

## 1.1 - EXECUTIVE SUMMARY

The Marine Promenade Masterplan is looking to establish **a new context for the future of New Brighton**, illustrating a **Framework for sustainable inclusive growth for an urban seaside town** in a key **landmark location** for Wirral.

With the exception of the Floral Pavilion, the sites within the Masterplan are in private ownership, and this report is intended to help shape their future by looking at the area as a whole and the benefits for all in a scalable approach that can evolve over time.

The Masterplan seeks to build on the enduring appeal of the location, **diversifying uses to drive 365 vitality**, capitalising on the **expansive views**, capturing the **windswept and interesting** experience, a ground floor that retains people on the street with **restaurants and cafés**, responding to the **health and well** being appeal, bringing new people with **homes and hotels**, responding to the influence of the **eclectic mix of architecture**, building on the enduring appeal as **a tourist destination**, and promoting the **strong community** passionate about their home.

**The Marine Promenade** was once **the beating heart of New Brighton**, just as any promenade is to a seaside resort. In its hey-day **New Brighton** was a town striving for national significance, with **the tallest tower** in the country, **largest lido**, and **longest promenade**. Only the promenade remains, with a societal shift in how people spend their holidays impacting the general nature of the town and the Marine Promenade at the focus for those former users.

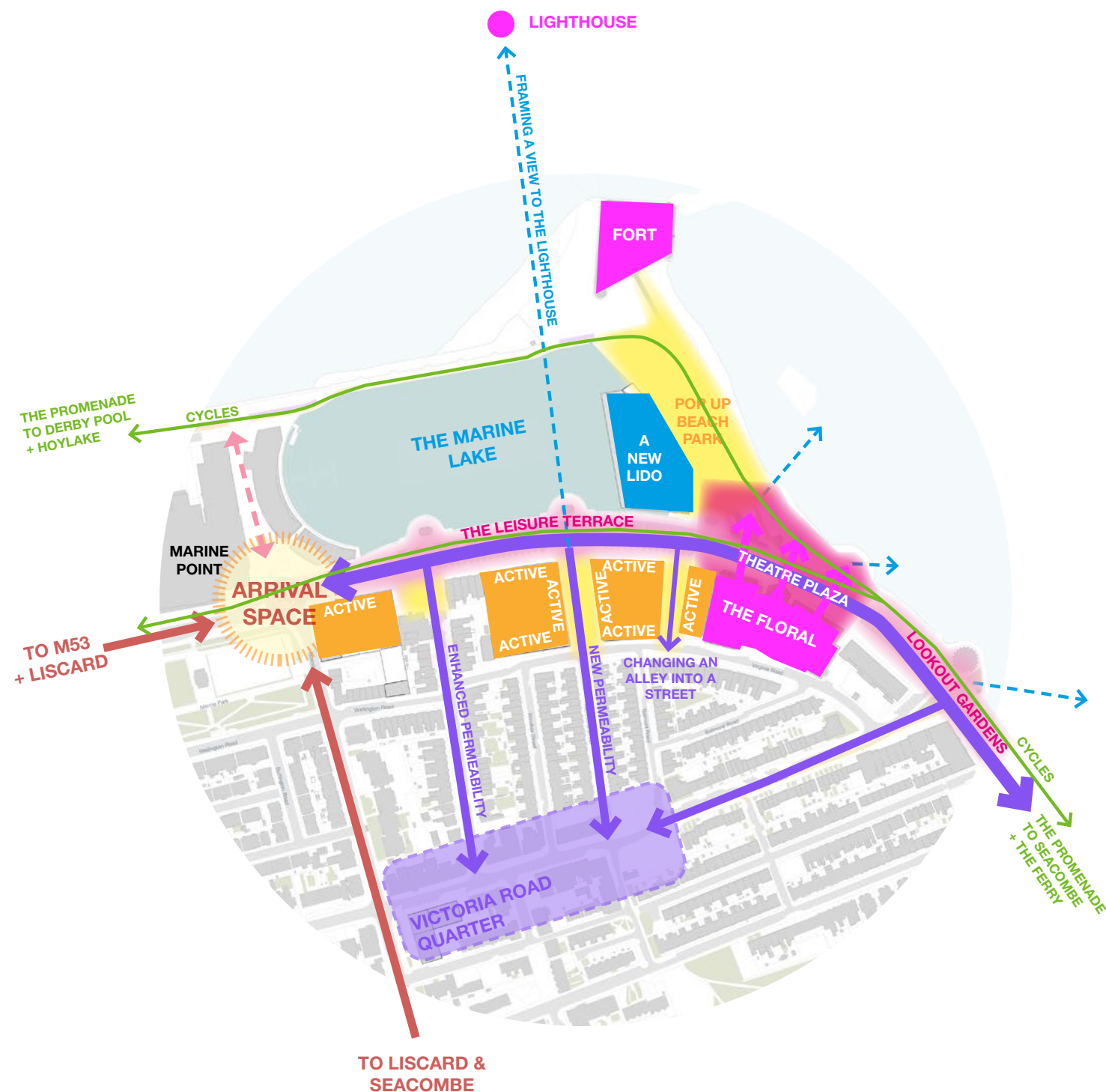
**Today Marine Promenade is not reaching its past glories...** a new theatre has been built and leisure spot at Marine Point, but tired frontages, poor quality public realm and car-dominated streets remain **it has so much potential to be a showcase and landmark** for a new era, and new, New Brighton.

There are already green shoots of renewed passion for this special place, **Marine Point** with its leisure and hotel offer, and **Victoria Road Quarter** with its independent retail and F&B offer **present a new context** to Marine Promenade and shows the potential of this place to **add diversity in its use and appeal to a wider audience from national to local**.

Marine Promenade is a landmark location, it is a place with amazing assets focusing attention and activity here with; **a theatre and events venue, a Grade II\* Listed Fort and Lighthouse, and one of only a few Marine Lakes in the country**. The Masterplan will look to create a context for future improvements to these facilities, and their landscape setting. It will look to establish **a context for wider regeneration** through changing the use of streets, dominance of car parking, greening streets, connectivity to the wider town, and adding passive surveillance to the streets throughout the day.

**This is a well connected place**, with a train station and bus routes. The Masterplan explores the potential integration of a new mass transit system and land train enhancing connections to the wider area, Birkenhead and on to Liverpool. Formalising cycle routes to Marine Promenade is a key ambition to improve help people find their way around and reduce conflicts that exist today, and create a space that feels like the heart of the Wirral Circular Trail.

The potential of this place is as **a landmark mixed use hub driving new sustainable vibrance** and activity 24/7 365 days a year, a place for the local community to be proud of, and bringing a new community into its heart.







Artistic impression of the Marine Promenade