

Policy CS14 – Priority Sectors

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The Council will, in particular, support development that will provide for:

- higher quality, large, medium and small scale office space in Birkenhead;
- the regeneration of traditional employment areas to offer premises that modern companies need, particularly in the hinterland surrounding Wirral Waters;
- greener growth, including construction and supply chain facilities for offshore wind and the low carbon economy;
- high quality premises for key employment sectors including food; research and development; advanced technology and manufacturing; life sciences and biomedical facilities; creative and digital industries; and financial and professional services;
- digital infrastructure to support economic development;
- port-centric, distribution, logistics, maritime and heavy-engineering sectors;
- flexible managed and non-managed business space to meet the diverse needs of start-up, micro, small and medium size enterprises; and
- the provision of additional employment in accessible locations in west Wirral.

Sites to meet these and any other identified requirements will be allocated in a site-specific Local Plan.

19.9 The Wirral Investment Strategy sets out how the Council will work with partners to drive economic growth and increase investment. The Investment Strategy proposes an increased emphasis on key growth sectors to build on existing local specialisms and opportunities presented by Wirral's geography, including port uses, research and development, low carbon, offshore energy, biomedical and advanced technology and manufacturing. This sectoral focus is supported by the Local Enterprise Partnership Economic Strategy and national guidance which advocates identifying and planning for new or emerging sectors as well as supporting a low carbon future.