: 10 Goals and considered in further detail in the Guiding Principles documents supporting this Vision Statement. The proposed roles and identities of each neighbourhood are explored further in Chapter 4: Catalysts and Partnerships.

