



**CLLR PHIL DAVIES**

**CABINET  
2 OCTOBER 2017**

**STRATEGIC REGENERATION  
FRAMEWORK**

Councillor Phil Davies Leader of the Council, said:

“Driving regeneration, creating jobs and ensuring sustainable, long-term growth in our economy is vitally important.

“Our Wirral Plan places economic growth at its heart: making sure our residents are able to access good, high paying jobs in a stable and thriving economy brings almost immeasurable benefits to all areas of our community, and helps brings us closer to achieving all of our 20 pledges.

“This Strategic Regeneration Framework provides the routemap to achieve it. It clearly defines our plans for future development and investment by providing the robust evidence base, sound principles and strategic drivers on which to plan future regeneration.

“Achieving the ambitions set out in this Framework will enable us to deliver the thriving economy we all want for Wirral residents.”

## **REPORT SUMMARY**

The Wirral Plan sets out a vision for Wirral; a set of 20 Pledges which will be achieved over the next five years to improve the lives of Wirral residents. Driving economic growth is a key theme of the Wirral Plan and the Strategic Regeneration Framework (SRF) will support the following pledges:

- Greater Job Opportunities in Wirral
- Thriving small businesses
- Increase Inward Investment

The Wirral Strategic Regeneration Framework (SRF) provides a strong vision for regeneration across Wirral over the next 10-15 years and sets the scene for shaping future investments.

Driving regeneration, creating jobs and ensuring sustainable, long-term growth in the local economy is critical. The opportunities set out in this Framework are based on an assessment of what is realistically deliverable, but will require focused energy and resources from a range of partners including the private sector if they are to be achieved.

The SRF has been subject to public consultation to gain the views of residents and businesses and these have been considered when finalising the document. The next stage of work will be to produce a series of place making plans for priority areas to help shape future development in line with the SRF to support the setting up and proposals of the Wirral Growth Company.

This matter affects all Wards within the Borough.

This is a key decision affecting all wards.

## **RECOMMENDATIONS**

### **That it be recommended that Cabinet ;**

1. Endorse the Strategic Regeneration Framework - to be used to support regeneration activity, the ambitions of the Wirral Growth Company, Liverpool City Region strategies and future funding applications.

### **That it be recommended to Council ; That**

2. the Strategic Regeneration Framework be adopted as a material planning consideration in relation to development proposals which come forward; and
3. the Strategic Regeneration Framework be used to inform the content of the emerging Core Strategy Local Plan.

## **SUPPORTING INFORMATION**

### **1.0 REASON FOR RECOMMENDATIONS**

- 1.1 To allow the Strategic Regeneration Framework to be used to inform regeneration plans, Wirral Growth Company, City Region Strategies and future funding opportunities.
- 1.2 To allow the Strategic Regeneration Framework to be used as a material consideration in future development and planning decisions.

### **2.0 OTHER OPTIONS CONSIDERED**

- 2.1 None

### **3.0 BACKGROUND INFORMATION**

- 3.1 The Wirral Strategic Regeneration Framework (SRF) refreshes and reinforces the Council's long-standing commitment to urban regeneration. It sets out the priorities and challenges for economic growth in the borough, to help guide and proactively drive investment and activity across Wirral to deliver the ambitions for the local economy. There is an initial focus on the areas of significant growth potential identified and agreed in the Wirral Growth Plan (Birkenhead Town Centre, Birkenhead Hinterland, Wirral Waters Enterprise Zone (EZ) and the A41 corridor); the SRF aligns the key development opportunities with relevant national, regional and local strategies to deliver sustainable and accelerated growth.
- 3.2 The SRF balances a longer term vision for creating new places in Wirral, aimed at strengthening housing and commercial markets with a series of short term catalyst projects to start to change and shape places in line with the Vision. Therefore the overriding purpose of the SRF is to put in place a clear, shared and delivery focused framework to guide regeneration and to co-ordinate and secure public and private sector investment. The SRF will also help support the creation of the Wirral Growth Company to ensure Council ambitions are set out and clear to guide on going work.

The SRF will:

- Set out a vision for economic growth in Wirral
- Provide a strategic context for guiding regeneration, housing and planning interventions
- Set a broad spatial framework within which investment can be planned, places can be created and shaped and guided so its impact on the 20 Pledges in the Wirral Plan is maximised
- Build investor confidence through identifying a portfolio of strategic regeneration programmes and activities
- Ensure links with existing regeneration and investment projects across the borough and with emerging national and city region policy initiatives.

- Link with emerging local strategies such as the Strategic Transport Framework to align priorities and help focus a delivery pipeline of projects going forward
- Set out the linkages with the Liverpool City Region (LCR) Devolution Deal and Northern Powerhouse growth and infrastructure proposals.

3.3 The SRF (see appendix1) defines the strategic context to drive the regeneration of Wirral through a place shaping approach and it sets out the key strategies, principles and objectives across the range of inter-related economic, social and physical issues that impact on the borough. In doing this the SRF reflects existing relevant national, city region and local strategies in order to maximise the opportunities to drive forward regeneration within key spatial development areas.

3.4 The SRF sits within a suite of documents which drive the economic growth of the borough:



3.5 The document enables a twin track approach by setting out the ambition and opportunities for development and investment in key spatial areas whilst also providing a series of strategic themes such as housing, transport, employment etc which will guide and support development and deliver wider regeneration. The SRF will also form part of the evidence base for the emerging Core Strategy Local Plan and whilst it cannot have the status of an adopted development plan, it is a material planning consideration, being a statement of the Council's intent and it is additionally recommended that Council adopts it as such in relation to future development proposals which come forward.

## **PLACE MAKING PLANS**

3.6 To support the Wirral Growth Company and to focus the Council's aspirations, more illustrative place making plans will be available in October for the Competitive Dialogue process, built from the principles agreed in the SRF, including place profiles. This is designed to guide the masterplanning exercise of the Competitive Dialogue process, allowing officers to assess submissions as well as helping shape future development options. In addition this work will help inform a review of the resource and capacity that will be required within the Council in order to deliver Wirral's regeneration priorities in light of the setting up of the Wirral Growth Company

## **4.0 FINANCIAL IMPLICATIONS**

4.1 None as a direct result of this report

## **5.0 LEGAL**

5.1 None as a direct result of this report

## **6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS**

6.1 None as a direct result of this report

## **7.0 RELEVANT RISKS**

7.1 None directly associated with this report

## **8.0 ENGAGEMENT / CONSULTATION**

8.1 The Strategic Regeneration Framework has been subject to a 6 week consultation period in accordance with the Councils adopted Statement of Community Involvement. The document has been made available for comments on the Council's website, Wirral View. In addition the document has been circulated to the business community through Wirral Chamber and discussions have taken place at the Chamber's Sector Forum meetings.

8.2 Overall the responses through the consultation have been supportive of the vision and the ambition that the SRF sets out and the aspiration to regenerate key priority areas. All responses have been considered and have helped shape the final document with a number of specific changes being made to the SRF.

8.3 As part of the Wirral Growth Company work a series of Town Conversations have taken place and the results of these conversations have been fed into the consultation document and will help inform the place shaping work.

8.4 The SRF will form part of the library of documents to support the emerging Core Strategy Local Plan. As with other background studies completed to date, the SRF will be available for scrutiny and comment as part of future consultation stages on the emerging Core Strategy Local Plan.

## **9.0 EQUALITY IMPLICATIONS**

9.1 The potential impact has been reviewed with regard to equality and links to the existing EIA conducted for Wirral's Growth Plan.

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impactassessments/equality-impact-assessments-2014-0>

### **REPORT AUTHOR:**

**Hayley Owen**

*Economic Lead*

telephone: (0151) 691 8297

email: [hayleyowen@wirral.gov.uk](mailto:hayleyowen@wirral.gov.uk)

## **APPENDICES**

Appendix 1- Strategic Regeneration Framework

**REFERENCE MATERIAL**

**SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>