



ECONOMY REGENERATION & HOUSING COMMITTEE

Wednesday 6th December 2023

REPORT TITLE:	NEIGHBOURHOOD FRAMEWORKS & MASTERPLANS APPROVAL PROCESS
REPORT OF:	DIRECTOR OF REGENERATION AND PLACE

REPORT SUMMARY

This report seeks to set out the status of existing Neighbourhood Frameworks and Masterplans and the process and timescale for adopting those that have been recently published and subject to consultation.

The Council has been developing its regeneration strategy for Wirral Left Bank for a number of years. Birkenhead 2040 was endorsed this committee as the interim Regeneration strategy for Wirral in March 2022. This document was supported by a series of more detailed Neighbourhood Frameworks setting out the regeneration objectives and strategies for specific areas. Some of these regeneration documents were completed and published in 2021. Other Neighbourhood Frameworks remained in draft as further work was carried out on delivery strategies.

All of this work has helped support and inform the evidence base for the emerging Local Plan. The documents specifically help support the housing numbers that have been attributed to the “other developable areas” or non-allocated sites in regeneration areas in the Local Plan.

The Local Plan identifies 11 Regeneration Areas and these are the focus of the Council’s brownfield first housing delivery. Neighbourhood Frameworks align with the boundaries of the regeneration areas and set out the regeneration objectives and potential housing delivery within each area.

Many of the Regeneration areas also contain Masterplan areas. These are defined in the Local plan in policy WS6.3. Masterplan areas are areas where significant change is expected and a co-ordinated and comprehensive approach to development is required. Masterplans are planning documents and should be in place before development in the area can be approved. Masterplans can be progressed by a developer via a Planning application or they can be developed and endorsed by the Council.

The Neighbourhood Frameworks and Masterplans are essential to underpinning the Council’s brownfield first housing strategy. They set out a clear approach to the regeneration strategy for the Left Bank and underpin the approach to housing delivery in the area.

The Wirral Plan 2021 – 2026 sets out the Council’s vision to secure the best possible future for our residents, defined by the community prosperity we create and supported by our excellent people and services. The Neighbourhood Frameworks and Masterplans supports the key themes identified in the 2022/23 refresh of the plan namely:

- Driving economic regeneration;
- Enabling social regeneration; and
- Transforming our neighbourhoods.

This matter affects the following wards: Bidston & St James, Birkenhead & Tranmere, Rock Ferry, New Brighton, Seacombe, West Kirby, Hoylake & St Meols.

This is not a Key Decision.

RECOMMENDATIONS

The Economy, Regeneration and Housing Committee is recommended to:

- (1) note the process for adopting the Neighbourhood Frameworks and Masterplans as referred to in paragraph 3.1 of this report and the engagement process as described in 3.2 to 3.7 of this report; and
- (2) approve the process for endorsement of the Neighbourhood Frameworks and Masterplans as referred to in paragraph 3.8 and 3.9 of this report.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATIONS

- 1.1 To ensure that the Neighbourhood Frameworks and Masterplans are duly adopted as the regeneration strategies for the areas that they relate to and are used as material considerations in the determination of planning applications where appropriate.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 The Neighbourhood Frameworks and Masterplans were developed to better inform the regeneration delivery strategy for the Wirral Left Bank and support the Local Plan and the Council's Brownfield first housing strategy. The only other option would be to not take the Neighbourhood Frameworks and Masterplans through an approval process, but this would undermine the importance of these documents in outlining the council's regeneration strategy and would not be in support the Local Plan.

3.0 BACKGROUND INFORMATION

Neighbourhood Frameworks & Masterplans

- 3.1 The following table details the status of the Neighbourhood Frameworks and Masterplans as identified in the Local Plan (excluding West Kirby masterplan as that does not impact on Local Plan housing numbers). It should also be noted that the Birkenhead 2040 Regeneration Framework will also require amending and adoption to reflect the current position.

Table 1: Approvals Process

KEY

	Document published. No committee approval required.
	Draft Document published and consultation undertaken (but not necessarily completed). Committee approval required.
	Document not published. Consultation not commenced. Committee approval required.
	Private sector led. No committee approval required.

Document:	Lead Consultant:	Document Date:	Approval process comments:
Birkenhead 2040 Framework	Avison Young	Mar-21	Endorsed as the council's interim regeneration strategy by this Committee on 9th March 2022. Requires amendment to reflect changes to programme.
Wallasey Town Hall Quarter Masterplan	HLP	Oct-23	Consultation currently open. Requires committee approval.
Scott's Quay Neighbourhood Framework	BDP	Jul-23	Consultation completed. Requires Committee approval.

Document:	Lead Consultant:	Document Date:	Approval process comments:
Land east of Birkenhead Road (North) (RA2.1)	Private sector led		No Committee decision required
Land east of Birkenhead Road (South) (RA2.2)	Private sector led		No Committee decision required
Birkenhead Waterfront Neighbourhood Framework	BDP	May-21	Published on Council's website - no Committee approval required
Birkenhead Waterfront Masterplan (RA3.1)	BDP	Nov-23	Consultation scheduled to open in Dec 23. Committee approval required.
Central Birkenhead Neighbourhood Framework	Avison Young	Apr-21	Published on Council's website - no Committee approval required
St Werburghs Masterplan	BDP	Aug-23	Consultation scheduled to complete in December 2023. Committee approval required.
Dock Branch Neighbourhood Masterplan	Macreanor Lavington	Oct-23	Consultation currently open. Requires Committee approval.
Birkenhead Town Centre Masterplan	BDP	TBC	Consultation scheduled to open in Dec 23. Committee approval required.
Hind Street Neighbourhood Framework	Avison Young	Mar-21	Published on Council's web site - no Committee approval required
Hind Street Urban Village Masterplan (RA5.1)	N/A		Superseded by planning application - no Committee approval required.
East Float Masterplan Area (RA6.1)	Private sector led		No Committee approval required.
MEA Park Masterplan Area (RA6.2)	Private sector led		No Committee approval required.
Bidston Dock Masterplan Area (RA6.3)	Private sector led		No Committee approval required.
Hamilton Park Neighbourhood Framework	Avison Young	Jun-21	Published on Council's website - no Committee approval required
Cleveland Street Neighbourhood Masterplan	Macreanor Lavington	Aug-23	Consultation completed. Requires Committee approval.
Northside Neighbourhood Framework	BDP	Jul-23	Consultation completed. Requires Committee approval.

Document:	Lead Consultant:	Document Date:	Approval process comments:
Liscard Neighbourhood Framework	BDP	Apr-21	Published on Council's website - no Committee approval required
New Brighton Marine Promenade Masterplan	BDP	Oct-23	Consultation currently open. Requires Committee approval.
New Ferry Regeneration Delivery Plan	GVA	Nov-17	Published on Council's website - no Committee approval required
West Kirby Masterplan	Op-en		Consultation scheduled to open in Dec 23. Committee approval required.

Engagement Process

- 3.2 In developing the Frameworks and Masterplans the Council has sought to engage as fully as possible with residents and key stakeholders. For most of the projects there has been initial engagement work carried out before the first draft of the plans are created. This is to ensure that people's feedback has been used to design the planning process and to enable the collective co-production of plans to ensure that community need is factored in.
- 3.3 In order for the engagement to be as inclusive and accessible as possible a wide range of different engagement methods have been used. These include in person events in different venues including schools, opportunities for full day Virtual Reality events using 3D models, walking tours, and use of BirkenEd's Place in Birkenhead Town Centre for people to take part in activities and talk to all involved. In addition, online engagement materials have included Ideas Boards, Mapping Tools as well as questionnaires. All the engagement was supported with multi-channel communications to ensure as many people as possible were aware of the engagement opportunities.
- 3.4 All the information from these initial engagement activities was then reviewed and shared with commissioned architects, planning teams and development specialists to enable the draft Masterplans and Frameworks to be produced for the next phase of engagement.
- 3.5 Once the Masterplan or Neighbourhood Framework has been drafted each is required to go through two stages:
- Masterplan / Framework Phase 1 – Consultation with draft document published on the Council's "Have Your Say" webpage for a minimum of 6 weeks. Note this is the minimum requirement. Additional consultation exercises may take place in the same period that the documents are on the Have Your Say website, and many of the Neighbourhood Frameworks and Masterplans had exhibitions and consultation events in Ed's Place for example; and
 - Masterplan / Framework Phase 2 – The comments and suggestions from the first stage of plan consultation are analysed and reviewed. The feedback is then

used to amend the draft documents. The final version is then taken to committee (if necessary) for approval.

- 3.6 The current position in relation to the Neighbourhood Frameworks and Masterplans in relation to their consultation status is set out in the table below – where green indicates the consultation phase has completed, amber indicates the consultation phase is live with an agreed end date and red indicating the consultation phase has not started.

Table 2: Current position of Neighbourhood Frameworks and Masterplans engagement

Document:	Pre Plan Engagement	Phase 1 complete:	Phase 2 complete:
Wallasey Town Hall Quarter Masterplan	25 Nov 2022	07 Dec 2023	Not commenced
Scott's Quay Neighbourhood Framework	N/A	02 Oct 2023	Not commenced
Birkenhead Waterfront Masterplan	26 Mar 2023	Not commenced	Not commenced
St Werburgh's Masterplan	18 Jan 2023	01 Dec 2023	Not commenced
Dock Branch Neighbourhood Masterplan	16 Feb 2023	01 Dec 2023	Not commenced
Birkenhead Town Centre Masterplan	18 Jan 2023	Not commenced	Not commenced
Cleveland Street Neighbourhood Masterplan	08 Mar 2023	24 Oct 2023	Not commenced
Northside Neighbourhood Framework	N/A	02 Oct 2023	Not commenced
New Brighton Marine Promenade Masterplan	16 Nov 2020 25 Nov 2022	04 Dec 2023	Not commenced
West Kirby Masterplan	N/A	Not commenced	Not commenced

- 3.7 The Birkenhead 2040 Framework document will need reviewing and amending in light of the outcomes of the consultation on the Neighbourhood Frameworks and Masterplans and the current review of the regeneration programme. Further consideration will be made about whether this will require any additional consultation post amendments being made and prior to being presented to committee.

Approval Process

- 3.8 Each Neighbourhood Framework and Masterplan detailed in the previous table will require approval by this committee.
- 3.9 Given the number of documents, it is proposed that they will be taken through the approval process in the following batches with each batch consolidated into one report. To enable sufficient time for the second phase of consultation to take place for the Neighbourhood Frameworks and Masterplans it is anticipated that the reports will be presented this Committee on 20 March 2024.

Table 3: Proposed batching of Neighbourhood Frameworks and Masterplans

Batch 1:	Batch 2:	Batch 3:
Cleveland Street Neighbourhood	Wallasey Town Hall Quarter	St Werburgh's

Northside	New Brighton	Birkenhead Town Centre
Scott's Quay	Dock Branch Neighbourhood	Birkenhead Waterfront
	West Kirby	

4.0 FINANCIAL IMPLICATIONS

4.1 There will be some costs in relation to updating the documents following consultation, but these will be contained within existing budgets utilised to develop the Neighbourhood Frameworks and Masterplans.

5.0 LEGAL IMPLICATIONS

5.1 The purpose behind the seeking of Members' approval to the Neighbourhood Framework and Masterplans is to provide weight to the documents as points of reference in programme planning for the various regeneration projects within their scope. The documents will provide strong supporting evidence for future grant applications to the government and public bodies. Members' endorsement will give the documents weight to support the Local Plan.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 There are no significant impacts in terms of staffing, ICT or assets.

7.0 RELEVANT RISKS

7.1 The process of approving Neighbourhood Frameworks and Masterplans does not in itself present any significant risks.

8.0 ENGAGEMENT/CONSULTATION

8.1 This report details the consultation that has been undertaken in relation to the Neighbourhood Frameworks and Masterplans.

9.0 EQUALITY IMPLICATIONS

9.1 Wirral Council has a legal requirement to ensure its policies, and the way it carries out its work, do not discriminate against anyone. An Equality Impact Assessment is a tool to help council services identify steps they can take to ensure equality for anyone who might be affected by a particular policy, decision or activity.

9.2. Whilst there are no equality implications arising from this report, the associated actions arising from the delivery of Neighbourhood Frameworks and Masterplans may need to assess any equality issues and mitigate any negative impact that emerges.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 The Neighbourhood Frameworks and Masterplans are premised on the concept of creating low carbon neighbourhoods with energy efficient homes and densities that encourage walking, cycling and the use of public transport rather than the car.

Improved landscaping and public spaces will create the opportunity for biodiversity net gain.

11. COMMUNITY WEALTH BUILDING

11.1 Delivery of the Neighbourhood Frameworks and Masterplans will generate a significant number of jobs in the construction process itself, and the new neighbourhoods will provide opportunities for new jobs and social interaction.

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APPENDICES

None

BACKGROUND PAPERS

Wirral Plan 2025

[Wirral Plan 2021 - 2026 - Wirral Intelligence Service](#)

Birkenhead 2040 Framework

[Birkenhead 2040 Framework | www.wirral.gov.uk](http://www.wirral.gov.uk)

TERMS OF REFERENCE

This report is being considered by the Economy, Regeneration & Housing Committee in accordance with 4.2 (g) of its Terms of Reference, overseeing the progress of major projects (including major building, infrastructure or other projects involving the erection or significant alteration of major permanent structures or landmarks) undertaken by the Council directly or as enabler, funder or joint enterprise partner, including but not limited to the Wirral Growth Company LLP.

SUBJECT HISTORY (last 3 years)

Council Meeting	Date