

CABINET PORTFOLIO SUMMARY REPORT

REPORT OF	Councillor Phil Davies
CABINET PORTFOLIO	Leader of the Council
CO-ORDINATING CHIEF OFFICER	Eric Robinson, Chief Executive

EXECUTIVE SUMMARY

This report is an update from the Cabinet Portfolio Holder to Members of the Council on matters relevant to his portfolio.

1 INCREASE INWARD INVESTMENT

It's now almost three years since this Council unanimously endorsed the Wirral Plan. Those 20 Pledges challenged us to deliver 3500 new homes, thousands of new jobs, hundreds of millions in new investments and improve the life chances of our residents. Delivering these goals is what drives the council, its staff and our partners every day.

This Council knows if we can help create the jobs and build the homes people need, attract new investors and provide support for Wirral businesses, many of our residents will see their life chances dramatically improve. To do this we need a step change in how the council drives regeneration.

Last month we took a vital step on that journey. We agreed who our preferred partner in Wirral Growth Company would be. This partner shares our ambition to see regeneration delivered at speed and scale, to create jobs and training opportunities and build the homes, offices and commercial developments Wirral needs.

Like many local authorities, Wirral no longer has the skills and expertise in-house to deliver regeneration on the scale required. We have never delivered multiple schemes of this scale and pace in the timeframe required. Aware that we need a partner, we have also been clear the council must hold a 'veto' on what gets built where and when.

Unlike when land is sold to private investors, the council will retain the freehold on all assets. As planning permission is granted, the land value uplift of that permission is all gain for the council and at the end of leases, all assets – office blocks, retail parks, commercial districts and leisure facilities built on council-owned land return to the Council for just £1.

Additionally, our preferred partner has agreed to recycle their profits from early development phases and to forgo profit entirely on the state-of-the-art extra care

village being proposed, in Moreton. We have also agreed a commitment to “Buy Local, Hire Local” with a target of 60% of workers, services and materials to be sourced locally so residents and businesses benefit directly from the regeneration work to be delivered.

Wirral Growth Company will deliver jobs. It will deliver huge investment in our borough, and will deliver economic growth and regeneration on a massive scale. It is truly fantastic news for every Wirral resident. I am proud of what we have delivered so far, and excited for the future. Read more about Wirral Growth Company in the [Liverpool Echo](#), [Wirral Globe](#), [Insider Media](#), the [Construction Index](#), and [Wirral View](#) or google ‘Wirral Growth Company’.

2 GREATER JOB OPPORTUNITIES

At the end of last month I was delighted to attend an event with Modpack, the Romanian integrated export services industry leader, who have chosen to locate their global HQ in Wirral. Since founding the company a decade ago, brothers Valentin and Bogdan Malaescu have become market leaders and worked with blue-chip companies such as Alstom, GE, Ford and Siemens.

It is a real sign of the confidence businesses and investors have in the Liverpool City Region that up and coming businesses like Modpack are choosing our region to set up their operations. I am sure Council will join me in wishing them every success and hope they are able to grow and create more jobs for local people in our region.

I also want to highlight to Council the continued outstanding performance of our Wirral Ways to Work programme, which has now worked directly with more than 3,500 local people – providing guidance on employability, interview skills, training and education. I am pleased to say more than 1600 people were directly helped back into employment or training during the past twelve months, which is fantastic news for everyone involved.

Finally, it is important Council is aware of the jobs which could be created through the proposed Eureka! development on the Wirral Waterfront. The proposal would create a Merseyside-branch of the acclaimed Eureka! children’s museum on the site of the Spaceport facility at Seacombe Ferry, bringing hundreds of thousands of visitors to our waterfront every year, providing children with a first class educational and leisure facility to enjoy and creating new jobs. The development has been selected as the Liverpool City Region bid for national DCMS funding and I urge all Members to support the bid.