

MASTERPLAN FOR THE REGENERATION OF HOYLAKE & WEST KIRBY

1. Executive Summary

- 1.1 The report supported by a presentation on the night of the meeting summarises the findings and recommendations of the Authority's consultants, BDP, on the recent conclusion of its commissioned Masterplan for the regeneration of Hoylake and West Kirby. The report identifies and proposes a number of early actions. [A copy of the Masterplan itself will be circulated to Members of this Select Committee in advance of the meeting]

2. Background

- 2.1 The return of The Open Golf Championship in July 2006 represents a major investment opportunity and will act as a catalyst for the regeneration of Hoylake and West Kirby.
- 2.2 Public workshops were organised in October 2003 to discuss ideas for the regeneration of the two towns based on the Council's agreed "8 Point Plan". The workshops, held in Hoylake and West Kirby, gained the broad support of local people.
- 2.3 Following on from these workshops Consultants were appointed supported by resources from this Council, The North West Development Agency and Objective One to develop a Masterplan for the area. Through a competitive tendering process and Steering Group interviews BDP were appointed. Their commissioned work is now concluded.
- 2.4 The final decision on the Masterplan rests with the Cabinet advised by the Economic Regeneration & Planning Strategy Select Committee.
- 2.5 An advisory Steering Group consisting of Members, officers and representatives from other agencies and local interests has overseen the work of the consultants. The work of the Steering Group, which has no decision-making powers, is now concluded. **Appendix 3** briefly summarises the views of the members of the Steering Group at the conclusion of their work. The Steering Group, with certain reservations, is able to recommend the Masterplan to the Select Committee and to the Cabinet of this Authority.
- 2.6 A series of four further public consultation workshops in Hoylake and West Kirby were concluded in early October with about 300 people attending these events. A summary and overview regarding the outcome to the events and the response from the public through the feedback questionnaires received to date is contained within **Appendix 1**. Broadly speaking however there is clear support for most of the findings and recommendations contained in the Masterplan. In terms of a number of specific ideas or

proposals such as the possibility of pedestrianisation of the Crescent, a budget hotel in West Kirby or the so-called Heart of Hoose proposal, there was divided opinion as to the desirability or otherwise of some concepts. It was found there was strong support for environmental improvement works in the two town centres and for the possibility of a new relief road into Hoylake alluded to in the Masterplan.

3. The Masterplan

3.1 Introduction

- The Masterplan is not a blueprint
- The plan sets down a vision/ambition for the towns, key principles of development and identifies a number of key opportunities for investment
- Further consultation, feasibility and design work will be necessary to realise the proposed key projects. Equally other projects may come forward that fit the vision and strategy
- The Masterplan is essential to provide a strategic context for Wirral to capitalise on the 2006 opportunity and to provide a platform to build on the key strengths of the area. It will be the basis for attracting investment resources to bring about the regeneration of Hoylake and West Kirby. Without that vision, without the regeneration Masterplan and without the commitment of the Authority and other key stakeholders the enabling resources will not be forthcoming.
- The vision for Hoylake is to create 'an outstanding place to live, work, play and visit, widely known for the quality and variety of the recreational facilities on offer and the quality of the built and natural environment'.

3.2 The Masterplan proposes a wide range of actions grouped under three headings:

- λ Projects which will create 'a destination of regional significance' e.g. a Golf Resort in Hoylake
- λ Short term priorities
- λ A wide range of medium to long term regeneration projects.

3.3 Whilst it is important that as much as possible is achieved by July 2006 - the return of the Open Golf Championship to the Royal Liverpool - it is also important that a 'long view' be taken with regard to the longer term opportunity to bring about sustainable and positive improvement in the area. A ten-year programme of regeneration is ultimately envisaged. The strategic management of the plan of action will be undertaken through the Corporate Services Department. The delivery of a structured programme of project action will be undertaken by the Regeneration Department in order to maximise opportunity.

3.4 Initial action, as reported to this Committee and approved by Cabinet covers improvements to the Public Realm in the Market Street, Hoylake area. Investment in a

high quality local environment and infrastructure [such as Market Street] is essential as an early sign of intent, as an encouragement to investors and for image-improvement and confidence generating purposes.

3.5 The Project proposals are attached as **Appendix 1A** to the report

3.6 Resourcing the Implementation of project action

The resources to bring about the regeneration of Hoylake and West Kirby will need to be identified from a range of resources including:

The Private Sector

Merseyside European Objective One Programme

North West Development Agency

Mersey Waterfront Regional Park

Metropolitan Borough of Wirral

Other - including National Lottery

4. The Immediate Project Proposals and Priority Actions

4.1 As indicated in the up-date report to Select Committee on 7th September and approved by Cabinet on 20th October detailed design work has now begun on Public Realm improvements in the area of Market Street, Hoylake. This first action has been chosen because the Market Street area is looking tired and is in need of improvement but also because the Market Street and Station area will receive major exposure during the course of the Open event in July 2006 as one of the primary routes through which people will pass.

4.2 Indicative design work by consultants BDP suggests a four-phase £4.2 million programme of Public Realm improvements in the Market Street area. The first phase - 1A - Kings Gap Gateway - has a projected cost of £1.425 million. Bids worth a total of £1.2 million have been submitted to Mersey Waterfront Regional Park and the European Objective One Programme. The balance of the costs, including detailed design fees, is to be met from approved resources earmarked from the Authority's Capital Programme. The current detailed design work for the 1A scheme, recently approved by Cabinet, should complete in January 2005 and assuming the bids for the resources detailed above are successful it is expected a start on-site will commence in February 2005.

4.3 Other Actions

4.3.1 A brief is currently being prepared inviting interest from the private sector in a new iconic building to replace the Reliance Sailing School at the West Kirby Marine Lake.

4.3.2 Private sector investment interest in the area of the Station Gateway Hoylake and central West Kirby is currently being investigated by officers.

4.3.3 Discussion between officers and the Friends of Coronation Gardens regarding prospects for improvements to the Gardens will commence shortly and similarly with the Friends of Ashton Park and the Friends of Hoylake and Meols Gardens & Open Spaces

- 4.3.4 Discussions are expected to open shortly between officers and the Mersey Waterfront Regional Park regarding potential investment along the North Parade, Hoylake.
- 4.3.5 A brief to consultants regarding detailed proposals for improvement along the Dee Estuary and Coastline including a potential new Visitor Centre at Thurstaston will shortly be issued. [See also 6.3].
- 4.3.6 It is proposed to retain consultants Locum and Jones Lang LaSalle to carry out further and more detailed work with regard to prospects for a golf resort at Hoylake. The reason for retaining the existing consultants to carry out this urgent work centres on their existing detailed knowledge through their masterplanning work and in the interests of speed, efficiency and continuity.
- 4.3.7 It is proposed that the estimated £13,000 costs of this further work are resourced from the £75,000 savings earmarked by Cabinet (4th March – Minute 568) for purposes in connection with the regeneration of Hoylake and West Kirby.
- 4.3.8 **Attention is drawn to Appendix 2** regarding the draft extract from the North West Development Agency strategy for the North West Coastal Resort Towns including Hoylake, West Kirby and New Brighton. Officers regard the Agency's observations as both timely, appropriate and welcome. Members views are requested.

5. The Way Forward

- 5.1 It is essential that progress is made on the Masterplan as soon as possible.
- 5.2 As identified in Sections 4.1, 4.2 and 4.3 officers will pursue a range of actions in pursuit of early implementation action on the ground. There will be a further report on progress to this Select Committee in due course.
- 5.3 Officers of both the Corporate Services and Regeneration Departments will also present proposals regarding the implementation management of future actions also in due course.

6. Financial & Staffing Implications

- 6.1 Project co-ordination and implementation will require a multi-departmental approach including officers from - Special Initiatives Team within the Corporate Services Department, Wirral Waterfront within the Regeneration Department and supported by the Technical Services and Education & Cultural Services Departments.
- 6.2 With regard to the broad range of sources available at present to support the implementation of the regeneration proposals those sources are:-
- i) Private Sector
 - ii) The North West Development Agency
 - iii) Mersey Waterfront Regional Park
 - iv) Merseyside Objective One Programme

- v) Metropolitan Borough of Wirral
- vi) Other [including National Lottery]

6.3 Members will recall that at the meeting on 4th March 2004, Cabinet agreed [minute 568] that the sum of £75,000 should be used for other purposes in connection with the regeneration of Hoylake and West Kirby. Cabinet has already agreed, under Rule 5.2 of Contracts Procedure Rules, that £27,000 of this available sum be expended on the initial design work by BDP with regard to the Market Street, Hoylake Public Realm improvements project by extending the current brief for reasons of efficiency and continuity. It is suggested that the balance of the £75,000 be expended, [a] in regard to the commissioning of detailed work by consultants for the Dee Estuary/Dee Coastline/Thurstaston Visitor Centre - £35,000, and [b] in regard to the retention of consultants Locum and Jones Lang LaSalle to carry out further more detailed analysis into the Golf Resort - Hoylake concept, £13,000. (See paras. 4.3.6 and 4.3.7).

7. Equal Opportunities implications

7.1 There are no immediate Equal Opportunities implications as a result of this report. Implementation of the Masterplan is likely to bring about equal opportunities improvements and benefits.

8. Human Rights implications

8.1 There are no Human Rights implications as a result of this report

9. Local Agenda 21

9.1 There are no immediate Local Agenda 21 implications as a result of this report. Implementation of the Masterplan will result in major environmental improvements and high quality sustainable development.

10. Community Safety implications

10.1 There are no Community Safety implications as a result of this report. Implementation of the Masterplan is likely to result in significant Community Safety improvements.

11. Local Member Support implications

11.1 This report has positive implications for the Hoylake and Meols ward.

12. Background Papers

12.1 Background papers in relation to this report are held by the Special Initiatives Team in the Corporate Services Department.

13. Planning implications

13.1 There are no immediate planning implications as a result of this report. Implementation of the Masterplan recommendation will have significant implications.

14. Recommendations

1. Committee support the findings and recommendations of the Masterplan and, with any amendment, seek Cabinet's approval to the Plan.
2. Committee notes and welcomes the strategic direction and support being expressed by the North West Development Agency with regard to the future of

Hoylake, West Kirby and New Brighton through the draft “New Vision for the North West Coastal Resort Towns” strategy.

3. Committee support the proposal to appoint consultants, through a Competitive Tendering process, to prepare plans for the improvements to the Dee Coastline and Estuary and the potential construction of a new Visitor Centre as the centre-piece for the proposed 'Dee Estuary National Birdlife Park'. Estimated cost of this work being £35,000 and using resources as described in para 6.3 of this report.
4. That Committee under Rule 5.2 of the Contracts Procedures Rules support the proposal to extend the brief of [BDP]/Locum and Jones Lang LaSalle to carry out a more detailed analysis with regard to the prospects for a Golf Resort facility at Hoylake. The estimated cost of this work being £13,000 and using resources as described in paras. 4.3.6 and 4.3.7 of this report.
5. That Committee note the range of actions currently being undertaken by officers described in paras 4.1, 4.2 and 4.3 to bring about regeneration activity on the ground and notes also that a further up-date report on implementation issues will be brought before this Committee in due course.

J. WILKIE

Deputy Chief Executive/Director of Corporate Services

APPENDIX 1A

PROJECT REF.	PROJECT NAME	PROJECT LOCATION
A Destination of Regional Significance (Project Reference - RS)		
RS1	'The Sail'	West Kirby Marine Lake.
RS2	The Golf Resort and Spa	Municipal Golf Course, Hoylake.
Short Term Priorities (Project Reference - ST)		
ST1	Market Street	Market Street, Hoylake.
ST2	Station Gateway	Hoylake Train Station and Environs.
ST3	Wirral Waterside Way	North Parade, Meols Parade, South Parade, West Kirby Marine Lake and Wirral Way.
ST4	Hoylake-West Kirby Trail	Circular off road cycling route that connect West Kirby and Hoylake Station, along seaside and inland routes.
ST5	Viking Ingimund Statue and Ancient History Interpretation	Dove Point, Meols Parade, Hoylake
ST6	Coronation Gardens and Ashton Park	South Parade, West Kirby
Medium & Longterm Regeneration of Hoylake and West Kirby (Project Reference - SH)		
SH1	Saughall Massie Road/Carr Lane Route	Land between Saughall Massie Lane and Carr Lane, Hoylake.
SH2	Carr Lane Industrial Estate	Carr Lane, Hoylake.
SH3	West Kirby Town Centre Access improvements	Grange Road, Dee Lane, Orrysdale Road and Bridge Road, West Kirby.
SH4	The Concourse Gateway to West Kirby	The Concourse and Environs, West Kirby.
SH5	The Crescent and Banks Road	The Crescent and Banks Road, West Kirby.
SH6	The Beach Activity Zone	Meols Parade, Hoylake.
SH7	Heart of Hoose	Junction of Melrose Avenue and Market Street, Hoylake.
SH8	Beacon for the Coast	North Parade, Hoylake.

SH9	North Parade, Meols Parade and South Parade	Hoylake and West Kirby Coastline.
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