

## APPENDIX A

Our ref: jcew  
1 December 2010

Alisdair McNicol  
Wirral Borough Council  
Town Hall  
Brighton Street  
Wallasey  
WIRRAL CH44 8ED

Dear Alisdair,

### **Two Sites at Europa Boulevard Birkenhead**

We've had some time to reflect on our meeting on Monday and would like to reinforce a couple of key messages.

Firstly we believe it is fundamental to understand how difficult it is to deliver a viable development in the current economic climate. Two key factors are required for viable development and regeneration to take place: strong occupiers and funding. Our proposal for Site 1 has the benefit of both key factors and can be promptly delivered to secure new employment and wealth creation for Birkenhead. I think it is worth reminding the Council members that ----- Casino's will employ over 100 people at this scheme which will pump over £1 million pounds into the local economy.

Secondly, delivery of a scheme on Site 2 is achievable but only against a background of successful development on Site 1. Potential occupiers for Site 2 have been identified but none will commit until a preferred developer is known and certainly is visible on the delivery of the Site 1 scheme to make the location viable. Funding for Site 2 will only be available once occupiers are identified. No fund will support a speculative development on Site 2 in the prevailing market conditions.

At Wirral Borough Council you have a very real opportunity to secure a multi-million pound private sector investment to help regenerate Birkenhead town centre and secure a significant number of jobs within a short time period. Should this opportunity not be taken the occupier underpinning the viability of the scheme is more than likely to withdraw their support.

These sites have lay fallow through the economic boom time of 2005 – 2007 so to have the opportunity to deliver a commercially viable development in the worst funding climate in recent memory would tell the Market Birkenhead is a viable location and who knows what may come from that.

Williams Tarr has the funding capacity and balance sheet to deliver development to these two sites and we would urge Wirral Council to accept our proposal.

Yours sincerely

J C E Wilkinson