



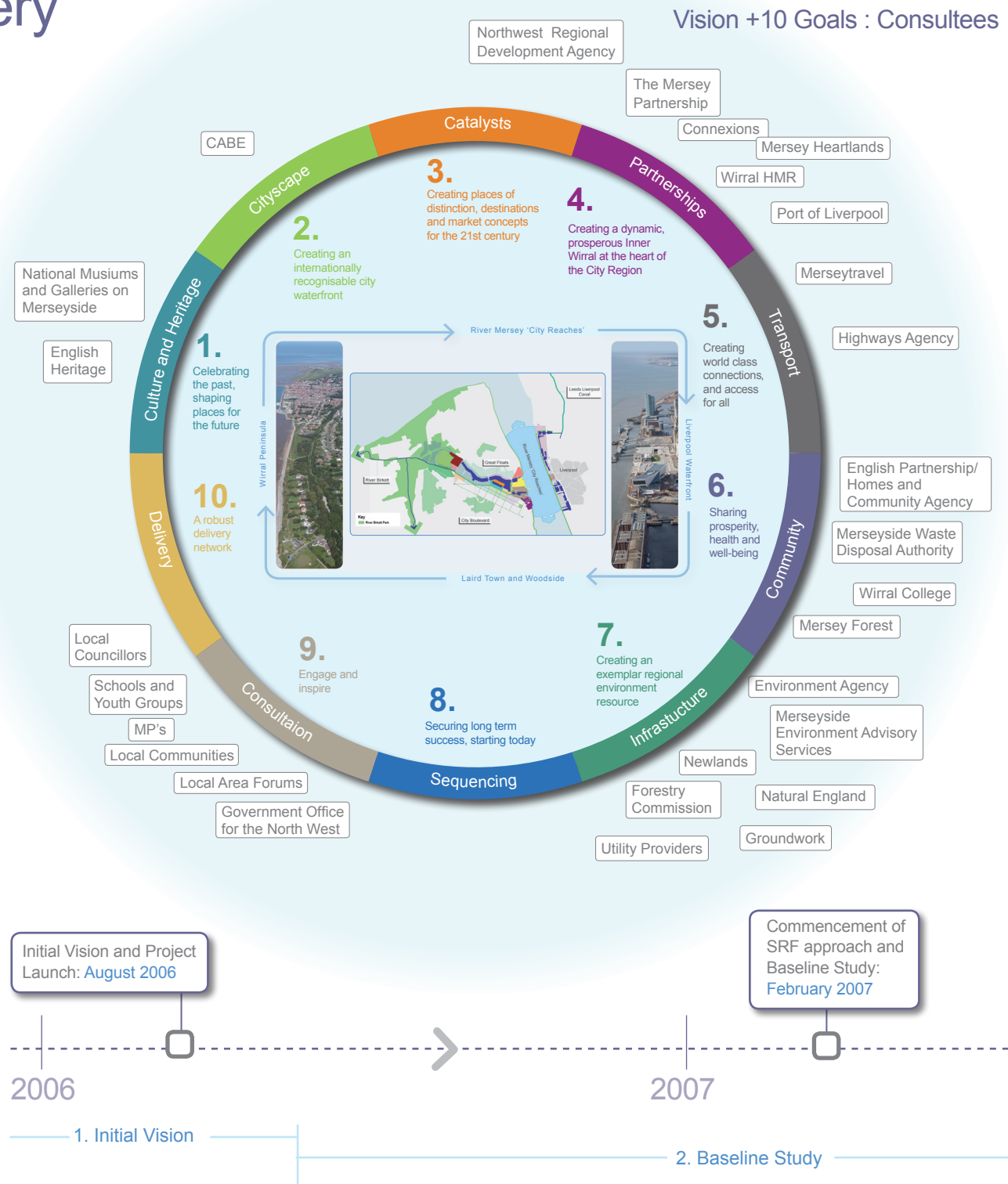
06

Delivering
the Vision

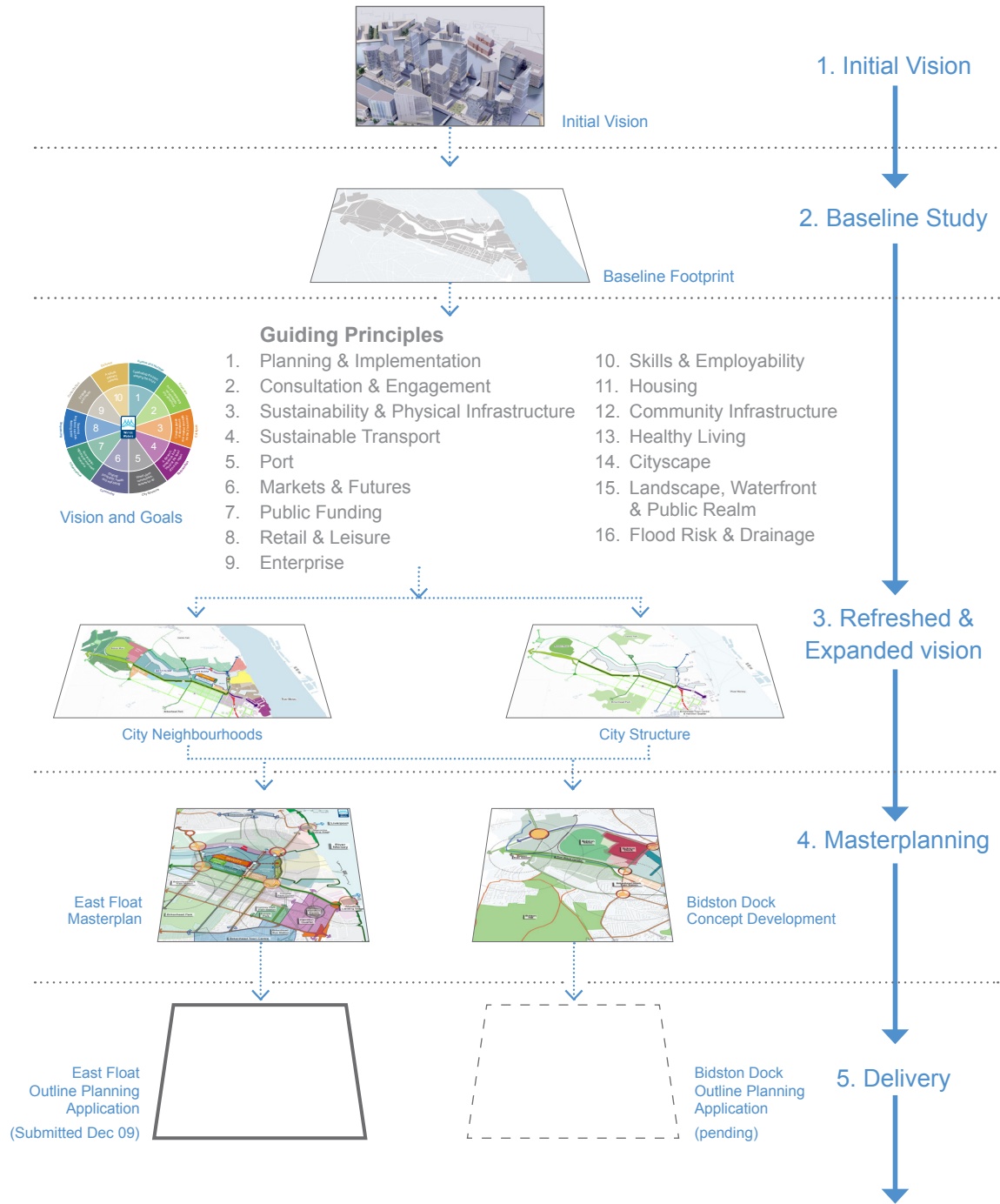
Chapter six Delivery

Developing the vision

- 6.1 Following the launch of Wirral Waters in 2006, Peel Holdings recognised the need to think beyond land ownership boundaries and work in close partnership with Wirral MBC. The work undertaken to date by the Peel Holdings and the project team in full consultation and partnership with the Council has sought to establish a Strategic Regeneration Framework and shared vision which enables the 'catalyst' neighbourhoods of East Float and Bidston to trigger investment and regeneration in the 'Partnership' neighbourhoods.
- 6.2 Wirral Waters is being brought forward through a Strategic Regeneration Framework (SRF) approach. This approach includes five key Workstages, beginning with the first stage of the launch of the 'Initial Vision'. The second stage 'Baseline Study' commenced once the approach, methodology and consultation mechanisms were agreed with Wirral MBC. The Baseline Report provides a review of the challenges and opportunities facing the regeneration of Inner Wirral and the continued renaissance of the City Region.
- 6.3 The third stage of 'refreshing and expanding' the initial vision, progressed initial ideas in response to challenges and opportunities emerging from the Baseline Study. This expanded vision has been progressed through extensive consultation with Wirral MBC, regional and local agencies, local communities and interest groups.



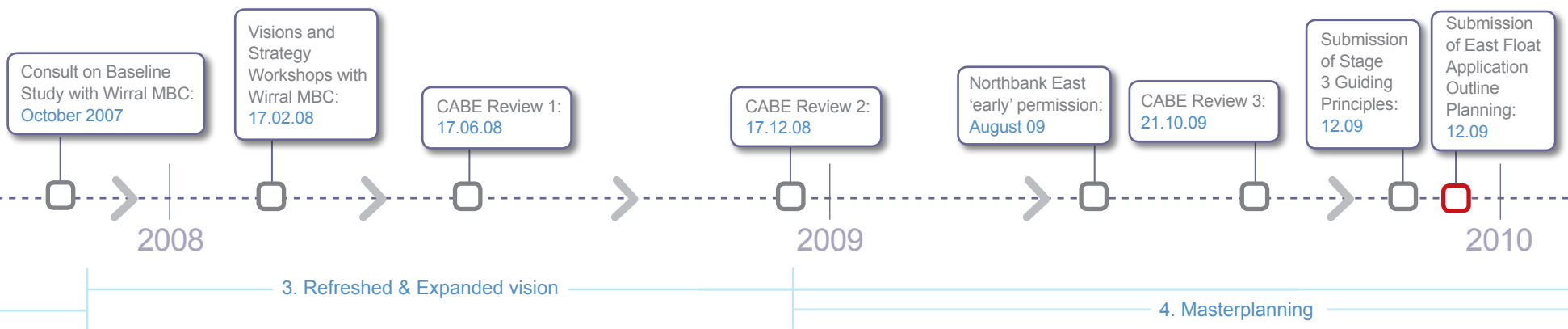
KEY STAGES



6.4 This Vision Statement sets out the vision through 10 Goals, Neighbourhood Frameworks, portraits of each neighbourhood, quarter and key components of the connecting City Structure. It is supported by a suite of documents that set out the 'Guiding Principles' of the project, and out how the vision will be taken forward and delivered. Each Guiding Principle document relates to a particular aspect of the vision and 10 Goals. They set in place overarching, area wide principles to be taken forward and delivered by Peel Holdings, Wirral MBC and other delivery partners through Working Partnership Arrangements.

6.5 This Vision Statement and suite of Guiding Principles documents also provide the framework for progressing the fourth stage, the development of masterplans for the East Float and Bidston Moss 'Catalyst' Neighbourhoods being brought forward by Peel Holdings. This more detailed development of masterplan ideas and proposals has been iterative, feeding back into the Vision Statement and Guiding Principles.

6.6 Together, the Vision Statement, Guiding Principles, East Float Illustrative Masterplan and Development Specification have formed part of East Float Outline Planning Application documentation submitted to Wirral MBC in December 2009.



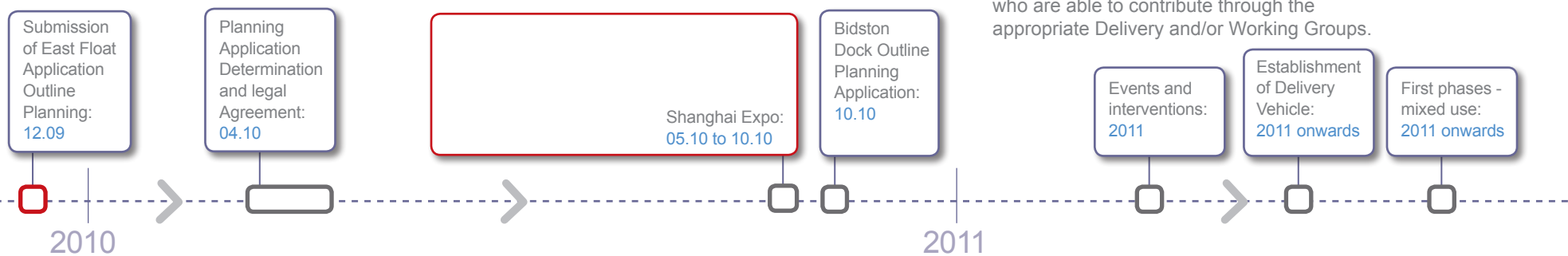
The importance of planning certainty and the ability to respond

- 6.7 The submission of the East Float Planning Application is a crucial stage in the delivery of Wirral Waters. East Float represents the core opportunity to transform an area that has suffered structural population and economic decline over many decades into a socially and economically sustainable place. East Float puts inner Wirral on a new platform whereby it can realistically compete for the major economic investment and significant amounts of high quality housing that it has previously not attracted.
- 6.8 There is a major challenge in terms of creating the market conditions (more so in the context of uncertain economic times and contracting public finance), the quality of place and the supporting infrastructure. Peel Holdings recognises the challenge of attracting economic occupants and new residents to an area that suffers from poor environmental quality and a poor image and profile. Wirral Waters is competing against much more established locations in the UK, North West and beyond. Many competing locations benefit from on going major public sector investment, and have established a momentum of success and delivery on the ground.
- 6.9 Equally, there are significant advantages and assets underpinning Peel Holdings confidence in Wirral Waters, the most significant of which are the scale of the opportunity in single land ownership that is able to create a sustainable new business and living district for the City Region, the strategic location and connecting infrastructure, the support of the public sector and local community, and immediate access to the 'quality of life offer' of the Wirral peninsula and City Region. Of strategic importance is the consistent 'fit' with RSS and established policy objectives for HMRI, Growth Point and Regional Site status.

- 6.10 Peel Holdings has direct experience of overcoming significant challenges, including attracting and growing nationally important growth economies to the North West. Experience from MediaCity:UK and other projects emphasises the need to set in place a clear delivery strategy to be able to take a project to market, secure interest and negotiate tailored solutions. This requires a supportive policy status, the evident support of the local authority, decision makers and delivery partners and security of a flexible planning permission. The ability to be able to tailor bespoke proposals to exceed individual needs, expectations and specific requirements is of fundamental importance in standing out from a wealth of alternative locations and building confidence.
- 6.11 As such, the East Float Planning Application is of critical importance to Wirral and the City Region. It defines the transition into the fifth stage of delivering the vision, of marketing, promoting, engaging with and attracting potential investors, employers, visitors, residents and educational establishments. The first significant event is the forthcoming Shanghai Expo, at which the Liverpool City Region will be showcased on an international platform by a partnership group of Wirral MBC, Liverpool CC, the North West Development Agency and Peel Holdings.
- 6.12 The East Float Planning Application will provide a valuable demonstration of the ability of Wirral and the wider Liverpool City Region to 'think big' and work in partnership to connect international opportunities with significant local needs.

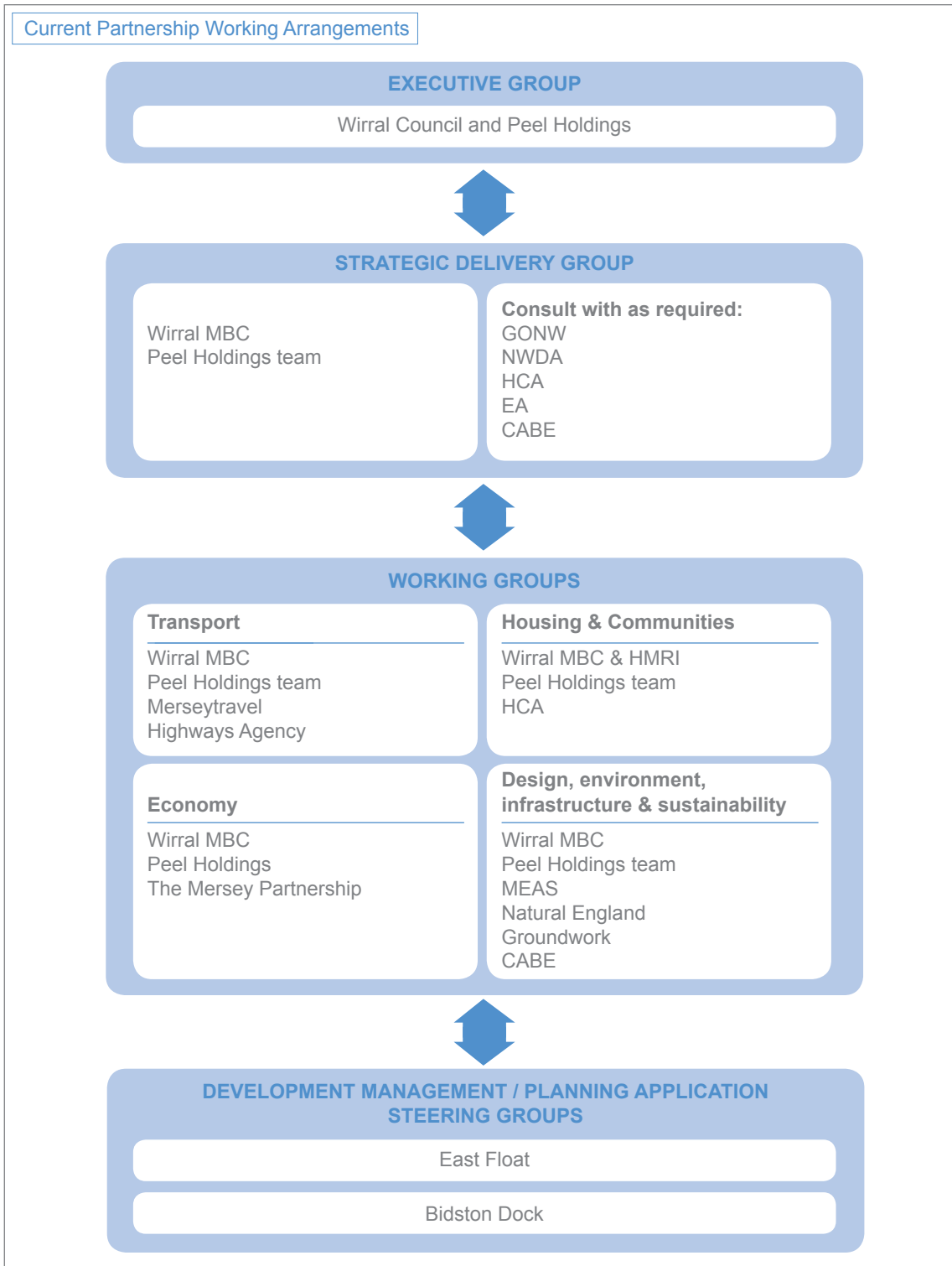
Partnership Working Arrangements

- 6.13 This Vision sets out an ambitious proposal for transforming Inner Wirral and the Liverpool City Region. Given the scale of this challenge, it is recognised that the realisation of this Vision and Goals will require a staged approach over time and the full commitment of Peel Holdings, Wirral MBC and other delivery partners and Stakeholders.
- 6.14 Following a two day workshop between Peel Holdings and Wirral MBC in February 2008, it was agreed that a delivery structure was needed to:
- progress the SRF approach
 - provide an open forum for Peel Holdings and Wirral MBC to share ideas
 - coordinate regeneration initiatives and consultation with key stakeholders
 - explore the potential roles and contributions of other delivery partners
 - manage planning applications.
- 6.15 Partnership Working Arrangements were established and endorsed by Wirral MBC and Peel Holdings as set out across the page. This approach has ensured that the principles and proposals set out in this Vision Statement and accompanying Guiding Principles documents have responded to regional and local regeneration needs, the sustainable communities agenda, and other projects and programmes being brought forward by Wirral MBC and their partners.
- 6.16 The Partnership Working Arrangements consisting of Executive and Strategic Delivery Groups, supported by Working and Development Groups will continue to lead the strategic direction and delivery of Wirral Waters. The Partnership Working Arrangements are responsive to the changing nature of each stage of the project development. With the submission of the East Float Outline Planning Application, Peel Holdings welcome the opportunity to discuss the potential roles and contributions with delivery partners who are able to contribute through the appropriate Delivery and/or Working Groups.



3. Refreshed & Expanded vision
4. Masterplanning

5. Implementation & Delivery



Vision Statement: for consultation

- 6.17 This Vision Statement is part of the ongoing consultation to engage and inspire the communities of the North West to contribute to the delivery of Wirral Waters. Delivering the Vision will be complex and cut across many agendas, roles and responsibilities. Bringing forward a private sector led regeneration project of this scale will require a fresh approach by the public and private sector to work together towards delivery.
- 6.18 This process of shaping a shared agenda set within strategic policy is well underway. From the launch of the Initial Vision, Peel Holdings have undertaken extensive, ongoing and open consultation and engagement with a host of actors and agencies.
- 6.19 This Vision Statement, associated Guiding Principles documents and the Baseline Study, is the culmination of work and consultation since the Initial Vision of 2006. Together, they provide the platform for further, more detailed and informed discussion as to how public sector delivery agencies may engage with Peel Holdings to play a role in delivery. They are offered to prompt a strong and healthy debate about the role of Wirral Waters, Inner Wirral, the Liverpool City Region and North West looking towards 2050.
- 6.20 The Partnership Working Arrangements have been in progress since 2009, and Peel Holdings and the Project Team have met the key partners identified on an ongoing basis as ideas have progressed. The submission of the East Float Outline Planning Application defines the transition into the delivery stages of Wirral Waters. Peel Holdings welcomes the opportunity to progress consultations to date, with a particular focus upon understanding how public sector agencies may contribute to the regeneration of Inner Wirral.
- 6.21 This Vision Statement, Guiding Principles documents, Baseline Studies, Planning Application documents and regular progress updates are available on the Wirral Waters website – www.wirralwaters.co.uk

6.21 For further information or to discuss Wirral Waters further please contact:

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Critical mass reinforces major investments

Continued Investment

Final phases completion

2015

2030

2050

5. Implementation & Delivery

Wirral Waters 

www.wirralwaters.co.uk

