

## APPENDIX – Thematic Relationships between the Integrated Regeneration Strategy and Wirral Waters East Float Proposals

Integrated Regeneration Study For Birkenhead and Wirral Waters themes		East Float vision	
'A clear vision for Birkenhead and Wirral Waters'		'To create a truly mixed use waterside neighbourhood where new homes, a range of employment, education, leisure, community and cultural uses enliven the docks to create an attractive and exciting mixed use development that is physically and visually integrated with surrounding neighbourhoods, provides new opportunities for the community and complements the regeneration of the town centre'.	
IRS Thematic Headings		'Vision'	Objectives
Theme 1- Achieving Economic Prosperity		Economy	
<ul style="list-style-type: none"><li>• Wirral to play an increasingly active role in the City Region, with the wider Birkenhead study area increasingly seen as the western edge of Liverpool city centre.</li><li>• Optimise the full potential of the waterfront for economic activity- the Wirral Waters proposals in particular have the potential to deliver a transformational level of new accommodation.</li><li>• Nurture investment in identified economic sectors</li><li>• Address business supply issues by providing accommodation to meet business needs, including quality large- footplate office space, and smaller accommodation to support and foster start up and enterprise activity.</li><li>• Seek to attract additional relocations as a consequence of Government relocations through preparation and presentation of a credible offer.</li></ul>		<p>To significantly contribute to the strengthening and diversification of the economy by establishing a new transformational business location at East Float that provides a range of employment opportunities and business requirements, attracts inward investment and accelerates business growth in the local economy.</p>	<ul style="list-style-type: none"><li>• To provide local employment opportunities, tackle Wirral's long term worklessness issues and engage in the Council's employment initiatives</li><li>• To create new strategic high quality sustainable employment sites at East Float to support economic change and prosperity, utilising the place-making opportunities with exemplary physical infrastructure and environments to attract inward investment</li><li>• To address supply issues by providing high quality commercial accommodation with large floorplate office space to provide for high value businesses and smaller flexible business accommodation to support the establishment and growth of SME's, and local enterprise.</li><li>• To ensure local residents can access new employment opportunities by developing a skilled local workforce and stakeholder working with education and training providers.</li><li>• To ensure employment opportunities are linked to the education facilities potentially provided within the East Float site and beyond to improve skills and learning through job creation and career development.</li><li>• To maintain the operational viability of the Birkenhead Dock system, with no net loss of port-related employment.</li></ul>

<ul style="list-style-type: none"> <li>• Birkenhead town centre will become a key 'centre' for Wirral a primary service centre to serve the borough.</li> <li>• Birkenhead will become a destination for cultural, leisure, economic and residential opportunities</li> </ul>		
<b>Theme 2- Town Centre Restructuring</b>	<b>Retail/commercial</b>	
<ul style="list-style-type: none"> <li>• To revitalise and diversify the retail provision through the provision of modern retail floor plates and enhance connections towards the waterfront.</li> <li>• Improve pedestrian and cycle connections to surrounding neighbourhoods and create a quality environment that is attractive and vibrant.</li> <li>• For Europa boulevard to become the primary street for new and improved leisure and business activity and to consider the potential to extend to the north, to link to the East Float.</li> <li>• To create a high quality public realm along Europa Boulevard and connecting key destinations including Hamilton Square, Woodside, the retail precinct, Docks and Waterfront; residential communities.</li> <li>• To attract new leisure and business activity along Europa Boulevard, including active uses at ground floor to strengthen activity between the waterfront and the retail centre.</li> <li>• To introduce new residential development into the wider town centre to stimulate activity and create a vibrant urban environment.</li> <li>• To increase the scale and mass of development</li> </ul>	<p>To support the high quality living and working environment at East Float by providing complementary retail, food/drink and leisure uses which provide for the every day needs of the new residential and office communities and contribute to the vibrancy and vitality of the development through a mix of uses, particularly at ground floor level in key locations</p>	<ul style="list-style-type: none"> <li>• To secure through the East Float proposal a mix of retail, food/drink and commercial leisure uses which delivers the vision, is consistent with National and local policy objectives and complements and supports the role of Birkenhead, Liscard and other surrounding town centres</li> <li>• The development at East Float will provide the right balance of land uses to support activity, animation along the waterfront and vibrancy and vitality to key routes through the site and key areas of public realm.</li> <li>• The development at East Float will sit alongside and support Birkenhead and other surrounding town and local centres through expenditure capacity generated by the new residential and working population and by a form of development which will support and strengthen links to the existing centres and encourage linked trips.</li> <li>• To ensure the amount and mix of retail and leisure floorspace is distributed across the East Float scheme in a way which reflects the role and character of each quarter and is of a level which remains secondary to the residential and office uses brought forward</li> <li>• To ensure that the split between convenience and comparison retail facilities ensures a balanced approach to the provision of retail across the East Float development with leisure and food and drink uses meet the needs of the living and working populations and the evening economy, while safeguarding the amenity of the resident population</li> <li>• To ensure that provision is phased to reflect and respond to development of the residential and office components of Wirral Waters and is of a scale which serves the needs of the new residential and working population.</li> </ul>

<p>within the town centre to clearly define the 'central zone' and stimulate greater activity.</p> <ul style="list-style-type: none"> <li>• To maximise the potential of the town centre and the study area as a focus for multi agency service delivery.</li> <li>• To reduce the impact of highways infrastructure on pedestrian and cycle movement within and around the town centre.</li> <li>• User friendly street hierarchy that sensitively guides traffic around the town centre, using better signage and legible public realm, whilst enabling convenient access for town centre users.</li> <li>• To re-establish routes and connections across the town centre and knit together different parts of the town, including sites segregated by the redundant railway line.</li> <li>• To bring forward higher value development on vacant and under utilised sites and relocate industrial activities to more appropriate locations.</li> <li>• To introduce new educational, business and enterprise activity , to integrate established and emerging uses on the docks and along Canning Street and Cleveland Street.</li> <li>• To open up connections to Merseyrail stations and bus facilities and cluster activity around these locations.</li> </ul>			
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Theme 3- Take Advantage of the Waterfront	Water spaces	
<ul style="list-style-type: none"> <li>• To introduce appropriate higher value development on the waterfront to capitalise on setting and outlook</li> <li>• Draw on northern European examples of best practice</li> <li>• Open up pedestrian and cycle access along the waterfront and encourage public access in new dock front developments</li> <li>• To create new physical and visual connections from the town centre to the waterfront through an integrated urban design.</li> <li>• To secure design principles for the waterfront which will ensure the quality and future maintenance of the new development and public realm in waterfront locations.</li> <li>• To ensure all new developments are founded on masterplanning principles, which consider scale and massing and ensures that new development is integrated with the town centre, minimise over shadowing and respond appropriately to the open waterfront location.</li> <li>• To create ground floor activities in key locations to stimulate footfall and animate public routes</li> <li>• To ensure new development is physically and visually integrated into surrounding context and that pedestrian connectivity and movement is maximised within a defined network</li> <li>• To consolidate industrial activity into appropriate</li> </ul>	<p>A high quality mixed use development that exploits the full potential of the waterfront and transforms the east float docklands to create an attractive and exciting publicly accessible waterfront neighbourhood that is physically and visually integrated with its surroundings.</p>	<ul style="list-style-type: none"> <li>• To ensure that the concentration and distribution of uses across the site makes best use of the water frontage and immediate waterside environment and maximises place making opportunities by promoting a mix of vibrant ground floor uses in key waterside locations.</li> <li>• To create a series of animated squares, terraces and boardwalks that promote increased public access to the waterfront within the site and form an integral component of the overall movement strategy by visually and physically integrating the development within the surrounding area and key locations beyond the site boundary.</li> <li>• To ensure a sequence of high quality water spaces that are a focus for cultural and social activities, respond to the varying environmental conditions across the site and reinforce a strong sense of place by allowing the historic and cultural fabric to shape the character, function and form of the waterside environment.</li> <li>• To encourage active use of the water itself for a variety of leisure, recreational and amenity purposes.</li> <li>• To enhance connectivity and the pedestrian experience moving through the site by using crossings and bridges as a dramatic focal point and a practical means of crossing water.</li> </ul>

<p>locations, which are accessible to the motorway and limit impact on residential neighbourhoods.</p> <ul style="list-style-type: none"> <li>• Integration of new uses that compliments the role and function of the centre.</li> <li>• To ensure that the masterplan for the waterfront is deliverable and provides a viable framework for regeneration activity.</li> </ul>		
<b>Theme 4- Enhanced Education and Learning Offer</b>	<b>Education</b>	
<ul style="list-style-type: none"> <li>• Improve educational attainment outcomes and skills levels</li> <li>• Reinstate the value of education, reinforcing the contribution of education to family life and economic well being</li> <li>• To encourage retention of HE/FE students</li> <li>• Explore opportunities for public sector multi agency approach to provide and boost local apprenticeships, training and employment</li> <li>• Use policy as a lever to tie local education, skilling and employment opportunities to new development through developer agreements and S106</li> <li>• Introduce a marketing strategy to encourage local engagement with education, employment and skills services and events.</li> </ul>	<p>To improve the education opportunities to local people, whilst working with further and higher education establishments to link skills, education and job creation throughout the development.</p>	<ul style="list-style-type: none"> <li>• East Float will link employment and skills through job creation and career development working with local higher education facilities and actively encouraging local community engagement</li> <li>• To promote the delivery of a new educational facility on the site to support the mix of uses envisaged, a strong community use and a focus for the existing and new population to support an integrated community.</li> </ul>

Theme 5- Health and Well Being	Services	
<ul style="list-style-type: none"> <li>• Improve physical health outcomes and mental well being</li> <li>• Raise the quality of and accessibility to recreational facilities</li> <li>• Encourage healthy lifestyles and raise local and regional awareness of green assets</li> <li>• Develop a multi agency approach to improving health outcomes linking to improving economic activity, skills, attainment and community support</li> <li>• Improve mental well being to raise confidence and aspirations, foster personal development and encourage a sense of pride in the community</li> </ul>	<p>East Float will be well served by public, private, community and voluntary services that are appropriate to the needs of the new neighbourhoods and accessible to all.</p> <p>To improve physical health and mental well being by supporting existing and creating new communities, linking economic activity, skills attainment and community support, raising quality and access to recreational facilities, encouraging healthy lifestyles and a sense of pride in community</p>	<ul style="list-style-type: none"> <li>• To provide and ensure access to well-performing local schools, further education and training facilities.</li> <li>• To ensure services and facilities are located within accessible locations, are well integrated into the development maximizing place making opportunities and ensuring active and vibrant key routes through the site and key areas of public realm.</li> <li>• To ensure high quality, local health care and social services that socially and physically integrated within the development and the surrounding areas including green assets.</li> <li>• To secure a range of accessible, affordable public, community, voluntary and private services for businesses and residents, including Health, education and leisure facilities, phased as appropriate to the level of development and complementary to provision elsewhere in Inner Wirral, including Birkenhead Town Centre</li> <li>• To ensure delivery of the commitment to recreational facilities and community services as an early phase of the development.</li> </ul>
	Governance	
	<p>The East Float development will be 'well run', with integrated management strategies that can engage and inspire local communities, and stakeholders in delivering and sustaining a well balanced sustainable community.</p>	<ul style="list-style-type: none"> <li>• The future maintenance and management of East Float will be supported by effective and inclusive participation, representation and leadership to create and sustain a well balanced community.</li> <li>• To engage with local communities, schools, amenity groups and key stakeholders to create and sustain a well balanced community.</li> <li>• Continued and meaningful engagement with steering groups and management bodies to guide future development</li> <li>• Engagement with the Hamilton Sq business steering group to ensure regenerative benefits for the Square and established connectivity.</li> </ul>

			<ul style="list-style-type: none"> <li>The formation of a design review panel to ensure accordance with vision framework and design quality for development</li> </ul>
		<b>Equity</b>	
	Create a development that is welcoming, easy to use and, accessible for all		<ul style="list-style-type: none"> <li>To enhance the mental and physical health and well-being of those living, working and visiting the East Float site as well as surrounding neighbourhoods</li> <li>To reflect the diversity of today's society while building on the history of local areas and encouraging mutual and harmonious relations between social groups and ensuring that economic resources are evenly and fairly shared.</li> <li>Provision of a range of jobs</li> <li>To integrate development at Wirral Waters with the adjoining community within the Housing Market Renewal Area</li> <li>To ensure a range of housing opportunities, offering innovative housing choices to existing and new residents</li> <li>Integration of new development with the adjoining infrastructure, including greening corridors and improving walking and cycling routes to Birkenhead Town Centre, Hamilton Square, the waterfront and key green infrastructure such as Birkenhead Park, Central Park Liscard, Bidston Hill and Bidston Moss.</li> </ul>
<b>Theme 6- Sustainable Residential Offer</b>		<b>Housing</b>	
<ul style="list-style-type: none"> <li>To create choice and diversity in Birkenhead's housing offer- providing new high quality housing products that offer aspirational choices for rent and sale.</li> <li>To offer a balanced housing market that provides a full range of products and a sustainable mix in type</li> </ul>		<p>To create a high quality, high density living environment that makes best use of its waterside setting, the historical and cultural assets within and beyond the site and promotes innovative design to promote a new housing offer capable of</p>	<ul style="list-style-type: none"> <li>To secure the delivery of a high quality, high density waterside residential development that expands the housing offer, encourages positive interaction and diversity, improves the viability of and access to community services and will provide a sound base for better integrated social housing.</li> <li>To create a community that is socially sustainable with a sense of place and distinct character that takes advantage of its dockside setting and cultural and historic assets.</li> <li>To improve the housing offer by providing a variety of housing mix, size and tenure to</li> </ul>

<p>and tenure, raise owner occupation rates closer to the borough average</p> <ul style="list-style-type: none"> <li>• To introduce good quality higher density residential uses into the town centre to stimulate activity and vibrancy</li> <li>• To identify declining stock for targeted improvement</li> <li>• To continue to remove poor quality, low demand and obsolete housing supply and consider derelict and industrial land for housing, where it can create a new residential market</li> <li>• To provide higher quality housing for rent, shared ownership and affordable sale including specialist housing for elderly residents, families and single persons.</li> <li>• To introduce high quality residential development in waterfront locations, which capitalise on views and create a new housing offer in Birkenhead</li> <li>• To extend the HMRI stock improvement activity, including face lifting and refurbishing to bring declining stock back into viable popular purposes</li> <li>• To continue neighbourhood management approach in HMRI neighbourhoods</li> </ul>	<p>attracting and sustaining a new residential community that establishes clear relationships with existing communities.</p>	<p>ensure a vibrant community that is inclusive and adaptable to changing needs and lifestyles.</p> <ul style="list-style-type: none"> <li>• To ensure a mix of uses and users, that compliment and serve the residential accommodation with community facilities to support the future residents and ensure a sustainable form of development.</li> <li>• To create a legible built form with well-designed and safe public spaces that are accessible, inclusive and contribute to the creation of an attractive residential environment.</li> </ul>
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Theme 7- Places, Spaces and Connections	Built environment/ Urban Form	
<ul style="list-style-type: none"> <li>• To re-empower the pedestrian in Birkenhead creating safe and attractive connections, down grading the emphasis on through traffic and re-establishing use and activity along key routes</li> <li>• To refine the use and activity of places and spaces by introducing ground floor activity in key locations, encouraging an appropriate scale and mass of development in the town centre, and integrating a mixed use approach to promote day time and evening activity</li> <li>• To connect key assets with opportunity areas by creating new green linkages and pedestrian cycle links</li> <li>• To establish connections between the town centre, existing and potential key locations through an integrated public realm strategy</li> <li>• To create connected communities, which are safe well designed and useable to all.</li> <li>• To build upon the Live Wirral branding and communication projects as a successful method of promoting HMRI in Wirral.</li> </ul>	<p>A high quality waterside development that reinstates legibility and coherence to the urban structure, improves connectivity between key locations and creates a dynamic cityscape and an urban form that takes full advantage of historic and cultural assets to create a new visual identity for Wirral.</p>	<p><b>Cityscape</b></p> <p>To create a distinctive skyline that creates an internationally recognizable waterfront and a new visual identity for Wirral, establishes a clear visual relationship with the river Mersey, Liverpool city waterfront and increases Wirral's visual prominence as a destination within the regional park.</p> <p>To secure a high standard of design for all development, that is responsive to environmental, historic and cultural influences within and beyond the site</p> <p><b>Public Realm</b></p> <p>To ensure a legible permeable city structure that promotes a secure, inclusive and attractive public realm and establishes a clear movement strategy for the site and beyond</p> <p>To create clear, safe, animated streets, squares, and waterside walkways that focus active uses and pedestrian movement at key destinations and along key connections to create a coherent and legible framework linking East Float with the wider neighbourhoods</p> <p><b>Historic Assets</b></p> <p>New development will preserve and enhance existing maritime assets (docks, grain warehouses and tower), celebrating the past and inspiring the future by shaping the form, function, design and character of the contrasting areas across the site.</p> <p><b>Mixed Use and Diversity In Quarters</b></p> <p>To create a mixed use development with innovative and distinctive waterside quarters, each promoting a distinctive character and identity derived from differences in form, function, scale, massing, materiality and proximity to different neighbourhoods.</p>

	Transport	
	<p>To create an inclusive and accessible low carbon transport system which has a safe, well maintained and efficient integrated network that meets wider community needs, and facilitates a sustainable mobility culture which promotes social cohesion and positively contributes to a high quality of life, a thriving economy and pleasant environment through the provision of opportunity, choice and the minimisation of unnecessary travel.</p>	<ul style="list-style-type: none"> <li>• Creation of a sustainable transport network that promotes the use of public transport, walking, cycling and car share as alternatives to single occupancy private car use</li> <li>• Effective interchange between transport modes, particularly at public transport hubs including Seacombe &amp; Woodside Ferry Terminals, Birkenhead Bus Station and Merseyrail Stations.</li> <li>• Ensure good access to public transport systems through the provision of safe, high quality routes for pedestrians and cyclists.</li> <li>• Sustainable travel Information, awareness and education to encourage people to change their travel behaviour and have more healthy, active lifestyles</li> <li>• Provision of good quality transport, pedestrian and cycleway connectivity within the development site and to Birkenhead Town Centre and other key destinations, including public transport hubs at Seacombe &amp; Woodside Ferry Terminals, Birkenhead Bus Station and Merseyrail Stations</li> <li>• Provision of Intelligent Telematics Systems to provide transport information and manage traffic movements</li> <li>• Effective connectivity for freight and servicing vehicles to the designated Merseyside Freight Network.</li> <li>• Improvements to the existing highway and bridge infrastructure to ensure the efficient management of traffic, aid pedestrian and cyclist journeys, and facilitate bus movements.</li> <li>• Implementation of a movement hierarchy that delivers permeability according to the needs of different types of road user and of neighbourhoods.</li> <li>• Ensure that parking provision supports the creation of, and encourages the use of, a network of sustainable transport provision</li> </ul>

Theme 8- Sustainable Future	Environment	
<ul style="list-style-type: none"> <li>• To encourage the use of modern methods of construction and sustainable technologies in design, development and use.</li> <li>• To minimise water creation during construction and promote recycling and sustainable lifestyles</li> <li>• To adopt sustainable approaches to power generation and distribution in large redevelopment schemes</li> <li>• To promote healthy lifestyles and encourage greater pedestrian, cycle and public transport use</li> <li>• To support exemplar schemes for sustainable design and development to promote sustainable lifestyles and housing choices.</li> <li>• To incorporate sustainable technologies into the refurbishment and improvement of popular historic stock in sustainable locations.</li> </ul>	<p>To promote a sustainable and 'future proof' development, encouraging modern and innovative sustainable design and the promotion of sustainable lifestyles, enhancing the quality and legibility of the environment</p>	<ul style="list-style-type: none"> <li>• To provide increased energy efficiency, cleaner air, better flood protection, sustainable management, renewable energy creating a high quality living/working environment.</li> <li>• To maximise the contribution of natural resources, - sun rainwater, ground water and wind and minimise environmental demands and ensure the efficient conversion or disposal of waste.</li> <li>• To create an innovative and inspiring landscaping and public realm and blue and green infrastructure that delivers an attractive residential environment</li> <li>• To create a range of complementary contrasting spaces to add to the range of experiences and use the parks and squares to help connect access into the wider urban area.</li> <li>• The courtyard typology is to contribute to the distinct identity and attractive environment within the development with special bio topography and range of plants.</li> <li>• The development will accord with sustainable design principles, promoting sustainable means of transport, integrating suds and taking account of the current standards for renewable energy to create a sustainable community.</li> </ul>