

3RD AUGUST

WIRRAL WATERS PLEASE HELP TO MAKE IT HAPPEN

**This is your last chance to give support
and help to transform the derelict parts of
Birkenhead Docks**

A Planning Application named "Wirral Waters" was submitted to Wirral Council on the 14th December 2009 which put forward a proposal to redevelop part of Birkenhead Docks.

Planning Permission will now be considered by Wirral Council on the 3rd August 2010.

**Please give your support
NOW by completing
the questionnaire if
you want to see Wirral
Waters granted Planning
Permission!**

More details can be found on
www.wirralwaters.co.uk

10 reasons why we think Wirral Waters should be granted Planning Permission!

- 1** It will create over 20,000 new permanent jobs in Wirral
- 2** It will become an internationally recognisable waterfront
- 3** It will create the setting for a quality waterfront lifestyle
- 4** It will be a place for your family that is second to none
- 5** It will create a dynamic prosperous inner Wirral community
- 6** It will be a business environment where commerce can thrive
- 7** It will be a place that shows it has vision
- 8** It will be a place of distinction, a new destination with 21st Century market concepts
- 9** It will form world class connections in lots of ways
- 10** It will secure long term success, but starting today



Largest project in the UK

Wirral Waters is one half of “Peel Waters” two complimentary and balanced waterside projects on either side of the River Mersey. It is THE largest and most visionary regeneration project in the UK. More importantly, it is an opportunity for Wirral to enter a new stage in its evolution.

Jobs led project

The project is ‘jobs’ driven. Wirral Waters will create well over 20,000 permanent new jobs in Wirral and we need your help to make this possible. The scheme will also help people develop new skills and create apprenticeships for young people, giving them the chance of a better future on their doorstep.

New homes created

Wirral Waters will also create over 13,500 new homes and provide education hubs, leisure activities and cultural attractions as well as some ancillary shops. We wish to build on all the good things that Wirral has to offer and include its people to help to address its problems.

Privately funded

Wirral Waters is privately funded, led and owned by The Peel Group who have a proven track record of quality and delivery. Peel are seeking to bring investment into Wirral, the heart of the Liverpool City Region over the next 3 decades.

World class waterfront

Wirral Waters will transform the derelict part of Birkenhead Docks into a world class waterfront that is alive with activity. We will animate the water with leisure and industrial craft. The project is centred around water, and because of this will create new ways of living, working and playing bringing prosperity, opportunity and a different lifestyle to this part of Wirral.

Project over 3 decades

The scheme will be delivered in many phases over a period of around 30 years, making sure that all aspects grow with the local community. Special care has been taken to incorporate a 21st century national and regional transport network with a safe, attractive, easily to understand street network. This will encourage the use all forms of transport across Inner Wirral including rail, bus and cycling, but with a properly managed traffic plan around the dock areas and over the bridges to move people and goods in an efficient and environmentally friendly manner.



New international destination

By taking advantage of Wirral's assets and teaming these with Liverpool John Lennon Airport and the Port of Liverpool we will create a new international business destination to drive and diversify the economy. We will create much needed market confidence, distinctly lacking in Inner Wirral at present, and offer a dynamic solution by adding to the Northwest a better business and living environment, rebalancing the North – South divide. With public and private sector working together we will beat the recession.

