

RIVER MERSEY

RIVER MERSEY

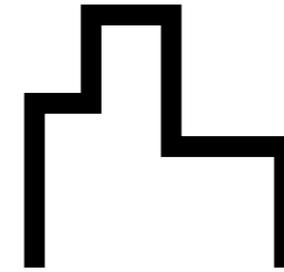
River Mersey

# BIRKENHEAD

## **BIRKENHEAD 2040 FRAMEWORK SUMMARY**

Draft  
March 2021

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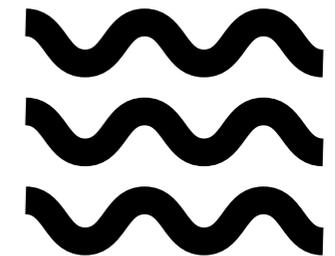
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# FOREWORD



**WITHOUT A DOUBT, THIS IS A PIVOTAL TIME FOR BIRKENHEAD - LARGE SCALE CHANGE IS ON THE HORIZON**

I am immensely proud to be able to share this exciting and ambitious plan for the future of Birkenhead. The vision set out in the Birkenhead 2040 Framework represents the most transformational proposals for the town since the 1947 Town Plan.

We have a unique opportunity to create a beautiful, sustainable, waterfront town which people are proud to call home. A town on the left bank of the Mersey with a thriving, inclusive economy which benefits all its residents. A town which is attractive to families and a great place for children to grow up.

We are proposing an extensive programme of investment and growth which will stretch over 20 years. This investment will build on our proud pioneering and maritime heritage and enviable waterfront geography. It will bring to the fore the importance of community and locally-led business recovery and new job opportunities.

Major change has already started with significant development on the ground at Wirral Waters, the revitalisation of the town centre is underway, and Eureka! Mersey, the Science and Discovery Centre, due to open in 2022.

This Framework sets out proposals for nine new neighbourhoods across Birkenhead and eight catalytic projects which will kick start the change. We know they will generate a huge amount of excitement in the town and set the tone for an optimistic future for Birkenhead.

At the heart of our regeneration agenda is the local community and it is the community that will ultimately determine the success of Birkenhead regeneration.

We look forward to hearing your views.

**JANETTE WILLIAMSON**  
Leader Wirral Council



**“WE ARE RE-CONNECTING, RE-IMAGINING AND RE-DISCOVERING BIRKENHEAD.”**

The Birkenhead 2040 Framework is at the heart of a programme of regeneration which stretches along Wirral’s Mersey waterfront from New Brighton to New Ferry – Wirral’s LeftBank.

Underpinning these exciting programmes will be Wirral’s Local Plan. The radical re-use of brownfield-land it proposes will be a catalyst for growth in Birkenhead in a way that has not been seen since the inter-war period.

Your feedback on the Birkenhead 2040 Framework will shape the draft Local Plan which will be published later this year for comment.

At the heart of the plan is the creation of family-friendly neighbourhoods with beautifully designed homes and green spaces. We are creating a place which is designed to inspire and which achieves our commitment to a low-carbon future. The plan has new routes for walking and

cycling woven throughout, which make the best of Birkenhead’s superb connectivity and access to public transport.

We hope that as you read through this Framework you will get an idea of the ambition and creativity which underpins it. We know that delivering it will be a collaborative effort with the pioneering ethos so evident throughout Birkenhead’s history. If you can contribute ideas and projects then we want to hear from you.

**ANITA LEECH**  
Deputy Leader Wirral Council  
Chair Of The Economy,  
Regeneration And  
Development Committee

**WE'RE RECONNECTING BIRKENHEAD**

**WE'RE REIMAGINING BIRKENHEAD**

**WE'RE REDISCOVERING BIRKENHEAD**



**BIRKENHEAD**

# SECTION 1.

## INTRODUCTION

BIRK  
BENE  
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# AN INTRODUCTION TO BIRKENHEAD 2040

## BIRKENHEAD 2040 REPRESENTS A ONCE IN A GENERATION OPPORTUNITY TO TRANSFORM AND REGENERATE BIRKENHEAD.

It is about creating a town which its residents and businesses are proud of, and one which many more people will choose to call home. An exemplar of low carbon, sustainable living with high quality urban design and beautiful public spaces.

Birkenhead is a place of firsts, born of ambition and shaped by pioneers. Birkenhead 2040 continues that same ethos.

The significant scale of Birkenhead's regeneration opportunity is rare, particularly the availability of brownfield sites. The unique position on the left bank of the River Mersey, opposite the World Heritage site

of Liverpool waterfront, provides a transformative opportunity for Wirral and the Liverpool City Region.

We have had strong, positive signs for economic growth and are working with colleagues and partners to continue this despite the impacts of Covid-19. This includes a strengthened, growing Maritime cluster with the potential to stimulate innovation and growth through a mixture of skills, infrastructure, innovation support and an 'accelerator model' approach. We also have the opportunity with our physical geography, housing growth potential and skills strength to become the centre of excellence for modular construction in the UK.

Birkenhead 2040 has been developed over the last 12 months through a collaboration

between Wirral Council, its partners and advisors, drawing inspiration from waterfront regeneration around the world. It responds to the priorities of local residents and businesses including those which were clearly articulated through the Local Plan consultation in January 2020.

Whilst Birkenhead 2040 started out as a spatial plan to support Wirral's emerging Local Plan it has developed into something so much more; a momentum and collaboration is growing, with a shared ambition and determination between partners. Confidence has increased through early high-quality developments at Wirral Waters and the start of the new Town Centre office quarter and market; £25m has been secured through the Future High Streets Fund; £8.3m to remove two flyovers which have

formed a "concrete collar" blighting the town for years; an ambitious Town Fund bid has been submitted to Government.

So, the plans set out in Birkenhead 2040 represent a huge opportunity, but we are still in the foothills of change. In this "first generation" of the strategy we have given a real focus to the "place" elements of Birkenhead 2040, aligned to our Local Plan. Future iterations will focus on economy, people and environment as equal components of our transformation agenda.

We are keen to hear your views on our vision and strategy during our 8 week consultation **until 19th May 2021**. Details of how to get involved and share your views are on page [98](#).

WE'RE RECONNECTING

WE'RE REIMAGINING

WE'RE REDISCOVERING

BIRKENHEAD

GAS WORKS

# BIRKENHEAD

## THE OPPORTUNITY

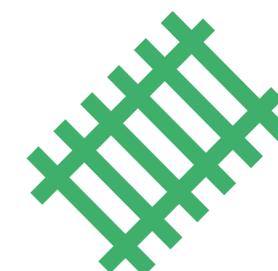
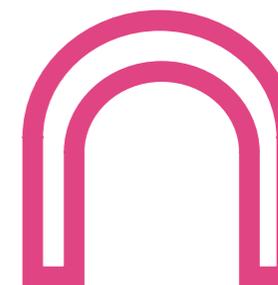
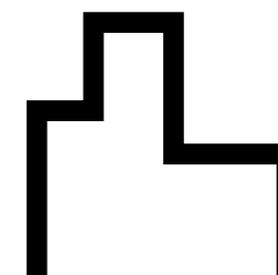
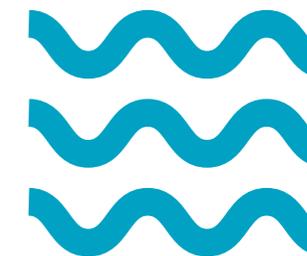
- Creation of a sustainable urban garden community on the Mersey waterfront – over 21,000 homes and 6,000 jobs in an area of over 270 hectares
- High quality urban design making best use of our historic and iconic buildings and spaces
- New residential, commercial, community and cultural development
- Birkenhead town centre revitalisation
- Unrivalled sustainable connectivity with opportunity for active travel and people-friendly streets
- Estate-based regeneration of existing neighbourhoods
- One of the region's largest District Heat Networks
- Economic growth sectors- modular construction, maritime and creative industries
- Eureka! the National Children's Museum, will open Eureka! Mersey a world-class Science and Discovery Centre in Seacombe in July 2022
- Linking physical and social regeneration through community wealth building

## THE PROGRESS

- Wirral Waters development underway - first phase of Northbank residential developments started on site Nov 2019, Urban Splash and Peel Land and Property (Peel L&P) joint venture housing underway, Tower Road £3.2m streetscape project completed, and the Hythe Grade A office development started on site
- Bespoke construction training campus built for Wirral Metropolitan College
- Birkenhead now a University Town with the University of Chester campus and student accommodation
- Wirral Growth Company in place – 50/50 joint venture between the Council and Muse Developments - Town Centre regeneration underway
- Draft Local Plan in development for 2021 consultation

## THE CHALLENGES

- Need support to leverage our significant land assets, many of which are brownfield
- We have major physical blight and physical barriers that are holding us back
- A dominant highway infrastructure which needs to be replaced with active travel and a new Mass Transit solution to link in the "last mile"
- We need to attract more families to live in Birkenhead
- We know that small business growth drives wider economic growth, and our small business base needs supporting
- We need to spread wealth better and have equal access to economic opportunity
- Health inequalities are there for all to see and shapes deprivation in our town, both pre COVID and especially in the last year



# STRATEGY



## THE SPATIAL FRAMEWORK – KEY

- |  |   |
|--|---|
| <p><b>Employment</b></p> <ul style="list-style-type: none"> <li>Existing</li> <li>Potential for industrial / light industrial</li> <li>Potential to maximise maritime and related uses</li> <li>Finer grained employment (e.g. office, small scale studios, workshops) and education.</li> </ul> <p><b>Residential</b></p> <ul style="list-style-type: none"> <li>Existing residential including opportunities for regeneration and infill development</li> <li>Potential for new medium density</li> <li>Potential for new higher density</li> </ul> <p><b>Mixed use</b></p> <ul style="list-style-type: none"> <li>Existing mixed use</li> <li>New residential-led mixed use</li> <li>New employment-led mixed use</li> <li>Existing and new town centre uses</li> <li>Opportunity for commercial leisure and cultural uses</li> </ul> | <ul style="list-style-type: none"> <li>Strategic core location</li> <li>Strategic gateway</li> <li>Other strategic nodes in movement network</li> <li>Locally significant node / threshold</li> <li>Key rail hub and 400m / 5min walk isochrone</li> <li>Strategic landmark location</li> <li>Primary movement corridor</li> <li>Secondary movement corridor</li> <li>Opportunity to strengthen strategic ped/cycle orientated movement</li> <li>Opportunity for green corridor links, including utilising former rail cutting</li> <li>Strategic junction for port and industrial traffic</li> <li>Strategic opportunity for transformed environment and experience at a key nodal location, directing pedestrian movement</li> <li>Key opportunities for people-friendly spaces and corridors</li> <li>Key opportunity to maximise views out over Mersey</li> <li>Key opportunity to capture the value of views towards Birkenhead from the Mersey</li> </ul> |
|--|---|

**THE BIRKENHEAD 2040 FRAMEWORK WILL MAKE THE MOST OF BIRKENHEAD'S UNIQUE LOCATION AND SPACE TO CREATE A VIBRANT AND THRIVING TOWN.**

# BIRKENHEAD

# BIRKENHEAD 2040

## OUTPUTS AND OUTCOMES

# OUTCOMES



### A SUSTAINABLE, GREEN AND CONNECTED BIRKENHEAD THROUGH:

- Active travel network of high quality cycling and pedestrian routes
- Retrofit Low Carbon Neighbourhoods
- A District Heat Network
- Urban greening through tree planting, green walls
- Sustainable urban drainage
- New strategic open space through Dock Branch Park
- Waterfront linear parks and spaces
- Hamilton Park enhancements and improved connections to the Waterfront



### NEW HOMES INCLUDING:

- Over 21,000 new homes
- An additional population of over 46,000 across new residential neighbourhoods



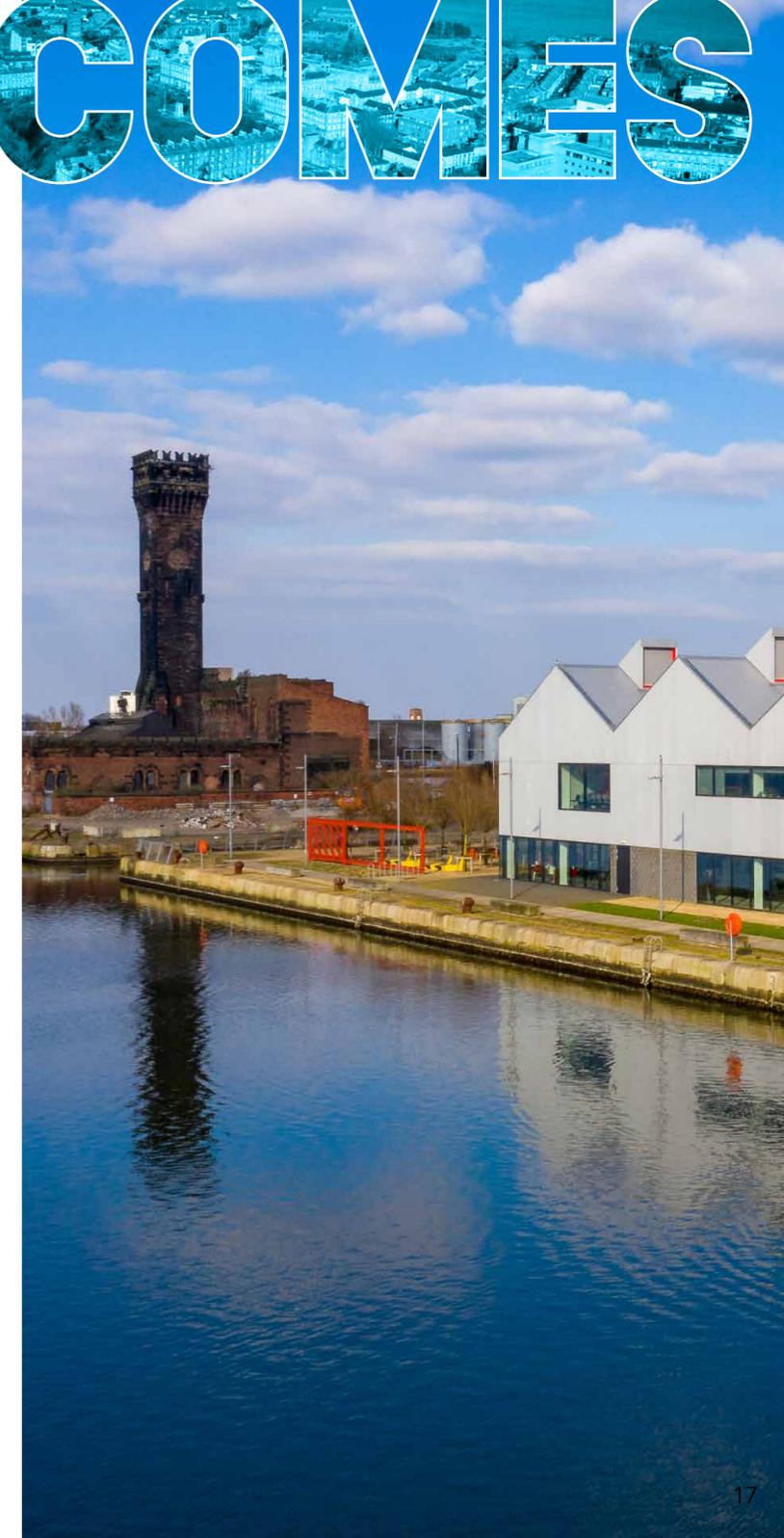
### NEW COMMERCIAL FLOORSPACE DELIVERING:

- Over 900,000 sqm of new modernised space in key locations
- A new Birkenhead Market and public square



### NEW AND IMPROVED INFRASTRUCTURE INCLUDING:

- A new high quality and sustainable office quarter in the heart of the town
- A Mass Transit system to provide the 'last mile' links to our superb Merseyrail system
- Removal of 'concrete collar' flyovers between Hind Street Urban Village and Central Birkenhead
- Reconfiguration of the Woodside Gyrotory and Birkenhead Central Gyrotory
- New Primary Schools at Hind Street Urban Village and Hamilton Park
- New local convenience and amenity provision to support new and existing residential communities at Hamilton Park, Wirral Waters, the Waterfront, Central Birkenhead, Scotts Quay and Hind Street Urban Village
- Locally defined GP Health Care provision





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# SECTION 2.

## BIRKENHEAD OVERVIEW

BIRK  
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# OUR HISTORY

## THE HISTORY OF WIRRAL IS ONE OF MAKERS AND GREAT IDEAS, A TRUE PLACE OF FIRSTS.

Shipbuilding, soap and healthcare, food manufacturing, tourism and engineering all have their roots in Wirral. With 26 miles of coastline, beautiful countryside and an ideal location between the cities of Liverpool and Chester, and part of the Mersey Dee Alliance, the potential of the area is second to none. The regeneration challenge of the Birkenhead area, the urban heartland of Wirral, however, is significant and far reaching.

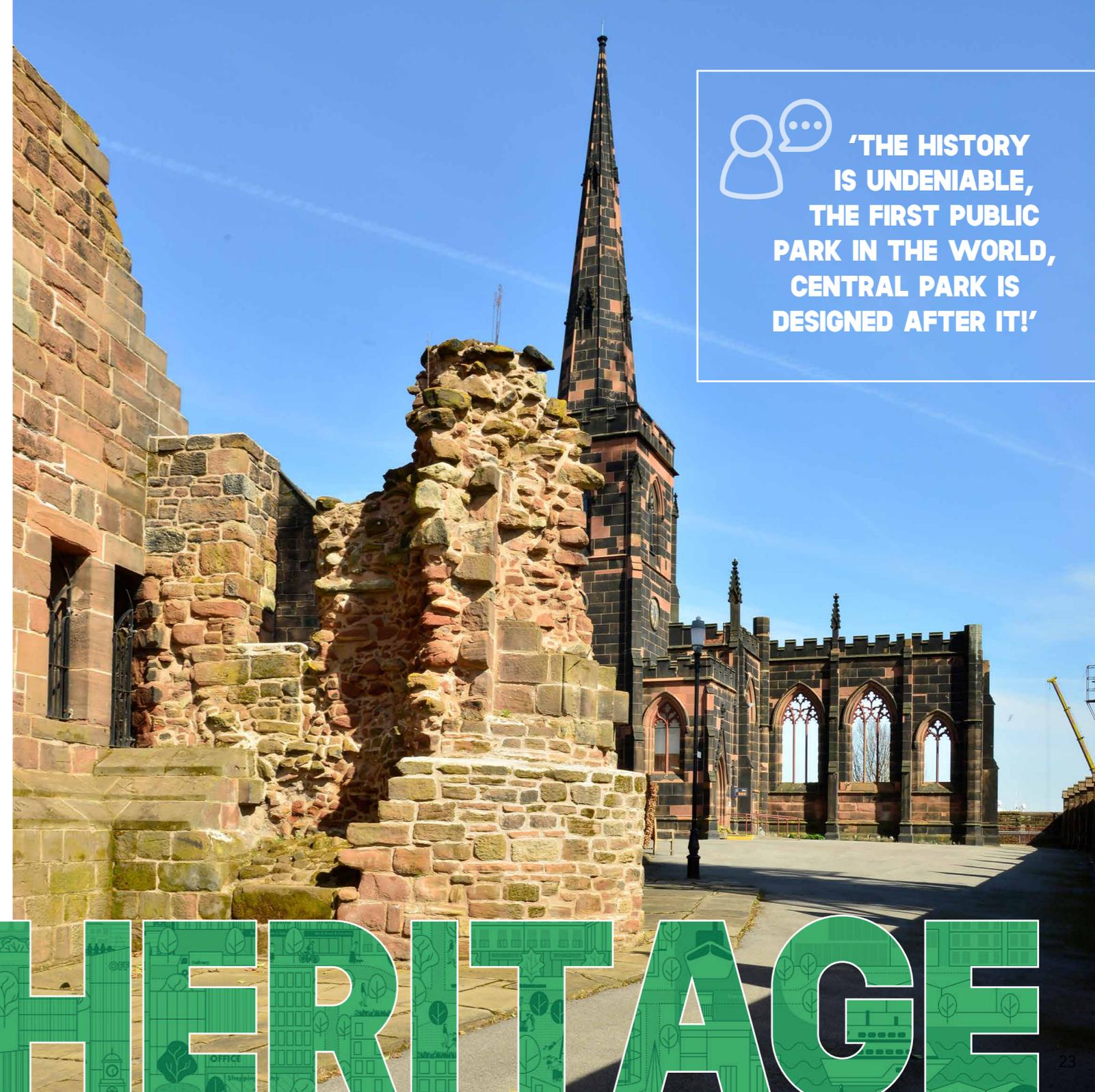
Birkenhead is a market town designed by visionaries on the left bank of the Mersey to compete with the largest cities in the world. In the 1820s William

Laird planned a new town to neighbour his shipyard, Cammell Laird, on a revolutionary grid plan. In this period, Birkenhead experienced an explosion of industrial creativity offering the world several firsts: a publicly funded civic park, later providing inspiration for Central Park, New York; the world's first steel ship; the first street tramway in Europe. Later, the Mersey Railway connected Birkenhead and Liverpool, with the world's first tunnel beneath a tidal estuary. In 1835 the famous market was built, home to one of Michael Marks first seven 'Penny Bazaar' stalls.

Present day Birkenhead is facing a number of inter-related challenges following decades of industrial decline and lack of investment. In particular low housing growth, affordability,

and town centre decline, as well as high unemployment and low skills, child poverty and poor health in the local population. Whilst rail and ferry links to Liverpool are excellent (less than 3 minutes from Birkenhead Hamilton Square station to Liverpool James Street station), the 'last mile' of supporting transport and infrastructure to open up key sites for non-car access needs to be improved.

Birkenhead 2040 is meeting these challenges head-on with an ambitious scale of investment, growing Birkenhead into a beautiful, sustainable waterfront town. The regeneration area covers over 780 hectares of land – larger than Liverpool city centre footprint, and serves nearly a third of the population of Wirral.

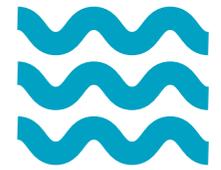


**'THE HISTORY IS UNDENIABLE, THE FIRST PUBLIC PARK IN THE WORLD, CENTRAL PARK IS DESIGNED AFTER IT!'**

# HERITAGE

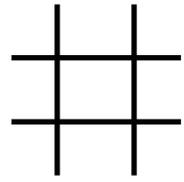
# UNIQUELY BIRKENHEAD

HISTORY AND  
GEOGRAPHY HAVE  
GIFTED BIRKENHEAD  
WITH UNIQUE  
CHARACTERISTICS,  
ASSETS AND  
OPPORTUNITIES WHICH  
ARE THE FOUNDATIONS  
OF BIRKENHEAD 2040.



## A WATERFRONT PLACE

Birkenhead's history, evolution and maritime economy are completely entwined with its waterfront location. The Mersey Riverfront offers one of the most impressive global viewpoints – with direct views to the iconic Liverpool waterfront. Birkenhead 2040 will make best use of this superb location through changing uses along the waterfront itself, creating attractive linkages between the waterfront and the rest of the town through investment in public space, and of course the transformation of Wirral Waters.

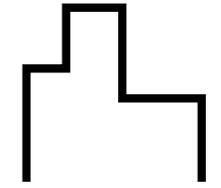


## THE LAIRD GRID

Our town is a place of immense history. History that is often overlooked and certainly under-utilised. The merchants and industrialists who underpinned the evolution of Birkenhead in the first half of the nineteenth century were intent on creating a new town that was well-planned.

William Laird, a Scottish shipbuilder, and his son John, were influential in the design of Birkenhead. Parts were laid out in a grid-iron pattern like Edinburgh New Town with similar architecture. Laird's distinctive street layout represents urban planning of the highest order. An efficient way to ease movement around the town and maximise views. Birkenhead 2040 seeks to rediscover and amplify the Laird grid, maximising this as a highly distinctive feature of the town layout. The wide, expansive and often flat key streets provide a fantastic opportunity to develop people-friendly, green thoroughfares which encourage journeys on foot and bike.

# ICONIC



## ICONIC SPACES AND BUILDINGS

The creation of a Birkenhead Park, as the first publicly funded park in the world, became a key element in the implementation of the overall development plan. The Park is renowned to be the inspiration for the American, F.L. Olmstead in designing Central Park in New York, and is now a Grade I listed landscape and carries a prestigious Green Heritage Award, and is also being considered for World Heritage Site status.

Hamilton Square, named after William Laird's mother-in-law, was designed as the civic heart of Birkenhead and hosts the largest concentration of Grade I listed buildings outside Trafalgar Square in London. The Hamilton Square cluster of Georgian buildings, the Laird Grid legacy, and Birkenhead Park nestled into the grid are three of the most evident heritage assets but only tell part of the story of Birkenhead

The Birkenhead Priory, constructed in the 12th Century, is the oldest standing collection of buildings in Merseyside and recognised as an Ancient Scheduled Monument by Historic England.

A more recent addition, the Mersey Tunnel Ventilation Shafts, are unusual, dominant, eye-catching features of the town and are just waiting to be lit up!

# CONNECTIVITY

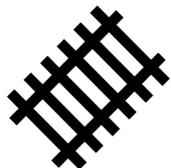
## CONNECTIVITY

Birkenhead has extraordinary connectivity with six Merseyrail stations and three ferry ports within the town boundary – 12 Quays, Woodside and Seacombe. A train journey from Hamilton Square to Liverpool City Centre takes less than three minutes.

For travelling further afield, the 12 Quays Ferry Terminal has direct ferry connections to Belfast, and Liverpool John Lennon Airport is approximately 11 miles from Birkenhead and provides flights to a number of European destinations.

Active, sustainable travel is at the heart of Birkenhead 2040 including proposals for a world-class mass transit system for improved “last mile” connectivity, a new linear park – Dock Branch Park – designed for walkers and cyclists, and an approach where streets are treated as a vital part of public space and are designed for people.

Our areas of development will make the most of Birkenhead’s connectivity by being concentrated around improved transport hubs, supporting zero carbon lifestyles and industry. The Tower Road Streetscape project is an excellent example of the quality we seek to achieve.



## A CULTURAL PLACE

Birkenhead offers a unique opportunity to deliver a step change in Wirral’s urban cultural offer – working with existing creatives and combining the water, heritage, and a regionally significant visitor, arts and leisure location.

Wirral was awarded the Liverpool City Region Borough of Culture 2019 and many events were held in Birkenhead including The Witching Hour street art and light show held in Birkenhead Park, The Future Yard Festival, and Royal Liverpool Philharmonic Orchestra live at Birkenhead Park. The Wirral Food and Drink Festival attracted 30,000 people to Birkenhead Park in one weekend. New attractions are being constructed including Eureka! Mersey, a new children’s museum which will open in 2022 following an £11.75 million development, comprising the creation of a 21st Century science and discovery centre.

There have also been developments in the creative and cultural sector including Future Yard a 350-capacity performance venue opened in 2019. It is clear that Birkenhead has the potential to grow its distinctive culture and visitor offer.

# CULTURE

## A RESILIENT ECONOMY



Birkenhead's economy has positive foundations for growth and, through the development of bespoke accommodation, can become a destination of choice for business start-ups.

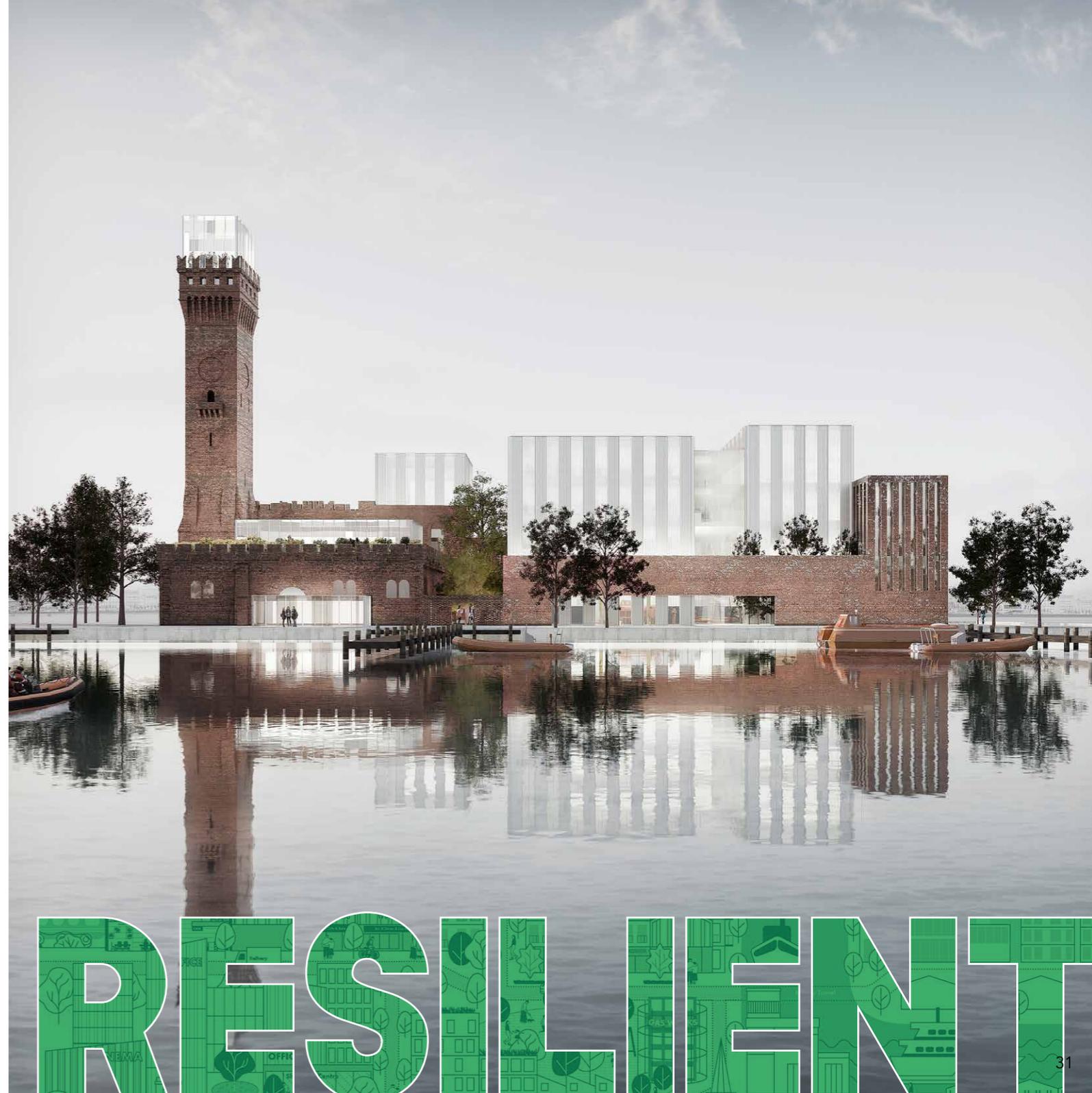
Birkenhead is home to some high volume employment sectors - the retail sector accounts for 3,000 jobs and is clearly under immense pressure, professional/scientific services account for 2,000 jobs, and the health and education sectors combined total 3,000 jobs. We are proud to be a town of industry and the manufacturing sector accounts for 3,500 jobs. Birkenhead is also a major public administration hub accounting for 4,000 jobs and our maritime cluster is a major contributor to the 52,000 jobs in the sector across the Liverpool City Region.

The digital and creative sector is seeing a stream of new business starting, locating and growing in Birkenhead. We are seeing growth in music, immersive technologies, artificial intelligence, digital health, film and television, further boosted by the increased profile of the Wirral Borough of Culture 2019. Notable additions include Future Yard, Make Hamilton, Bloom Building, and Start Yard, adding to the growing number of creative, community and cultural organisations clustering

in and around the Argyle Street area. Future plans focus on cultivating this emerging cluster through the ambitious Town Deal Investment Plan, supporting creative businesses to thrive.

Birkenhead has a considerable history and future in industrial innovation. There are a growing number of clean-growth businesses situated in Birkenhead focusing on clean renewable energy generation, storage and private wire delivery to support Birkenhead's future growth. Examples include Inteb (sustainability energy management specialists), Real Sphere Eco World (wholesale eco-friendly products), Quinnovations Group (collective of carbon reduction companies) and waste not want not (zero waste shopping initiative). Ørsted the leading green energy supplier is also based just outside the area in Seacombe.

Maritime and related industries continue to be a strength in Birkenhead and recent investments in port facilities provide a growing role for the sector in the UK maritime supply chain. The Port and Cammell Laird are examples of the area's continued dominance and investment in projects such as the Maritime Knowledge Hub (shown opposite) and the Liverpool City Region Freeport will drive further innovation, skills and growth for the sector.



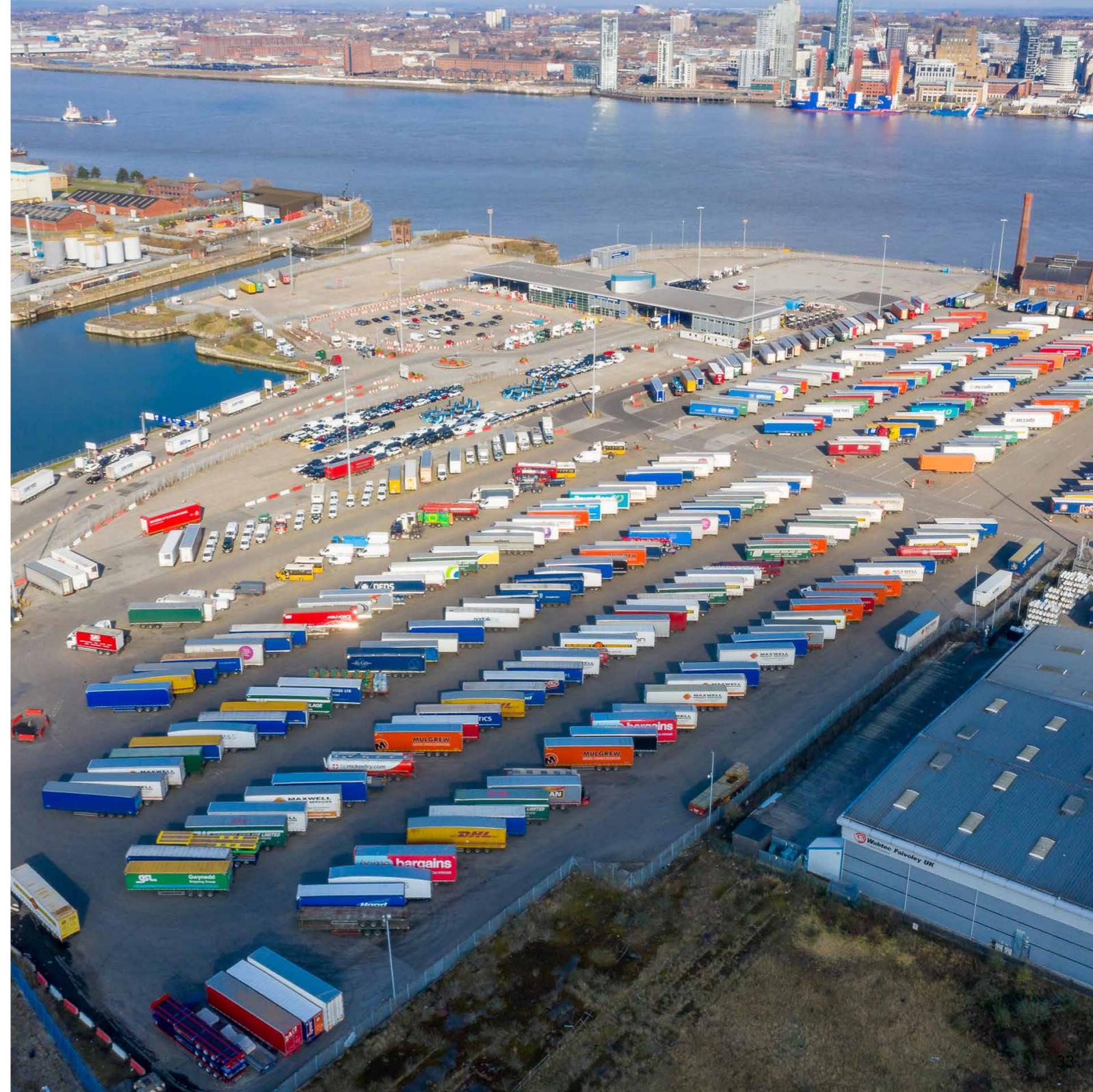
# RESILIENT



## FREEPORT STATUS

The Government's announcement in March 2021 that Liverpool City Region has been awarded Freeport status will support the growth of jobs and investment within the borough. Wirral Waters has been identified as

one of three tax sites and this will add a further boost to the initiatives already underway to facilitate growth in low carbon technologies as well as attracting inward investment and creating new jobs.



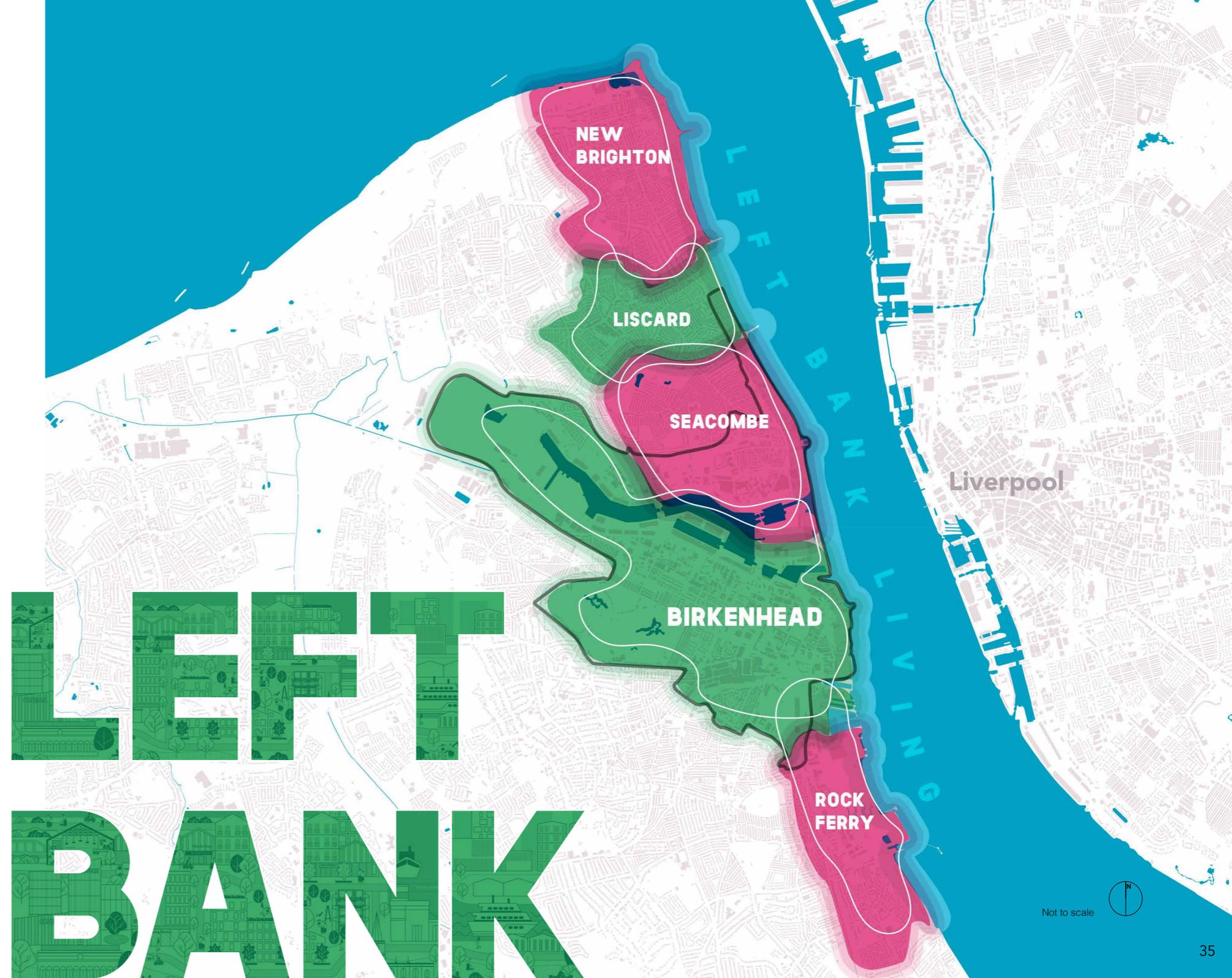
## LEFT BANK



Birkenhead is at the heart of Wirral's regeneration programme along the LeftBank of the River Mersey stretching from New Brighton to Rock Ferry. Alongside the development of Birkenhead 2040 masterplanning work has taken place for New Brighton and Liscard, and the regeneration of New Ferry is underway. Together, the plans for these locations form an exciting programme of change, led by ambitious and passionate local organisations, bringing life and creativity to their communities - **LeftBank Living**.

There are a number of projects which tie together the LeftBank proposals. Two projects within Birkenhead 2040 – the new Mass Transit and the walking and cycling routes through Dock Branch Park, have both been developed with potential to extend routes to the north and the south.

LeftBank regeneration is already providing enticing attractions for locals and visitors alike, including the striking street art in New Brighton and community renewal led by Rockpoint Leisure, and the outstanding murals in New Ferry by the award-winning Liverpool artist Paul Curtis.



Not to scale



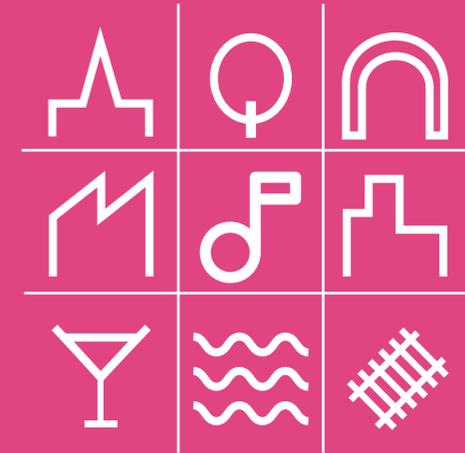
# SECTION 3.

## VISION AND OBJECTIVES



# VISION

## BIRKENHEAD IN 2040



 **BIRKENHEAD HAS GROWN INTO A THRIVING URBAN COMMUNITY ON THE LEFT BANK OF THE RIVER MERSEY.**

 **CHOSEN AS HOME BY FAMILIES AND ENTREPRENEURS ALIKE, DRAWN BY THE UNIQUE AND HISTORIC WATERFRONT ENVIRONMENT AND ICONIC DESIGN. A PLACE OF CREATIVITY, INNOVATION AND FUN, A PLACE TO PUT DOWN ROOTS.**

 **BIRKENHEAD HAS THE CONNECTIVITY OF CITY-LIVING BUT IN HARMONY WITH NATURE. A PLACE WITH ROOM TO BREATHE AND SPACE TO GROW.**

**RE-IMAGINING + RE-DISCOVERING + RE-CONNECTING** BIRKENHEAD

# OBJECTIVES



## WATERFRONT GARDEN CITY

We will deliver a substantial and diverse array of additional homes, via new sustainable mixed-use family neighbourhoods and the renewal of existing residential areas. A high-quality network of green and blue infrastructure will ensure 'garden city' principles are at the forefront of Birkenhead's urban change.



A significant increase in population in the Birkenhead area, up from the current baseline of circa 26,000

Wirral "Brownfield First" Local Plan

Wirral's Housing Strategy

Liverpool City Region Housing Statement



## INDUSTRIOUS BIRKENHEAD

We will grow and diversify our economic base. Our much celebrated manufacturing and maritime sectors will thrive and we will grow our emerging clean growth industries. Birkenhead's service sector and town centre uses will prosper through innovation, as more and more of our residents utilise Birkenhead for their everyday needs.



An increase in the employment base of the Birkenhead area, up from the current baseline of 25,000

LCR Industrial Strategy

LCR Economic Recovery Plan

Wirral Creative and Digital Market Demand Strategy



## INCLUSIVE BIRKENHEAD

We will ensure all our communities share more fully in the wealth we generate and in the economic assets we house. This means broader access to opportunity, higher rates of economic participation, higher rates of enterprise, higher skills, good work and more local ownership and control.



A decrease in the rate of economic inactivity, down from the current annualised rate of 19%

Wirral Community Wealth Building Plan

Emerging LCR Fair Employment Charter

Wirral's Improving Life Chances Strategy

RE-IMAGINING

RE-DISCOVERING

RE-CONNECTING

RE-ENERGISING

RE-EMPOWERING

RE-ENGAGING

RE-INSPIRING

RE-TRANSFORMING



## ICONIC BIRKENHEAD

We will fully celebrate and leverage the unique heritage offer of Birkenhead. Our assets will be treasured locally and recognised nationally. We will be known as a place of firsts, shaped by pioneers, and will use this to shape our brand and identity.

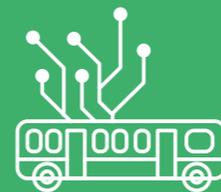


A decrease in the current 78% of residents who state that Birkenhead is declining

Emerging 2021 Birkenhead Heritage and Cultural Strategy

Wirral's Cultural Strategy

Wirral Conservation Area and Heritage Trail Plans



## CONNECTED BIRKENHEAD

We will improve yet further the connectivity of Birkenhead with the rest of the city-region and beyond. Internal connections within our town will also be greatly enhanced through new walking and cycling infrastructure. And digital access for all our communities will become world class.

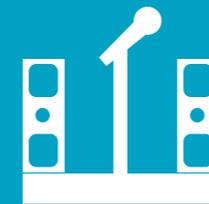


An increase on the 30% of survey respondents who said that Birkenhead is well connected

LCR Combined Authority Transport Plan

LCR Local Journeys Strategy

Wirral's Local Cycling Walking Investment Plan



## CULTURAL BIRKENHEAD

We will develop further the cultural infrastructure of Birkenhead, and ensure that the town becomes a key part of the City Region's cultural identity. This drive will focus on the production, the showcasing and the consumption of cultural content – a full and comprehensive approach to culture.



An increase in annual visitors to Birkenhead, up from the current estimated 2 million per annum

Wirral's Cultural Strategy

Emerging 2021 Birkenhead Heritage and Cultural Strategy

LCR and Wirral Visitor Strategies and Destination Management Plans

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# SECTION 4.

## OUR SPATIAL STRATEGY



# OUR CATALYST PROJECTS AND NEIGHBOURHOODS

The spatial strategy for Birkenhead is based around eight catalyst projects and nine neighbourhoods.

Each of these has their own distinct characteristics and opportunities and will play an important role in Birkenhead 2040. More detailed Neighbourhood Frameworks will be developed in the coming months which will inform the emerging Local Plan and future iterations of this strategy.

The catalyst projects and neighbourhoods are listed below and set out over the following pages:

## CATALYST PROJECTS

1. Wirral Waters
2. Dock Branch Park
3. Birkenhead Commercial District
4. Birkenhead Landing
5. East West Cultural Axis
6. Woodside Gyratory
7. Mass Transit
8. Birkenhead District Heating Network

## NEIGHBOURHOOD AREAS

- Central Birkenhead
- Birkenhead Waterfront
- Hind Street Urban Village
- Wirral Waters and Portside
- Hamilton Park
- Scotts Quay
- Seacombe Riverside Corridor
- Northside
- Bidston Moss



**'ONLY THROUGH  
CONNECTING THE DOTS,  
THE IDEAS, THE PEOPLE  
AND THE PROJECTS WILL  
WE SUCCESSFULLY DELIVER  
THE REIMAGINED FUTURE OF  
BIRKENHEAD.'**

# OUR CATALYST PROJECTS

**1** WIRRAL WATERS

**2** DOCK BRANCH PARK

**3** BIRKENHEAD COMMERCIAL DISTRICT

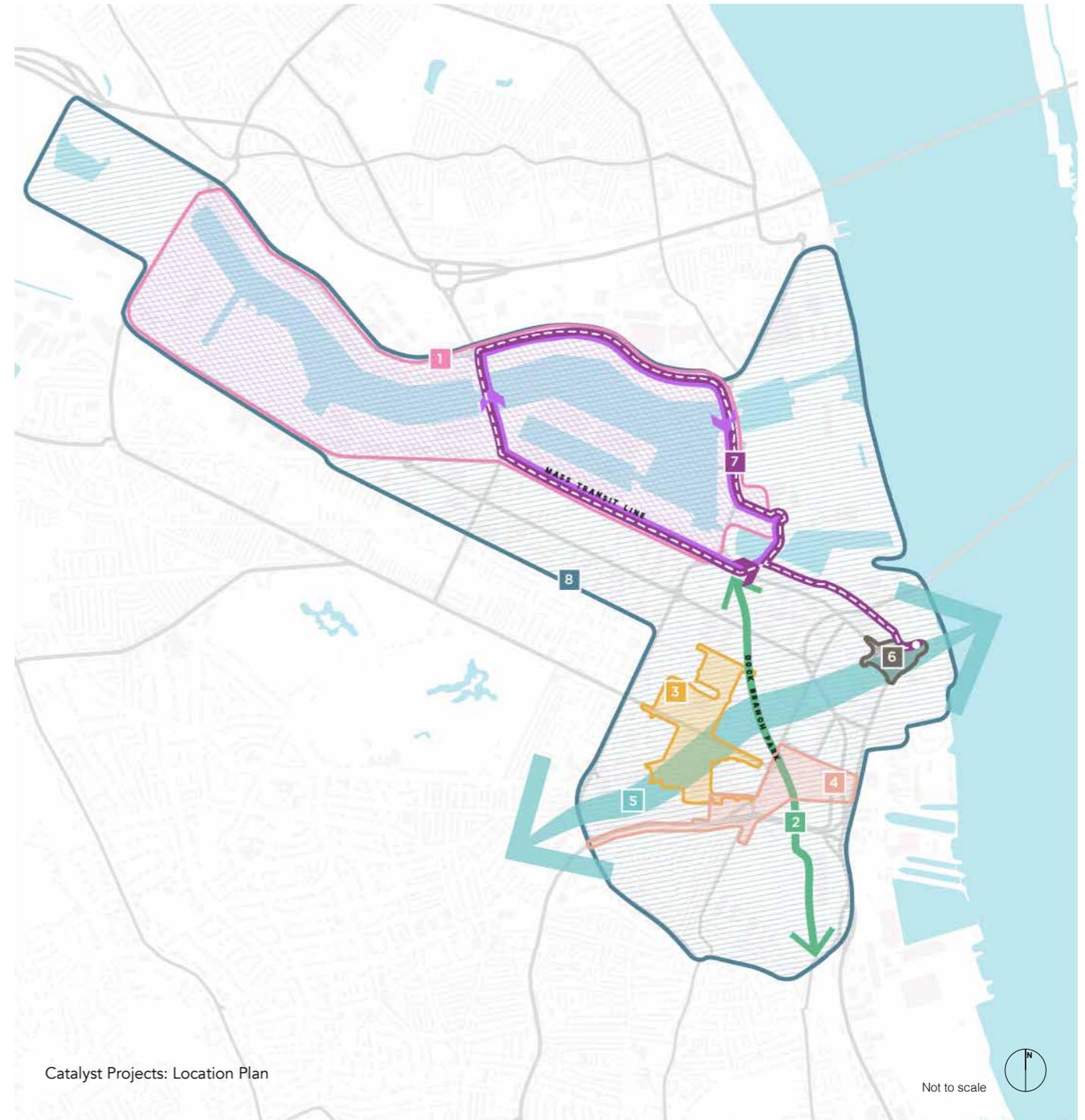
**4** BIRKENHEAD LANDING

**5** EAST WEST CULTURAL AXIS

**6** WOODSIDE GYRATORY

**7** MASS TRANSIT

**8** BIRKENHEAD DISTRICT HEATING NETWORK



Catalyst Projects: Location Plan

Not to scale



# 1 CATALYST PROJECT WIRRAL WATERS

The principal example of our transformation is Wirral Waters. Led by Peel Land and Property (L&P) and located in the heart of Birkenhead, this programme alone is one of the largest regeneration projects in the UK. It will transform over 200 hectares of docks in Birkenhead over a 30-year timeframe. The programme seeks to create a new, internationally recognisable, sustainable destination that will create many thousands of new jobs and deliver many thousands of new homes.

Wirral Waters has both Enterprise Zone and Housing Zone status and is a critical building block of the regeneration strategy for Birkenhead.

It is not just its scale which makes Wirral Waters a major driver for Birkenhead's regeneration, but the quality of design and holistic place-making approach being adopted. Early developments set the benchmark for what will be achieved and provide the catalyst for change:

- An on-site campus for Wirral Metropolitan College to provide construction training for local young people
- Work has started on the Urban Splash/Peel L&P joint venture new homes as phase one of their 300+ pioneering and modern neighbourhood on Northbank
- Work is on site for the first phase of Legacy, the 500 new apartments on Northbank with views across the docks and to Liverpool
- £3m investment completed in Tower Road streetscape project to create an attractive and accessible setting to attract new workers, students and visitors
- Work underway on Hythe, the first Grade A office development to be built speculatively in Wirral for over a decade. It will make the most of panoramic views to Liverpool, and will be in the top 10% of buildings for green credentials
- The eleventh village in the Belong portfolio of residential care hubs, providing a vibrant, safe and inclusive space at the heart of the Wirral Waters project



An Illustration of Wirral Waters: Tower Road and East Float, Peel L&P

# 2 CATALYST PROJECT DOCK BRANCH PARK

This is a truly iconic and transformational project for the town. It will see the creation of a beautiful new linear park and active travel corridor along the disused Dock Branch Railway, one of the earliest railways in the country. It will bring to life a neglected gem of Birkenhead's heritage and link three key development areas: Wirral Waters, the Town Centre and Hind Street Urban Village.

Working with National Museums Liverpool we will incorporate a new museum; the Transport Shed, through a creative design set within the former rail corridor. The park will become the centrepiece of a new neighbourhood through creative use of the surrounding sites.

Dock Branch Park will provide much needed greenspace within the heart of the town, with an

emphasis on wildlife, nature and play. It will be an important part of the "east west cultural axis", another one of our catalytic projects. The next phase of the project will involve working with community groups to identify opportunities for community ownership from the outset, building on the Community Wealth Building principles which are core to Birkenhead 2040 delivery.



An Illustration of Dock Branch Park, Wirral Council

### 3 CATALYST PROJECT

## BIRKENHEAD COMMERCIAL DISTRICT

Wirral Growth Company is a 50:50 Joint Venture Partnership between Wirral Council and Muse Developments, formed in 2019. The flagship project of which is a major redesign and redevelopment of Birkenhead town centre, creating a new office quarter, development of over 600 new homes on vacant town centre sites, and development of a new permanent indoor market, something fundamental to the history, character and spirit of Birkenhead.

This town centre project has been developed following extensive consultation and engagement with local residents, businesses and stakeholders who have consistently said that revitalisation

of the town centre is one of their biggest priorities.

Progress has been boosted by a successful £24m award to the town through the Governments Future High Streets Fund at the start of 2021 (this was in addition to £3.4m for New Ferry, Wirral being the only place to achieve two successful bids).

Demolition has started as the first phase of the new office quarter, and a number of important gateway and transport improvements will take place, part of the wider programme of removing the “concrete collar” which has constricted and blighted the town centre for so long.



An Illustration of the Commercial District, Wirral Growth Company

### 4 CATALYST PROJECT

## BIRKENHEAD LANDING

This area is a strategic gateway to the town centre that is currently dominated by over-engineered infrastructure, creating part of the “concrete collar” which divides the town and constrains the town centre.

A dominant feature are the two flyovers which provide a major physical barrier between the

town centre and new community at Hind Street Urban Village. The Council is working in partnership with Merseytravel and the Liverpool City Region Combined Authority to remove these flyovers and create a more people-friendly key gateway. £8.3m of Transforming Cities Fund money has been secured to enable this.

Birkenhead Central Station, and the area around it, has major potential for improvement – including restoration of the station building, a new public space replacing the Central gyratory, and a new southern entrance serving the future Hind Street Urban Village community.



## EAST WEST CULTURAL AXIS

One of Birkenhead's most underutilised assets is the Mersey waterfront, hidden and inaccessible from much of the town. The Framework will create experiences that entice and encourage people to follow the path linking central Birkenhead with the waterfront. This needs to be an active corridor and network across Birkenhead, with a focus on culture and creativity.

This cultural axis will join the dots between the re-focused high street, the new vibrant commercial district, the Dock Branch Park neighbourhood, Hamilton Square and Birkenhead Town Hall – Birkenhead's Heritage Heart – and the Waterfront.

The Framework prioritises the creation of arts and cultural assets in these locations: giving life to the underutilised Hamilton

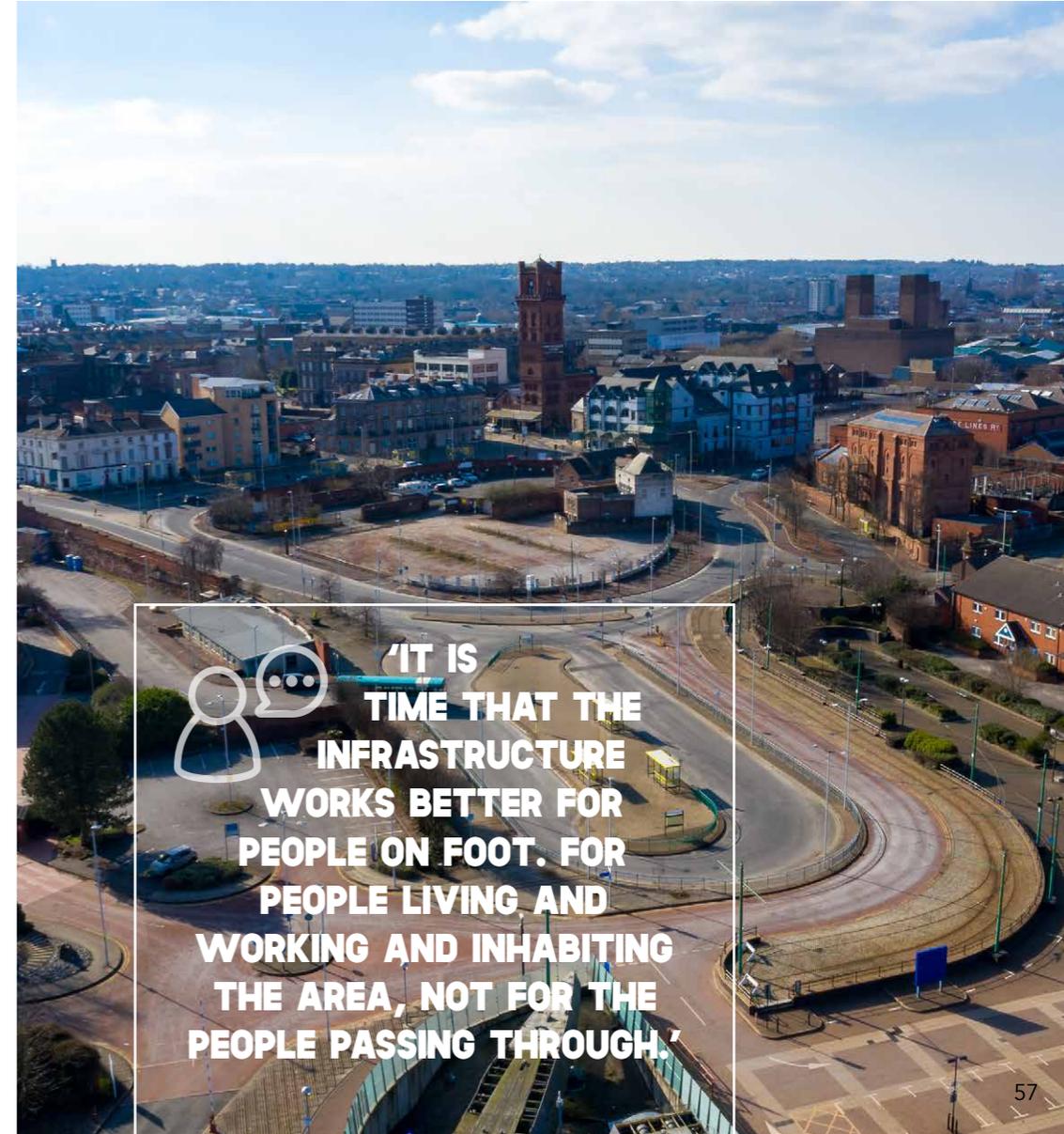
Square, bringing Birkenhead Town Hall back into use, and creating a unique and globally recognised attraction to the Waterfront. The new Culture and Heritage strategy will develop these proposals including potential for creative "meanwhile uses" to bring spaces to life and projects are already coming forward to encourage people to spend time there.



## WOODSIDE GYRATORY

The Woodside Gyratory should be a key gateway point linking the waterfront and town centre but currently acts as a barrier. It epitomises Birkenhead's underutilised sites and therefore provides one of the biggest transformative opportunities. It is oversized and over engineered, creating a poor environment for both pedestrians and cyclists. Although the area is home to one of the town's key transport hubs, Hamilton Square station, it provides no sense of arrival or character.

We will remove the gyratory and bus interchange and create a continuous high-quality public realm connection between Woodside Ferry Terminal and Hamilton Square. This will allow the town and water to stitch together and release major development opportunity sites.



**'IT IS TIME THAT THE INFRASTRUCTURE WORKS BETTER FOR PEOPLE ON FOOT. FOR PEOPLE LIVING AND WORKING AND INHABITING THE AREA, NOT FOR THE PEOPLE PASSING THROUGH.'**

## 7 CATALYST PROJECT MASS TRANSIT

Birkenhead is already served by one of the best rail systems in the country - the Merseyrail network is a major asset to Birkenhead and the wider City Region. It is fast, frequent and consistently ranked one of the most reliable operators in the country.

The Birkenhead 2040 Framework seeks to ensure that this asset is utilised to its full extent,

concentrating new development around improved transport hubs. However, a more radical and far-reaching solution is required in order to complete "last mile" connectivity, enabling and linking key growth sites into the existing Merseyrail network.

A Mass Transit demand study is already underway to explore the potential for a new Mass Transit

network. A new network would prioritise links between Wirral Waters, Seacombe (specifically Eureka! Mersey), the Waterfront, Hind Street Urban Village and the Town Centre in the first instance. Longer term opportunities for further links to New Brighton are also included in the study.



## 8 CATALYST PROJECT BIRKENHEAD DISTRICT HEATING NETWORK

The Chancellor's 2019 Spring Statement, the Future Homes Consultation and the Future Buildings Standard consultation set the commitment that fossil fuel heating will no longer be permitted in new homes from 2025. In response to the economic challenges of individual renewable heat, Wirral is working with Government to undertake a detailed feasibility study into the practicalities of a district heat network to enable economically-viable decarbonisation of energy at a regional level.

The normal barriers of renewable heat sources do not exist in Wirral as there is potential to abstract heat from water in the docks, transport tunnels and wastewater treatment works. The network will spread across Birkenhead, linking in key development sites, and will be one of the largest in the country. It is currently planned to be constructed between 2025 – 2030 and will bring significant cost reductions for future low-carbon development.



WE'RE RECONNECTING BIRKENHEAD

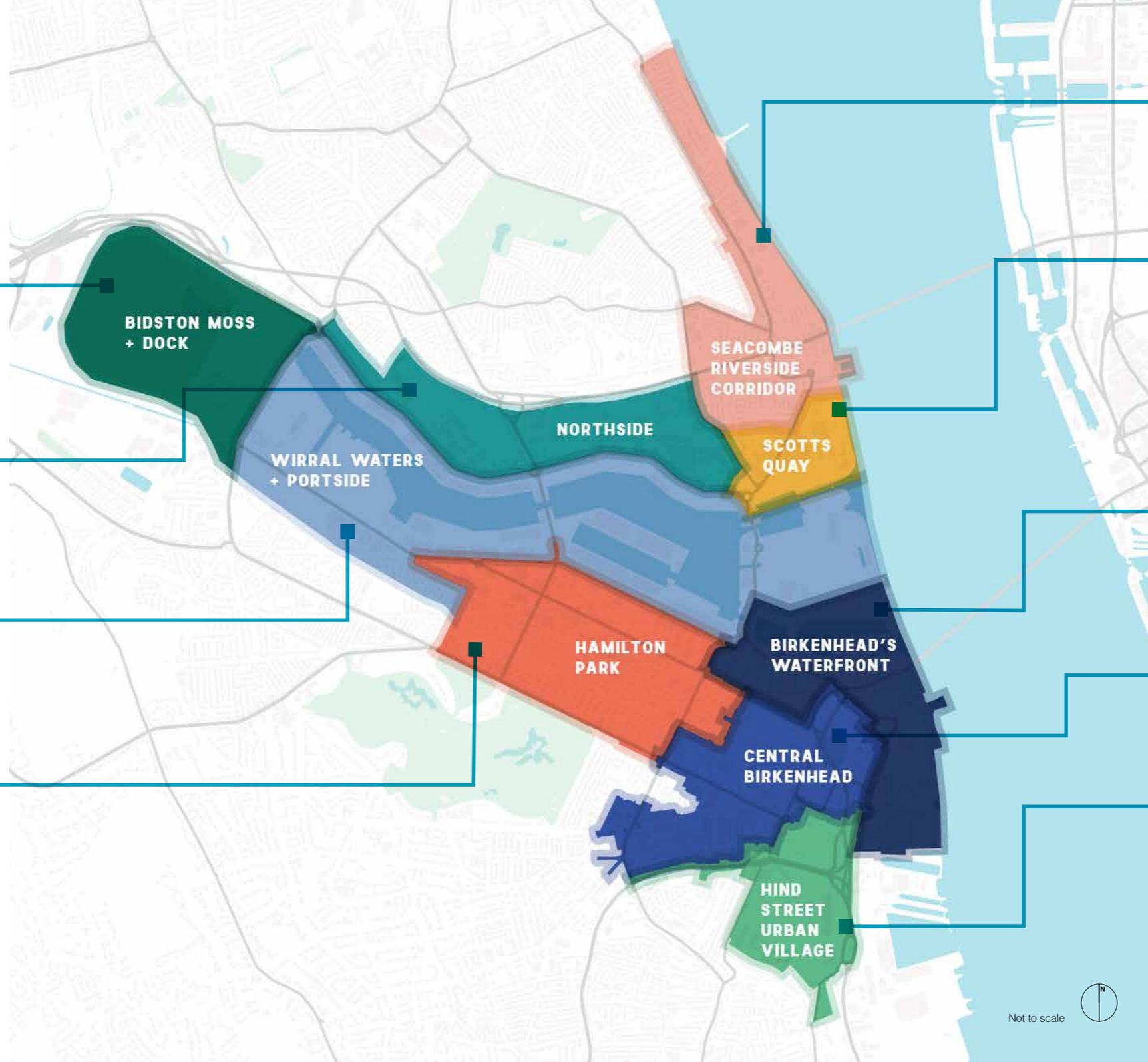
WE'RE REIMAGINING BIRKENHEAD

WE'RE REDISCOVERING BIRKENHEAD



BIRKENHEAD

# OUR NEIGHBOURHOODS



## BIDSTON MOSS + DOCK

Increasing the value and use of the Moss as one of Birkenhead's key green spaces and leisure opportunities

## NORTHSIDE

Increasing the availability of modern, purpose-built business and employment accommodation

## WIRRAL WATERS + PORTSIDE

The £4.5 billion transformation of Birkenhead's docks through mixed-use development alongside continued growth of the operational port

## HAMILTON PARK

Creation of more family-friendly housing through a changed mix of business and residential uses, making the most of the location between Birkenhead Park and the new Wirral Waters development at Vittoria Studios

## SEACOMBE RIVERSIDE CORRIDOR

New housing and improved environment, building on the opening of Eureka! Mersey in 2022, and a re-purposed Town Hall quarter

## SCOTTS QUAY

Opportunity for new residential development and an improved environment through high quality employment uses and more people-friendly streets

## BIRKENHEAD'S WATERFRONT

Our hidden gem - opening up the Mersey waterfront as a major destination with new housing, leisure, arts and culture development, making the most of the unrivalled views of the Liverpool skyline

## CENTRAL BIRKENHEAD

A revitalised and vibrant town centre, with more cultural and creative businesses and a purpose-built indoor market, bringing life to the town

## HIND STREET URBAN VILLAGE

Creation of an exciting new low-carbon urban village of up to 1,000 new homes on this brownfield site

Neighbourhoods: Location Plan



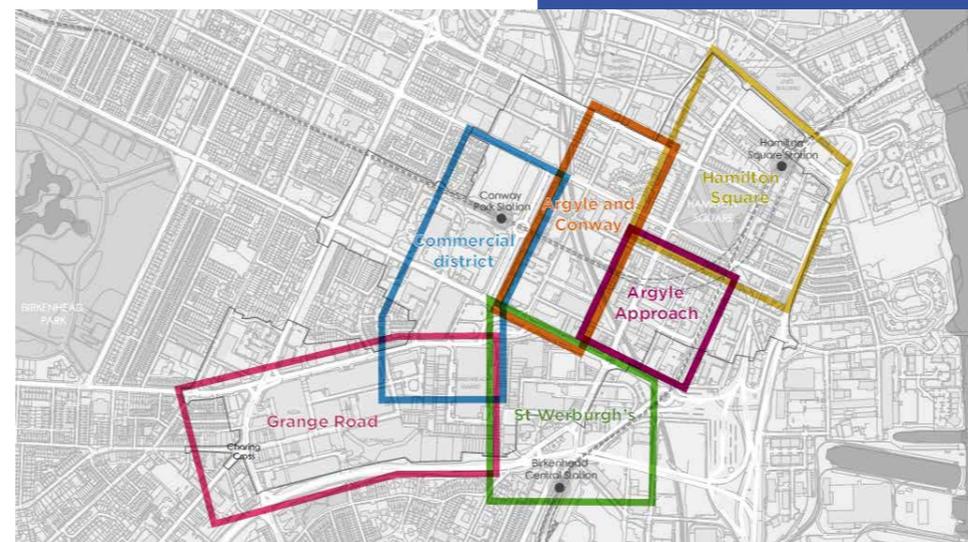
# CENTRAL BIRKENHEAD

Change is coming to the centre of Birkenhead, at scale, and at pace. Work is now underway on a new office quarter and market, and further plans are focused around the creation of distinct neighbourhoods within the central area:

- **Grange Road:** Birkenhead's High Street – including the pedestrianised and non-pedestrianised extents of Grange Road (crossing the Charing Cross junction) and the Pyramids Shopping Centre as a more concentrated and revitalised core of the traditional retail offer within the Town Centre;
- **Commercial District and Mixed-Use Quarter:** an emerging prestigious commercial, leisure and housing district within Birkenhead, set in the context of high quality and well-managed public realm and supported by a vibrant mix of uses including Birkenhead Market and the Pavements shopping area;
- **St Werburgh's Quarter:** The built environment between the Commercial District and Hind Street Urban Village is perhaps the most apparent physical legacy of retail decline within the town centre. This presents significant opportunity for change and potential to bring the listed church to the forefront of this new residential led mixed use neighbourhood area and create a people-friendly link to the new Hind Street Urban Village neighbourhood
- **Hamilton Square:** Birkenhead's 'Heritage Heart', with key assets including the square itself, Birkenhead Town Hall and the Magistrates' Court,

but with so much more to offer in terms of active uses which attract people, particularly as part of the "east west cultural axis" linking the town centre to the Waterfront

- **Argyle Approach:** Capturing the corridor linking Birkenhead Central Station, Hind Street Urban Village and Dock Branch Park with the Heritage Heart. It lacks identity but is has the potential to become an independent and culture-led hub within the central area, and is a focus of the programme developed in Birkenhead's Towns Fund proposals; and
- **Argyle and Conway:** the most prominent intersection of the Laird grid within Central Birkenhead, with the disused former Dock Branch line cutting through its middle – creating an underwhelming, disjointed, and largely forgotten neighbourhood of Birkenhead, predominantly industrial in use and feel, and very much underutilised in nature.



“ A REVITALISED AND VIBRANT TOWN CENTRE, WITH MORE CULTURAL AND CREATIVE BUSINESSES AND A PURPOSE-BUILT INDOOR MARKET, BRINGING LIFE TO THE TOWN ”



# BIRKENHEAD WATERFRONT

The Mersey River waterfront represents Birkenhead's most underutilised asset – Birkenhead 2040 will change that. Wirral Waters is transforming the dockside waterfront and the proposals in this Framework will expand the transformation to the Mersey riverfront.

Inspired by riverside towns and cities across the globe which have used their waterfront location to focus regeneration, over the next 20 years we will create a greener, more active waterfront environment that celebrates the views across to Liverpool and encourages vibrancy and life along this historically closed off environment. Birkenhead's own Graces – iconic architecture and spaces designed for people to visit and linger – will form a new skyline vista to complement Liverpool's. These connected spaces will flow together and encourage movement along the waterfront with activity at every stop. Birkenhead waterfront will include:

- A canvas for world class architecture;
- Residential-led mixed use neighbourhoods;
- A globally recognised arts destination as the climax of the cultural axis connecting Central Birkenhead to its waterfront;
- Activation of Birkenhead's waterfront through the delivery of recreational activities within the inland water bodies at Egerton Dock as well the introduction of a new waterside attraction at the historic Monks Ferry; and
- Celebration of the heritage of the area and the role the waterfront has played in the fortunes and evolution of Birkenhead and the wider Liverpool City Region.



**“OUR HIDDEN GEM – OPENING UP THE MERSEY WATERFRONT AS A MAJOR DESTINATION WITH NEW HOUSING, LEISURE, ARTS AND CULTURE DEVELOPMENT, MAKING THE MOST OF THE UNRIVALLED VIEWS OF THE LIVERPOOL SKYLINE”**



## HIND STREET URBAN VILLAGE

The Hind Street Urban Village offers a unique opportunity to create a sustainable, market changing, low carbon exemplar urban village of up to 1,000 new homes. Major landowners, including the Council, are already working on a masterplan.

The Birkenhead Landing catalytic project is fundamental to the development of the site. It will include the removal of the two flyovers currently dissecting the site and creating a hostile road environment separating this future community from Central Birkenhead.

The project will enable the creation of this new neighbourhood which will include:

- An exemplar and innovative low carbon urban village, creating a new residential offer with scale and potential for inter-generational living;
- Highly accessible, well-located, high-quality accommodation for families which can help to underpin diversification of the town centre including an enhanced food and drink and leisure offer;
- New open greenspace, linked to the delivery of the second phase of Dock Branch Park; and
- New social infrastructure – including specific potential to deliver an innovative and modern urban school to meet wider need across Birkenhead.

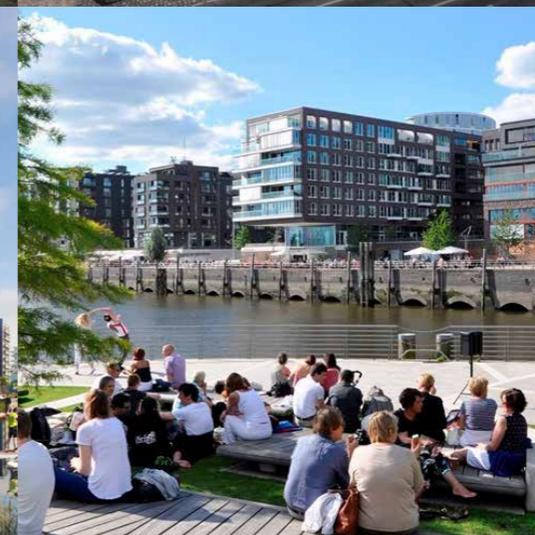


“  
**CREATION OF AN  
 EXCITING NEW LOW-  
 CARBON URBAN  
 VILLAGE OF UP TO 1,000  
 NEW HOMES ON THIS  
 BROWNFIELD SITE**  
 ”

## WIRRAL WATERS AND PORTSIDE

The early phases of Wirral Waters are the most significant catalyst for the transformative regeneration of Birkenhead. They demonstrate that high quality, large scale investment is already underway.

Wirral Waters and Portside is identified as one of Birkenhead 2040s neighbourhoods for two reasons. Firstly, it acknowledges the 30-year timeframe for the delivery of the totality of Wirral Waters. Secondly, the Framework recognises the importance of the retained and thriving port at West Float and Twelve Quays. The port is a vital and growing part of the local economy. This is particularly true given the successful Freeport proposal.



“ THE £4.5 BILLION TRANSFORMATION OF BIRKENHEAD’S DOCKS THROUGH MIXED-USE DEVELOPMENT ALONGSIDE CONTINUED GROWTH OF THE OPERATIONAL PORT ”



## HAMILTON PARK

Hamilton Park covers an area of 82 hectares sat between the internationally recognised and strategically significant Birkenhead Park to the south and the docklands of Wirral Waters to the north. It has good connectivity with the Birkenhead Park Merseyrail station. It is a mixture of characterful Victorian residential streets, interwar and more modern housing to the south and employment uses adjacent to the docks.

The northern part of the area closer to the docks historically consisted of heavy industry, manufacturing and processing as well as open storage associate with port operations. It is now home to a number of businesses but also numerous vacant and underutilised buildings and sites across the north of the area.

Hamilton Park was recognised as a key gateway location in the original Wirral Waters masterplan, with huge potential to become an area of further family-focused homes making best use of its proximity to Birkenhead Park, Wirral Waters and Central Birkenhead. Through this Framework a core area adjoining the Wirral Waters Vittoria Studio development will deliver:

- A vibrant and modern high density, family oriented residential-led neighbourhood that is defined by a richness of better-integrated communities, spaces and street life, unlocking and contributing to the viability and vibrancy of Wirral Waters and Vittoria Studios;
- A new mixed-use area where residential and employment uses intertwine to create a new 'industrious living' neighbourhood
- High quality green streets linking Vittoria Studios and the new neighbourhoods to the waterside at Vittoria Studios, Birkenhead Park Railway Station and Birkenhead Park itself.
- A more balanced mix of business and residential uses – retaining uses that complement and sit alongside wider plans for regeneration and family housing, alongside supporting the relocation of businesses to purpose built employment areas where that will enable them to thrive.



“ CREATION OF MORE FAMILY-FRIENDLY HOUSING THROUGH A CHANGED MIX OF BUSINESS AND RESIDENTIAL USES, MAKING THE MOST OF THE LOCATION BETWEEN BIRKENHEAD PARK AND THE NEW WIRRAL WATERS DEVELOPMENT AT VITTORIA STUDIOS ”



## SCOTTS QUAY

This neighbourhood to the north of Birkenhead docks presents early and medium-term opportunities for high quality residential-led redevelopment. This development will respond to its riverside location and impressive views whilst addressing constraints in terms of interface with the active Dock to the south and the Wastewater Treatment Plant to the north. A Neighbourhood Framework for this area will be developed and will include:

- Improvements to the existing housing area within the neighbourhood alongside the delivery of new waterfront homes;
- Gateway development at a scale that addresses Alfred Dock and gives prominence at Tower Road.
- Interventions to create more people-friendly streets to connect the existing communities and businesses with the waterfront.
- Opportunities for new modern employment premises to support local economic growth, ensuring the continued positive economic contribution of this neighbourhood in the future.



**“ OPPORTUNITY FOR NEW RESIDENTIAL DEVELOPMENT AND AN IMPROVED ENVIRONMENT THROUGH HIGH QUALITY EMPLOYMENT USES AND MORE PEOPLE-FRIENDLY STREETS ”**



## SEACOMBE RIVERSIDE CORRIDOR

This neighbourhood is the northern most area in the Birkenhead 2040 Framework and is a largely residential area with the imposing Wallasey Town Hall complex a focal point on the waterfront. It also includes the start of the riverside promenade to New Brighton, a major asset for the wider active travel networks.

A Neighbourhood Framework will be developed for this area which will address in more detail:

- A new, re-configured low carbon waterside community, enabling enhanced connectivity to the waterfront for existing residents, and bringing life to underutilised and vacant assets;
- A reimagined Wallasey Town Hall Quarter – a vibrant mixed used location including the long-term use of the Town Hall building as a key asset – to be determined as part of a comprehensive masterplanning approach. Planned and co-ordinated redevelopment of the north and south annexes will ensure that the significant potential of the area will be realised; vibrancy along a key corridor connecting Birkenhead and New Brighton – the Brighton Street corridor – creating a meaningful stop on the mass-transit route between the two, and including the conversion of retail units for residential where appropriate to ensure active frontages along this route;

- A high-quality arrival point at the Seacombe Ferry Terminal using Eureka! Mersey as a catalyst to attract new visitors to this area, including the need to ensure safe, high quality sustainable active travel links.
- A new visitor and culture offer along the waterfront, building on the back of the delivery of Eureka! Mersey;
- Renewal and improved living conditions across the existing communities of Seacombe to fully connect into its riverside potential and the need to improve the environment and integrate with new communities being delivered in the future—including renewal of the social housing areas including opportunities for low carbon retrofit neighbourhoods to be identified working in partnership with Registered Providers; and
- Delivery of an improved and vibrant promenade – linking to New Brighton and beyond, and more locally ensuring connectivity to the Brighton Street corridor, including the potential for a land train to be delivered connecting to the Eureka! Mersey project being delivered at the Seacombe Ferry Terminal.

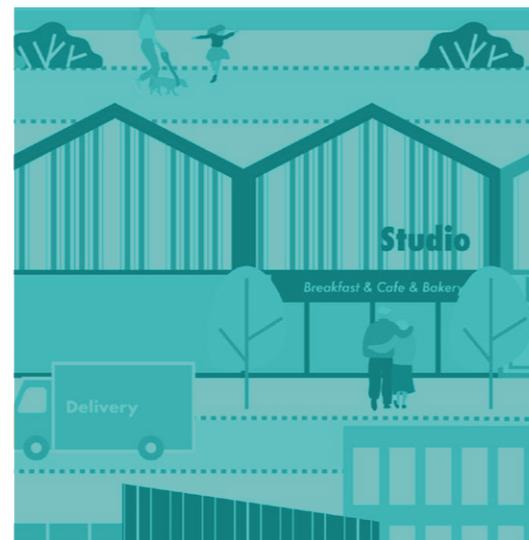


## NORTHSIDE

Strategically located, benefiting from direct access to the M53 motorway, Northside represents a key location underpinning the Wirral employment land strategy. It is also a key location in the successful Freeports proposal for the Liverpool City Region. It has the potential to accommodate new, modern and intensified employment growth, which could also support the relocation of industrial uses from other neighbourhoods across the urban area. It is a critical neighbourhood supporting the wider regeneration programme, ensuring that businesses are not displaced from Birkenhead.

The Northside neighbourhood has the identified potential to deliver:

- Modern and intensified employment floorspace to support the economic resilience of the urban area and Wirral, with enhanced local and strategic connectivity through intensification of existing uses and the remediation and development of contaminated sites. This area is included within the recent designation of Wirral Waters as a Tax site as part of the Liverpool City Region Freeport proposals.
- Purpose built employment accommodation to enable businesses to relocate from elsewhere in the Birkenhead urban area.
- Accommodation for uses not suited to retention within the core of the urban area.



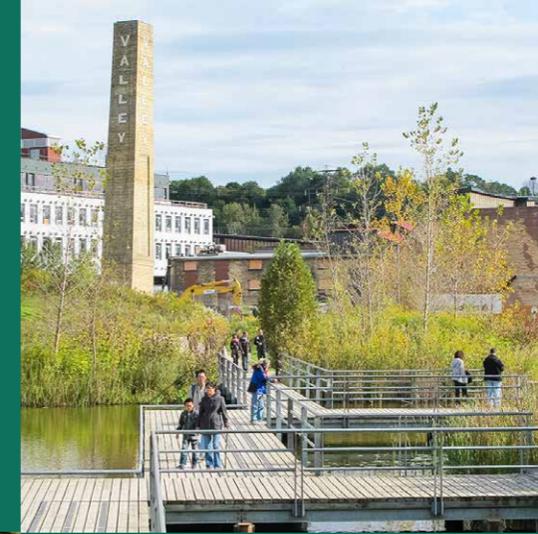
## BIDSTON MOSS

Future development must serve to protect the recreational offer at the Moss – recognising that beyond Birkenhead Park and Bidston Hill, the Birkenhead urban area does not have a wealth of open green space to provide amenity for local residents. Through the implementation of the Framework, access to all of them will be better sign-posted, strengthened and enhanced – including through any new development at Bidston Dock.

The Framework identifies the potential to bring forward development on the infilled Dock for leisure uses, in a manner and of a scale and form that does not undermine the strategy for Central Birkenhead and the Grange Road High Street.

- A protected green space with improved connections and amenity value to enrich and improve the lives of local residents;
- Development of unique and active leisure uses on the vacant land at the former dock which contributes to the urban area of Birkenhead and complements ambitions for the central core and the waterfront; and
- A dramatic and memorable gateway to Birkenhead through the use of public art and lighting installations on and at the Moss.

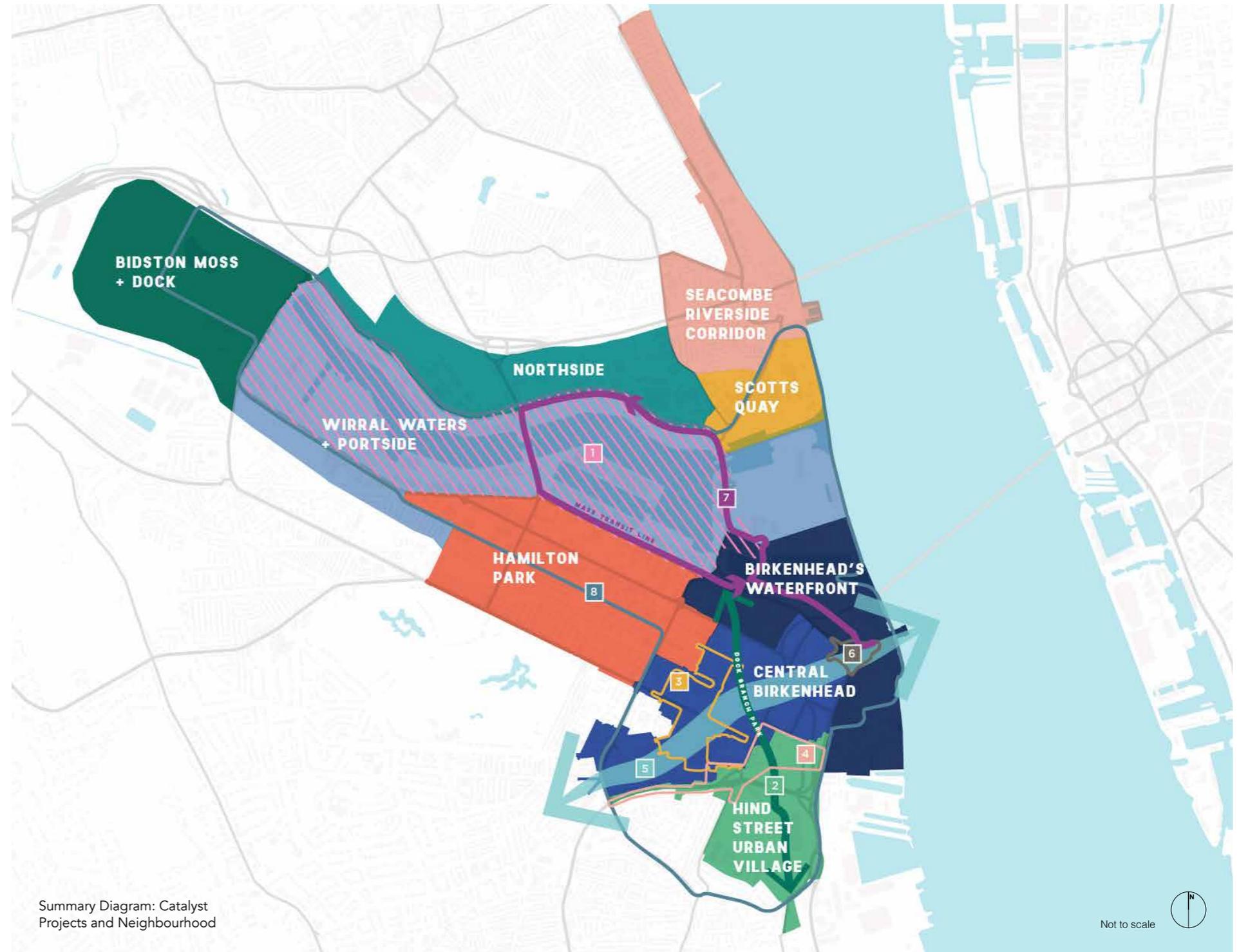
“**INCREASING THE VALUE AND USE OF THE MOSS AS ONE OF BIRKENHEAD’S KEY GREEN SPACES AND LEISURE OPPORTUNITIES**”



# CATALYST PROJECTS AND NEIGHBOURHOODS

- CATALYST PROJECTS**
- 1 WIRRAL WATERS
  - 2 DOCK BRANCH PARK
  - 3 BIRKENHEAD COMMERCIAL DISTRICT
  - 4 BIRKENHEAD LANDING
  - 5 EAST WEST CULTURAL AXIS
  - 6 WOODSIDE GYRATORY
  - 7 MASS TRANSIT
  - 8 BIRKENHEAD DISTRICT HEATING NETWORK

- NEIGHBOURHOODS**
- CENTRAL BIRKENHEAD
  - BIRKENHEAD'S WATERFRONT
  - HIND STREET URBAN VILLAGE
  - WIRRAL WATERS + PORTSIDE
  - HAMILTON PARK
  - SCOTTS QUAY
  - SEACOMBE RIVERSIDE CORRIDOR
  - NORTHSIDE
  - BIDSTON MOSS



Summary Diagram: Catalyst Projects and Neighbourhood

Not to scale



**WE'RE RECONNECTING BIRKENHEAD**

**WE'RE REIMAGINING BIRKENHEAD**

**WE'RE REDISCOVERING BIRKENHEAD**



**BIRKENHEAD**

# SECTION 5.

## DELIVERING BIRKENHEAD 2040

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# THE CHALLENGE

The scale of opportunity to create a prosperous, thriving and beautiful town is immense. Collaboration and ambition of partners is strong. Delivery has started and foundations have been laid.

However, there are a number of significant challenges to achieving the vision for Birkenhead – if it was easy it would have happened already! Key challenges are:

1. Inter-related market failures in and around Birkenhead following decades of industrial decline and lack of investment.
2. Viability - low values exacerbated by historically poor external perceptions of the area, lack of occupier confidence and associated uncertainties about investment returns.
3. The capacity and expertise required to deliver and tackle the complex problems of site assembly, land remediation and infrastructure investment.



**'WE NEED TO ENSURE THAT ALL THIS TALK OF NEW BUILDINGS, NEW ROADS, NEW INFRASTRUCTURE IS NOT DISCUSSED PRIMARILY FOR NEW PEOPLE. IT MUST WORK FOR THOSE PEOPLE WHO LIVE IN THE AREA NOW.'**

# CHALLENGE

# GETTING STARTED

# DELIVERY

**A FAILURE TO FULLY CONFRONT THESE CHALLENGES HAS HAMPERED PREVIOUS REGENERATION EFFORTS. WE HAVE USED THIS LEARNING TO SHAPE OUR DELIVERY PLAN AND HAVE TAKEN A NUMBER OF PRACTICAL STEPS TO CREATE THE CONDITIONS FOR SUCCESS:**

## **1. A NEW DELIVERY MODEL**

Wirral Council submitted a successful bid to the Government's Urban Development Corporation competition. This has provided funding to develop a bespoke delivery vehicle for Birkenhead's regeneration, including exploring potential Urban Development Corporation models. The option assessment work for the delivery model will begin in April 2021.

This is a game-changer for delivery – a dedicated, bespoke approach which can adopt the necessary 20-year time horizon, and assemble the skills required for truly transformational change.

## **2. HIGH QUALITY EARLY DELIVERY**

We know that the right early developments are needed to shift the market and bring confidence to others to invest. Peel L&P's early developments at Wirral Waters have led the way, set a benchmark for quality and demonstrated the art of the possible.

Wirral Growth Company's start on site with the wholesale redevelopment of the town centre is addressing one of the biggest priorities for local people. Eureka Mersey! due to open in 2022 will provide a huge draw for visitors. The award of funding to remove two flyovers which have blighted the town for years show the commitment between the Council and Liverpool City Region Combined Authority to tackle the large-scale infrastructure investment required.

## **3. STRONG PARTNERSHIP APPROACH TO PLACE-MAKING**

Perhaps one of the biggest unseen changes over the last 18 months is the growing collaboration between partners, some of whom have been involved in previous regeneration efforts. There is a strong belief that this is Birkenhead's time and a commitment to putting in the hard work to make it happen.

The Council has formed a working group with Homes England and Liverpool City Region Combined Authority which is preparing a joint business case for the

next phase of major investment using Government funding such as Brownfield Land Fund and Housing Infrastructure Fund.

At the same time Birkenhead's Town Board has created a £100m programme for new culture, arts, community and public realm projects and is seeking £45m of investment to make it happen. The Town Board's momentum will continue as an important part of our collaborative delivery.

## **4. INVESTING IN LOW-CARBON INFRASTRUCTURE**

We know that low-carbon, sustainable communities are a must if we are to address the climate and biodiversity challenges. We have embraced these challenges as we believe Birkenhead can become an exemplar given its unique combination of waterfront location, public transport connectivity, and availability of brownfield sites. We are working with Government to develop a business case for one of the UK's largest district heating networks. We are investing in digital infrastructure as part of Liverpool City Region's project, and creating a network of attractive walking and cycling routes throughout the town.

# WHAT NEXT



**THERE ARE A NUMBER OF ACTIONS WE WILL BE TAKING IN THE NEXT YEAR TO KEEP THE MOMENTUM:**

## 1. WIRRAL'S LOCAL PLAN

This is one of the most important enablers to regenerating Birkenhead. We intend to publicise the Draft Local Plan (Regulation 19) in summer 2021, and the comments received on Birkenhead 2040 will shape that Plan. The Local Plan will then be submitted to the Secretary of State later in the year with the Examination in Public likely in early 2022. The regeneration of Birkenhead will be at the heart of the Local Plan's strategy to meet the Borough's development needs within existing urban areas.



## 2. CREATE OUR BIRKENHEAD PLACE SHAPING POLICY FRAMEWORK

We know that clarity provides confidence and fosters collaboration. To help this we are developing a suite of key strategies and policies to articulate different elements of the Birkenhead place-shaping approach. These specific strategies for Birkenhead include:

- Culture and Heritage Strategy
- Design Guide and Public Realm Strategy
- Sustainability, Wildlife and Biodiversity Strategy
- Active Travel Strategy
- Parking Strategy



## 3. BUILD OUR PARTNERSHIP OF PIONEERS

We understand that it takes a certain type of developer, designer or investor to get involved in a regeneration programme of this scale at this point in its life. However, we also know that there are many creative organisations who share our ethos and ambition and see the challenges Birkenhead faces as an opportunity to do something new and exciting. We are keen to speak to innovative developers with an appetite for creating special places on brownfield sites. We are committed to using local companies and suppliers in all aspects of the regeneration programme so we can make sure the local economy benefits directly from the significant investments which will be made.



## 4. PEOPLE, ECONOMY AND ENVIRONMENT

As we have been developing the Local Plan there has inevitably been a focus on the spatial or "place" elements of regeneration. Our vision and objectives set out a holistic approach which incorporates People, Economy and Environment alongside Place. The next year will see an increased focus on drawing these elements together, particularly as we recover from the impacts of Covid-19 and build on the positive community and organisational alliances which have been forged. We will not just focus on "the new" but will continue improvements and investments in our existing neighbourhoods.



## 5. PLACE MANAGEMENT AND COMMUNITY WEALTH BUILDING

The ultimate success of creating a place where people choose to live and put down roots is more about its management than it is about building new things. Is it clean, safe and well maintained, do local people feel proud of their town? The early Garden Cities were as much an economic model as a planning one – seeking ways to generate income to plough back into maintaining high quality public spaces. We want to ensure that securing community benefits from physical regeneration is not just a worthy intention for Birkenhead but a demonstrable reality. Over the next year we will develop a delivery model for Birkenhead which seeks to secure the long-term community stewardship of assets and spaces across the town.

# ACTIONS

**COMING SOON**



Wirral Waters: Maritime Knowledge Hub



Wirral Waters: Northbank



Wirral Growth Company: Commercial District



Eureka! Mersey

COMING SOON

# HOW TO GET INVOLVED

## THE PUBLICATION OF THIS DRAFT BIRKENHEAD 2040 FRAMEWORK MARKS A MAJOR MILESTONE IN BIRKENHEAD'S REGENERATION. HOWEVER, THE WORK CONTINUES AT PACE.

We will increase our communication to keep people up to date and to get feedback, particularly for local residents and the many active community and voluntary groups across the town and wider Wirral.

## THIS CONSULTATION

We are undertaking an initial consultation on Birkenhead 2040 from Wednesday 24 March to Wednesday 19 May 2021. If you would like to respond then please go to Wirral Have Your Say website: [www.haveyoursay.wirral.gov.uk](http://www.haveyoursay.wirral.gov.uk)

We are particularly keen to know:

- 1. What do you think of the vision and strategy? What do you like best? Is anything missing?** Please go to Wirral Have Your Say to complete the survey and leave your comments.
- 2. Would you like to be part of the delivery? Do you have ideas or projects that you would like to link in?** There is an interactive map on Wirral Have Your Say where you can pin your ideas and upload photos anonymously. Alternatively please email [regeneratingbirkenhead@wirral.gov.uk](mailto:regeneratingbirkenhead@wirral.gov.uk)
- 3. Do you know of good examples from the UK and around the world which we should learn from?** We are particularly interested in gathering best practice or emerging thinking on:
  - Creating family friendly urban neighbourhoods
  - Delivery models for long-term place management
  - Creating child friendly urban neighbourhoods – our vision is for Birkenhead to be a place where it is fun to grow up. What real-life examples are there of putting this in to practice?
- 4. Would you or your organisation like to join our network?** We know that many places are grappling with similar issues to Birkenhead, made especially challenging due to the Covid-19 experience of the last 12 months. Wirral Council is committed to building networks to share learning, best practice and best of all, practical solutions. If you would like to be part of our growing network please email [regeneratingbirkenhead@wirral.gov.uk](mailto:regeneratingbirkenhead@wirral.gov.uk)



## ENGAGE ONLINE



[www.haveyoursay.wirral.gov.uk](http://www.haveyoursay.wirral.gov.uk)

## WATCH



View our short video of the Birkenhead 2040 vision on the 'Have your say website'

## FIND OUT MORE



[www.wirralwaters.co.uk](http://www.wirralwaters.co.uk)

[www.wirralgrowthcompany.co.uk](http://www.wirralgrowthcompany.co.uk)

[www.eurekamersey.org.uk](http://www.eurekamersey.org.uk)

# HAVE YOUR SAY

**BIRKENHEAD**

2040 2040 2040

**THE FUTURE IS**

BIRKENHEAD

**BIRKENHEAD**

2040 2040 2040

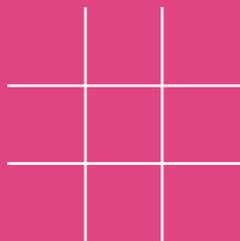
**THE FUTURE IS**

BIRK  
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EAD



## OUR VISUAL IDENTITY:

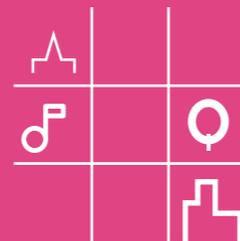
It builds on our proud history and points to an even stronger future.



The distinctive Laird grid provides the backdrop - planned for ambitious growth - the New York of Europe.



Our name expressed proudly and loudly; no longer a passive partner in the world-famous Mersey waterfront.



Within the regularity of the grid we express our character and celebrate the vibrancy of our culture.

## OUR COLOURS:



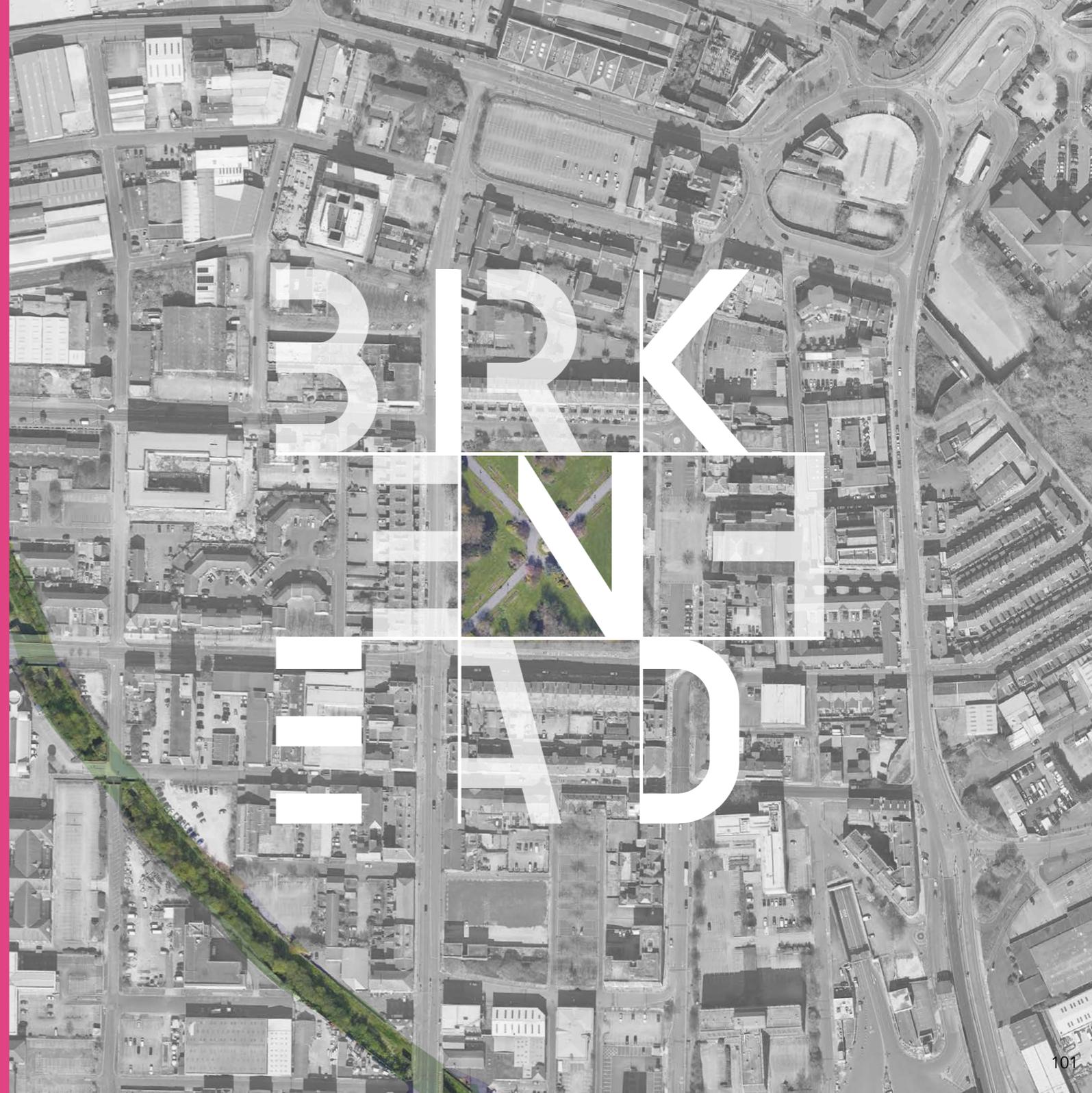
Our maritime heritage and unique waterfront setting of our town; the majestic River Mersey and its world famous ferry and dramatic inland docks.



Our world class heritage and future landscape assets; the world's first public park in Birkenhead Park, the georgian grandeur of Hamilton Square and Dock Branch Park.



The boldness of our vision and the vibrancy of our culture; the dynamic independent and creative sectors and opportunities that future investment in our town centre can unlock.



The Framework has been produced by Wirral Council, in collaboration with Avison Young, Optimised Environments and Mott MacDonald



**AVISON  
YOUNG**

**open**  
optimised environments

**M** **M**  
MOTT  
MACDONALD

### **PHOTOGRAPHY AND CGI WHERE USED:**

Architectural Emporium  
Christopher Smith  
Photography  
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Ports  
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Urban Splash  
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Wirral Metropolitan Borough  
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# BIRKBEAD

GAS WORKS