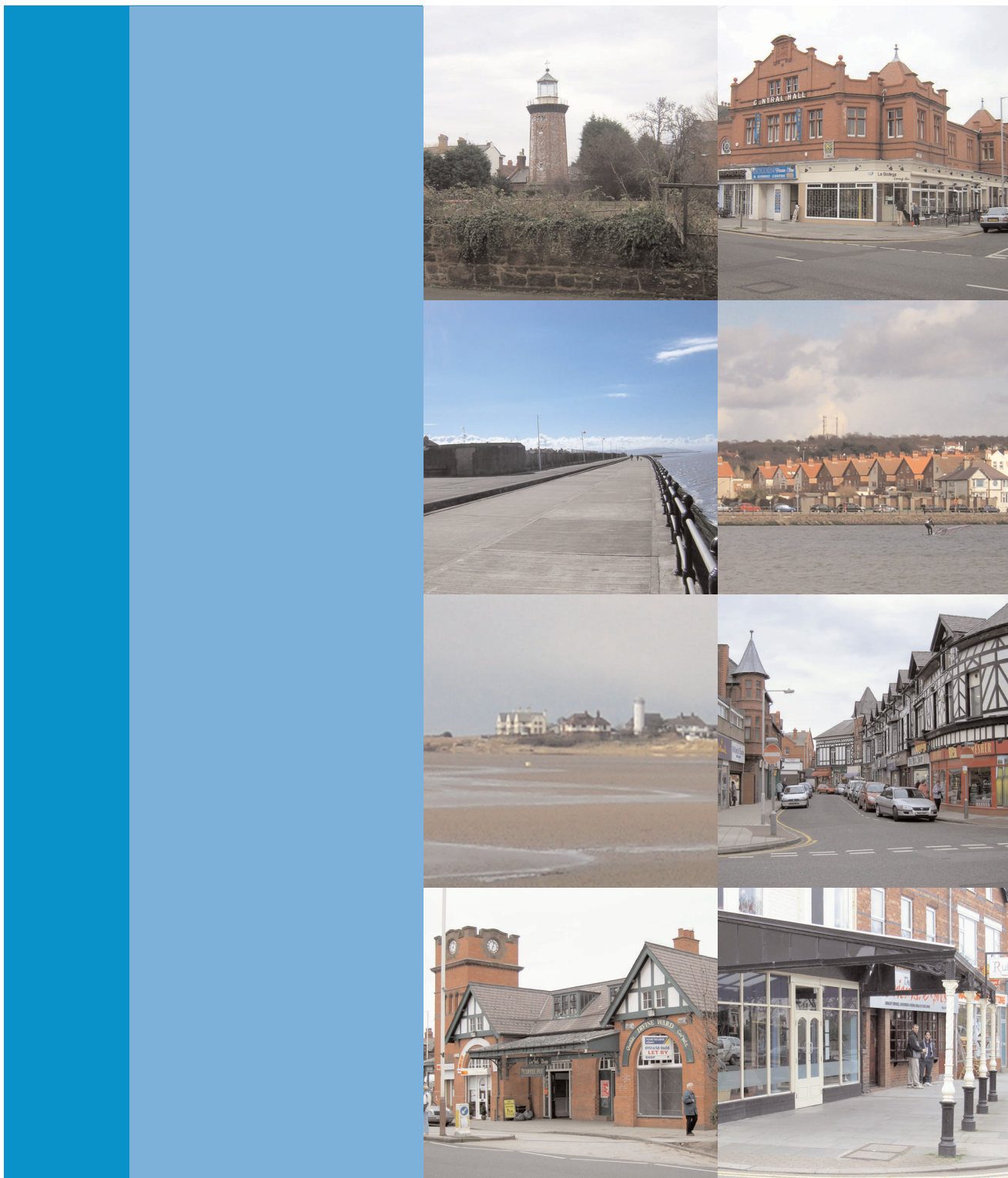


Regeneration Plan for Hoylake and West Kirby

Produced for Metropolitan Borough of Wirral, Supported by
North West Development Agency and the Objective One Programme

Final Masterplan Report
November 2004



Building Design Partnership

with Jones Lang LaSalle, Locum Destination Consulting and Boreham Consulting Engineers



REGENERATION MASTERPLAN FOR HOYLAKE AND WEST KIRBY

Final Report

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Prepared by

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Jones Lang LaSalle

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Executive Summary

Introduction

Building Design Partnership (BDP) working with Jones Lang LaSalle (JLL), Locum Destination Consulting and Boreham Consulting Engineers has produced this Regeneration Masterplan for Hoylake and West Kirby on behalf of the Metropolitan Borough of Wirral (Wirral MBC) who have been supported by the Northwest Development Agency and the Objective One Programme.

This report is the third stage of the Regeneration Plan for Hoylake and West Kirby that has been informed by a Baseline Report and a Strategic Options Report. The two preceding reports form an integral part of the overall Regeneration Masterplan. The purpose of this report is to set out a preferred vision, strategy and to set out the key projects and actions that will deliver the vision. The Regeneration Masterplan builds on Wirral MBC's 8-Point Plan for the towns, developed and the subject of considerable public consultation in 2003.

The Regeneration Masterplan is not a blueprint; it sets down a vision for the towns, key principles for development and identifies a number of key opportunities for investment. Further consultation, feasibility and design work will be necessary to realise the proposed key projects and to deliver the sustainable regeneration of the towns. Equally, other projects may come forward that fit the vision and strategy and they should be encouraged within the guiding principles of this Regeneration Masterplan.

The Regeneration Masterplan is essential to provide a strategic context for Wirral MBC to capitalise on the immediate opportunity and high profile for the area arising from the 2006 Open Championship at the Royal Liverpool Golf Club and thereafter, to provide a platform for the ongoing regeneration of the towns and for attracting public sector funding to support that aim. There is no doubt, that without a vision for Hoylake and West Kirby and that without the Regeneration Masterplan and the commitment of Wirral MBC and other stakeholders to the strategy, that public sector funding and support for activities that sustain and regenerate the towns will not be forthcoming.

Vision and Strategy

The Vision for Hoylake-West Kirby seeks to create **“an outstanding place to live and to visit, widely known for the quality and variety of the recreational facilities on offer and the quality of the built and natural environment”**.

The phrase “Classic Resort”, defined in the New Visions for NW Coastal Resorts Report¹, encapsulates this vision. Hoylake and West Kirby will aim to be *elegant*,

¹ Northwest Development Agency, 2002

charming communities by the sea with nice places to eat, drink and shop and a pristine built and natural environment. The focus of this Regeneration Masterplan is on achieving this – on “polishing” the two towns so that they are outstanding places to live and visit. In this sense the vision focuses on an accessible, attractive, elegant “classic resort”.

The vision also seeks to deliver a “classic resort” that has the potential and opportunity to evolve into a regional “recreational resort”, making it a visitor destination and helping to sustain the quality of the retail, food and beverage offer of the two towns. To achieve this Hoylake and West Kirby will be positioned as an integrated resort with exceptional recreational facilities, including, at its centre, one of the finest golf courses in the world and a golf resort/spa of outstanding quality – “the Belfry of the North West”.

The combination of the “classic resort” and “regional recreational resort” will result in a great enhancement to the quality of life of people who live in the towns while, at the same time, delivering economic development objectives that public sector agencies will require in return for their investment.

Projects

The strategy diagram overleaf sets out the development framework for the Regeneration Masterplan. As well as graphically representing the vision and strategy, it also provides the setting and context for a series of key projects that have been defined within the plan. These projects have been identified and defined in order to provide the catalyst to deliver the long term regeneration of Hoylake and West Kirby.

The key projects fall into three categories that reflect the two vision statements for Hoylake and West Kirby that seek to deliver a “classic resort” and a “regional recreational resort”:

- A Destination of Regional Significance;
- Short Term Priorities; and
- Medium/Long Term Regeneration of Hoylake and West Kirby.

Although individual projects fall into one of three categories, they are all linked by the integrated vision for Hoylake-West Kirby. The strategy diagram and the connecting the two towns diagram (also overleaf) clearly represent the spatial link between the two towns and the interrelationship between projects that will ensure that a “classic resort” and a “recreational resort” can be delivered.

The table on page vi provides a definitive list of all of these projects.



- KEY**
- WIRRAL WATERSIDE WAY
 - WEST KIRBY - HOYLAK TRAIL
 - COUNTRY PARK LINKS
 - THE COASTAL PARADES
 - KEY DEVELOPMENT SITES
 - STRATEGIC ROAD LINK OPTIONS
 - NEW WOODLAND

- LEGEND**
- ① Coronation Gardens
 - ② The Sail
 - ③ The Crescent
 - ④ West Kirby Station
 - ⑤ Gastronomic Quarter
 - ⑥ Hoylake Station Gateway
 - ⑦ Heart of Hoose
 - ⑧ Carr Industrial Estate Improvements
 - ⑨ Beacon to the Coast
 - ⑩ The Beach at Hoylake
 - ⑪ Hoylake -West Kirby Trail
 - ⑫ Market Street Improvements
 - ⑬ Banks Road Improvements
 - ⑭ Country Park linking with Wirral Way
 - ⑮ Trinity Road Improvements
 - ⑯ Wirral Waterside Way
 - ⑰ Wirral Waterside Way
 - ⑱ The Necklace on South Parade
 - ⑲ North Parade Improvements
 - ⑳ Golf Resort and Spa

HOYLAK AND WEST KIRBY REGENERATION PLAN

STRATEGY PLAN





HOYLAKE AND WEST KIRBY
REGENERATION PLAN

CONNECTING THE TWO TOWNS



Delivery

The delivery strategy is the basis on which the Regeneration Masterplan for Hoylake and West Kirby will be implemented. It also provides the framework for addressing the funding and delivery issues associated with it. The public sector will act as a facilitator for the majority of the development opportunities with the exception of the public realm and highway works, which they will deliver through a long term investment strategy. The private sector will bring forward development in line with the Regeneration Masterplan.

It is vital, in our opinion, that the Metropolitan Borough of Wirral makes a clear long term commitment to the regeneration of the two towns, including the creation of assets of regional importance, if it is to maximise the potential of resource such as European Objective One, NWDA, MWRP and the private sector.

The programme for the delivery of the Regeneration Masterplan will last for a period of approximately 10 years.

A dedicated Delivery Team and Project Manager should be put in place to implement the Regeneration Masterplan, lead the development of the two Towns and liaise with partner organisations. An overarching Implementation Group should oversee activity and set strategic direction. Opportunities for ring-fencing capital receipts and securing developer contributions to deliver the Regeneration Masterplan should be investigated and discussions should commence with the NWDA and MWRP to determine the strategy through which they could become a core funding partner and contribute to the major funding requirements set out in the Regeneration Masterplan into the future.

It is essential that the investment into the environmental and infrastructure works is commenced early in the programme to generate confidence, improve the image of both Hoylake and West Kirby and generate investor interest in the Towns. Continued discussion with the NWDA and MWRP will be required, with a view to securing pump-priming funds for construction of these public sector works beyond what has already been secured. Both the NWDA and MWRP have made it clear that funding will only be forthcoming if Wirral MBC fully commit to a long term investment programme for regeneration of the two towns, rather than simply focusing on 'superficial' improvements in the short term up to the 2006 Open Championship.

PROJECT REF.	PROJECT NAME	PROJECT LOCATION
A Destination of Regional Significance (Project Reference - RS)		
RS1	'The Sail'	West Kirby Marine Lake.
RS2	The Golf Resort and Spa	Municipal Golf Course, Hoylake.
Short Term Priorities (Project Reference - ST)		
ST1	Market Street	Market Street, Hoylake.
ST2	Station Gateway	Hoylake Train Station and Environs.
ST3	Wirral Waterside Way and Ashton Park	North Parade, Meols Parade, South Parade, West Kirby Marine Lake and Wirral Way.
ST4	Hoylake-West Kirby Trail	Circular off road cycling route that connect West Kirby and Hoylake Station, along seaside and inland routes.
ST5	Viking Ingimund Statue and Other Historical Interpretation	Dove Point, Meols Parade, Hoylake
ST6	Coronation Gardens Improvements	South Parade, West Kirby
Medium/Long Term Regeneration of Hoylake and West Kirby (Project Reference - SH)		
SH1	Saughall Massie Road/Carr Lane Route	Land between Saughall Massie Lane and Carr Lane, Hoylake.
SH2	Carr Lane Industrial Estate	Carr Lane, Hoylake.
SH3	West Kirby Town Centre Access Improvements	Grange Road, Dee Lane, Orrysdale Road and Bridge Road, West Kirby.
SH4	The Concourse Gateway to West Kirby	The Concourse and Environs, West Kirby.
SH5	The Crescent and Banks Road	The Crescent and Banks Road, West Kirby.
SH6	The Beach Activity Zone	Meols Parade, Hoylake.
SH7	Heart of Hoose	Junction of Melrose Avenue and Market Street, Hoylake.
SH8	Beacon for the Coast	North Parade, Hoylake.
SH9	North Parade, Meols Parade and South Parade	Hoylake and West Kirby Coastline.

Section 1: Introduction

Introduction

- 1.1 Building Design Partnership (BDP), Jones Lang LaSalle (JLL), Locum Destination Consulting and Boreham Consulting Engineers has produced this Regeneration Masterplan for Hoylake and West Kirby on behalf of the Metropolitan Borough of Wirral (Wirral MBC), who have been supported by the Northwest Development Agency and the Objective One Programme.
- 1.2 This report is the third stage of the Regeneration Plan for Hoylake and West Kirby that has been informed by a Baseline Report and a Strategic Options Report. The two preceding reports form an integral part of the overall Regeneration Masterplan.
- 1.3 The Regeneration Masterplan is not a blueprint; it sets down a vision for the towns, key principles for development and identifies a number of key opportunities for investment. Further consultation, feasibility and design work will be necessary to realise the proposed key projects and to deliver the sustainable regeneration of the towns. Equally, other projects may come forward that fit the vision and strategy and they should be encouraged within the guiding principles of this Regeneration Masterplan.
- 1.4 The Regeneration Masterplan is essential to provide a strategic context for Wirral MBC to capitalise on the immediate opportunity and high profile for the area arising from the 2006 Open Championship at the Royal Liverpool Golf Club and thereafter, to provide a platform for the ongoing regeneration of the towns and for attracting public sector funding to support that aim. There is no doubt, that without a vision for Hoylake and West Kirby and that without the Regeneration Masterplan and the commitment of Wirral MBC and other stakeholders to the strategy, that public sector funding and support for activities that sustain and regenerate the towns will not be forthcoming.

Objectives of the Regeneration Masterplan

- 1.5 The objectives of the Regeneration Masterplan are to:
 - a. Reflect and expand upon the objectives of the Metropolitan Borough of Wirral's 8-Point Plan for the regeneration of Hoylake and West Kirby.
 - b. Maximise the opportunity presented by the return of the Open Championship to Hoylake in 2006.

- c. Provide a robust regeneration vision for Hoylake and West Kirby for the next 10 years.
 - d. Set a development framework within which private and public investment can be planned and guided in a coherent and advantageous way.
- 1.6 The Regeneration Masterplan seeks to build on natural assets, to benefit residents, businesses and visitors alike, enhance physical linkages and improve access and movement, as well as striving for best practice urban design principles. It seeks, therefore, to deliver a strategy that will benefit the two towns for the next 10 years.

Creating a 21st Century Resort

- 1.7 The Regeneration Masterplan is also intended to be a key agent for the delivery of regional and sub-regional tourism objectives and plans, especially those relating to tourism development. It does this by creating the framework that will allow the development of a resort with the qualities that appeal to modern consumers – a pristine built and natural environment, outstanding variety and quality of recreational facility, and an outstanding quality and variety of retail and restaurant offer.
- 1.8 The creation of a 21st Century Resort is based upon the preferred option for the Regeneration Masterplan that was a result of the option analysis carried out within the Strategic Options Report. This analysis identified that Hoylake and West Kirby present an integrated offer in terms of recreation, leisure and tourism. In this context they have an integrated resort offer and in the context of regional and sub-regional tourism objectives and plans should be marketed as such.
- 1.9 This offer starts at local level with the Wirral Tourism Strategy (2003) which envisages regeneration of Hoylake and West Kirby as one of four “hub” projects linked by the “Wirral Waterside Way”.
- 1.10 This, in turn, delivers key components of the Mersey Regional Waterfront Park, most particularly its aspiration for tourism and sports facilities of national and international quality and its “flagship project”, the Mersey Waterfront Way. It also delivers the aspiration for “striking new developments at waterfront locations”.
- 1.11 This also contributes to delivery of key elements of the Regional Tourism Strategy, in particular the designation of the Mersey Waterfront as one of four “signature projects” that are expected to make a major contribution to the region’s performance as a visitor destination. The Regional Tourism Strategy also highlights the strength of the North West’s golf offer in comparison to all

other regions, and calls for it to be actively promoted as “England’s Golf Coast”.

- 1.12 The critical elements exist within Hoylake to achieve a regional “signature project” focused specifically on the “Golf Coast”. The Royal Liverpool Golf Club exudes golfing prestige already and will host the 2006 Open Championship. The Hoylake Municipal Golf Course requires significant investment in its infrastructure but has the capacity and potential for substantial remodelling and improvement that would complement the offer that Royal Liverpool already affords. The close proximity of the two courses benefits this concept and furthers the critical mass that could see Hoylake at the centre of “England’s Golf Coast”, especially if hotel, spa and conferencing facilities are integral elements.
- 1.13 The quality and strength of the offer will be such that the resort will have a substantial impact in attracting visitors from outside the region and in adding to the critical mass of the Liverpool city-region offer, although the primary markets will appeal to people living within 90 minutes drive time.

Consultation

- 1.14 Wirral MBC undertook a series of consultation events in October 2003 the purpose of which is to consider the potential for the regeneration of Hoylake and West Kirby through the 8-point plan. The 8-point plan is the precursor to this Regeneration Masterplan, which seeks to provide a development framework and some key project ideas as the next stage in the process of the renaissance of Hoylake and West Kirby.
- 1.15 The transcripts from the October 2003 consultation events formed an integral part of the options analysis (Strategic Options Report) and the process in which the key development projects were identified.
- 1.16 A significant level of consultation has also been carried out throughout the Regeneration Masterplan process. This has informed the choice of project ideas and will further inform these projects as they are considered for implementation and for further refinement and detail by the Metropolitan Borough of Wirral.
- 1.17 It is impossible to try and reflect the response of every consultee within the main report; however, all consultation responses have been considered by the consultant team and are included within a supplementary document that is an integral element of this report and its recommendations. The responses will be taken into consideration by the Wirral MBC in taking any of the recommended projects forward.

- 1.18 Notwithstanding the above, Appendix 2 provides a synopsis of these issues, views, aspirations and additional ideas for alternative solutions to the regeneration of both towns.

Development, Funding and Delivery

- 1.19 In parallel with the development of a physical regeneration strategy for the area (i.e. “the Regeneration Masterplan”), opportunities have been tested with the private sector and potential funding agencies through consultation events (see Appendix 2).
- 1.20 This report sets out an initial funding and delivery strategy within the project schedule for each key project identified in chapter 3. The project schedules are contained within Appendix 1. The schedules identify programmes, milestones and lead agencies for each project, along with potential public sector funding sources. A phasing programme for these projects is included within Appendix 5.
- 1.21 It is also vital, in our opinion, that the Metropolitan Borough of Wirral makes a clear long term commitment to the regeneration of the two towns, including the creation of assets of regional importance, if it is to maximise the potential of resources such as European Objective One, NWDA, MWRP and the private sector.

The Structure of the Report

- 1.22 The remainder of this report is structured as follows:
- a. Vision and strategy.
 - b. Key projects.
 - c. Delivery strategy.

Section 2: Vision and strategy

Introduction

- 2.1 This section of the report sets out a vision for Hoylake and West Kirby, how that will deliver the objectives of public sector agencies that might provide funding, and key elements of the regeneration strategy that will underpin the realisation of the vision.

A Vision

- 2.2 The Vision for Hoylake-West Kirby is of **“an outstanding place to live and to visit, widely known for the quality and variety of the recreational facilities on offer and the quality of the built and natural environment”**.

Key Objectives

- 2.3 This Vision is underpinned by four key objectives:
- a. **Utilising Hoylake and West Kirby’s natural assets to make it an exceptionally attractive place to live, work and play** → Upgrading the built environment, which is currently “tired”, so that it is consistent in quality with the superb natural coastal and countryside assets that surround the towns. Upgrading the recreational facilities so that Hoylake and West Kirby are recognised as having an exceptional quality and variety of opportunities for leisure activity.
 - b. **Preparing for, and making the most of, The Open Championship in 2006** → Delivering projects prior to The Open Championship in 2006 in order to make sure that the event is a success and showcases Hoylake-West Kirby as a destination of outstanding quality.
 - c. **Improving access for residents and visitors into, out of, and around the area** → Developing an integrated transport system to improve access to both town centres, whilst strengthening cycling and pedestrian links to coastal and countryside resources, especially via the “Wirral Waterside Way”.
 - d. **Improving the retail environment and facilities to the benefit of residents and visitors alike, ensuring that expenditure is captured locally** → Stimulating investment by the private sector in

the quality and variety of the retail offer and other infrastructure such as hotel accommodation.

A “Classic Resort”

- 2.4 The phrase “Classic Resort”, defined in the New Visions for NW Coastal Resorts Report², encapsulates the vision of what Hoylake and West Kirby will aspire to be. They will aim to be *elegant, charming communities by the sea with nice places to eat, drink and shop and a pristine built and natural environment*. The focus of this Regeneration Masterplan is on achieving this – on “polishing” the two towns so that they are outstanding places to live and visit.
- 2.5 Tourism is the key driver to achieving this. It will provide the spending power that will sustain a quality of retail and food & beverage offer that is beyond the capacity of the community to support by itself.

A “Recreational Resort”

- 2.6 “Classic Resort” defines the “aspiration” to transform the two towns into outstanding places to live and visit, but “Recreational Resort” defines the unique selling point that will make Hoylake-West Kirby distinct from other coastal destinations in the region.
- 2.7 Hoylake-West Kirby will boast a variety of high quality recreational activities, including:
- | | |
|------------------|---|
| a. Sailing | h. Beach Volleyball |
| b. Windsurfing | i. Basketball |
| c. Swimming | j. Bowls |
| d. Paragliding | k. Tennis |
| e. Sand yachting | l. The best cycling network and facilities in the country |
| f. Skateboarding | |
| g. Golf | m. Bird watching |
- 2.8 The towns will be positioned as an integrated resort with exceptional recreational facilities, including, at its centre, one of the finest golf courses in

² Northwest Development Agency, 2002

the world and a golf resort/spa of outstanding quality – “the Belfry of the North West”.

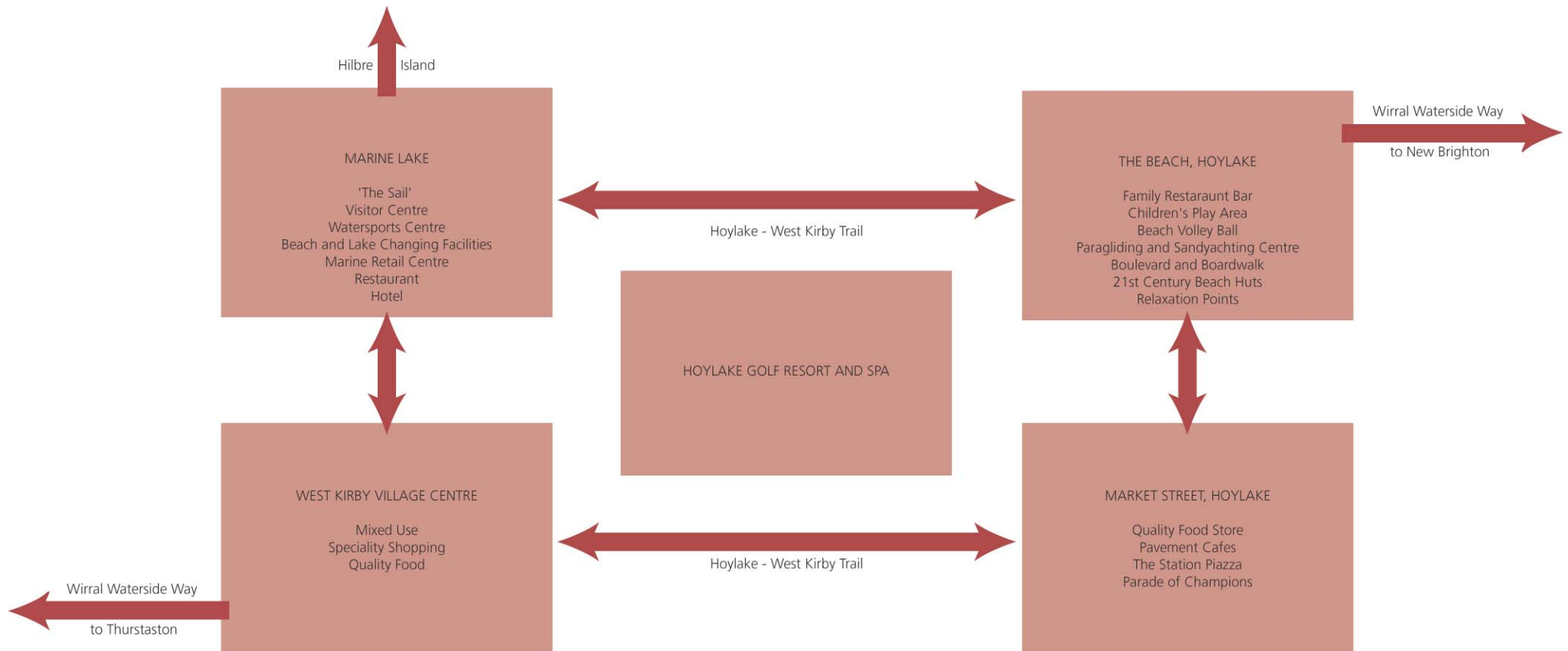
A Schematic Representation

- 2.9 The vision, and the key projects underpinning it, is encapsulated schematically in figure 1 (page 15). It shows how there will be focus on improving the public realm and the quality of the recreational offer in the centres and the seafronts of both Hoylake and West Kirby, and linking these four “hubs” with high quality walking and cycling routes on the seaward and landward sides. They will, in turn, be linked into the Wirral Waterside Way (which will be the Wirral section of the Mersey Waterfront Way, the flagship project of the Mersey Waterfront Regional Park). The golf resort and associated spa will be in the centre.
- 2.10 In spatial terms, the vision has three distinct components:
- a. **Town centres**
 - (i) The focus in the town centres will be on improving the public realm and making them more pedestrian friendly, as a means of attracting private sector investment. Improvements will include quality paving, new street furniture, restoration of canopies, greater priority to pedestrians, and more efficient parking. The emphasis is on encouraging small/medium scale development that will enhance the quality and range of the retail and food & beverage offer in the two towns. Key developments include a “specialist retail quarter” in West Kirby with the opportunity for higher quality restaurant units; a medium sized quality food store at “Heart of Hoose” on Market Street in Hoylake; and a “Gateway” at Hoylake Station. The aim is to make both of the town centres highly pleasant and attractive places to spend leisure time.
 - b. **Seafronts**
 - (i) The focus on the seafronts will be on improving the quality of the recreational facilities. The key development in West Kirby will be replacement of the Reliance Sailing School building with one of exceptionally high quality to serve one of the best sailing facilities in the country. It will be an “icon” attraction for the Mersey Waterfront Regional Park and include a visitor centre, focusing on interpretation on local history, wildlife and ecology. In Hoylake, there will be an upgrade to the facilities at Meols Parade Gardens to provide a better range and

quality of family oriented recreational facilities under the branding of “The Beach Activity Zone”.

c. The Golf Resort

- (i) At the core of the integrated resort is a top of the range golf resort and spa development. It would include a 4-5 star hotel with substantial conference facilities and spa. It would be developed in the midst of or adjacent to an extensively remodelled Municipal Course, with the potential to add a second course using adjacent Council owned land. It would involve significant landscaping to create a parkland environment with water features.
- (ii) Although there would not necessarily be any formal relationship with the Royal Liverpool Golf Club, the proximity of the Club and the famous Hoylake brand would create one of the country's foremost golf destinations. It would provide accommodation of a quality to match the calibre of the Royal Liverpool course (and other championship standard courses in Wirral) and courses associated with the famous club that are suited to golfers of all abilities.
- (iii) The aspiration to deliver a golf and spa resort is closely linked to creating a regional brand as part of the offer of Liverpool as Capital of Culture in 2008. Each year leading up to 2008 are theme years for Liverpool and the Merseyside sub-region. The theme for 2006 is ‘Year of Performance’ and the Open Championship to be held at Royal Liverpool and Hoylake is one of the two key events to herald this theme.
- (iv) Hoylake and West Kirby can position themselves at the centre of this brand and offer, benefiting the two towns with sustained long term investment and regeneration. By ensuring success of the 2006 Open Championship allied to short term regeneration improvements, particularly to Hoylake as host of the Open, the two towns will place themselves as a key location within the Merseyside sub-region attracting the benefit, investment and resources that this brings with it.

Figure 1: Hoylake-West Kirby Vision

Three Time Perspectives

2.11 The strategy has three distinct time perspectives:

a. **Short term – Preparing for The Open Championship**

- (i) The short-term priority is to prepare for the return of The Open Championship in 2006, mainly through much needed improvement to Market Street, Hoylake. Some funding has already been secured for this work and detailed plans are in preparation. It will ensure that Market Street is a quality 'front door' during the Championship and presents a good image of the town and the region to the global audience that the Championship will attract. It will also help ensure the return of the Open Championship to Hoylake on further occasions over.
- (ii) The Open Championship is also important because it is one of the key projects at the centre of the 2006 Year of Performance leading up to Liverpool Capital of Culture in 2008. Hoylake and West Kirby must firmly establish themselves as a leading light in the success of the Capital of Culture across Merseyside and in doing so establish a strong position in the growth of the Merseyside region. Doing so will further the cause of delivering the long term aspiration of the 'Golf and Spa Resort' as a regional offer and brand. Ensuring that the Royal and Ancient bring the Open back in future years.
- (iii) The Regeneration Masterplan specifies a special attraction called "The Parade of Champions" that will help generate and sustain business along the full length of Market Street before, during and after the Championship.

b. **Medium Term- Creating a Framework for High Quality, Sustainable Investment**

- (i) The medium term priority is to establish a development framework that will encourage investment and ensure that it takes place in a coherent and advantageous way. One of the most important tasks of this study is to ensure the holistic and sustained long term regeneration of Hoylake and West Kirby to the benefit of the people who live there and the economy of the borough and the region.

c. **Long term – A Recreational Destination of Regional Import**

- (i) The longer term ambition of the Regeneration Masterplan is to create a destination that is of regional significance. Hoylake and West Kirby have the capacity to do so, and must show that they can do so if they are to justify large-scale public sector investment in the infrastructure of the towns. One of the key aims of this report, therefore, is to provide a vision and plan that will, in particular, meet objectives of the Northwest Development Agency. The core of this is the outstanding variety and quality of physical recreational activity that the resort will offer in combination with an outstanding retail, food and beverage offer. At the heart of the recreational offer will be two facilities of regional and national significance, the West Kirby Marine Lake and a Golf Resort and Spa.

Achieving the Spatial and Time Perspectives

A Hub Destination on the Wirral Waterside Way

- 2.12 The “Wirral Waterside Way” is a concept at the heart of the new Wirral Tourism Strategy and Action Plan. It is seen as a key component of delivering the objectives of the Mersey Waterfront Regional Park on the Wirral side of the Mersey.
- 2.13 The Wirral Waterside Way builds upon the peninsula’s prime asset – its splendid waterfront. This waterfront offers exceptional views along its length, with variety and opportunities for access that clearly makes it special. The goal of the strategy is to make this stretch of coast one of the best, well known and visited recreational facilities in the region.
- 2.14 The Wirral Waterside Way will provide outstanding infrastructure for off-road walking, cycling and riding that connects a series of high quality activity hubs, such as historic interpretation (Roman and Viking heritage), bird watching locations, sailing, beach activity, golf, toilet and café facilities etc. The route will be clearly marked and off road all the way, with as much of it as possible being focused on the waterfront.
- 2.15 West Kirby-Hoylake is identified in the Wirral Tourism Strategy as one of the four major hubs for the Wirral Waterside Way, the others being new developments at Woodside, New Brighton and the Thurstaston Country Park (to become the Dee Estuary National Birdlife Park).
- 2.16 Just as the Wirral Tourism Strategy is built on the idea of the Wirral Waterside Way linking “hub” locations, the Regeneration Masterplan for Hoylake and

West Kirby builds on a “Trail”, a circular off road cycling route that connects hub locations in West Kirby and Hoylake along seaside and inland routes.

- 2.17 The Trail will offer some of the best facilities in the country for family oriented recreational cycling and walking. The main hub points will be the two railway stations, the proposed new iconic building for the Marine Lake sailing school and Meols and North Parade Gardens beach activity zone. These will allow people to hire a cycle and drop it at any of the other hub points. It will include wildlife and historic interpretation routes.
- 2.18 As an integral part of the Trail, the existing boardwalk through the Red Rocks Marsh Nature Reserve will be further improved and enhanced for the benefit of local walkers, bird watchers and nature enthusiasts.
- 2.19 Interpretation panels interpreting the wildlife and habitats and bicycle racks will be provided at regular intervals around the Trail.

A Hub Destination for the Mersey Waterfront Regional Park

- 2.20 The Mersey Waterfront Regional Park is a key regeneration initiative for 120km of coastline, taking in the Mersey and its estuary and parts of the rivers Dee and Ribble. Its vision is: *'To transform, energise and connect the Mersey Waterfront - and all its assets - in producing a unique sense of place, which acts as a key attractor of people to live, work, invest and visit in the Liverpool City Region'.*
- 2.21 Mersey Waterfront has funding of £8.5 million from the Northwest Development Agency for the period 2002-5, and is in the process of developing a 10-year development programme, with an initial extension of funding to 2008. It is concentrating on projects within four main themes: Port and Maritime Cluster Development, A Flagship Project – The Mersey Waterfront Way, Other Major Projects, and Tourism, Sport and Leisure.
- 2.22 The proposed development in Hoylake-West Kirby will play a major role in delivering the Mersey Waterfront Way Flagship Project. This project is intended to “pioneer new approaches to maintenance, design, quality, accessibility, interpretation, connectivity and identity”. As mentioned above, the core of the Wirral Tourism Strategy is a concept of how this could work on the Wirral side of the estuary. As described above, the Regeneration Masterplan provides for the world class waterfront links envisaged by the Waterfront Way project.
- 2.23 Another of the objectives of the Mersey Waterfront Way Flagship Project is to create a network of “top quality state-of-the art” visitor centres at key points along the Mersey Waterfront Way”. The project has agreed to support the development of visitor centres at Wigg Island and Southport as “exemplars”

for this network. The plans for “The Sail” on West Kirby Marine Lake make provision for a visitor centre in a prime location. It will also meet Mersey Waterfront’s aspiration of creating “striking new developments at waterfront locations”. The quality of the architecture will match the quality of the location and create one of the symbols of the Park.

- 2.24 The Mersey Waterfront puts priority on the development of Tourism and Sport as economic drivers, placing a particular emphasis on developing their “national and international profile”. It identifies Hoylake and West Kirby as possible locations for such projects, including the development of the “Golf Coast” concept. One of the priorities is the development of “hotels and conference centres on key sites across the waterfront”.
- 2.25 The Regeneration Masterplan meets these objectives by delivering tourist attractors and sporting facilities of outstanding quality in waterfront locations, and opening development potential for investment in hotel accommodation and conference facilities. The cornerstone of the Regeneration Masterplan for Hoylake and West Kirby is a recreational resort of the highest quality, including world class golf and sailing facilities. At its heart will be a top class golf resort with conference facilities and spa, one that is associated with one of the most famous golf brands in the world and will have cachet in both domestic and international markets. The first target of the Regeneration Masterplan is to create a quality of built environment and recreational offer in the two towns that will entice the large- scale investment that will be needed from the private sector to make the golf resort a reality.

Delivering the Regional Tourism Strategy

- 2.26 The Regional Tourism Strategy, “A New Vision for Tourism in England’s Northwest”, was published by the Northwest Development Agency in 2003. It has ambitious goals. The concepts outlined in the Regeneration Masterplan will have an impact on tourism that will be of significance at regional level and help deliver those goals. Ultimately, it is about delivering high quality jobs and business start ups, and the focus of the Regeneration Masterplan is on attracting visitor spend into the communities in support of business development of a size that ranges from a large golf-spa resort to independent shops and restaurants.
- 2.27 A first major contribution that it will make will be to the delivery of one of the three “Signature Projects” outlined in the Regional Strategy, the Mersey Waterfront. Signature projects are intended to make a step change to the performance of the region as a destination. The section above on the Mersey Waterfront Regional Park describes how the Hoylake-West Kirby project will make an impact on the overall Mersey Waterfront project,

- 2.28 A second major contribution that the Regeneration Masterplan will make in delivering objectives of the Regional Tourism Strategy will be in its contribution to “England’s Golf Coast”. The strategy recognises that the NW Coast has greater strength in the quality of its golf offer than any other English region, and the Regeneration Masterplan for Hoylake-West Kirby provides the vision to drive the long term goal of delivering a regional leisure, recreation and tourism facility at the heart of the two towns building on the existing golf offer to achieve a top of the range golf resort and spa development.
- 2.29 This would be supplemented by outstanding visitor facilities, including essential new infrastructure, to live up to the brand promise. By creating top quality infrastructure in association with one of the most famous courses in the world, the region will be creating a destination of international class, and the best of its kind in the UK. The proximity to Chester and Liverpool will enhance the cachet of the destination and its pull in international markets.
- 2.30 The plan will contribute to many other objectives of the Strategy including provision of world-class off road cycling facilities, a quality retail offer, and enhancement of bird watching facilities. In totality it will deliver a resort for the 21st Century that will make a major impact in terms of attracting visitors into the region.

Improving Access

- 2.31 The M53 to Carr Lane Access improvement is a key strategic link in to the Hoylake and West Kirby area, improving access to residents, relieving congestion and helping to open up the area to visitors and tourists. It will also be a key trigger to encouraging future investment and regeneration of the area.
- 2.32 The access strategy is in two parts. The first, currently being promoted by Wirral Metropolitan Borough Council, makes improvements along Saughall Massie Road between Saughall Massie and West Kirby, and along Heron Road to Hoylake. This will encourage the through traffic to West Kirby to divert onto this route rather than travel through Hoylake. In addition to improving the existing road alignments, footways and cycleways will be provided alongside the carriageway.
- 2.33 The second part of the access strategy involves upgrading the Hoylake end of Carr Lane to an access route that links Saughall Massie Road with the Carr Lane Industrial Estate at Hoylake. This improved link will help encourage the expansion and future investment in Carr Lane Industrial Estate and relieve congestion along Market Street. Upgrading Carr Lane will also improve access to a future golf/spa complex.

- 2.34 The above will be supplemented by improvements to the pedestrian and cycle network in the area implemented as part of the Wirral Waterside Way discussed earlier in this chapter and other improvements to public transport network implemented to improve general access to the area.

The Public Realm

- 2.35 A public realm strategy for Hoylake and West Kirby must be developed to ensure that the quality of the street scape matches that of the proposed projects within the Regeneration Masterplan.
- 2.36 This strategy must be underpinned by an integrated network of high quality pedestrian friendly routes and spaces.
- 2.37 Key aims to be considered as part of the Public Realm Strategy will be:
- a. The detailed design, preparation and costing of a scheme of environmental and public realm enhancements to Market Street, Hoylake, including the preparation of feasible options for its long term improvement that will address layout, street furniture, pedestrian access and crossing, highway reconfiguration, parking arrangements, street lighting, paving and tree planting solutions.
 - b. Facilitate movement within the existing urban fabric of West Kirby's streets and public spaces, through targeted and phased streetscape improvements on key routes and linkages.
 - (i) Concentrating on the transition from the general Concourse area, West Kirby Railway Station into the shopping centres along The Crescent and Banks Road and beyond towards South Parade and the coastline. To reinforce the visual link between the north end of Banks Road, around The Crescent and the commercial activity at the southern end through a range of interventions varying from tree planting and signage to long term aspirations of complete re-surfacing or introducing an integrated lighting strategy and street furniture to unite the street environment.
 - c. Create and reinforce a 'sense of place'.
 - (i) Link important public spaces in Hoylake such as Station Gateway (see project ST2), Heart of Hoose (see project SH7), Moels Parade and Queens Park by visually relating them to adjoining streets and spaces by applying a strong materials palette.

- (ii) Develop a series of focal points and public spaces that identify and respond to the key elements of West Kirby, reinforcing the area's unique identity and sense of place. Key public spaces such as the Concourse and The Crescent, the gateway to the Wirral Way along Grange Road and Ashton Park, the Sail (see project RS2) and Marine Lake, will be linked together by an integrated public realm design approach which will help to unify the town. There are real opportunities for modern and innovative contemporary design, particularly along South Parade and the new Station and Concourse Redevelopment to celebrate the memorable new assets of West Kirby.
- d. Use traditional and robust materials in an innovative and contemporary way.
 - (i) Using traditional, robust materials in a way that is innovative and contemporary in style, and that retains the charm of this classic resort. Replacing lost arcades using historic precedence to locate them and using design elegance and chic to take the character of the town into the future.
 - (ii) This will be picked up through paving materials, re-introduction of arcades using historic precedence to locate them, and the subtle use of lighting and public art to invigorate and lift the character of the streets.
- e. Improve the signage and lighting to highlight the important assets of Hoylake and West Kirby.
 - (i) By improving visual linkages, celebrating gateway locations and using a palette of connecting design themes and styles, which will develop better links from the railway stations of Manor Road and Station Gateway (see project ST2) to the activity hubs of Market Street and Heart of Hoose (see project SH7), and towards North and Meols Parade along the coast.
 - (ii) By providing visual linkages and features and using a palette of connecting design themes and styles to highlight links to South Parade and the Necklace (see project RS1), Wirral Way, Ashton Park and Old West Kirby; Banks Road; The Crescent; and the Concourse.
- f. Integrate and unify the hierarchy of strategies.
 - (i) The Public Realm Strategy will unify the Wirral Waterside Way (see project ST3), the Wirral Way (see project ST4) and the

important gateways and nodes within Hoylake and West Kirby itself.

- (ii) It will help to reinforce the concept of the Wirral Waterside Way using key historic routes within Hoylake such as Trinity Road and King's Gap to join the coastal routes to the inland country park connections. The level of intervention can vary through a phased approach, from high intervention such as re-surfacing, tree planting, and gateway artworks, down to minimal intervention of a simple, elegant and co-ordinated signage strategy using signs which complement the streetscape improvements and do not visually compete with the buildings.
- (iii) Cycling will also become a key part of the Wirral Waterside Way Strategy and the public realm palette will fully integrate this component into the scheme by providing safe surfacing, cycle stand facilities and integrated signing that links with the holistic design approach.

2.38 There will ultimately be delivery issues and constraints relating to the availability of funding. A long term investment strategy must therefore be developed by the Metropolitan Borough of Wirral to ensure that when funding streams/programmes are available they can be accessed.

2.39 The lead agency for this work will be the Metropolitan Borough of Wirral and they must seek to access the following potential funding sources in the short to medium term:

- a. Mersey Waterfront Regional Park;
- b. Northwest Development Agency;
- c. Metropolitan Borough of Wirral internal funding; and
- d. Heritage Lottery Funding.

2.40 The Friends of Hoylake and Meols Gardens and Open Spaces have identified that they have access to a series of authentic maritime artefacts that could be used immediately in the treatment and improvement of the public realm in Hoylake, especially the area between Meols Parade Gardens, Trinity Road and Market Street. This is a valuable resource and should be further investigated.

In summary

- 2.41 The vision outlined is of an accessible, attractive, elegant “classic resort” that has the potential and opportunity to evolve into a regional “recreational resort”, making it a leading visitor destination and helping to sustain the quality of the retail, food and beverage offer of the two towns.
- 2.42 This will result in a great enhancement to the quality of life of people who live in the towns while, at the same time, delivering economic development objectives that public sector agencies will require in return for their investment.
- 2.43 The Strategy Diagram (overleaf) and connecting the two towns diagram (also overleaf) illustrates how these opportunities and development projects are spatially integrated by the Regeneration Masterplan to create the development framework that will enable a “classic” and “recreational” resort to be delivered.



- KEY
- WIRRAL WATERSIDE WAY
 - WEST KIRBY - HOYLAK TRAIL
 - COUNTRY PARK LINKS
 - THE COASTAL PARADES
 - KEY DEVELOPMENT SITES
 - STRATEGIC ROAD LINK OPTIONS
 - NEW WOODLAND

- LEGEND
- ① Coronation Gardens
 - ② The Sail
 - ③ The Crescent
 - ④ West Kirby Station
 - ⑤ Gastronomic Quarter
 - ⑥ Hoylake Station Gateway
 - ⑦ Heart of Hoose
 - ⑧ Carr Industrial Estate Improvements
 - ⑨ Beacon to the Coast
 - ⑩ The Beach at Hoylake
 - ⑪ Hoylake -West Kirby Trail
 - ⑫ Market Street Improvements
 - ⑬ Banks Road Improvements
 - ⑭ Country Park linking with Wirral Way
 - ⑮ Trinity Road Improvements
 - ⑯ Wirral Waterside Way
 - ⑰ Wirral Waterside Way
 - ⑱ The Necklace on South Parade
 - ⑲ North Parade Improvements
 - ⑳ Golf Resort and Spa

HOYLAK AND WEST KIRBY REGENERATION PLAN

STRATEGY PLAN





HOYLAKE AND WEST KIRBY
REGENERATION PLAN

CONNECTING THE TWO TOWNS



Section 3: Projects

Introduction

- 3.1 This section of the report defines the key projects that BDP believe will deliver the vision of this plan and the long term regeneration of Hoylake and West Kirby.
- 3.2 Each project has its own schedule that is included in Appendix 1. The schedules provide the following information:
- Project name and reference;
 - Project description;
 - Likely cost of the project;
 - Likely funding sources;
 - Delivery issues, e.g. the statutory planning process; and
 - Programme.
- 3.3 The key projects fall into three categories and are listed in this section in the following order:
- A Destination of Regional Significance;
 - Short Term Priorities; and
 - Medium/Long Term Regeneration of Hoylake and West Kirby.
- 3.4 Table 1 provides a definitive list of the projects that are included as part of this Regeneration Masterplan.

Table 1: Project List

PROJECT REF.	PROJECT NAME	PROJECT LOCATION
A Destination of Regional Significance (Project Reference - RS)		
RS1	'The Sail'	West Kirby Marine Lake.
RS2	The Golf Resort and Spa	Municipal Golf Course, Hoylake.

PROJECT REF.	PROJECT NAME	PROJECT LOCATION
Short Term Priorities (Project Reference - ST)		
ST1	Market Street	Market Street, Hoylake.
ST2	Station Gateway	Hoylake Train Station and Environs.
ST3	Wirral Waterside Way and Ashton Park	North Parade, Meols Parade, South Parade, West Kirby Marine Lake and Wirral Way.
ST4	Hoylake-West Kirby Trail	Circular off road cycling route that connect West Kirby and Hoylake Station, along seaside and inland routes.
ST5	Viking Ingimund Statue and Other Historical Interpretation	Dove Point, Meols Parade, Hoylake
ST6	Coronation Gardens Improvements	South Parade, West Kirby
Medium/Long Term Regeneration of Hoylake and West Kirby (Project Reference - SH)		
SH1	Saughall Massie Road/Carr Lane Route	Land between Saughall Massie Lane and Carr Lane, Hoylake.
SH2	Carr Lane Industrial Estate	Carr Lane, Hoylake.
SH3	West Kirby Town Centre Access Improvements	Grange Road, Dee Lane, Orrysdale Road and Bridge Road, West Kirby.
SH4	The Concourse Gateway to West Kirby	The Concourse and Environs, West Kirby.
SH5	The Crescent and Banks Road	The Crescent and Banks Road, West Kirby.
SH6	The Beach Activity Zone	Meols Parade, Hoylake.
SH7	Heart of Hoose	Junction of Melrose Avenue and Market Street, Hoylake.
SH8	Beacon for the Coast	North Parade, Hoylake.
SH9	North Parade, Meols Parade and South Parade	Hoylake and West Kirby Coastline.

A Destination of Regional Significance (Project Reference - RS)

- 3.5 The longer term ambition of the Regeneration Masterplan is to create a destination that is of regional significance. Hoylake and West Kirby have the capacity to do so, and must show that they can do so if they are to justify large-scale public sector investment in the infrastructure of the towns. At the heart of the recreational offer will be two facilities of regional and national significance, the West Kirby Marine Lake and a Golf Resort and Spa.

West Kirby Marine Lake – Project RS1 ‘The Sail’

- 3.6 The West Kirby Marine Lake is a man-made salt-water lake, 52 acres in size and five feet deep meaning that it is an exceptionally safe learning facility.
- 3.7 Because the Lake is shallow and has strong prevailing winds, it offers an unusual and valuable combination of flat water and high wind. Speed sailing events used to take advantage of these conditions, but they have been discontinued. The Lake also used to host a waterskiing club, but this too has ceased to operate. The Marine Lake is also used by Wirral Disabled Marine Association, but this group has a very small membership.
- 3.8 An associated sailing centre sits on its shore and provides Royal Yachting Association courses in sailing, windsurfing and canoeing. The Marine Lake at West Kirby is host to a number of sailing clubs, schools, events and a chandlery, including the premier UK team sailing competition the Wilson Trophy, held each year at West Kirby for the last 50 years. It is one of the biggest team sailing events in the world and extremely prestigious. Teams from around the world compete in the event that frequently attracts the World Team Racing Champions. For this, a tier of temporary seating is set up on the Lake on the site of the old swimming pool.
- 3.9 The Lake is a windsurfing mecca, and users come from up to two hours away, from all over the North West and beyond. This windsurfing usage is informal, although the Sailing School offers kit hire and limited changing facilities.
- 3.10 Indeed for a facility and resource that has a national and international profile the infrastructure and facilities that support the lake are poor. The limited changing facilities are one such example, but more importantly, there is no youth hostel style accommodation and insufficient budget accommodation to house watersports visitors to the Marine Lake. These visitors are often compelled to stay further away. The Lake is also a highly popular destination for promenading, birdwatching, and summer relaxation and there are currently very few facilities available to these visitors.

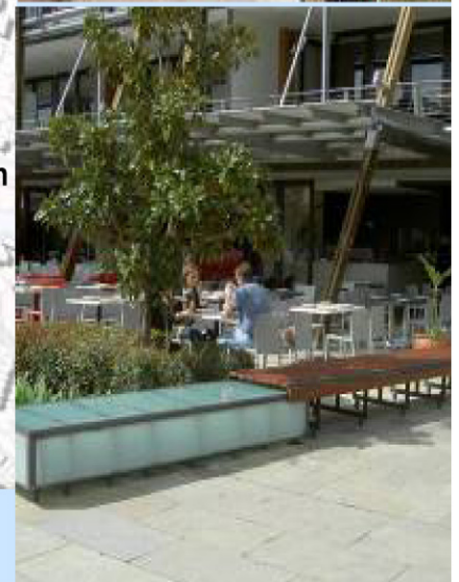
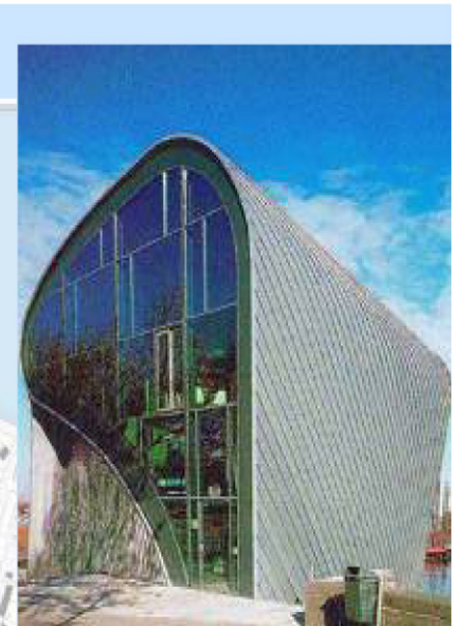
- 3.11 The Regeneration Masterplan recognises that the facilities of the West Kirby Sailing School do not reflect the regional, national and international profile of the Marine Lake. The current Sailing School building is in a poor state of repair, does not include the modern facilities necessary to satisfactorily deliver national and international events and certainly does not make the most of the stunning coastline and views across the Dee Estuary.
- 3.12 An anchor project therefore in West Kirby is the proposed redevelopment of the Sailing School at the pinnacle of Dee Lane. This project has been labelled '**The Sail**'.
- 3.13 '**The Sail**' reflects the prestige of the sailing and wind surfing on the Marine Lake as well as conjuring an image in the mind of a nautical icon with innovative and striking architecture that befits such an important facility in such a sensitive location and focal point for the town West Kirby and the Dee Estuary.
- 3.14 The project responds to the desire of the Metropolitan Borough of Wirral and the recognition of the local population that the current Sailing School facility is in a poor state and needs to be replaced.
- 3.15 One further element of the Metropolitan Borough of Wirral's brief was to identify the need and potential location for visitor accommodation in either of the two towns. The location of 'The Sail' at the mouth of the Dee Estuary is breathtaking and provides an opportunity to maximise such a development opportunity, as well as providing associated food and drink accommodation.
- 3.16 Two options have been developed to reflect these aspirations.
- a. Replaced and Expanded Facility with Dee Estuary Interpretation Centre
 - (i) This option replaces the existing building with an iconic new building.
 - b. Hotel Development and Replacement Facility (including Interpretation Centre)
 - (i) The second option explored the potential for a new hotel (80 bed spaces) building to be developed on the Council Car Park with a quality restaurant and bar facility making use of the extensive views over the Dee Estuary.
 - (ii) A replacement sailing school facility will be provided on the existing site in an iconic building.
- 3.17 Full details of these proposed options are included in the project schedule RS1 in Appendix 1. Local Councillors have expressed concern over elements of this project and these are set out in the project schedule in

Appendix 1. This schedule also includes all facilities that must be included within the replacement Sailing School building to ensure that it meets the needs of local residents, recreational and competitive sailors / windsurfers and tourist visitors.

- 3.18 Figure 2 identifies inspirational architectural images of the quality and design concept that must be incorporated into any replacement building. Figure 2a illustrates an indicative layout and footprint for the replacement Sailing School and hotel at the pinnacle of Dee Lane.
- 3.19 Associated improvements along the Marine Lake frontage will be integral to project RS1 and will include improved car parking (that will require further feasibility work); lighting enhancement and improvement; improved landscaping; and replacement and upgraded street furniture. These measures will seamlessly link the proposed improvements to Coronation Gardens with the Sail, increasing the leisure and recreational offer for local residents and visitors alike.

The Golf Resort and Spa – Project RS2

- 3.20 There is an opportunity for Hoylake, and the Wirral as a whole, to develop golf tourism on the back of the fame that will be generated by hosting the Open and becoming an integral part of England's Golf Coast. This could be helped by the new Merseyside Festival of Golf starting in September 2003, which comes to Wirral for the first time in 2005.
- 3.21 There are 15 golf courses within 10 miles of Hoylake and West Kirby. There are 11 private and 4 municipal golf courses amongst this number. The most famous and prestigious of these courses is obviously the Royal Liverpool.
- 3.22 A championship course such as Royal Liverpool will always be in demand from visitors. Issues of capacity are however a problem, with the course itself hard to access.
- 3.23 The availability, therefore, of a reserve course to the Championship Course, in conjunction with a resort hotel, would make it easier for Hoylake to develop golf tourism. Other major golf resort developments such as Gleneagles, the Westin Turnberry, De Vere Belfry and the De Vere Carden Park boast more than one championship course plus an extensive range of leisure facilities.
- 3.24 A possibility for providing a second course would be a conversion of the municipal course adjacent to Royal Liverpool. That would require a significant investment and the challenge would be to ensure continued provision and identifiable benefits for current users. Practice facilities for the 2006 players are located at the municipal course, and have already been built there. The



HOYLAK AND WEST KIRBY REGENERATION PLAN

RS1 THE SAIL
FIGURE 2





**HOYLAKE AND WEST KIRBY
REGENERATION PLAN**

**RS1 THE SAIL
INDICATIVE LAYOUT**
FIGURE 2a



addition of a driving range to the facilities could be an excellent addition to the course, and also a good commercial proposition.

- 3.25 Alongside this there is a possibility of a symbiotic relationship between Royal Liverpool and the municipal course, and the club would be willing to manage and supervise improvements. They would bring significant expertise and resource (e.g. machinery & equipment) to this arrangement – and they could create a substantially better product. The second course would not be branded Royal Liverpool II but would take on the ‘Hoylake’ brand that appears to be the brand that will be used by the media for the 2006 Open Championship. In order to benefit the regeneration of the two towns, the brand of Hoylake-West Kirby’ should be considered to tie into this Regeneration Masterplan’s vision of an integrated resort.
- 3.26 The commercial groups, who own multiple “branded” courses are a relatively new presence in the market, and have yet to make a significant impact on amateur golf. Three of the largest companies in the sector are American Golf, who own 23 courses throughout the UK, Whitbread who run 17 courses, often in conjunction with their Marriot Hotels, Clubhaus, who own 15 courses, and De Vere, with 8 courses.
- 3.27 These branded courses offer a different, more family orientated experience to the members’ only courses which dominate the market, and promote themselves accordingly. Golf, therefore, has a two-fold relationship with tourism – with the sport functioning to attract additional visitors to destinations, and tourism generating additional revenue for clubs and operators. The global golf tourism market is worth c.£10bn, with the UK market (inbound, outbound & domestic) estimated at £500m.
- 3.28 Golf holidays in the UK accounts for 2 million bed nights and an associated spend of £120 million. Golf holidays attract a higher spend than the overall average. Spend per night and per trip for a golf holiday are nearly double this average, and significantly higher than holidays to commercial accommodation.
- 3.29 A notable growth area leading to the success of branded golf courses and developments is linked to commercial driving ranges, packages that offer tuition and other leisure facilities that provide family orientated experiences. Golf is also one of the few sports where participation does not decrease dramatically with age
- 3.30 A further possibility would be to develop a package covering the courses within easy reach of Hoylake & West Kirby. Heswall, Caldy and Wallasey are nearby courses that all offer excellent, championship length courses, with Heswall and Caldy also offering superb views of Snowdonia and the coast of North Wales.

- 3.31 In conjunction with the iconic status of Royal Liverpool, these courses could be marketed together, as a package. For example, Le Touquet in Normandy (an exemplary “Classic Resort”) offers a packaged short break called “For the Love of Golf!” which combines 3 or 4 star accommodation with 1 free round per day on the nearby golf courses. A similar concept could be adopted by Hoylake & West Kirby in partnership with these local courses.
- 3.32 This would be most usefully developed under the umbrella of the England’s Golf Coast brand. The key aim of 2004 for England’s Golf Coast is to develop a range of packages coupling golf courses and accommodation together for the visitor. Travelcare have been taken on as a partner to build up and sell these packages, offering a one-stop shop service to the customer.
- 3.33 7 courses have so far agreed to sell through Travelcare, as well as a range of hotels. A key objective of Year 2 is to build up the number of relationships and ensure a high level of bookability. The Mersey Partnership see the formation of new relationships with courses as being the responsibility of the individual boroughs, with the Destination Management Organisation’s prime role being the development of the brand.
- 3.34 Hoylake and West Kirby, as towns immediately adjacent to one of the three major attractors, need to ensure that they are an important part of this activity.
- 3.35 Project RS2 ‘**the Golf Resort and Spa**’ plugs into this opportunity and identifies the long term potential for a total redevelopment of the Municipal Golf Course to become the focus for a Golf and Spa Complex. A country house type hotel, golf and spa complex would be developed in the midst of, or adjacent to an extensively remodelled Municipal Course. The remodelling would comprise significant landscaping to create a parkland environment with associated water features and provide a Municipal Course I and the possibility of a Municipal Course II. Further detailed work will be required to assess the feasibility of this long term total redevelopment opportunity. This assessment will undoubtedly address the impact on the Merseyside Greenbelt and may or may not reveal the need for a future review of its boundaries in Hoylake.
- 3.36 Carr Lane Industrial Estate would remain in situ and be screened by the extensive new parkland environment. Internal improvements to the estate roads would supplement this screening and a new access road linking the estate to Saughall Massie Road is proposed to improve access to the Estate, Golf Course and relieve congestion along Market Street.
- 3.37 The concept is similar to the De Vere Belfry and the De Vere Carden Park. De Vere has expressed interest in the Hoylake-West Kirby brand and opportunity. This interest is intrinsically linked to hotel, spa and conferencing facilities as well as an improved quality and strength of the Hoylake-West Kirby resort offer that will substantially impact in attracting visitors from

outside the region and add to the critical mass of the Liverpool city-region offer.

- 3.38 Figure 3 provides an illustration of the possibilities that this key project will bring to Hoylake-West Kirby.
- 3.39 For this reason project RS2 '**the Golf Resort and Spa**' has been identified as an achievable but long term opportunity for sustained regeneration of Hoylake and West Kirby.

Short Term Priorities (Project Reference – ST)

- 3.40 The towns of Hoylake and West Kirby have suffered from lack of investment in their environment, infrastructure and local facilities with the result being that they are beginning to look tired. If action is not taken soon they will continue their spiral of decline.
- 3.41 Hoylake and West Kirby are not designated as locations with specific European or National regeneration need; however, they are eligible to apply for a range of regeneration funds from agencies including the European Objective One Programme, Northwest Development Agency, the Mersey Waterfront Regional Park and the National Lottery Fund. A strategy therefore has to be devised that will attract private investment into the two towns that can match regional and local Council investment that may be available. One way to achieve this is through the catalyst of the 2006 Open Championship.
- 3.42 Hoylake will be the main beneficiary of the media coverage of the Open simply because its name will be in the headlines. Hoylake is the colloquial name for the Royal Liverpool Golf Club and will be used extensively in media coverage; the profile of Hoylake will rise substantially. Whether consciously or subconsciously, people will assume that any place that hosts the Open is bound to be attractive. This provides an opportunity for Hoylake, and not just in terms of golf-related tourism.
- 3.43 The main focus should be on ensuring that the experience for participants, spectators and media is outstanding, not least so that the R&A are encouraged to bring the event back to Hoylake on a regular basis and investors are satisfied that investment is beneficial to their interest and the improvement and regeneration of the two towns, thereby creating an even stronger offer.
- 3.44 Short term priorities therefore must focus on improving the image of the town centres of Hoylake and West Kirby so that a positive impression will be left with visitors, investors and viewers and local residents will be able to be proud of their towns.



HOYLAKE AND WEST KIRBY REGENERATION PLAN

RS2 GOLF RESORT
FIGURE 3

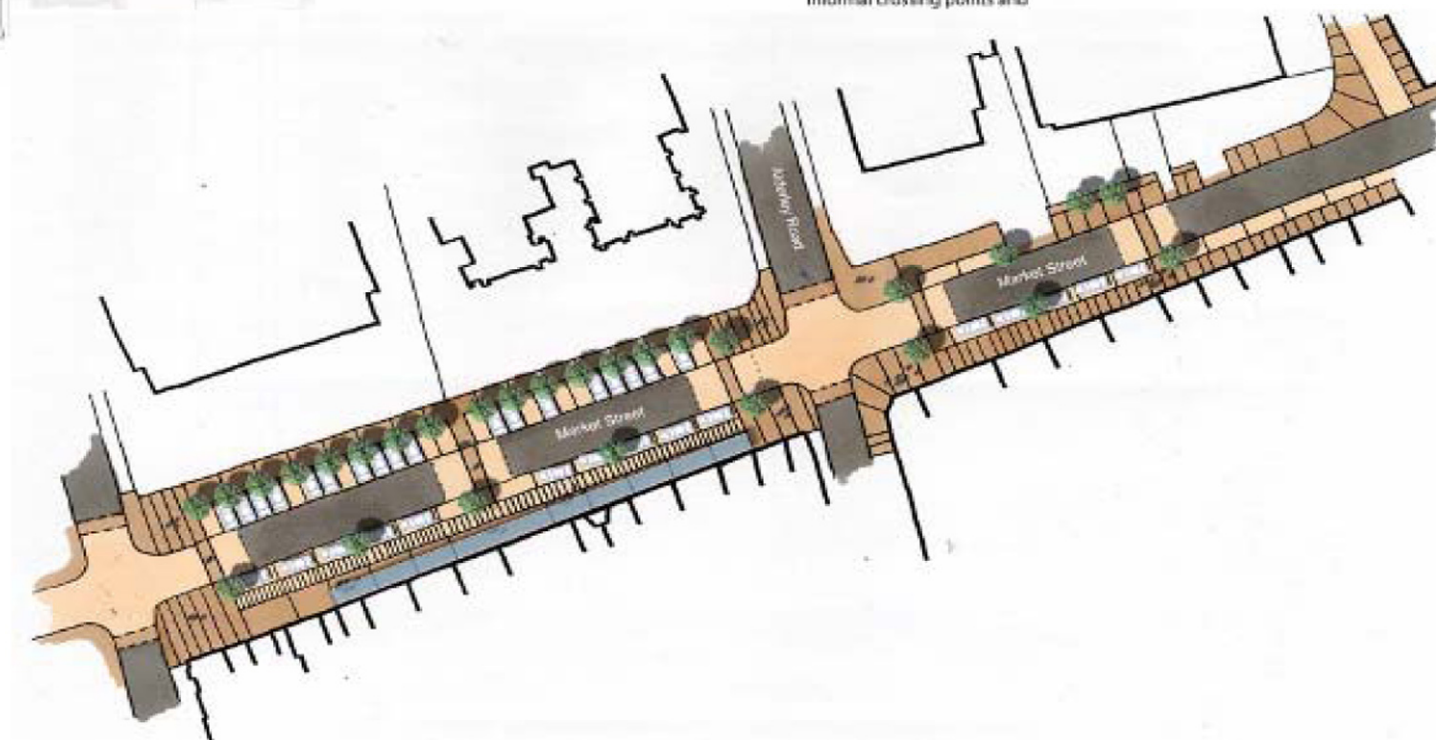


Market Street, Hoylake – Project ST1

- 3.45 In order to maximise the chances of town centre renaissance as a result of the catalyst of the 2006 Open Championship, the external environment and shopping experience along Market Street needs to be dramatically improved and enhanced.
- 3.46 This can be achieved through selective public realm improvements, framed by two anchor developments on Market Street. The aim is to provide a focused retail area along Market Street that will provide a vibrant and successful shopping street that the town will be able to sustain in the long term.
- 3.47 Specific public realm and pedestrian enhancements are proposed to be focused on the stretch of Market Street between Hoylake Station, including the Meols Drive/Market Street roundabout, and the Ship Inn/Melrose Hall.
- 3.48 It is envisaged that this is a project that will be delivered in distinct phases with options and aspirations for longer term improvements being illustrated by figures 4, 4a, 4b and 4c.
- 3.49 It is important that an initial phase to this project is delivered prior to 2006 and the Open Championship. Detailed feasibility work is being undertaken to ensure that improvements and enhancements to an area of Market Street between Cable Street and Meols Drive is delivered before 2006 and presents a quality front door and lasting impression of Hoylake to visitors and residents alike during and after the Open Championship.
- 3.50 The further detailed feasibility work envisages three future phases of work to Market Street; Cable Road to Melrose Avenue; Station Road, Station Concourse and Albert Road; and Charles Road and associated link roads to Market Street.

Station Gateway – Project ST2

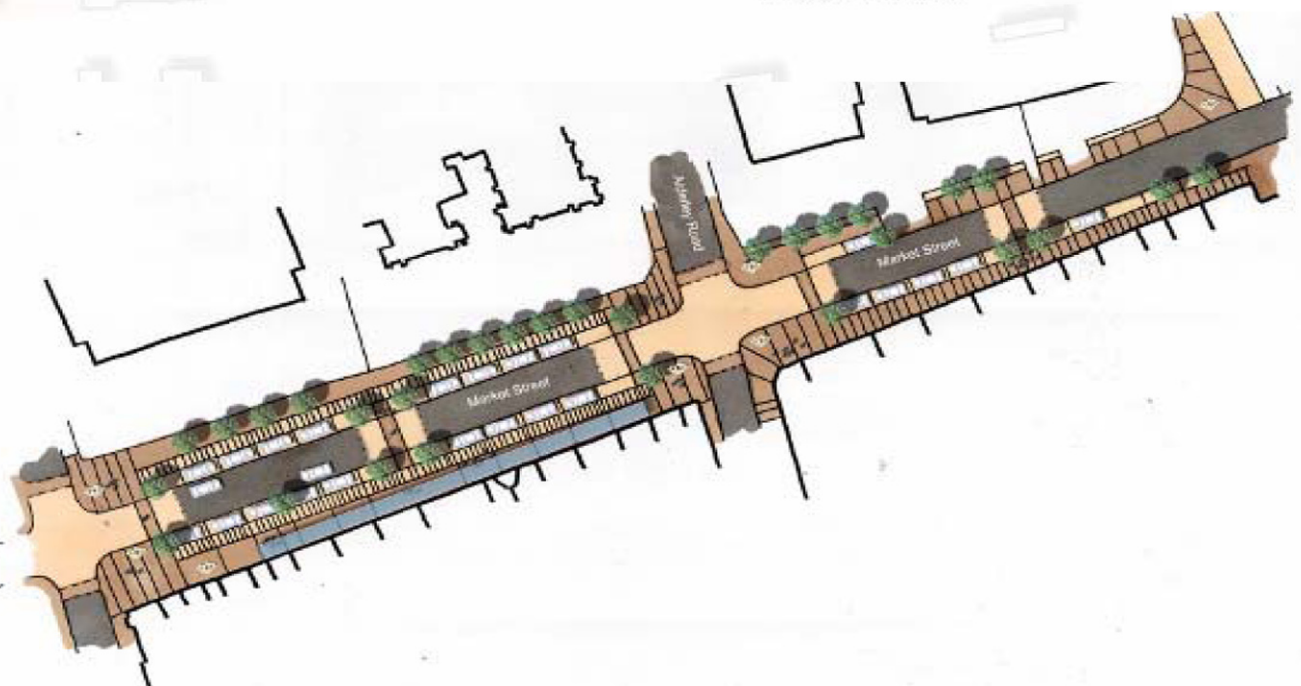
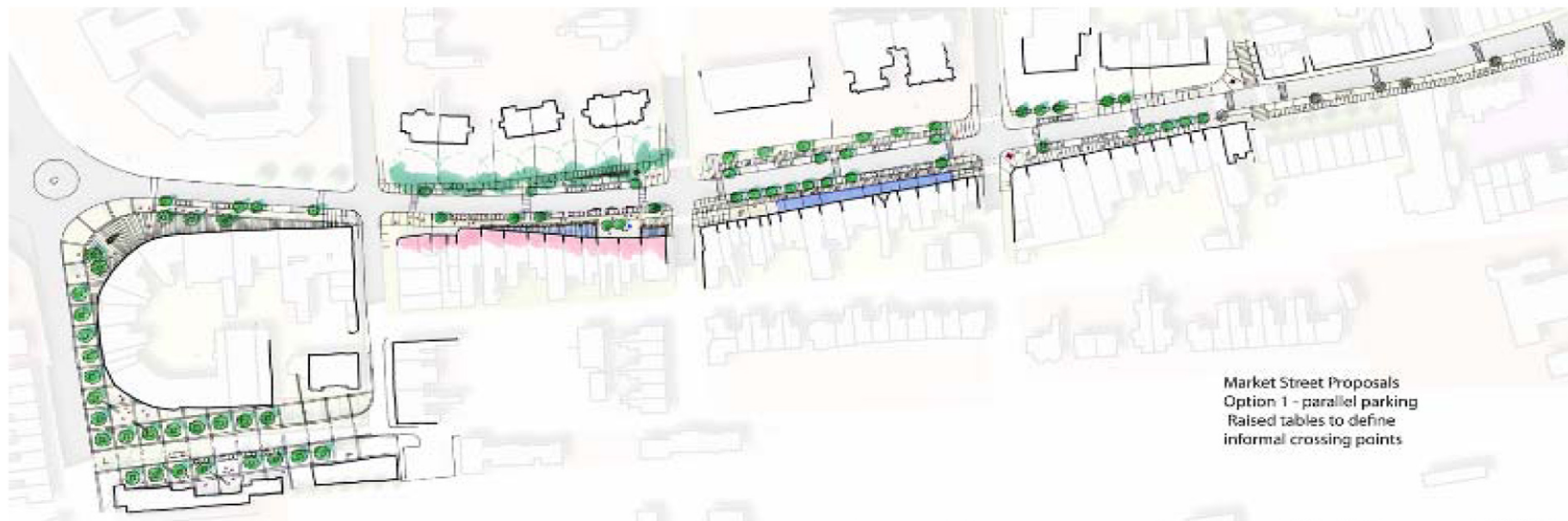
- 3.51 The wider Market Street opportunity incorporates the listed Hoylake Train Station and its external environment. The reconfiguration of the train station's external environment provides the opportunity for an attractive public open space / town square as part of a station upgrade, linking into the gateway to the town centre at the Meols Drive/Kings Gap/Market Street/Station Road junction.
- 3.52 This junction provides an important link between the town centre and station, acting as a catalyst to draw visitors arriving by train into the town centre and along Market Street, especially at the time of the 2006 Open Championship.



HOYLAK AND WEST KIRBY REGENERATION PLAN

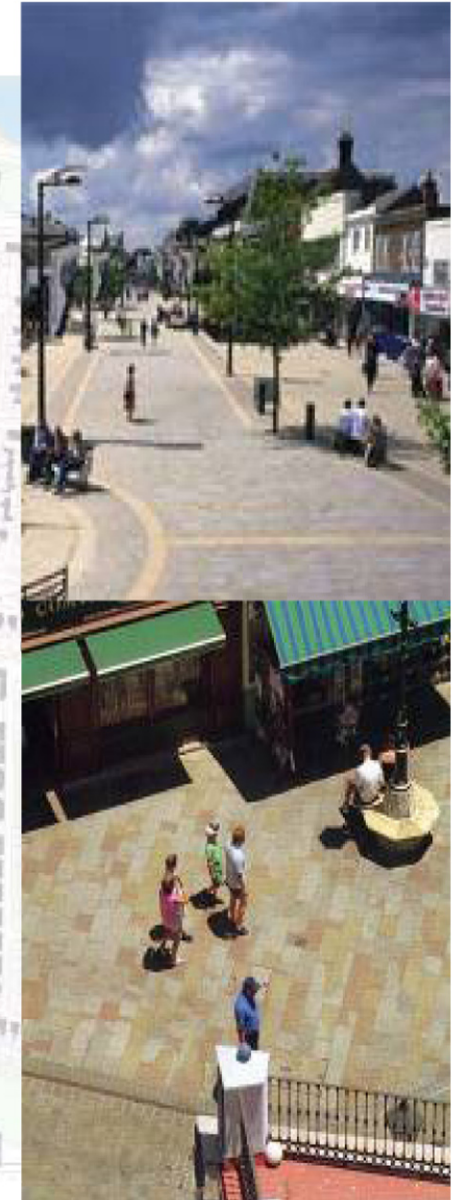
MARKET STREET OPTION 2
90 DEGREE PARKING
FIGURE 4b





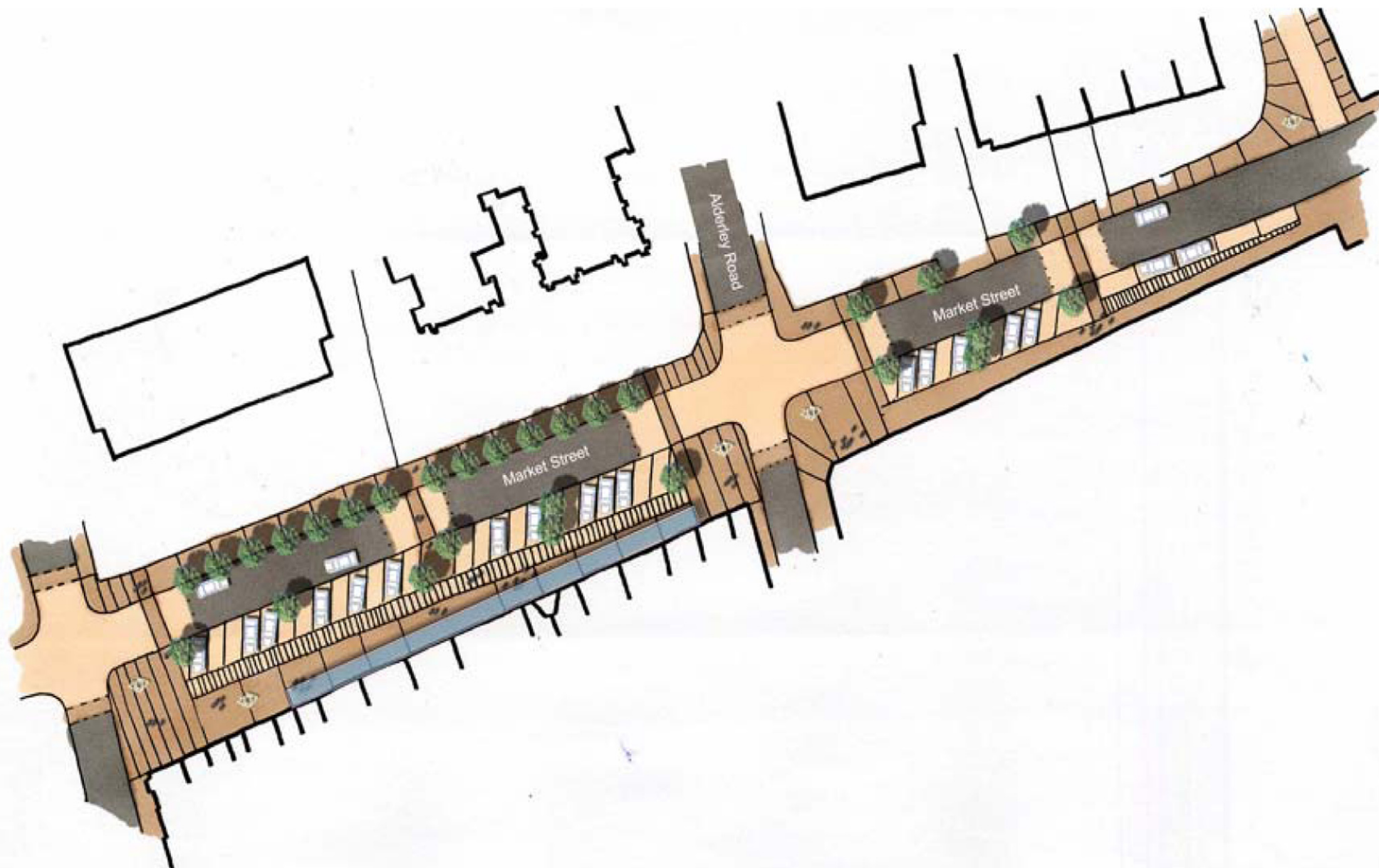
HOYLAKE AND WEST KIRBY REGENERATION PLAN

MARKET STREET OPTION 1
FIGURE 4a



HOYLAKE AND WEST KIRBY REGENERATION PLAN

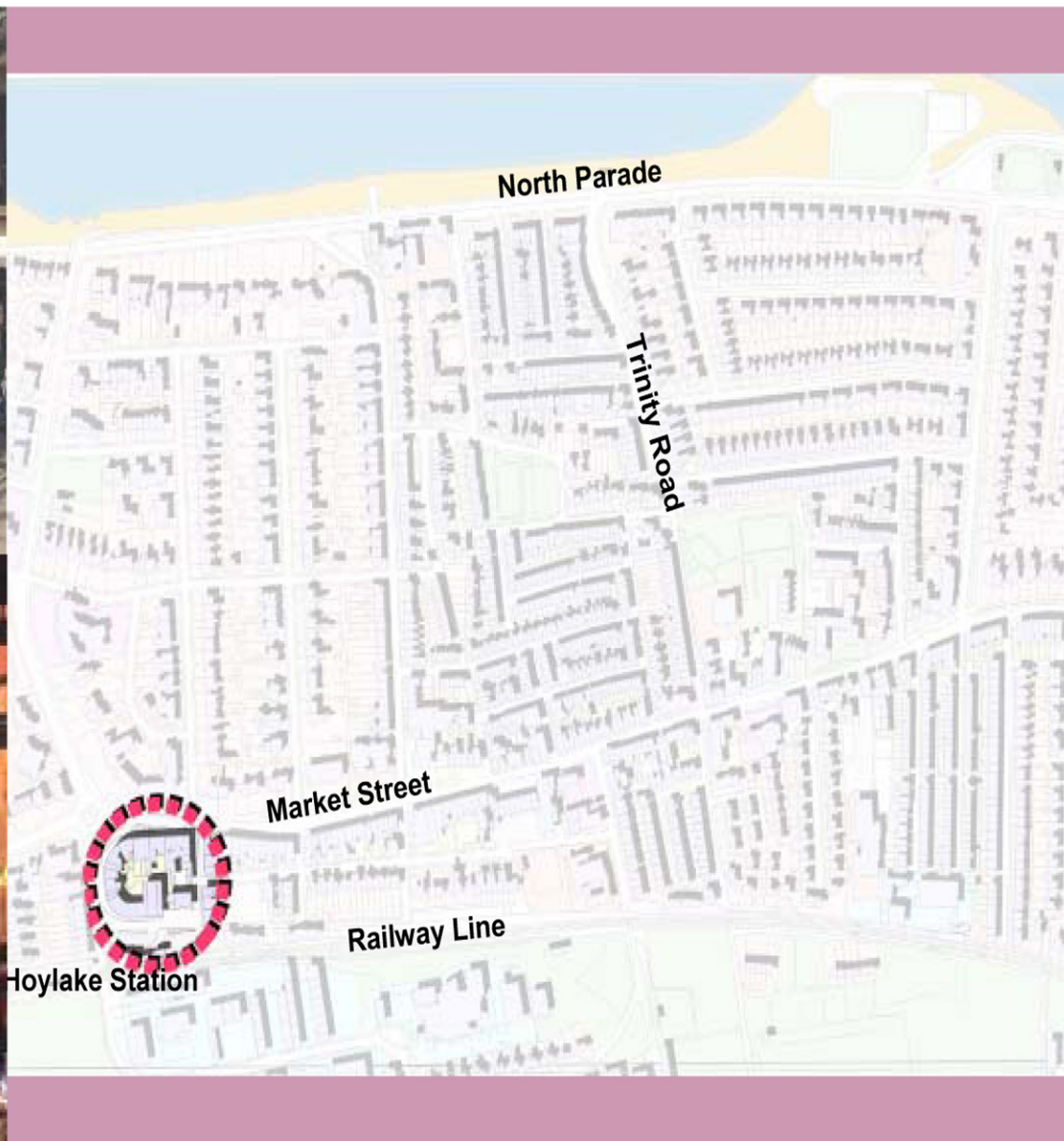
MARKET STREET
FIGURE 4



**HOYLAKE AND WEST KIRBY
REGENERATION PLAN**

**MARKET STREET OPTION 3
PARKING SHOP SIDE**
FIGURE 4c

- 3.53 The Station Gateway will not only act as the front door to Hoylake and Market Street for those arriving by train but will also act as an anchor development for a focused and defined retail environment along Market Street.
- 3.54 Station Gateway has the aim of providing a focus for the burgeoning mix of uses in this part of Hoylake, providing a high quality development aimed at incorporating businesses at the top end of the retail market and a safe, secure and pleasant setting for shops and restaurants. This will deliver a focal point for Hoylake residents and an environment that designs and drives out antisocial behaviour.
- 3.55 Local Councillors are particularly anxious regarding the potential increase to the current level anti-social behaviour in the area, which reflects local residents concerns.
- 3.56 The Station Gateway project will upgrade and raise the quality of the Grade II Listed Building station building and replace the poor station frontage with a new town square environment. Merseytravel have committed funding to upgrading the station building. Dialogue and partnership working with Merseytravel is essential to maximise the benefit of this committed funding and to deliver these improvements prior to the Open Championship in 2006.
- 3.57 The improvements proposed must incorporate 'designing out crime' principles and be developed in conjunction with the Merseyside Constabulary. In doing this an attractive, quality, diverse and safe town square will be provided, focusing activity in one place adjacent to the main Merseytravel station making policing and access easier. Introducing a market to this area would introduce colour and vibrancy to the Station frontage, encouraging greater community use of the area.
- 3.58 There is long term potential to explore the possibility of creating a comprehensive mixed use development with internal courtyard by remodelling the Quadrant. This would support the town square environment and the improved quality and diversity of shops and restaurants.
- 3.59 Figure 5 and 5a illustrate the aspirations for the Station Gateway and initial design ideas for the town square environment. Detailed design and consultation is part of the Market Street Design and Feasibility study that is currently being progressed. Improvements to the Station Gateway that are being explored as part of this further design and feasibility work include:
- a. Replace and repair carriageway, parking and pavement areas;
 - b. Introduce new tree planting;
 - c. Sculptural works at the entrance to the new town square and station;

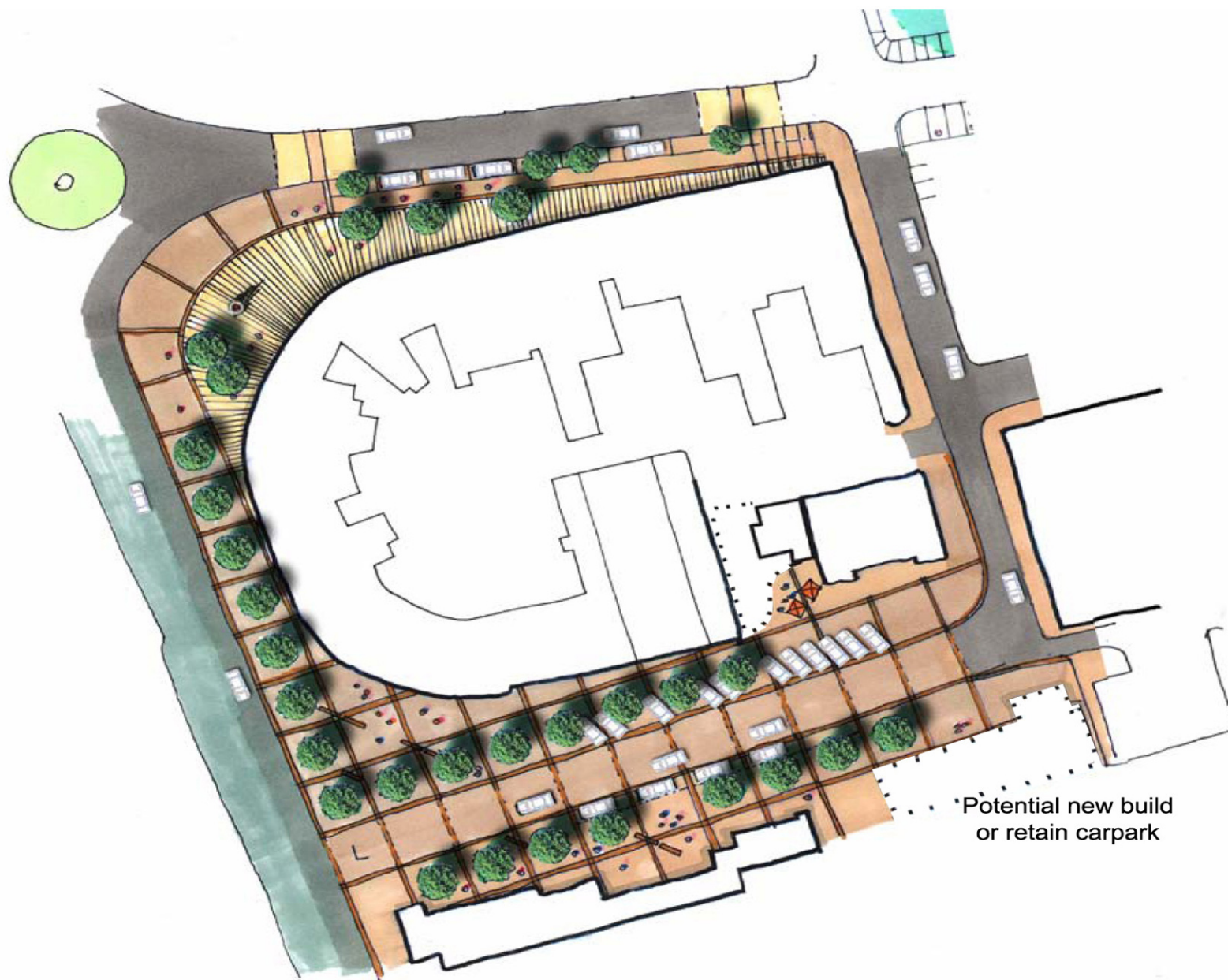


HOYLAK AND WEST KIRBY REGENERATION PLAN

STATION GATEWAY
FIGURE 5



- KEY
-  HIGH QUALITY HARD LANDSCAPE
 -  ROAD
 -  CROSSING POINTS
 -  PROPOSED NEW TREES



Potential new build
or retain carpark

HOYLAK AND WEST KIRBY REGENERATION PLAN

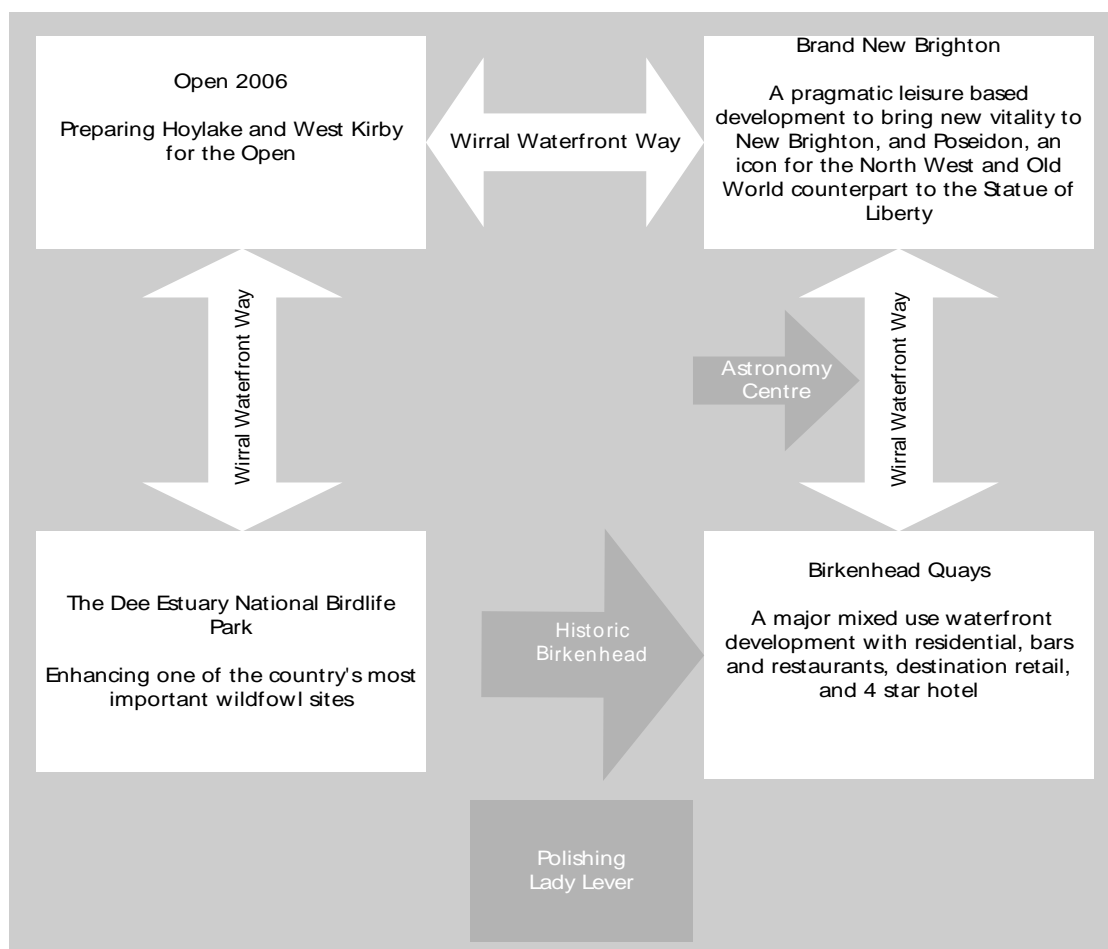
STATION GATEWAY
INITIAL DESIGN
FIGURE 5a



- d. Introduction of new lighting columns, illuminated street bollards, bench seating and litter bins
 - e. Introduction of new cycle stands and bus shelters; and
 - f. Finger post signage and information boards
- 3.60 As part of the Station Gateway redevelopment the station car parking will be moved to the new park and ride site. The implementation of these arrangements would be subject to a detailed assessment of car parking, vehicle movements across the railway crossing and the potential impact on Market Street. Solutions include increased parking bays on Market Street or new parking on land to the south of the railway when a southern link road can be provided from Saughall Massie Road.

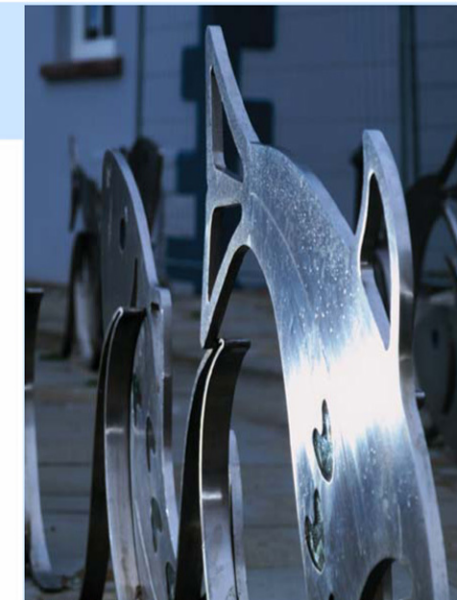
Wirral Waterside Way – Project ST3

- 3.61 The foundation of the Wirral Tourism Strategy (2003) is the concept of Wirral being like a pearl necklace – a string of exceptional attractions linked by world-class off-road waterfront walking and cycling paths. The idea is illustrated conceptually in figure 6.
- 3.62 This pearl necklace has been named “**The Wirral Waterside Way**”.
- 3.63 This Vision builds on the peninsula’s prime asset – its splendid waterfront and, especially, the exceptional views that it offers. The length, variety, and accessibility of this waterfront are what make Wirral special.
- 3.64 The Wirral Waterside Way is seen as the first of 5 “signature projects” for the Borough and forms an important part of the Regeneration Masterplan for Hoylake and West Kirby. Indeed, the Wirral Tourism Strategy (2003) envisages the regeneration of Hoylake and West Kirby being based upon its role as one of four “hub” projects linked by the “Wirral Waterside Way”.
- 3.65 This, in turn, delivers key components of the Mersey Regional Waterfront Park, most particularly its aspiration for tourism and sports facilities of national and international quality and its “flagship project”, the Mersey Waterfront Way. It also delivers the aspiration for “striking new developments at waterfront locations”.

Figure 6: The Wirral Tourism Strategy Vision

3.66 Figure 7 illustrates the extent of the Wirral Waterside Way that will provide new and upgraded circular walking and cycling routes along Meols Parade, North Parade and South Parade as well as a route through Hoylake, either through Kings Gap or Trinity Road and along Market Street to link up with a route through to West Kirby alongside the Municipal Golf Course. This will ultimately link into the entrance to Wirral Way in West Kirby town centre and then to Thurstaston beyond. The Northwest Coastal Discovery Trail is being supported by Wirral MBC and will link Thurstaston with West Kirby via the Wirral Way.

3.67 The entrance to the Wirral Way in West Kirby town centre is understated and does not reflect the importance of this link. A gateway reflecting the entrance and importance of the Wirral Way must be incorporated as part of the Wirral Waterside Way increasing the legibility and connectivity of the route and drawing attention to the important recreational asset of Ashton Park that lies just beyond this entrance point. One possibility would be to badge this area as 'The Green'. The 'village green' layout and mixture of restaurants in this area provides a very attractive and appealing gateway opportunity.



HOYLAKE AND WEST KIRBY REGENERATION PLAN

THE WIRRAL WATERSIDE WAY
FIGURE 7



- 3.68 In this context, links to Millennium Cycle Way (to New Brighton) and sea front from the two town centres are essential.
- 3.69 Hub points for cycle pickup/drop off, interpretation (historical and ecological) and refreshment must be considered along this route.

Hoylake-West Kirby Trail – Project ST4

- 3.70 The Hoylake-West Kirby Trail is a concept that will support the Wirral Waterside Way at a local level, providing a circular off road cycling route that connects West Kirby and Hoylake Stations, along seaside and inland routes. Figure 8 illustrates the extent of the Hoylake-West Kirby Trail.
- 3.71 As part of this route and key hubs of the Wirral Waterside Way and Mersey Waterfront Regional Park, Hoylake and West Kirby will offer some of the best facilities in the country for cycling and walking.
- 3.72 The “Trail” will link the main Anchor Attractions within Hoylake and West Kirby. The main hub points will be the two railway stations, the proposed iconic sailing school and general vicinity of the Meols Gardens beach area. These will allow people to hire a cycle and drop it at any of the other hub points.
- 3.73 A feature of the Hoylake-West Kirby Trail will be improvements and upgrades to existing footpaths and cycle paths alongside new routes and paths required to provide circular loops for walking and cycling. These loops will showcase the natural, physical and historical assets of Hoylake and West Kirby. Bicycle racks will be provided at regular intervals around the “Trail”.
- 3.74 This will include wildlife and historic interpretation routes, sculpture trails relating to the natural and physical assets of the two towns and the wider West Wirral environment; examples would include the indigenous bird life and the historic Roman port of Meols.
- 3.75 An integral part of this strategy is the existing boardwalk through the Red Rocks Marsh Nature Reserve that will be further improved and enhanced for the benefit of local walkers, bird watchers and nature enthusiasts.
- 3.76 The “Trail” concept will add a complimentary yet unique identity/theme for the Hoylake-West Kirby classic resort as well as contributing to the wider leisure, recreational and tourism offer of the borough and Merseyside.



- KEY
-  COASTAL PARADES
 -  HOYLAKE - W. KIRBY TRAIL
 -  COASTAL ROUTE LINKS
 -  COUNTRY PARK LINKS
 -  GATEWAY LOCATIONS



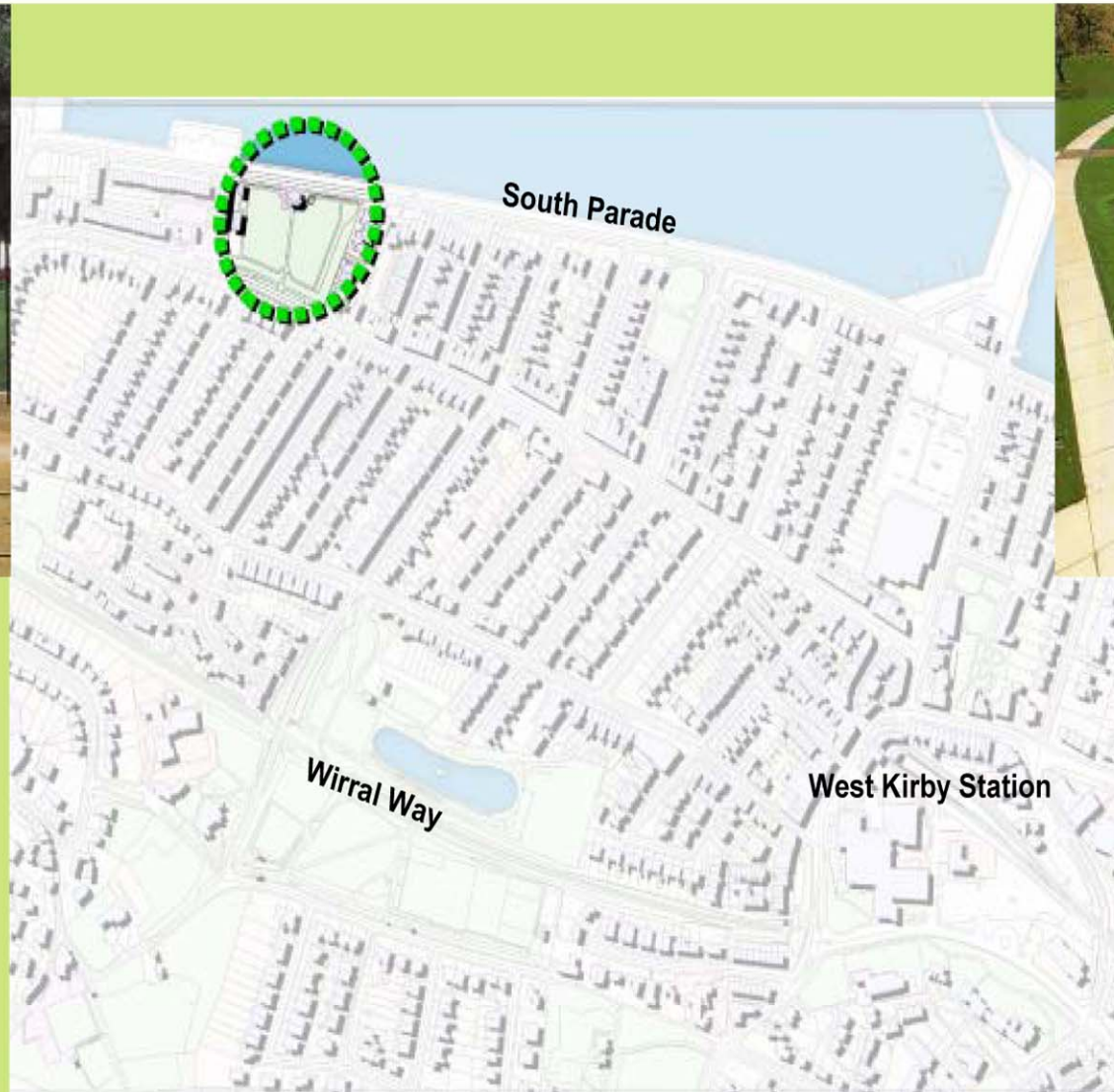
HOYLAKE AND WEST KIRBY REGENERATION PLAN

Viking Ingimund Statue and Other Historical Interpretation, Meols Parade, Hoylake – Project ST5

- 3.77 A 2 metre statue of Wirral's famous Viking leader Ingimund has been in the vicinity of Dove Point, Meols. The project also includes the potential for an interpretation facility outlining the importance of the Viking and Roman history in the area.
- 3.78 The statue and Centre could form the start points of a new Wirral Viking tourist trail and an annual Viking "Olsok" Pilgrimage. These trails would benefit from association with the Wirral Waterside Way and Hoylake-West Kirby Trail in terms of the offer and marketing of the integrated "classic" resort.
- 3.79 These developments would provide a valuable education resource and local leisure activity and would form a tourist attraction as well as potentially providing economic return for a relatively small investment.
- 3.80 It would also provide the catalyst for strong cultural and economic ties with Trondheim, Iceland and Seattle.

Coronation Gardens Improvements, West Kirby – Project ST6

- 3.81 It is recognised that in order to improve the offer of the South Parade and complement the quality development of 'the Sail' (project RS1), Coronation Gardens, a designated Greenspace, requires environmental enhancements. Aspirational examples of these improvements are provided by figure 9.
- 3.82 Proposals for improvements to the Gardens by the Friends of Coronation Gardens must be incorporated into any project. These include:
- a. A gateway to the park at the Banks Road entrance;
 - b. A bandstand;
 - c. A children's play area; and
 - d. Improved landscaping
- 3.83 Other upgrades that should be considered include punctuating the protective front wall to improve the appearance of the gardens from South Parade and provide a clear connection with the sea front. It is recognised that this wall provides shelter for the gardens from sea spray and potential flooding, so any punctuation would still need to perform this role. The seating that is an integral part of the existing wall is very popular and will be recreated using a contemporary design that will reflect the improvements and enhancements to the gardens as well as its connection with the waterfront.



HOYLAK AND WEST KIRBY
REGENERATION PLAN

CORONATION PARK
FIGURE 9



- 3.84 Any upgrade to the gardens must include improved toilet and café facilities.
- 3.85 A new focal point on the parade itself that celebrates the site of the old pool would also enhance the appeal of Coronation Gardens. An outdoor seating and performance space would suit this location.
- 3.86 This project has been deemed a short term project because of the potential to tie into MWRP funding as part of the Wirral Waterside Way strategy and the potential to utilise private capital in the form of the occupier of the existing café on site.

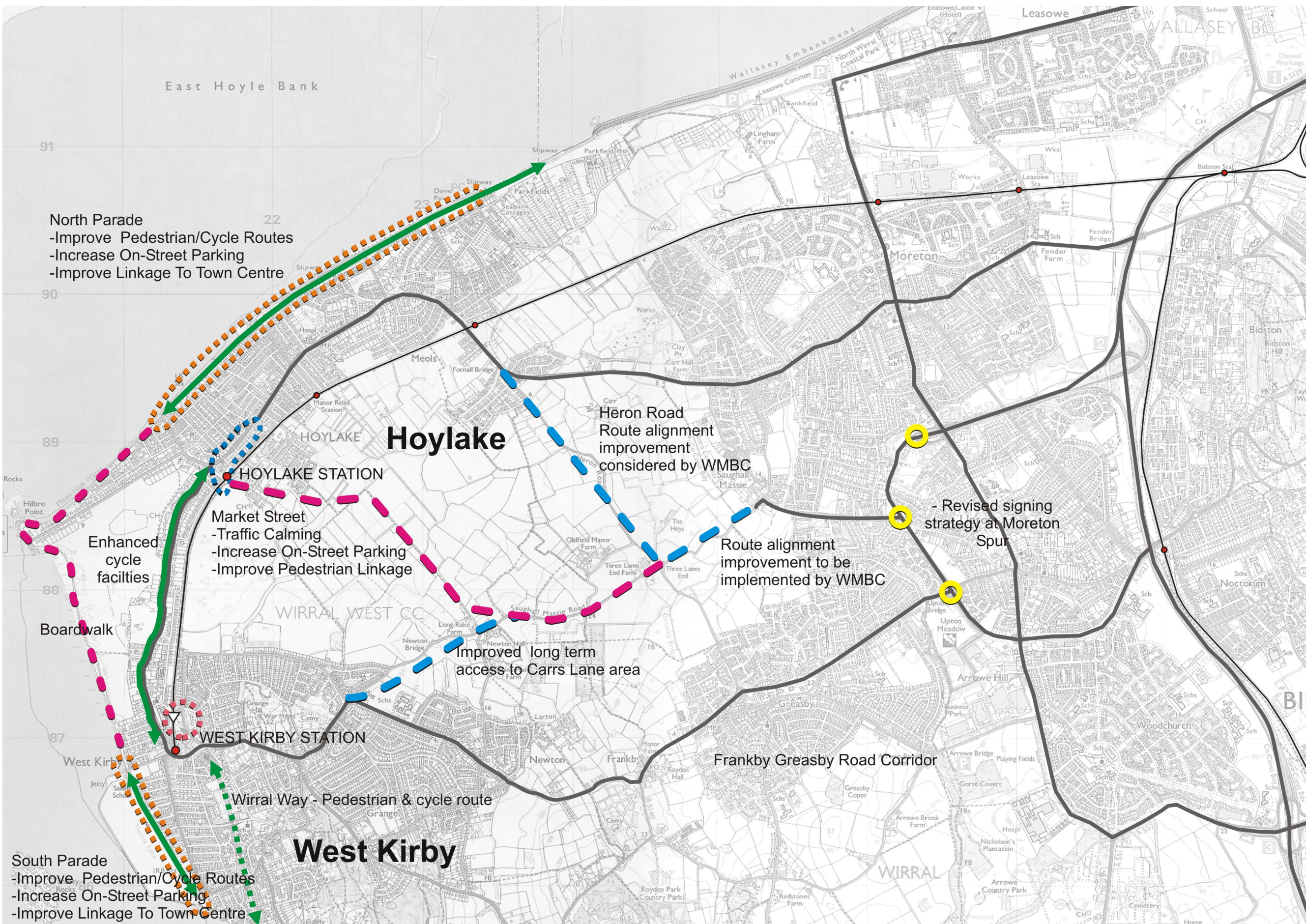
Medium/Long Term Regeneration of Hoylake and West Kirby (Project Reference - SH)

- 3.87 The ultimate success of regeneration activity within Hoylake and West Kirby rests on the ability for the town to sustain change once it occurs.
- 3.88 This Regeneration Masterplan will provide the framework for change for the next 10 years and the following projects are those that cannot be delivered in the short term (0-2 years) but in the medium to long term (3-10 years) and as such provide Hoylake and West Kirby with the catalyst through which continued change and evolution can be based.
- 3.89 By their very nature these projects will require further feasibility work that will ensure that they meet local aspirations, fit within the local context of the towns and will ultimately deliver development that benefits the long term regeneration of Hoylake and West Kirby.

Saughall Massie Road/Carr Lane Route – SH1

- 3.90 This project builds upon the scheduled upgrading of the highway from Saughall Massie to both West Kirby and Hoylake within the Merseyside Local Transport Plan and considers the possibility of a new southern access road to Carr Lane Industrial Estate from Saughall Massie Road.
- 3.91 The objective is to provide a good quality route to Hoylake and West Kirby from the M53 spur, which may help divert through traffic away from Market Street, Hoylake.
- 3.92 This will involve Saughall Massie Road and Heron Road being upgraded to a 7.3m carriageway with footways and cycleways as outlined in the Merseyside Local Transport Plan. In addition to this existing work the project proposes a new section of road being built from the Saughall Massie Road into the south

Strategic Access to Study Area



of the Industrial Estate. The Strategic Access to Study Area plan (overleaf) identifies the improvements identified by this proposal.

- 3.93 There are a number of possibilities for the route of this new road, for example it could link up with the existing entrance to the Estate by skirting around the existing farm into Newhall Lane or an alternative solution could be to explore the possibility of a route under or over the railway line.
- 3.94 The upgrading and development of new sections of Carr Lane will open up the industrial estate to expansion, without the need, as at present, to cross the railway level crossing adjacent to Hoylake railway station. This will also take Industrial Estate traffic out of Hoylake and provide major relief to the congested Market Street and central Hoylake.
- 3.95 The upgraded Carr Lane could also be provided to provide excellent access to the municipal golf course that would act as a key enabling factor in the development of a golf resort/spa complex (project RS2).
- 3.96 The signing strategy from the M53 spur will need to be revised in order to direct through traffic away from Moreton and Hoylake.

Carr Lane Industrial Estate – SH2

- 3.97 Carr Lane is a vibrant and successful business estate; however the environment that it is set within is not of a particularly high quality. The focus on this opportunity area will be environmental enhancement, screening and provision of better access.
- 3.98 This project has two distinct options, the first being to simply screen the industrial estate and provide environmental improvements to the estate roads and boundaries to provide a better image. Wirral Partnership Homes are likely to have some funds to improve the external image of their stock in this area in the short term.
- 3.99 The second option would seek to rationalise the existing users on the estate, moving the more unfriendly uses to the rear of the estate (e.g. outside storage areas, noise pollution and large bland industrial sheds), as well as screening the estate from the Station Gateway on the opposite side of the Merseyrail line and the upgraded golf course and facilities.
- 3.100 As part of this rationalisation process, it maybe possible to relocate some of the more appropriate non-industrial users to Market Street.
- 3.101 Access from Saughall Massie Road into Carr Lane Industrial Estate is essential for this option as new and existing companies will not want to invest in the estate if access is not improved, thereby improving efficiency of business.

- 3.102 A possible alignment of Carr Lane is shown on figure 10 and the different alternatives for this project are illustrated by figure 10a.

West Kirby Town Centre Access Improvements – SH3

- 3.103 Grange Road comprises the main road that separates the Concourse and the Crescent. It is also the main through route for traffic. Its treatment is therefore integral to the success of West Kirby centre. Its relationship with the remodelled Concourse, Banks Road, Dee Lane and 'the Sail' (project RS1) is also important. A perception must be provided by the treatment of the road surfaces, public realm, street furniture and signage that West Kirby is a cohesive settlement and that its town centre and waterfront are connected and can be accessed easily. The Strategic Access to the Study Area plan (after page 40) illustrates the connections that need to be made by the improvements to the highway and cycling and walking infrastructure in order to present West Kirby as a cohesive settlement and to promote the wider vision of Hoylake-West Kirby as an integrated resort.
- 3.104 To achieve this goal, three possible treatments have been identified with particular emphasis on improving Grange Road in the interest of the long term sustainability of West Kirby town centre:
- a. traffic calming Grange Road from Dee Lane to Orrysdale Road;
 - b. one way scheme diverting traffic from Meols Drive along Bridge Road and onto Orrysdale Road;
 - c. pedestrianisation scheme for the section of Grange Road from the junction of Dee Lane to the junction of Orrysdale Road; and
- 3.105 Two main solutions have been considered to accommodate the need to divert traffic associated with the pedestrianisation of Grange Road. One solution would be to assess the feasibility of improving and widening the existing bridge over the railway alongside specific junction improvements. The second solution would simply look at the feasibility of junction improvements. An alternative scheme could be to look at the feasibility of diverting traffic along part of Banks Road and Westbourne Road.
- 3.106 A more radical scheme would be to replace the existing bridge with a more suitable bridge that is on a better alignment for vehicles travelling between Meols Drive and the Drysdale Road/Grange Road junction. Local Councillors, however, have expressed concern about the viability of a new bridge route. Further details are provided in the project schedule in Appendix 1.






**HOYLAKE AND WEST KIRBY
REGENERATION PLAN**

CARR LANE INDUSTRIAL ESTATE
FIGURE 10





- KEY
-  Proposed tree planting
 -  Saughall Massie Link (route options)
 -  Upgraded footpath and cycleways with links into Wirral Waterside Way

1. Estate road improvements and new planting to help screen the development
2. Better integration with Hoylake town centre
3. Long term strategic road and access link

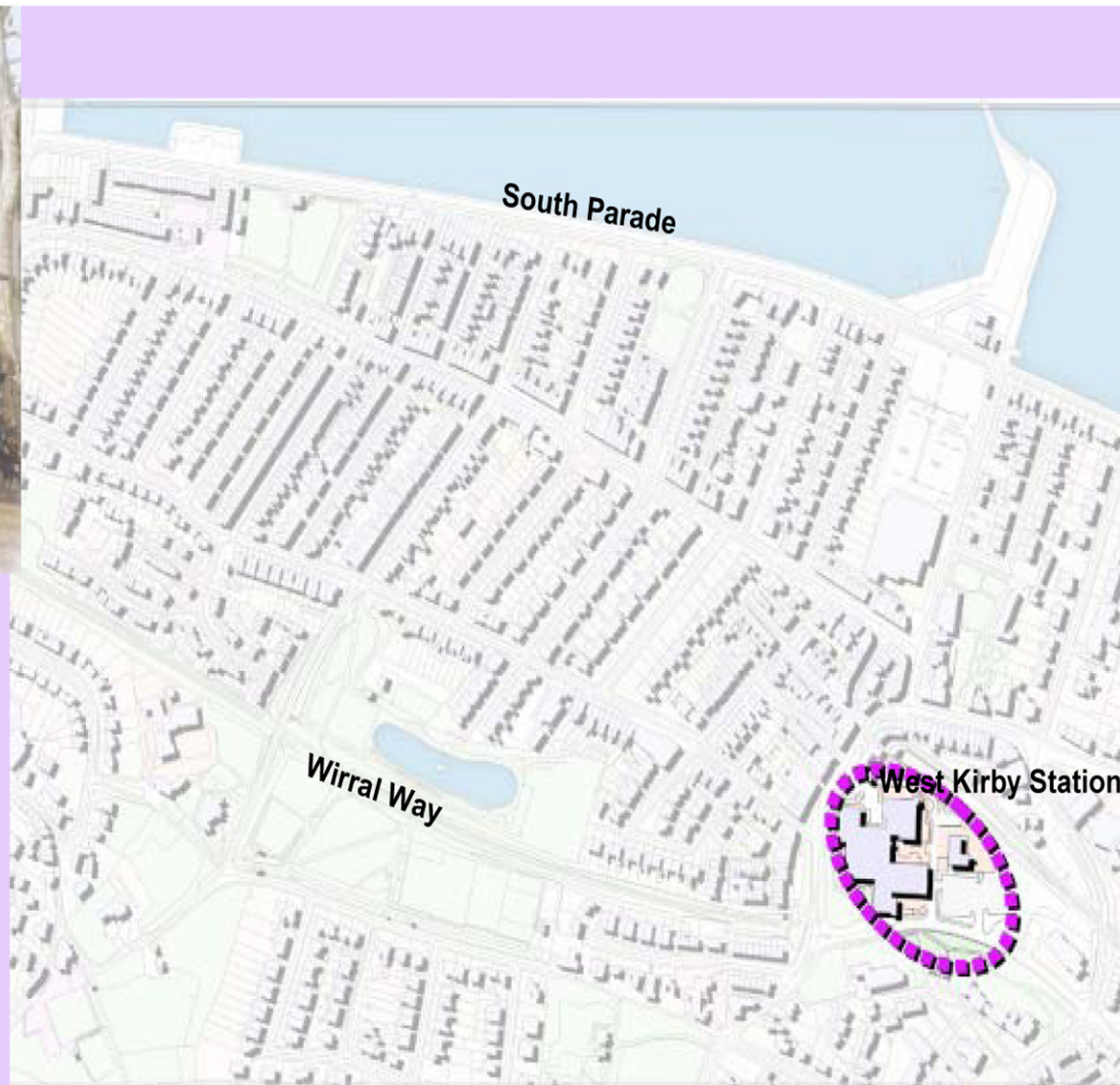
HOYLAK AND WEST KIRBY REGENERATION PLAN

CARR LANE INDUSTRIAL ESTATE
OPTIONS
FIGURE 10a



The Concourse Gateway to West Kirby – SH4

- 3.107 New development opportunities will be created through the rationalisation of the Concourse area and sensitive redevelopment of West Kirby Station frontage to create a specialist mixed use quarter surrounding a quality town or village centre square. This 'quarter' will focus on a quality and varied specialist retail and food retail offer as well as providing new opportunities for high quality restaurant units. The extent of the Concourse area is demonstrated by figure 11.
- 3.108 The Concourse area redevelopment will seek to encapsulate the ambience of the original West Kirby 'village' environment. The proposed square therefore will integrate soft and hard landscaping (trees, shrubs, paving etc.) to match this ambience as well as being able to be maintained in an efficient and effective manner.
- 3.109 In encapsulating the 'village' ambience this project must be strongly linked to the improvement of the existing retail and food offer of West Kirby Village on the Crescent and along Banks Road. As such it must incorporate 'Secured by Design' principles at its heart and its design must be brought forward in liaison with the Merseyside Constabulary in order to create a safe, well policed and attractive space and place that will benefit all users of West Kirby.
- 3.110 Integral to this opportunity is the removal of the Bebington and West Wirral Primary Care Trust (PCT) building from the Concourse complex and reprovision of the service in a purpose built facility. Options for relocation are under discussion and focus on it being provided as a free standing building to the rear of the Concourse building or as part of the new build opportunities around the new square.
- 3.111 Private sector interest in the Concourse has been strong and the potential relocation of the Bebington and West Wirral PCT will provide an opportunity for new development within this area that will anchor the improvements to West Kirby Village and the Concourse area. To date, local and regional development companies have expressed an interest in getting involved in the areas future development as a selected development partner. In addition, firm interest has been expressed from food retail operators to locate within the Concourse area. Any discussion with private developers must ensure that car parking is included as an integral part of any new proposal, with the potential to explore an option to deliver a multi-storey car park to offset any potential loss or shortfall of car parking anywhere else within West Kirby.
- 3.112 The Bebington and West Wirral PCT preferred private sector development partner has also expressed an interest in developing out a new building on the Concourse area. They would be willing to explore the possibility of developing out a shared site with the Fire Authority.



HOYLAK AND WEST KIRBY REGENERATION PLAN

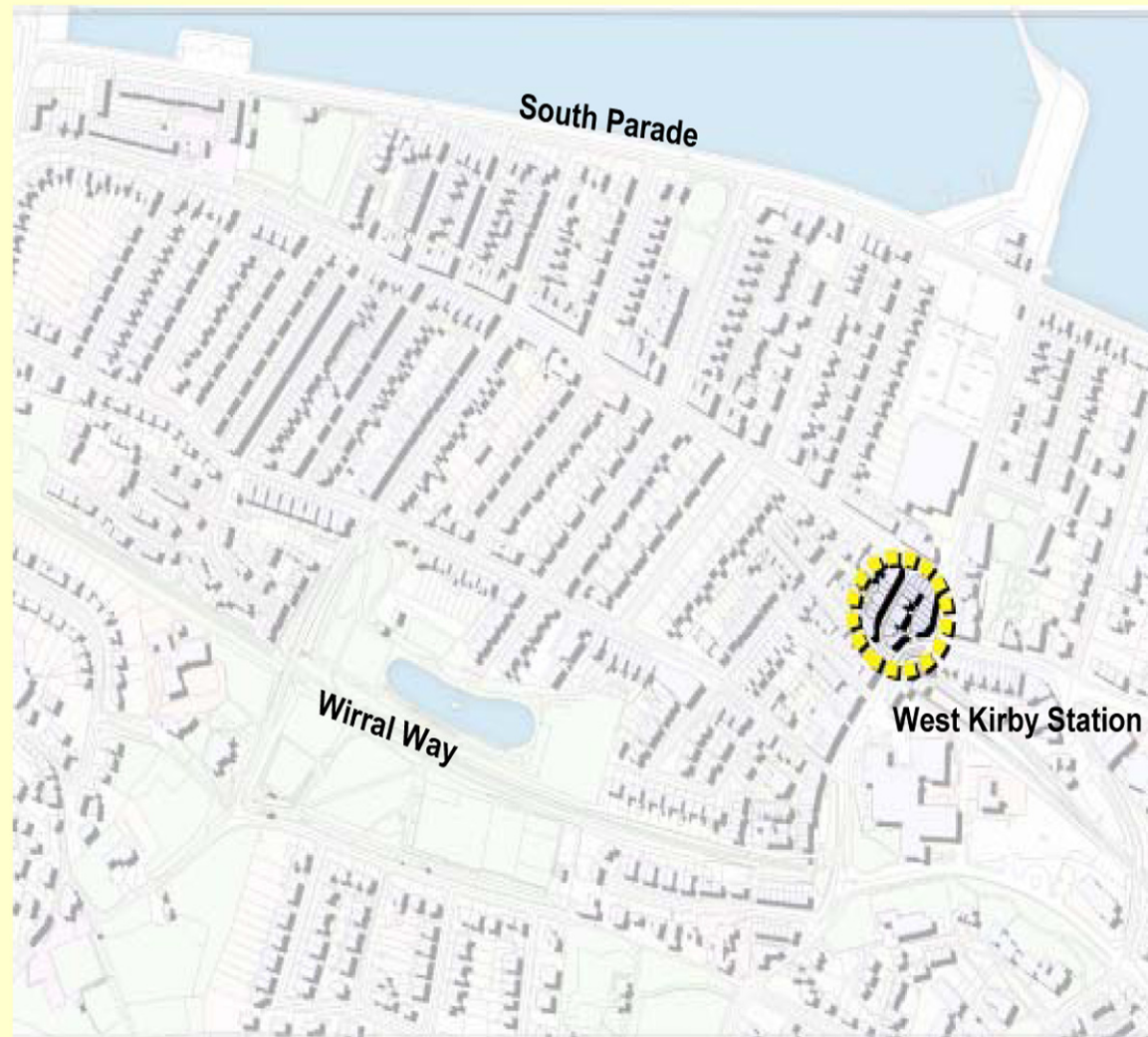
THE CONCOURSE
FIGURE 11



- 3.113 The Concourse building will remain and as a consequence it is proposed to provide cosmetic external improvements to its physical appearance so that it will not detract from the new village square.
- 3.114 Two potential design options are illustrated by figures 11a and 11b.

The Crescent and Banks Road, West Kirby – SH5

- 3.115 The Crescent (figure 12) is also proposed as a development opportunity, enhancing its traditional design and strengthening its location as an important link between the Concourse and Banks Road. Public realm treatment is very important; this development project seeks to lift the quality of public realm environment and thus the pedestrian and shopping experience.
- 3.116 It will also provide a seamless link between the Concourse and Banks Road. The inclusion of colonnades at ground floor level would help in this objective, especially if they are installed along Banks Road. The junction of Banks Road with the Crescent and Dee Lane is the main hub of shopping activity in West Kirby whilst also acting as an important gateway to the town centre from the south and the settlements of Thurstaston, Heswall and Neston. Improvements to this road will not only enhance the shopping experience, they will improve this gateway. Improvements to the remaining areas of Banks Road will be need to be delivered in phases as and when funding becomes available.
- 3.117 Its relationship with the remodelled Concourse, Dee Lane and 'the Sail' (project RS1) is therefore important. A perception must be provided by the treatment of the road surfaces, public realm, street furniture and signage that West Kirby is a cohesive settlement and that its town centre and waterfront are connected and can be accessed easily. The Strategic Access to the Study Area plan (after page 40) illustrates the connections that need to be made by the improvements to the highway and cycling and walking infrastructure in order to present West Kirby as a cohesive settlement and to promote the wider vision of Hoylake-West Kirby as an integrated resort.
- 3.118 Figure 12a illustrates this concept and demonstrates the design quality that is required.
- 3.119 To deliver a better pedestrian and shopping experience the Crescent could be pedestrianised, semi-pedestrianised (to allow restricted service access) or simply calmed to allow traffic movement at all times. It is proposed that a pilot pedestrianisation period is undertaken to assess the impact on traffic circulation, car parking and businesses along the Crescent.



HOYLAK AND WEST KIRBY
REGENERATION PLAN

THE CRESCENT
FIGURE 12





**HOYLAKE AND WEST KIRBY
REGENERATION PLAN**

**THE CONCOURSE
OPTION 2**
FIGURE 11a

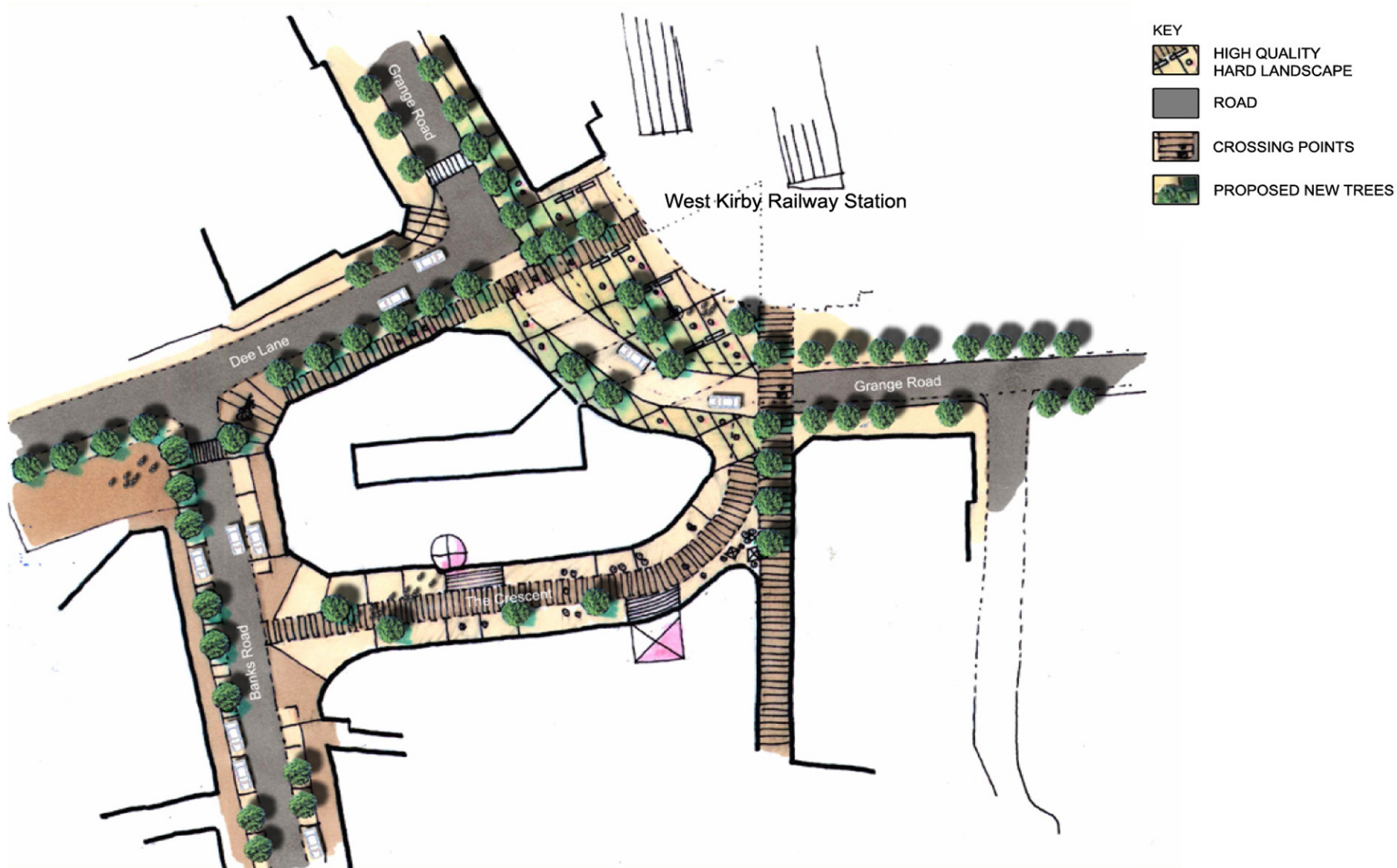




**HOYLAKE AND WEST KIRBY
REGENERATION PLAN**

**THE CONCOURSE
OPTION 1**
FIGURE 11a





HOYLAKE AND WEST KIRBY REGENERATION PLAN

THE CRESCENT
INDICATIVE PROPOSALS
FIGURE 12a



- 3.120 A more radical design option would install a roof on the Crescent to turn it into an arcade. This option would see the Crescent pedestrianised and provide a covered and pedestrian environment to allow a café culture to truly evolve.

The Beach Activity Zone, Meols Parade, Hoylake – SH6

- 3.121 This project proposes the expansion and significant environmental improvements to Meols Parade Gardens, a designated Greenspace, incorporating part of the new Lifeboat Station site and Hoyle Road Community Centre to create an area based around active recreational and leisure pursuits. Figure 13 identifies the extent of this potential development area.
- 3.122 The project builds upon the local desire to develop and enhance Meols Gardens; the wider development opportunity provided by the proposed new lifeboat station and the active parakarting/sand yachting club that is run from Hoyle Road Community Centre. It is recognised that the beach that fronts Meols Parade is not as suitable for bathing and beach activities as the beach that fronts the North Parade. The Activity Zone seeks to counteract this situation with a mixture of leisure activities and recreational pursuits, and exploits the potential given by the existing activity areas, such as crown green bowls, tennis, basketball and five a side football.
- 3.123 The concept of an Activity Zone should be explored further, focusing on a range of leisure pursuits and activities, with emphasis being on those specific to the coastal environment that the area sits adjacent too.
- 3.124 The following activities would be appropriate:
- a. crown green bowls (existing greens to be retained and improved)
 - b. beach huts (a 21st Century interpretation of the traditional beach hut that will provide changing facilities for all users of the beach and beach zone)
 - c. volleyball/beach football/tennis etc
 - d. skatepark (its use fits very well within the beach zone but is only one site that this much needed facility could be located)
 - e. youth club building
 - f. paddling/boating area
 - g. miniature golf
 - h. children's multiuse play area



HOYLAK AND WEST KIRBY REGENERATION PLAN

THE BEACH ACTIVITY ZONE
FIGURE 13

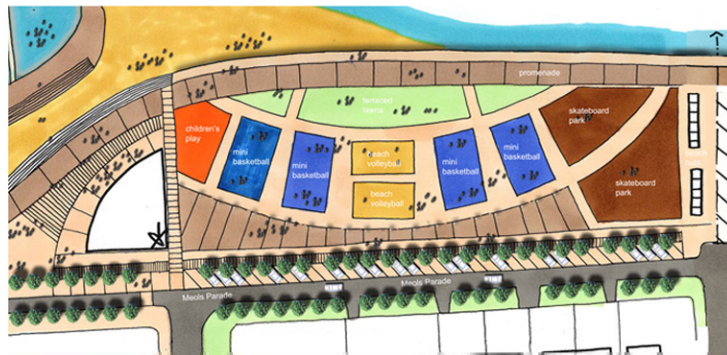
- 3.125 Figure 13a provides illustrative sketches of potential layouts of the 'activity' area. This area could be linked to Manor Road Station, which could be promoted as the 'Beach' Station.
- 3.126 The opportunity to provide a quality restaurant with café facilities targeted at the family market directly opposite Hoyle Road Community Centre on Meols Parade is proposed to take advantage of the coastal location and views, as well as providing further critical mass to the beach activity zone concept. This location has been chosen to mitigate any potential impact on residential amenity.
- 3.127 Local Councillors have expressed concern over this element of this project and these are set out in the project schedule in Appendix 1.
- 3.128 The RNLI has planning permission for a new Lifeboat Station on the adjacent old pool site. Examination of match funding to finance a stand alone restaurant/bar, construction of beach activity area and events/picnic area adjacent station could be made.

Heart of Hoose, Hoylake – SH7

- 3.129 The retail offer of Market Street has shown considerable decline in the last 15 years in both convenience and comparison sectors; indeed, Market Street's offer has skewed away from traditional forms of retail to service sectors and restaurant and bar activity. This decline and diversification has led to a distinct lack of presence from multinational companies along Market Street and within Hoylake as a whole.
- 3.130 In response to this situation, the Heart of Hoose project explored the opportunity to provide an opportunity site that will provide a better and more focused retail gateway to Hoylake.
- 3.131 Heart of Hoose (figure 14) is an opportunity site located between Melrose Avenue and Market Street that includes the Coop parade. Heart of Hoose is a historical reference to the heart of the original settlement 'Hoose' that evolved into Hoylake. Melrose Hall and The Ship Inn are not part of this potential development site.
- 3.132 This site could provide a site for a new retail/food retail anchor for Hoylake and provide a gateway development marking the entrance to the town centre. This project could deliver a 25000 square foot food retail anchor. Local Councillors have expressed concern over elements of this project and these are set out in the project schedule in Appendix 1.
- 3.133 In providing a new retail anchor at this point of Market Street, alongside Station Gateway (project ST2) that anchors the top end of Market Street, a



Option for Activity Area





HOYLAK AND WEST KIRBY REGENERATION PLAN

HEART OF HOOSE
FIGURE 14

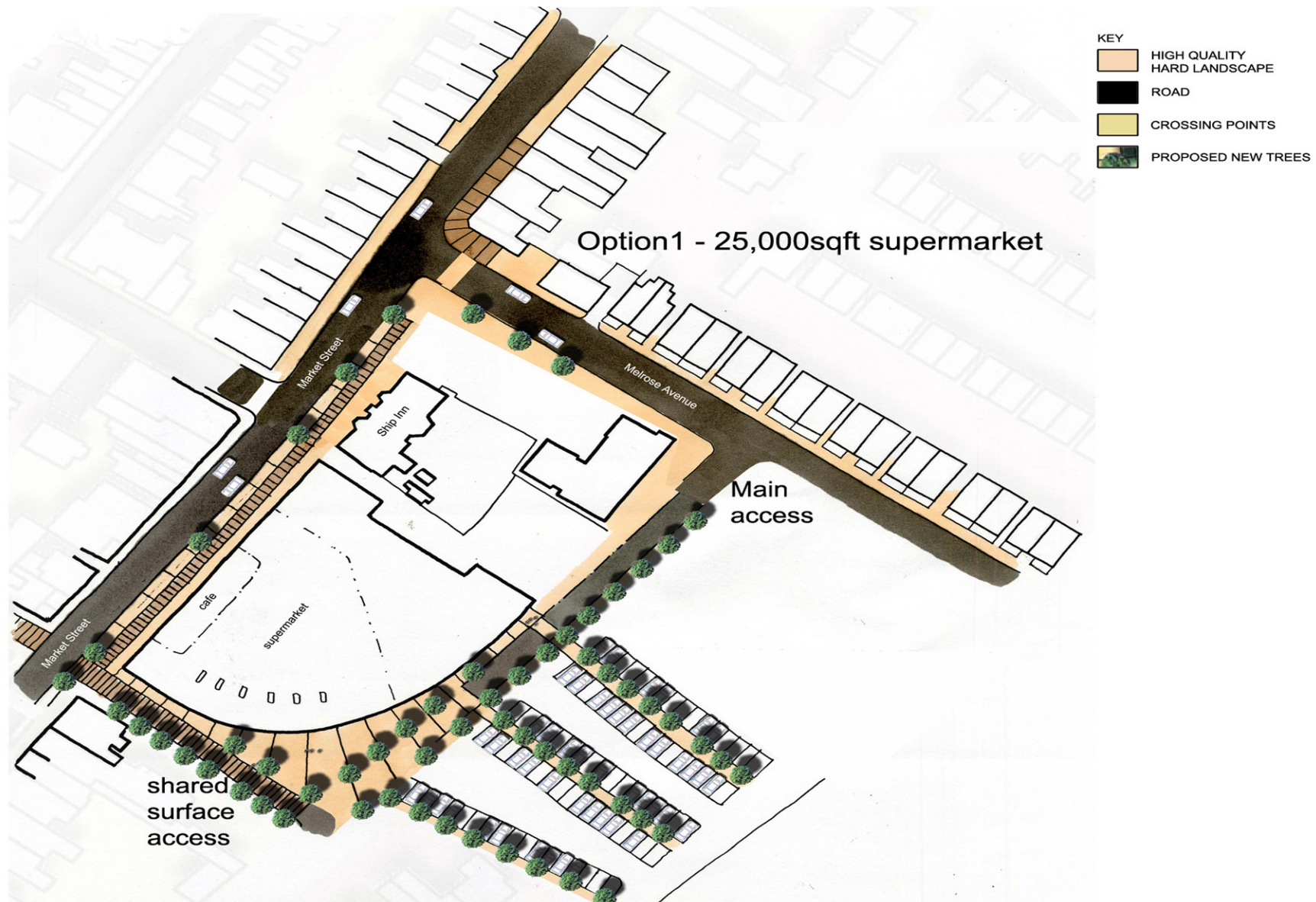


new focused retail area will be created in Hoylake. In doing this the retail offer will be concentrated along a defined length of Market Street that will be revitalised by new investment at the Station Gateway and Heart of Hoose as well as the public realm improvements proposed by project ST1. This defined offer will ultimately be self sustaining because of the critical mass that will be delivered from such a focused retail area between two strong anchors, thereby rejuvenating the traditional retail offer of Market Street and Hoylake.

- 3.134 There are several ways that this project could be designed, for example, smaller independent retail units could sit in front of the new anchor store that would enhance the character of Market Street. The entrance to the anchor store could be through an ancillary coffee shop/bakery.
- 3.135 In order to assemble a large enough site, additional car parking areas need to be considered and it is likely to be necessary to close part of Charles Road. A new road could be created to the west of the site to connect Market Street to Charles Road. Discussion with surrounding land owners must be conducted to address the need for additional car parking, likely to be in the region of 160 new spaces.
- 3.136 Figure 14a illustrates how the Heart of Hoose concept could be delivered.

Beacon for the Coast, North Parade, Hoylake – SH8

- 3.137 Planning permission has been granted for the relocation of the existing Lifeboat Station to the old bathing pool site adjacent to Meols Parade Gardens. This will release the site of the current Life Boat Station as a redevelopment opportunity. A local group is planning to turn the existing station into a Maritime / Life Boat Museum.
- 3.138 This project seeks to support this concept, identifying this important location on the North Parade as an ideal site for a beacon/sculptural icon that celebrates the coastal heritage and beauty of the town.
- 3.139 Different design options have been considered, for example, a new build museum building that is an iconic feature on the waterfront such as the RNLI museum in Cromer, Norfolk, or a lighthouse that would celebrate the original lighthouse that once stood at this location. Figure 15 provides examples of the type of iconic features that could be delivered at this point on the North Parade.
- 3.140 This museum could also include historical, natural and wildlife interpretation specific to Hoylake with a link across to the North Parade, which at this point would be anchored by a viewing station or key sculptural element as part of the Wirral Waterside Way project (ST1).





HOYLAK AND WEST KIRBY REGENERATION PLAN

BEACON FOR THE COAST
FIGURE 15



North Parade, Meols Parade and South Parade – SH9

- 3.141 It is recognised that the whole of the North Parade, Meols Parade and South Parade needs investment in its public realm, infrastructure and overall environment, however, specific points of activity along the parade such as 'The Beach' are key projects to attracting new investment that will 'kick start' the wider improvements needed along these Parades.
- 3.142 These projects will influence but not fully finance the investment required along the full length of the three parades. Wirral Borough Council must commit to a long term improvement framework that outlines a phased enhancement programme but also retains the flexibility to be able to 'tap into' external funding mechanisms.
- 3.143 This framework should also focus on the activities that rely on the Parades, such as bird watching, wildlife and historical interpretation, dog walking and sand yachting, ensuring that there are facilities and focal points that deliver activity along the full parade frontage.

Section 4: Delivery Strategy

Introduction

- 4.1 This strategy is the basis on which the Regeneration Masterplan for Hoylake and West Kirby will be delivered. It also provides the framework for addressing the funding and implementation issues associated with it. This section provides an explanation of the factors influencing the delivery strategy, which is followed by the Delivery Strategy itself. The financial analysis of the overall project is contained within the appraisals in the Appendices.
- 4.2 The Regeneration Masterplan has been commissioned to investigate the development opportunities in both Towns into the future. It also seeks to maximise on the opportunity offered by the British Open Golf Championship coming to the Royal Liverpool Golf Club, Hoylake in 2006 and repeated in future years.
- 4.3 Wirral MBC is keen to make the most of this opportunity and also address the need to develop the localities in tandem, both of which are in need of upgrading in particular areas, which will be picked up below. Both the NWDA and Merseyside Waterfront Regional Park have given their support to the developments proposed and are keen to make the most of the opportunity the 2006 Open provides, with long-term improvements for both towns. However, future allocations are subject to negotiation within the context of the NWDA Strategic Investment Plan (SIP), allocated on a three-year cycle.
- 4.4 RPG13 currently restricts new build housing outside of the North West Metropolitan Area, which limits the opportunities for residential development in Hoylake and West Kirby. New housing will generally only be permitted if planning permission for this use is already in place, the proposal is a one for one replacement, or the applicant can satisfy a number of criteria. One of the key criteria is that new housing provision in Hoylake and West Kirby should meet an identified local housing need. Demand for housing over and above this local need should be resisted to support the regeneration of the North West Metropolitan Area. This has been translated into policy within the Wirral UDP First Deposit Draft. This policy has been tested at appeal, and decisions to date have supported the Council's position on this issue.
- 3.144 At a regional level, a study examining the need for a review of the Merseyside Green Belt is being undertaken. If regional planning policy guidance is amended detailed analysis is suggested to assess the feasibility of long term mixed use redevelopment opportunities with residential elements within Hoylake and West Kirby. This analysis will undoubtedly address a possible

impact on the Merseyside Greenbelt and may or may not reveal the need for a future review of its boundaries in West Wirral.

- 4.5 The Regeneration Masterplan represents a land use based, physical framework for investment. It is envisaged therefore that alongside investment made by the public sector in the public realm and streetscape, there will be a number of key development opportunities able to be brought forward to the market. These will be delivered in partnerships between the private and public sector agencies. At this stage these are envisaged to be the Metropolitan Borough of Wirral, NWDA and MWRP. This will strengthen the towns performance within the region overall.
- 4.6 Land use elements of the Regeneration Masterplan, once endorsed by the project Steering Group and the Metropolitan Borough of Wirral, may benefit from adoption into the UDP as a Supplementary Planning Document but this is not considered to be imperative to the delivery of the Regeneration Masterplan but would add to market confidence. The next opportunity for incorporation of Regeneration Masterplan into the statutory planning process is likely to be Wirral's first Local Development Framework, which will begin preparation in the next 2-3 years.

Context

- 4.7 The Regeneration Masterplan programme consists of:
- a. Improvements to the highway network and infrastructure, including car parking requirements, which will foster investment.
 - b. An environmental programme of public realm works, which will underpin the other investment and act as a catalyst for investment.
 - c. The identification of development land parcels capable of delivering a range of activities. These developments will require some land assembly and public funding and commitment but a significant proportion can be brought forward with private sector finance.
- 4.8 The new development proposals cover all aspects of the market and will bring forward opportunities to the Towns over a 10 year period of phased development, with short term opportunities within the next 5 years.

The Delivery Strategy

- 4.9 The Delivery Strategy is made up of five key areas:
- a. Endorsement of the Regeneration Masterplan

- b. Promotion of the Regeneration Masterplan and Development Sites
- c. Development Opportunities
- d. Infrastructure Funding Framework
- e. Potential Delivery Structures

Endorsement of the Regeneration Masterplan

- 4.10 The Regeneration Masterplan, once recommended by the Steering Group and having been the subject of a wide consultation process and approved and adopted by the Council's Executive Committee and Cabinet, could in the future be adopted by Wirral MBC as a revision to the UDP but this is not considered essential to successful delivery.
- 4.11 Through the Steering Group, the Regeneration Masterplan should also receive the support of the NWDA and MWRP as partners and potential funding bodies to its infrastructure programme and site development.
- 4.12 As a first step we would recommend that the Regeneration Masterplan be approved by the Council as the agreed strategy for the regeneration of Hoylake and West Kirby.
- 4.13 The delivery of the Regeneration Masterplan will require a strong input from the Metropolitan Borough of Wirral. It is a complex project that requires a strong and experienced delivery team. It is recommended that a lead officer take forward the opportunities for the Towns at a strategic level and is supplemented by a dedicated Project Delivery / Executive Team. This Team needs to have the necessary skills base to implement the project. The nature of the Delivery Team is discussed in the Delivery Structures section below.

Marketing Hoylake and West Kirby as a Development Opportunity

- 4.14 The repositioning of both Towns to attract further indigenous investment and new inward investment will require the publicity of the Regeneration Masterplan to a wide audience on a regional and perhaps even national scale.
- 4.15 The Towns need to develop the vision put forward by the Regeneration Masterplan for two separate destinations, within a wider package of a combined offer. This seeks to maximise on the countryside and waterfront at both towns, linking them together whilst developing specific strengths of each destination, i.e. golf in Hoylake, the Marine Lake in West Kirby and so on.

This will therefore result in a stronger product offer for both Towns, whilst retaining specialisms and strengths of each.

- 4.16 The Regeneration Masterplan proposals have already been consulted on within the community, public sector and private sector through numerous events. Once the Regeneration Masterplan is adopted it needs to be taken forward to delivery by the Project Team, developing on the linkages already made with developers and investors by the Consultant team and the Metropolitan Borough of Wirral itself. Further promotional events should be considered for the whole Regeneration Masterplan once accepted by the Council but individual site developments can be taken forward by the Project Team in partnership with developers in advance of this where there is demand and a requirement to do so.
- 4.17 Publicity material should highlight the opportunities and the public sector investment which is being made along with its proposed improved connections by transport infrastructure and in the public realm. This publicity and marketing momentum can be perpetuated by running national design competitions as development sites are brought to the market on a phased basis. Key buildings such as “The Sail” or a Golf Resort Hotel at Hoylake are ideal for this approach.
- 4.18 A programme of media publicity should also be organised in the form of editorial to promote the Towns through national newspapers, regional city newspapers, in the local press, periodicals and professional magazines. The opportunities offered by the 2006 Open should also be maximised, as it will offer a spotlight on the area that should be maximised in publicity terms, which may in the longer term encourage development or at least maximise exposure of the two Towns.
- 4.19 Discussions should be developed with the existing private sector landowners to bring forward their proposals within the context of the overall Regeneration Masterplan and the opportunities to contribute to the wider public realm.

Development Opportunities

- 4.20 The Regeneration Masterplan has been developed to deliver:
- a. Improvements to the highway network and infrastructure, including car parking requirements, which will foster investment.
 - b. An environmental programme of public realm works, which will underpin the other investment and act as a catalyst for investment.
 - c. The identification of development land parcels capable of delivering a range of activities. These developments will require some land

assembly and public funding and commitment but a significant proportion can be brought forward with private sector finance.

Development Framework

- 4.21 A large proportion of the key development sites fall within the ownership of the public sector, the majority being with the Metropolitan Borough of Wirral. This creates an opportunity to develop the Towns through a programme of disposals, Building Agreements and / or Joint Ventures with the private sector. It allows the Council to retain control of the sites or encourage development as aspired to in the Regeneration Masterplan through the use of development briefs. This will ensure that land is brought to the market on a phased basis and develop a stronger offer in both Towns.
- 4.22 There are also a number of private landowners who own parcels of land around both Town centres and it may be possible for the Council through the Project Team to enter in Joint Ventures on developments across the area. The development proposals for each of the development sites are detailed within the Regeneration Masterplan.
- 4.23 The approach to developing the Regeneration Masterplan has been led by deliverable market demand. We have identified that a key opportunity lies in the retail sector where we would consider that there is a gap in the market for an improved offer, additional space and in particular mid-sized food retail anchors in both Towns. To juxtapose these retail enhancements, additional food, café and restaurant development in both towns are suggested. This is particularly so in the proposed redeveloped Concourse in West Kirby and Station Gateway in Hoylake. Overall, an uplift in the retail and restaurant offer is proposed, which will help develop both Towns as destinations and widen the product mix at both.
- 4.24 There are also opportunities to bring forward buildings and / or public art of a high quality and of significant architectural merit at the waterfronts to assist in the development of these locations. In the case of the Marine Lake at West Kirby, the development proposed needs to link into the existing uses associated with sailing already taking place in the area. In both the Town's waterfronts these opportunities may be cross-funded by commercial development, namely food and drink led. At the Marine Lake, for example, investigations into the viability of a small-scale hotel should be considered but should not underpin development as its viability in the long-term needs additional investigation with potential operators and developers.
- 4.25 At the existing Hoylake Municipal Golf Course, an upgrade and possible expansion of the golf facilities is recommended in advance of the 2006 Open. Additionally, and into the longer-term the development of a Golf Resort needs to be explored with developers and operators. Additional to the high quality

golf course(s), a high quality Country House type hotel may be developed within the grounds of the golf course. This would need to offer good access to golf course facilities and tee off times. The golf offer of the hotel would be supplemented by leisure, spa and conference facilities for visitors and business users. The hotel development opportunity may struggle to be delivered in the short-term as land use, planning transport infrastructure and the market for users of the hotel are all at early stages and will need to be advanced and mature before a hotel may feasibly be developed.

- 4.26 Linked to this, Carr Lane Industrial Estate also needs to be considered. In order to facilitate the creation of a Golf Resort and improvements to Station Gateway, screening of the existing operation needs to be undertaken. Road improvements from the proposed Saughall Massie by-pass coming direct into the area, avoiding the need to cross the rail line, also offer opportunities for an improved facility. There may need to be some reordering and locating of users around the Industrial Estate as well.
- 4.27 Property prices within Hoylake and West Kirby are such that new residential development maximises financial return on private investment; however, RPG13 currently restricts new build housing outside of the North West Metropolitan Area, which limits the opportunities for residential development in Hoylake and West Kirby. New housing provision in Hoylake and West Kirby is restricted to meeting the needs of the current local population and its housing needs.
- 4.28 There is a clear private sector interest in investing in Hoylake and West Kirby, which is unfortunately tempered by the diminishing return from non-residential development and the current residential development restrictions. It is acknowledged that new housing will generally only be permitted if planning permission for this use is already in place, the proposal is a one for one replacement, or the applicant can satisfy a number of criteria. One of the key criteria is that new housing provision in Hoylake and West Kirby should meet an identified local housing need. Demand for housing over and above this local need should be resisted to support the regeneration of the North West Metropolitan Area. This has been translated into policy within the Wirral UDP First Deposit Draft. This policy has been tested at appeal, and decisions to date have supported the Council's position on this issue. However sustaining longer term investment in the two towns may necessitate further investigation of this situation should regional planning guidance be revised. The outcome of this investigation would build upon the local private sector enthusiasm and willingness to invest in the two towns, subject to realistic capital returns.
- 4.29 Given that the Concourse retains its leisure centre in all proposals put forward and that the Concourse is the only site of a sufficient scale for any quality health and leisure development, it is suggested that the opportunity for a private sector led leisure development are limited within the two towns.

However, opportunities for such development may arise, such as at the ex-Sports Club site on Carr Lane Industrial Estate. If they do, then they should be considered as there is a gap in the market for such an offer at present in the locality. It may be that the Golf Resort Hotel can service this demand in the longer-term.

- 4.30 As we understand it the opportunities for office development within both Towns are sporadic and not comprehensive. They would add value to the retail sustainability of either Town but there is not enough demand to develop a scheme around such a use. However, some office use within a mixed scheme could be considered but has not been factored into the proposals put forward in this Delivery Strategy.
- 4.31 Car parking in both Towns is an important issue and will be integral to taking forward development opportunities. The developments at the Concourse and Heart of Hoose require dedicated parking and at the Concourse the parking may need to be multi-story. A multi-storey car park is an important consideration in offsetting the potential impact of development on the Council car park at the pinnacle of Dee Lane. Presently the parking is cheap in all destinations but in order to finance some of the scheme proposed, some increases to car parking charges may need to be made.
- 4.32 Details of each of these projects, together with additional public realm and highways infrastructure projects can be found in Appendix 1 of this report.

Cost Information

- 4.33 The consultant team has prepared cost information associated with infrastructure and the development opportunities identified within the Regeneration Masterplan which is a best estimate at this stage of what type and density of development may be forthcoming.
- 4.34 Appraisals associated with the development opportunities identified within the Regeneration Masterplan illustrate that the development opportunities are likely to require public sector subsidy but some will generate a surplus. These surpluses will be used to cross-fund public works where possible.
- 4.35 A range of costs have been provided (see Appendix 1) to illustrate the basic cost option that would deliver a scheme as well as illustrating the higher cost option, which will result in added value from a better quality development. Commercial viability of each proposal needs to be considered as each development opportunity is advanced.

Appraisals

- 4.36 We have undertaken development appraisals for a number of key sites across both Towns as part of the overall regeneration framework. The appraisals have been prepared for indicative purposes only; to enable us to estimate the development potential, and indeed the likely capital receipts that could be generated once development is brought forward. They demonstrate the ability of development to contribute towards public realm, transportation and infrastructure costs. Full copies of the appraisals are contained within Appendix 3 and the 'Appraisal Assumptions' are contained within Appendix 4. A Summary of the Appraisals is given at Appendix 2.
- 4.37 The developments that have been proposed extend across a range of uses to include retail, bars and restaurants, leisure, hotel and potentially residential uses. We have aimed to propose mixed-use schemes where possible and have, therefore, drawn in development from all the key market sectors. In particular, we believe residential development offers very strong market demand and strength but it is acknowledged that there are current restrictions on new build residential development. However, to develop both towns in tandem as a classic resort, we suggest a more focused retail and leisure led approach. In addition it is important to realise that the scale of the development proposed is over a 10 year period, and the need for the phasing of any scheme is paramount to ensure that there is no oversupply in the market but also that the agencies involved have the capacity to deliver.
- 4.38 We have undertaken the appraisals to reflect the current market conditions in terms of rental and sales values, investment yields, construction costs and professional fees. However these will change over time due to market conditions, change and inflationary pressures. Similarly costs/values of the proposed development will vary significantly depending upon design and quality demands. We have tried to present a realistic, but at the same instance, a 'snap shot' of what can be achieved. The higher cost options may need to draw on public resources to become deliverable and these are illustrated in Appendix 3, Summary of Development Appraisals.
- 4.39 We have assumed a profit rate of 15% 'on costs' in the appraisals, which we would suggest suitably reflects the market. Obviously depending upon the nature of the development, a developer may alter their risk profile accordingly. It is worth considering the finances of each project that an appraisal has been run on to give an insight into the deliverability of particular schemes. Although this is undertaken solely for indicative purposes and the appraisals will need to be worked up in detail as schemes are brought forward.

Station Gateway – Option 1 (Project ST2)

- 4.40 This assumes a single development at the near end of the quadrant generating some 4,000 sq ft of bar and restaurant space. As a stand alone

development early impressions are that this scheme will create a 15% developer profit and can be delivered without public funding. However, this is dependent on the site being purchased for around £190,000 and the seller is a willing seller, therefore requiring no public intervention to stimulate a sale. Hence further work needs to be undertaken into the viability of this scheme. It may be that a more comprehensive development of Station Gateway can be delivered taking in further refurbishments of existing buildings.

Heart of Hoose (Project SH7)

- 4.41 The appraisal carried out is for a 25,000 sq ft food retail store. In financial terms, this creates a £1.3million land value. Again, this would need to be tested with local landowners but principally seems a viable scheme at the levels suggested, giving a healthy 15% profit for developers. This land value and profit needs to be considered against site assembly costs and potential relocation of residents from flats above the Coop Parade.

The Beach Activity Zone – Quality Family Restaurant/Cafe (Project SH6)

- 4.42 The restaurant development at the end of the Beach Activity Zone if developed in isolation would generate a land value in the order of £170,000 and still give 15% developer profit levels. This capital receipt could part fund the works suggested for the Beach Activity Zone.

The Concourse Gateway to West Kirby – Options 1 and 2 (Project SH4)

- 4.43 Two options have been run for the Concourse, which look at establishing a new focus to West Kirby. Both schemes considered are commercially viable but the larger development in Option 2 has higher costs that eat in to profit levels, resulting in a reduced land value. This effectively means the higher level of development will result in greater impact but a reduced capital receipt. In addition, the potential agreement between the Ambulance Service, Bebington and West Wirral PCT and Mersey Fire Authority has not been factored into these appraisals as the Bebington and West Wirral PCT scheme is likely to be a develop and leaseback type scheme resulting in a nil sum gain to the wider development. How the Mersey Fire Authority factors into this needs to be worked through in discussions between both organisations. Option 2 requires a multi-storey car park in order to be viable. At present levels, Option 1 seems financially viable with public subsidy. With the issues indicated above, once developed out by operators and occupied this scheme is likely to become self-financing.

The Sail – Option 1 (Project RS1)

- 4.44 For Option 1, given the type of uses are largely non-commercial, a significant amount of public subsidy is required. The restaurant at the first floor of the Sail will help offset this by generating some £205,000 of capital to part fund development. However, given the limited commercial opportunities on this

site, a joint development with the car park at the end of Dee Lane is suggested as the best way to generate finance.

Infrastructure Funding Framework

- 4.45 The delivery of the public realm and the highway infrastructure is vital to the delivery of the overall Regeneration Masterplan for both Towns.
- 4.46 We have undertaken a series of appraisals for the various development sites identified within the Regeneration Masterplan to assess the development potential of each of the sites. These have been generated to assess the level of contributions which may be sought from the private sector or the extent to which public sector assets can be utilised to create a funding pot that will produce enough finance to deliver an Infrastructure Programme targeted at both Towns.
- 4.47 There is some £1.6m allocated from Metropolitan Borough of Wirral, NWDA and MWRP sources to fund public realm works over the next two years. This will illustrate to private sector investors that infrastructure investment in the area is forthcoming and encourage their investment in the area.
- 4.48 There is no public sector funding currently allocated beyond that agreed in the current Merseyside Local Transport Plan and by the Royal and Ancient Golf Club for the 2006 Open Championship for public realm improvements and further highway improvements and key infrastructure. There is therefore a need to lobby funding from a variety of sources. We recommend that some further public realm and transport improvements are part-funded, where possible from the sale of Council land to bring forward development and through planning gain and highways legislation. Maintenance costs associated with the upkeep of new public realm, it is suggested, will need to be funded from existing Council budgets and the Council will need to consider its commitments when taking forward this Regeneration Masterplan. For some of the proposals private maintenance of the redevelopment may be possible, for example, the Concourse.
- 4.49 Funding sources may therefore include:
- a. **Capital Receipts from Land Sales** We recommend that the local authority recycle any capital receipts it gains from land sales in the target areas into the regeneration projects outlined in this Regeneration Masterplan. The level of contributions to the infrastructure project which can be levied from the capital receipt contributions will be a decision which the Local Authority or any other public sector body that owns land and works in partnership to deliver this Regeneration Masterplan will need to determine for itself.

- b. **Overage Provisions** Overage provisions relating to delivery of development which will reflect a proportion of the profits accruing to a developer over and above the level of return used in the appraisals.
- c. **Section 106 Obligations**
 - (i) S106 planning obligations to deliver public realm works associated with specific sites or a commuted sum which can be held in an account to pay for the principally transport infrastructure and public realm improvements. The actual amounts to be drawn down from schemes must reasonably relate to the proposed development. However, this may be more fluid after the implementation of reforms proposed by the Planning and Compulsory Purchase Act. This implies a hybrid approach between S106 and Planning Contributions, with developers able to choose to take a fixed charge or negotiate with the Planning Authority over contributions. Given this uncertainty we have not factored in developer contributions at this stage to the appraisals as it would not be prudent to do so.
 - (ii) Supplementary Planning Guidance or Supplementary Planning Documents in the revised planning regime, if developed may also specify developer contributions on development cost, say 5%. It will be for the Local Authority to negotiate actual contributions. Obligations will be imposed on all development schemes brought forward in both Towns. This cost has not been included on appraisals prepared to date.
 - (iii) An alternative to the S106 requirement is that the land could be sold with a profit-share arrangement if the market strengthens significantly within the development period. This could take the form of a pre agreed overage amount per unit sold / rented or if the developer is willing to operate on an open book basis could be a percentage of profit after agreed costs.
- d. **S278 Highway Agreements** S278 agreements where new infrastructure is being developed on Council land to service a development should also be considered but for the purposes of our appraisals these have not been included.
- e. **Car Parking** A municipal car park may be required to accommodate the level of car parking required to service the development of the Concourse. If this is the case, it is likely that car parking charges will increase to help off-set capital costs. It is envisaged that some S106 and S278 contributions could be sought to assist in the funding for this car park.

Funding Requirements

- 4.50 It may be possible for the NWDA and / or MWRP to cover some of the shortfall that may occur in particular development projects. They may be able to enter in a development agreement with clawback on any such projects.
- 4.51 The client would be responsible for identifying 100% of the funding package to facilitate schemes, which are not viable with solely private sector finance. This is likely to require a cocktail of funding. It is likely that by using grant funding there will also need to be an element of clean match funding from the client. Most commercial / income generating elements within the project will not attract grant although the scheme must be financially sustainable.
- 4.52 This route would give the client full control of the project in terms of concept vision, use, design and budget. It would also place responsibility for managing the physical project with the client although this may be outsourced to a consultant team. The financial management would remain the responsibility of the client.
- 4.53 Without the Regeneration Masterplan a significant number of funding sources will not be able to be accessed. Many funding streams require development frameworks to identify short, medium and long term development objectives prior to any money being released. This is to satisfy the funding agency that their substantial investment is part of a wider and long term regeneration plan or strategy.
- 4.54 Funding sources may include:
- a. **The National Lottery** There may be some opportunity to seek funding from the National Lottery for certain projects within this Regeneration Masterplan that require public subsidy. The New Opportunities Fund supports educational, health and environmental projects that help create lasting improvements in the quality of people's lives. There are a wide range of projects which are promoted by the Fund, for example the Active England fund could be investigated in respect of The Beach Activity Zone. The Greenspaces and Sustainable Communities fund would also be applicable to a range of projects. There may also be some potential to seek Sports Lottery or Heritage Lottery Funding for certain projects, such as the Townscape Heritage Initiative that could be applied to the junction of the Crescent and Banks Road to further the 'Village Centre' ambience. The funding will attract match funding from other sources, for example the Industrial, transport and Maritime Heritage fund could match with MWRP, Wirral MBC and private sector capital. The Countryside, parks and gardens fund may also be applicable.
 - b. **Northwest Development Agency** Contributions could be sought from the NWDA given the need to support the Regional

Tourism Strategy, the regional economy and significantly the impact of the British Open on the regions image.

- c. **Merseyside Waterfront Regional Park** MWRP could contribute to general improvements within both Towns in order to principally improve the aesthetics of place and improve facilities and service.
- d. **Merseytravel** Improvements to bus and rail infrastructure could be sought from Merseytravel, focussing on improvements to stations and their surround. Merseytravel have already committed funds to upgrade both Hoylake and West Kirby stations.
- e. **European Regional Development Fund Objective 1** ERDF is available to Merseyside until 2008 and the Regeneration Masterplan offers both Hoylake and West Kirby the opportunity to access funds for the improvement and regeneration of both Towns.
- f. **Wirral MBC** Capital and revenue contributions from the Council to support the Regeneration Masterplan as service providers for the two Towns and landowners. Further funds levied from capital receipts may also be used to contribute to this project.
- g. **Local Transport Plan** Consideration should be given to including the major highways improvements being proposed in to the emerging LTP for possible funding.
- h. **Private Finance Initiative and Private Sector** There may be some opportunities to explore PFI deals on public assets to finance redevelopment. A particular case in point being the moving of the PCT and Fire Authority buildings. This would need to be explored with both organisations. There is keen interest within the private sector to deliver elements of the Regeneration Masterplan. Relationships must be strengthened to ensure that the private sector maintain support and interest.
- i. **VAT** The regeneration of Hoylake and West Kirby is a project of significant scale which may generate significant VAT liabilities. It is recommended that the Council and partners consider the VAT implication of site disposals, direct developments and joint ventures which may affect the Local Authorities de minimus limit.

Delivery Structures and Land Acquisition

- 4.55 Wirral MBC owns a significant proportion of land identified for development and improvement. There is, however, still a significant amount of land that needs assembling in order to deliver the projects identified by this Regeneration Masterplan. It is recommended that due to the scale of development proposed that a dedicated and experienced project delivery

team is set up to facilitate and manage delivery. This team is likely to be drawn from existing Council staffing, although some additional staff may well be required in addition to internal allocation of staffing. The dedicated team will also be able to draw in resource and expertise from consultants as and when required.

- 4.56 Although the scheme is significant in scale, in our opinion it does not require the setting up of a separate delivery structure or vehicle along the lines of a company or partnership. The revenue costs involved in setting up this type of organisations are prohibitive for a scheme of this nature. In addition the project partners are already dedicating internal resource to the project that could be duplicated if a new large scale structure were to be established.
- 4.57 We therefore recommend that the delivery is based on each key partner organisation internally approving the Regeneration Masterplan and individual sites being brought to the market by a lead partner through development briefs.

Implementation / Management

- 4.58 The delivery of the project will be complex requiring the co-ordinated input of a large numbers of stakeholders. To ensure that action is co-ordinated and subject to strong project management, we recommend a dedicated project manager to work with a delivery team on the implementation of the strategy. The Delivery team to be established will be made up of officers of the partner organisations and likely to be established principally from the existing steering group. Membership could be flexible and change subject to the requirements of the project. This Delivery team will answer to an Implementation group who would meet monthly to discuss and progress projects. The agenda and action points would be established by the Project Manager.
- 4.59 The Implementation Group would be responsible for the delivery of reports to the Council and key partner agencies, but also wider stakeholder interests' e.g. local councillors, planning committee, highways committee etc.
- 4.60 We recommend that the Project Manager is employed by Wirral Metropolitan Borough and be based in their offices. It may be that this individual be an internal appointment from within the Council's existing staffing structure. The Project Manager would need some administrative support and over time may also require full time assistance. This would depend upon workload, the availability of other resource within the Partner organisations and the amount of work outsourced to consultants.

Revenue Funding

- 4.61 If the Project Manager is a new appointment, revenue funding for his appointment may be required from key agencies. However, if resourced internally from the Council this will not be necessary. Additional support from consultants would require additional funds and must be considered by the Council and its partners on a project by project basis.

Project Team Responsibilities

- 4.62 The Project team should be responsible for the following areas:
- a. Preparation of a Business Plan / detailed implementation strategy to deliver the Regeneration Masterplan over 10 years;
 - b. Site assembly where there is a need to deliver sites which are out of public sector control and which are key to delivering strategic projects. This may involve the use of Compulsory Purchase Powers;
 - c. Servicing issues and site investigations where appropriate;
 - d. Investigation of the financial constraints on ring fencing capital receipts and Wirral Metropolitan Borough financial regulations;
 - e. Development of a funding strategy and delivery of funding associated with abnormal ground conditions, the public infrastructure and environmental works;
 - f. The coordination of the infrastructure projects and the public realm and key development sites;
 - g. In liaison with landowners, the marketing of development opportunities with development briefs;
 - h. Facilitation of development working in conjunction with the private sector;
 - i. The development of a Marketing Strategy to promote Hoylake and West Kirby to tourists and investors.

Sites in Private Ownership

- 4.63 It is advisable to work with landowners to assist them in bringing forward sites in line with the Regeneration Masterplan or to purchase sites if they are not able or willing to develop sites out in this manner. It may also be possible to

develop the sites in partnership between the public and private sector through a JV. As a final option, it may be necessary to consider using Compulsory Purchase powers to assemble sites to deliver the Regeneration Masterplan or elements of it.

- 4.64 Where the land owner is not the developer and wishes to dispose of the site we recommend working with the owner to produce a development brief for the site to ensure that the development which is brought forward accords with the aspirations of the Regeneration Masterplan. This development brief will assist with development discussions and facilitate an easier route through the planning process.
- 4.65 The preparation of development briefs for the site and a design guide for the wider area accords with the Best Practice recommendations of the Urban Task Force and the later document By Design prepared by the Government.

Clawback

- 4.66 Section 123 of the Local Government Act requires local authorities to apply best value considerations to the disposal of sites and to achieve the best price within this framework. This is likely to be implemented during this period.
- 4.67 Where land has been reclaimed using funding or grants from other public sector organisations it is likely that there will be a provision to pay some of the monies back – the clawback being the difference between the value of the sites prior to the work and the value of the sites following the works. At this stage we are unaware of the site preparation costs for remediation or stabilising land at the water's edge or elsewhere and hence clawback has not, as yet, been factored into our appraisals.

Forward Funding

- 4.68 We recommend discussions are continued with funding agencies to discuss the potential of pump-priming the highway and environmental works to create confidence and to underpin development opportunities.

Conclusions and Project Timing

- 4.69 The public sector will act as a facilitator for the majority of the development opportunities with the exception of the public realm and highway works. The private sector will bring forward development in line with the Regeneration Masterplan.

- 4.70 The programme for the delivery of the Regeneration Masterplan will last for a period of approximately 10 years.
- 4.71 It is essential that the strong vision and investment into the environmental and infrastructure works is implemented early in the programme to generate confidence, improve the image of both Hoylake and West Kirby and generate investment interest in the Towns.
- 4.72 We recommend continued discussion with the NWDA and MWRP with a view to securing pump-priming funds for construction of these public sector works beyond what has already been secured. Agreements for repaying the money from capital receipts and other income sources are outlined above.
- 4.73 A programme of works should be developed to form the basis of an implementation strategy to bring forward the delivery of the Regeneration Masterplan based upon public sector land ownerships. This programme will be a monitoring aid and should be constantly updated as projects are completed, achieved key milestones or new projects are brought forward by the public / private sector.
- 4.74 The programme of works should be clearly linked to a marketing and promotion strategy to ensure momentum in bringing the sites forward and achieving a repositioning of the Towns.

Phasing

- 4.75 The development programme is designed to complete over a 10 year period. Key development projects have been scheduled to give momentum to the Regeneration Masterplan's delivery and dovetail with the 2006 British Open. In addition the public realm programme and the highways infrastructure have also been programmed to complement the schedule of development. A notional phasing plan is set out at Appendix 5.
- 4.76 Clearly, however over the period prior to the 2006 Open development will be constrained as the Towns need to be in good condition and appearance for the July 2006 period. Hence, any development taking place during this time or not completed before this date needs to be carefully managed to ensure that the Towns portray a good image. In the intervening period it will be important to bring forward unconstrained sites as far as possible, even if this is just in feasibility of development terms and no actual construction works started.
- 4.77 Should the market be stronger than anticipated in the Towns then we would encourage the Council to maximise the amount of development coming forward without compromising on the quality of their output.

4.78 The key recommendations are that:

- a. The Regeneration Masterplan should be endorsed by the Steering Group and then by formally agreed by Executive Committee and Cabinet approval structures. Consideration as to Coastal Resort concordats needs to be made as part of this process.
- b. A dedicated Delivery Team specifically responsible for the implementation of the Regeneration Masterplan should be put in place. Specifically, a Project Manager should be appointed to lead the development of the two Towns and liaise with partner organisations. An overarching Implementation Group should oversee activity and set strategic direction.
- c. Opportunities for ring-fencing capital receipts and securing developer contributions to deliver the Regeneration Masterplan should be investigated and approved by the Council.
- d. Discussions should commence with the NWDA and MWRP to determine the strategy through which they could become a core funding partner and contribute to the major funding requirements set out in the Regeneration Masterplan into the future.
- e. The partners should deliver key infrastructure projects and environmental improvements at the earliest opportunity.
- f. The partners should explore the opportunities for joint ventures and development briefs should be prepared for sites.
- g. The partners should prepare a marketing and promotions strategy which clearly identifies the opportunities for the Regeneration Masterplan.
- h. The partners should push forward with potential “early winners” to generate confidence and commitment in the Regeneration Masterplan and where possible improve the area in advance of the 2006 British Open.
- i. Discussions should continue with the private sector in terms of development opportunities and preparation of development briefs advanced where appropriate.
- j. The parties should commence site assembly discussions where appropriate.

APPENDICES

Appendix 1 Project Schedules

Appendix 2 Summary of Consultation Responses

Appendix 3 Development Appraisal Summary Table

Appendix 4 Development Appraisals

Appendix 5 Phasing Programme

APPENDIX 1 – PROJECT SCHEDULES

REGIONALLY SIGNIFICANT PROJECTS

'THE SAIL' **Regional Significance 1 (RS1)**

Description – The Sail project responds to the desire of the Metropolitan Borough of Wirral and the recognition of the local population that the current Sailing School facility is in a poor state and needs to be replaced.

The location of the Sailing School is directly adjacent to the West Kirby Marine Lake. The replacement building and facility must respond to the regional and national importance of the Marine Lake and provide West Kirby with a nautical icon that befits this resource – the badge 'The Sail' reflects this scenario and identifies the design concept that must be encompassed.

One element of the Metropolitan Borough of Wirral's brief was to identify the need and potential location for a hotel in either of the two towns. The location of 'The Sail' at the mouth of the Dee Estuary is breathtaking and provides an opportunity to maximise such a development opportunity similar in design and quality to the Holiday Inn Express adjacent to Chester Racecourse, as well as providing associated restaurant accommodation.

Two options have been developed to reflect these aspirations.

1. Hotel Development and Replacement Facility

Option 1 A replacement sailing school facility will be provided on the existing site in an iconic building. It will provide the following facilities:

- A teaching room/theatre style, which could also be hired out for community use.
- seminar rooms boardroom style.
- Separate changing rooms for lake users/general public.
- Separate large group changing rooms.
- Facilities and staff room for instructors.
- Wet canteen and teaching area.
- Canteen for lake users.
- Café and toilets for general public.
- Drying facilities.
- Closed boat compound.
- Visitor centre/information point.
- Office space and improved customer service area. One of these offices has to overlook the lake so that the manager can always see what is going on.
- Storage and HQ facilities for the beach lifeguards, beach wardens, bird wardens etc.
- Chandlery.

Car parking will be lost and therefore alternative provision must be considered.

Possible alternatives include providing a decked car park over the existing Safeway Car Park and/or building the new hotel in stilts, although this may inhibit the viability of the hotel due to increased costs.

2. Replaced and Expanded Facility

Option 2 explores the potential for a new hotel (80) building to be developed on the Council Car Park with a quality restaurant and bar facility making use of the extensive views over the Dee Estuary.

It also replaces the existing building with an iconic new building to include all of the facilities identified in option 1 and a quality restaurant / bar will be integrated at first floor to take advantage of the extensive Dee Estuary views.

Associated improvements along the Marine Lake frontage will be integral and will include improved car parking (that will require further feasibility work); lighting enhancement and improvement; improved landscaping; and replacement and upgraded street furniture. These measures will seamlessly link the proposed improvements to Coronation Gardens with the Sail, increasing the leisure and recreational offer for local residents and visitors alike.

Costs –

Option 1 (high) £11.536million

Option 1 (low) £7.351million

Option 2 (high) £2.815million

Option 2 (low) £2.000million

Potential Funding Sources –

Wirral MBC, NWDA and MWRP to work together to fund technical feasibility of redevelopment. There may also be some gap funding required if this exercise identifies additional costs.

Private sector to lead on development opportunity and fund development.

Delivery Issues / Constraints –

The Sailing School site needs extensive feasibility work undertaken on its redevelopment and the scale possible. The results of this could seriously impinge development opportunities as abnormal costs are unknown but at this stage are considered to be nil. The design of any building on the Sailing School site/adjacent Council Car Park is likely to have an impact on the prevailing winds that cross the Marine Lake therefore detailed feasibility work will be required into

the possible effects of any development proposal on water sport activity.

The proposed site of 'The Sail' and potential hotel are identified as being within an area that is at risk from tidal flooding. It is likely that a full flood risk assessment will need to be carried out and appropriate measures undertaken to guard against this risk.

The appeal of West Kirby to the type of hotel operator that could be placed on the car park site is questionable but needs to be considered as a desirable option. However, work with a chosen developer and / or operator into the feasibility of such a facility in this location, on this size of site and in West Kirby needs to be closely tested. Wirral MBC have already received interest in this development opportunity from several development consortia.

Consultation with local Councillors has led to concerns being raised with regard to the location of a hotel on this site. These concerns relate to the impact on adjacent residential properties, loss of car parking for the town and the Marine Lake, impact on open aspect and views and wind take.

Planning permission to any change of use at this location needs to be fully considered. The development of a hotel on the existing car park will result in the loss of 173 car parking spaces. Though, at present, demand is low during the winter and higher during the summer, the development of a hotel and sailing school will both generate new demand. A parking feasibility study will need to be undertaken, with possible solutions investigated in more detail. The consideration of a multi-storey car park as part of the Concourse redevelopment should be made as a solution to this scenario, in addition to deck access parking on the current Safeway car park and herringbone parking along the South Parade.

Lead Agency – NWDA, MWRP and Wirral MBC

Programme –

Option 1 **Short Term**. This is subject to a lead developer being appointed immediately.

Option 2 **Medium Term**. Detailed technical feasibility of development on Sailing School site and appoint a developer to take forward Option 1 and / or Option 2, late 2004/spring 2005.

Detailed planning of selected development option will need to be carried out carefully with the selected developer and / or operator(s) through to completion. Dependent on the complexity of the development and Option chosen this could be delivered between late 2006 and the end of 2007. If a lead developer is appointed without a developer competition on grounds of best value and regeneration, this development programme could be brought forward by July

2006.

'HOYLAKE-WEST KIRBY GOLF RESORT AND SPA'**Regionally Significance 2 (RS2)**

Description – A country house type hotel, golf and spa complex would be developed alongside an extensively remodelled Municipal Course. Essential facilities will include:

- 4 or 5 star hotel;
- Spa facility;
- Golfing centre to incorporate tuition, teaching and conference facilities, golf merchandise and driving range.

The remodelling would comprise significant landscaping to create a parkland environment and provide a Municipal Course I and the possibility of a Municipal Course II.

A new strategic access route that links Saughall Massie Road with the Carr Lane industrial estate at Hoylake is an important element in delivering this project. This improved link will deliver an easy, convenient and attractive gateway to the resort and will help encourage the expansion and future investment in the industrial estate.

Consideration should be given to golfing/spa packages linked to other courses in the area, similar to 'Le Touquet' in France that also badge themselves as a 'Classic Resort'. Formal links to 'England's Golf Coast' will also be important.

There are essentially three options to how this resort could be delivered:

Option 1

The footprint of the existing club house could be utilised for the main resort development, minimising the impact on the Greenbelt. There would be implications of this option in terms of land take, potentially requiring relocation of the farm buildings adjacent to the existing golf club. The proximity between the resort and Carr Lane would also be an issue.

Option 2

The main resort buildings could be located amidst an extensively remodelled and wooded Municipal Golf Course with associated water features, accessed off a 'country driveway' from the new Carr Lane/Saughall Massie link. Carr Lane Industrial Estate would remain in situ and be screened by the extensive new parkland environment. This is considered to be the optimum solution, both from a visitor and market perspective. There would, however, be issues in terms of developing within the Greenbelt.

Option 3

The final option considers the relocation of Carr Lane Industrial Estate and adjacent farm buildings to an alternative site with better access to the A553. This would free up considerable land for a major golf and spa complex. This option would have significant cost attached to relocation, potential site location / acquisition and planning policy constraints.

Existing users will be accommodated within any proposal to upgrade the Municipal Course.

Costs – to be determined

Potential Funding Sources –

NWDA, Private Developer and Wirral MBC

NWDA may be able to help in the enabling of a hotel scheme but this is considered to be largely self financing.

Wirral MBC to provide land for any hotel development.

Delivery Issues / Constraints –

A hotel developer and operator should be sought to provide a quality 4 star country house type hotel with conference and spa facilities. The user is likely to want good access over tee times to the improved municipal but not want to take on responsibility for its maintenance and functioning. Maintenance and upkeep to remain with Wirral MBC or be transferred to a third party operator, in agreement with the hotel operator. At this stage it is envisaged this development will be self-financing with little or no profit in early years of operation. Although not envisaged, it may be necessary to provide quality executive residential development to make this development viable.

Further detailed work will be required to assess the feasibility of this long term total redevelopment opportunity in terms of regional planning guidance (RPG). This assessment will undoubtedly address the impact on the Merseyside Greenbelt and may or may not reveal the need for a future review of its boundaries in Hoylake, as well as any future review of the current housing restriction within West Wirral as part of any alteration to the current RPG. Option 1 however recognises the current RPG and seeks to provide an acceptable solution within this framework that respects and enhances the Greenbelt through the provision of a quality outdoor recreational facility.

To improve the facility any drainage problems over the land will need to be resolved and it may be necessary to reclaim some land currently under lease as agricultural land. Strategic use of water features as sustainable drainage

solutions should be assessed.

There will be a need to ensure the existing farm buildings, currently leased by Wirral MBC, are improved and the operation of the farm complement rather than conflict with any hotel development and golf course improvements. From an aesthetic viewpoint this will require a strong maintenance regime to be implemented for the buildings and the agricultural land to be maintained to a high standard. There is some potential to re-locate the existing farm building to a new location to mitigate any conflict between the farm use and hotel.

Lead Agency – Private Developer

Programme – *Long term.*

Golf course upgrade and extension starting early 2005 for completion early 2006

Work towards start of hotel development 2009 although there will be a continued need to test the marketplace. The interest of a private developer and commencement of the hotel development will also be dependent on the improvement of Hoylake and West Kirby as a result of the projects identified in this Regeneration Masterplan and other projects/improvements considered feasible in the interim.

SHORT TERM PRIORITIES

MARKET STREET Short Term 1 (ST1)

Description - This project seeks to upgrade Market Street ahead of the 2006 Open Championship as well as providing a better and more focused retail environment with two new anchor developments. These improvements will make Market Street more pedestrian friendly and attractive to local people and visitors, and will stimulate the development of a vibrant and high quality retail and restaurant offer. It will improve the quality of life for all sectors of society and will include measures to mitigate anti-social behaviour. Liaison with the Merseyside Constabulary will need to be undertaken and Secured by Design techniques used to achieve this goal.

This is achieved by realigning the road so as to create wider pavements to improve pedestrian activity and movement, formalising parking bays to improve access and transition from the car to the street, and reducing traffic speeds to redirect the importance of hierarchy from vehicles back to the pedestrian. Quality is of the essence in improving Market Street, using classic and robust materials throughout in an innovative and contemporary way whilst retaining the charm and capturing the attractiveness of the place in taking Hoylake forward.

Lost arcades will be replaced, street lights will reflect pedestrian scale, and streets will flow uninterrupted from one end to the other. Formal trees will be reintroduced bringing a softness and colour to the character of the street, and street crossings and junctions will bring priority to the pedestrian ensuring a safer environment and with greater accessibility and movement. Nodal points will provide interpretation and art and help to orientate people towards the coastline, Royal Liverpool and other important locations within Hoylake.

Improved pedestrian linkages are to be introduced across Market Street. These will include a reinforcement of the existing crossings, with an increase in the number of uncontrolled crossing points.

A longer term goal is to reduce on street deliveries. This could be achieved by encouraging access for smaller delivery vehicles to the rear of Market Street along Charles Street between the Heart of Hoose and the railway station.

There is demand for an increase in off street parking. A policy to encourage more off street parking needs to be implemented, where sites that become available are not used for redevelopment but for off street parking. This was the decision made in order to provide the Charles Street car park.

Due to the high level of through traffic flow, it may not be possible to implement traffic calming features until the Saughall Massie Road has been upgraded

between Saughall Massie and West Kirby, therefore reducing the level of through traffic through Hoylake.

Three options have been identified:

Option 1 Realignment of Market Street with parallel parking either side of road

Option 1 uses the principles of locating parking bays parallel to the new road on both sides. This option maximises pedestrian space on both sides of the road but in terms of parking allocation is the minimum option

Option 2 Realignment of Market Street with herring bone parking

Option 2 attempts to maximise parking numbers by pulling the road alignment towards the railway and then providing 90 degree parking at the opposite side from the shops. This option would benefit in the longer term from traffic calming features.

Option 3 Realignment of Market Street

Option 3 aims to maximise parking facilities on the active shopping side of Market Street. This has been achieved by providing 70 degree parking on the east of Market Street which helps to deliver greater numbers of parking whilst retaining a seamless transition from the car to the shops.

Preferred Option

The current preferred option for Market Street is Option 1 because of its compatibility with parking and traffic regulations enforced by Wirral MBC traffic engineers.

Further detailed work has been undertaken to develop a preferred option for the redevelopment of Market Street. This work has been the subject of further public consultation and identifies public realm, highway, landscape and environmental improvements to be delivered in four phases:

1. Stretch of Market Street between Cable Street and Meols Drive
2. Stretch of Market Street between Cable Road and Melrose Avenue
3. Stretch of Market Street between Station Road, Station Concourse and Albert Road
4. Stretch of Market Street between Charles Road and associated link roads to Market Street

Costs –

Phase 1A - £1, 425, 900

Phase 1B - £1, 182, 800

Phase 2A - £1, 397, 800

Phase 2B - £572, 200

Potential Funding Sources – MWRP, NWDA, Metropolitan Borough of Wirral, Objective 1, potential to supplement with LTP funding.

Delivery Issues / Constraints – The level of change will be dependent on detailed engineering feasibility and it is likely that cosmetic changes to the pavement environment of Market Street will be the first phase of this project.

Consultation with shopkeepers will need to be carried out regarding the location of colonnades above shop fronts. This consultation must also take into account car parking considerations along Market Street.

Any alteration of the carriageway, whether it is its alignment or calming will require detailed design and will be a later phase of this project. Calming is likely to require the Saughall Massie Link to be implemented in tandem.

Lead Agency – Metropolitan Borough of Wirral

Programme – Commencement:

Phase 1A – February 2005

Phase 1B – October 2005

Phase 2A – August 2006

Phase 2B – April 2007

STATION GATEWAY

Short Term 2 (ST2)

Description – This project will upgrade the station building, create a town square environment to the front of the station and provide additional quality retail accommodation to support the mixed use environment along Market Street, Albert Road and Station Road.

Improvements to the Station Gateway are being explored as part of the Market Street further design and feasibility work include:

- Replace and repair carriageway, parking and pavement areas;
- Introduce new tree planting;
- Sculptural works at the entrance to the new town square and station;
- Introduction of new lighting columns, illuminated street bollards, bench seating and litter bins
- Introduction of new cycle stands and bus shelters; and
- Finger post signage and information boards

In response to local Councillors concerns regarding continuation and exacerbation of anti-social behaviour, Station Gateway has the aim of providing a safe, secure and pleasant environment for shops and restaurants with the objective of creating a quality environment that designs and drives out such behaviour.

The opportunity to introduce a market to the town square exists. This will enliven the retail offer of Market Street, Station Gateway and provide varied activity within the town square itself.

Three phases for this project have been included to reflect longer term potential to create a larger, higher quality mixed use development:

1. Town Square with new build

As part of the improvements to Market Street the area fronting Hoylake Station, including the station car park will be improved, enhanced and remodelled to create the core of the town square and will seamlessly connect with the upgraded Market Street public realm work. This will provide a the potential for a new retail or restaurant footprint that would serve to screen the new station environment from the industrial estate. .

Buses, taxis and service vehicles will still be afforded access along Albert Road onto Station Road, but the carriageway will be treated as an integral part of the plaza and therefore be pedestrian friendly.

2. Town Square with potential to assemble buildings for conversion

As phase 1, with the addition of the exploration of assembling buildings within the Quadrant to provide a mixed-use conversion. The Royal Mail have indicated that subject to new premises being found they are willing to consider relocation from their premises opposite the station.

3. Town Square with potential to assemble buildings for redevelopment

As phase 1, with the possibility of being able to assemble buildings within the Quadrant (the building block surrounded by Station Road, Albert Road and Market Street) for redevelopment to create a comprehensive mixed use development with internal courtyard etc.

In all options the station car park will be remodelled. A permanent car park is being provided on land to the south of the railway and could potentially solve the potential car parking problem if a southern link road can be provided from Saughall Massie Road. The implementation of these arrangements would be subject to a detailed assessment of vehicle movements across the railway crossing and the potential impact on Market Street.

The integration between bus and railway could be improved with the provision of new bus facilities adjacent to the railway station.

Interim solutions will include integral car parking within the town square environment and increased levels of on-street parking along Market Street as part of its redevelopment.

Costs – the costs of the town square will be borne by the funding for Market Street, Hoylake (phase 2A - £1, 397, 800) and planning gain from developers, however, costings have been provided for the potential new retail/restaurant footprint that could screen Carr Lane.

High Cost – £665,000

Basic Cost – £400,000

Potential Funding Sources (for the new build element)–

Private sector developers to develop within the marketplace.

There may be some opportunity for public sector pump-priming through strategic acquisitions, Joint Ventures with land owners and public realm. Sources for this funding are likely to come from Wirral MBC, NWDA, MWRP, Merseytravel and potential to supplement with LTP funding.

Delivery Issues / Constraints –

In order to change the ethos in this area there will also be a need to planning applications approved for retail, café and restaurant type activity for refurbishment and new build. These applications/approvals must demonstrate that anti-social behaviour will be able to be reduced or eradicated.

The Royal Mail would be willing to consider relocating to a new location but the costs of this would need to be borne by the development. Their building will need to be treated sensitively if redeveloped as it is believed to be Grade II Listed and is within a Conservation Area.

The private sector is believed to be able to deliver the majority of this project with their own resources as commercially viable. However, there is a need to acquire or enter into a Joint Venture with parties on some key sites to enable development. These sites are understood to be in the ownership of Royal Mail (sorting office) and MerseyTravel (car park). There are also further discussions required with Royal Mail about sourcing an alternative site and covering their relocation costs.

There are also further discussions required with Royal Mail about sourcing an alternative site and covering their relocation costs.

There will be a limited number of on-street short term car parking spaces available in front of the station. The exact number will be dependent on the town square detailed design. Longer term parking could potentially be relocated to the south side of the station. A more detailed feasibility study will be required to determine the exact number of long term spaces required.

The existing at-grade railway crossing constrains the highway capacity on Carr Lane/Station Road, particularly with there being no particular scope to bridge the railway line. The increase in traffic generated across the level crossing by moving the long stay car park to the opposite side of the railway line, would be offset by the upgrading of Carr Lane to provide a more suitable access to Carr Lane Industrial Estate and long stay railway station car park. A more detailed feasibility study is required to examine the affect of changes in traffic flow and alternative locations to cross the rail line.

Bus infrastructure will need to be provided at the front of the station, in order to provide a better linkage between bus and rail. Discussions with the bus operator will be required to determine the extent of infrastructure required, and to plan the likely frequency of bus services. A more detailed study will be required to ensure that sufficient geometric design details can accommodate the swept path of the bus design vehicle.

The existing railway station forecourt includes for the provision of taxis and passenger pick up/drop off points. The re-developed town square will need to include provision for these. More detailed investigation is required to determine the likely number of vehicles that will need to be provided for.

Any funding required in order to deliver a comprehensive scheme would need to be sought from the NWDA, MWRP and Wirral MBC. It may be appropriate that any investment made by the public sector agency, likely to be NWDA given the uses in this area, will be able to be clawed back through uplifts in values generated through a Collaboration Agreement/Joint Venture with selected developer.

It is suggested that a lead developer be selected to provide the core of this scheme, although it will depend on the scale of development implementable and the option chosen. Rather more piecemeal development is likely to happen in this locality from the market independently but the impact will be diminished and quality of offer not as great. In order to kick-start development a lead developer approach is suggested as the preferable option.

Lead Agency – Wirral MBC

Programme – *Short Term*

Landscape and public realm elements to be commenced August 2006.

Site assembly feasibility 2005, with commencement of scheme ensuing late 2005. This may result in some development possible before the Open in July 2006, with the remainder following through to 2007 at the earliest.

WIRRAL WATERSIDE WAY

Short Term 3 (ST3)

Description – off road cycling and walking route through the resorts, incorporating an upgraded Wirral Way to Thurstaston. A £750000 cycle/footpath route improvement between Thurstaston and West Kirby is currently being progressed; this must be incorporated into any proposal. This route will also be improved by the proposed Northwest Coastal Discovery Trail.

The entrance to Wirral Way is directly adjacent to the Concourse in West Kirby and at present is a poor gateway to this important resource. Upgrading of the Wirral Way will include:

- Gateway treatment at the entrance to the Wirral Way to announce its presence;
- Enhancement of the footpath treatment;
- Signage and interpretation strategy.

Ashton Park is bisected by Wirral Way. It is an excellent recreational asset for West Kirby, yet its existence is hidden to West Kirby Village centre and to the South Parade. A new gateway to Wirral Way from West Kirby Village centre must incorporate clear signage to Ashton Park. The same must occur along Church Road to identify its existence to users of South Parade. The Friends of Ashton Park have identified a clear strategy of improvements to Ashton Park that include the following and must be integrated into this project:

- Develop the Lake as a central feature of the park with the installation of a fountain to improve water quality and provide a focal point;
- Link the two halves of the park with a mobility impaired access way that will also integrate Wirral Way into the park;
- Improve overall facilities to cater for the increased use of the park, including toilet and café facilities;
- Use of the park as a venue for music, theatre and community events, providing accommodation for such use, for example a bandstand;
- Local signage strategy;
- Continued development of traditional sports activities.

The Millennium Cycle Way (to New Brighton) and the sea front from Hoylake town centres are essential and integral elements of this project. These will be linked to hub points for cycle pickup/drop off, interpretation (historical and

ecological) and refreshment areas. One important area would be 'The Green' at the entrance to the Wirral Way opposite the Concourse. The 'village green' layout and mixture of restaurants in this area provides a very attractive and appealing gateway opportunity.

Costs – £3, 250 000 for the connecting elements of the Waterside Way between New Brighton, Hoylake, West Kirby and Thurstaston (Locum Destination Consulting, 2003).

Potential Funding Sources – NWDA, MWRP, Wirral MBC, Objective 1, Lottery

Programme –

Short Term. Signing and Interpretation Strategy to be implemented in the short term, prior to 2006, along with upgrade of strategic footpaths and cycleways. Wirral Way through to Ashton Park should be a priority.

Medium-Long Term. New and improved footpaths and cyclepaths to be integrated by Metropolitan Borough of Wirral into a long term action and management plan.

HOYLAKE - WEST KIRBY TRAIL Short Term 4 (ST4)
<p>Description – Coastal and countryside walking and cycling circuits connecting Hoylake and West Kirby. The trail is composed of several different elements including:</p> <p>The existing boardwalk through the Red Rocks Marsh Nature Reserve will be further improved and enhanced for the benefit of local walkers, bird watchers and nature enthusiasts.</p> <p>Viking and Roman Trail - historical interpretation of Hoylake anchored by the Wirral Viking Heritage Project.</p> <p>Parade of Champions - a row of banners suspended from street lights along Market Street in Hoylake, each one in 2006 featuring a picture and telling the story of an Open Champion (there have been 75). They will provide colour and vibrancy to the town and it is envisaged that the banners would be replaced periodically to advertise the various events in the two towns – the Wilson Cup for example.</p>
<p>Costs – these are indicative costs that will inform budget estimates for individual elements of this project.</p> <p>High Cost - £1000 per linear metre</p> <p>Basic Cost - £600 per linear metre</p>
<p>Potential Funding Sources –</p> <p>Landfill tax for Boardwalk. Sponsorship from local businesses – ecologically focused.</p> <p>Objective 1 (part of landscaping scheme).</p> <p>NWDA/MWRP</p>
<p>Delivery Issues / Constraints – MWRP Coastal Resort Strategy Agreements will determine timescale and level of public funding that will be able to deliver improvements to this strategic access and recreation resource.</p> <p>Upgrading and ongoing maintenance of the boardwalk will be challenging in some areas, for example, Red Rocks is a nature reserve, the coast is dynamic and constantly changing, therefore further feasibility work will be required.</p> <p>Lead Agency – MWRP</p>

Programme –

Short Term. Local Signing and Interpretation Strategy to be implemented in the short term, prior to 2006, along with upgrade of strategic footpaths and cycleways.

Medium-Long Term. New and improved footpaths and cyclepaths to be integrated by Metropolitan Borough of Wirral into a long term action and management plan

VIKING INGIMUND STATUE AND OTHER HISTORICAL INTERPRETATION Short Term 5 (ST5)
<p>Description – This project would focus on the historical interpretation of Hoylake anchored by the Wirral Viking Heritage Project. This project comprises the erection of a bronze statue of Ingimund the famous Viking leader of Wirral. Interpretation is also proposed that will be located in the vicinity of Dove Point at the end of Meols Parade. Interpretation will also focus on the Roman heritage of Dove Point as well.</p> <p>This location would be the start and finish of a Wirral Viking Trail and Pilgrimage that would link into the Wirral Waterside Way, West Kirby Trail and Boulevard and Boardwalk project.</p>
<p>Costs – costs are based on information provided by the Friends of Hoylake and Meols Gardens and Open Spaces and are based on a similar project in Trondheim.</p> <p>Statue - £40 000</p> <p>Interpretation - £100 000 (with potential for a larger interpretation project)</p> <p>Trail and Pilgrimage - £20 000</p>
<p>Potential Funding Sources – Objective 1, Lottery, MWRP</p>
<p>Delivery Issues / Constraints – this project will provide the catalyst for a number of cultural and economic ties with Trondheim, Iceland and Seattle acting as a prestigious tourism/heritage project for Hoylake.</p> <p>Lead Agency – Wirral MBC and Friends of Meols Gardens and Open Spaces</p>
<p>Programme – <i>Short Term</i> dependent on meeting regional and sub-regional tourism objectives.</p>

CORONATION GARDENS**Short Term 6 (ST6)**

Description – Coronation Gardens is an important greenspace on the South Parade. Its current condition and environment does not make this space inviting nor does it maximise its location on the South Parade frontage. Upgrading to address these shortcomings is proposed. Proposals for improvements to the Gardens by the Friends of Coronation Gardens must be incorporated into any project. These include:

- a. A gateway to the park at the Banks Road entrance;
- b. A bandstand;
- c. A children's play area; and
- d. Improved landscaping

Other upgrades that should be considered include punctuating the protective front wall to improve the appearance of the gardens from South Parade and provide a clear connection with the sea front. Lowering of the wall in certain places or replacing bricks with glass cubes would aid this objective, allowing views from the gardens to the Dee Estuary, whilst still protecting the gardens from flooding. The seating that is currently an integral part of this protecting wall will be recreated in a contemporary manner, celebrating the improvement and enhancements to the gardens and the connection to the waterfront.

The current café facilities require improvements and must be undertaken to maximise this important focal point on the promenade. Linkages across the Boulevard from the café to the old swimming pool site should also be considered, maximising activity in this area.

Connection to the South Parade is an essential element of the Hoylake-West Kirby Trail (project ST4) and connection to an outdoor activity area on the old pool site would achieve this goal.

Promenade parking providing parking for such a facility and making best use of views and promenade access is essential.

The Friends of Coronation Gardens have advanced plans for the upgrade of this resource and these must be an integral element of any improvement.

Costs – to be determined dependent on level of improvements to gardens/café/protecting wall

Potential Funding Sources –

This project is totally dependent on public sector funding that currently is not available. An alternative source of funding must be considered if this much needed and sought after improvement is to be made.

MWRP, Wirral MBC or the National Lottery could be sought to fund this development if funding was available.

Delivery Issues / Constraints –

Friends of Coronation Gardens' to be fully consulted and in agreement to improvements of the Coronation Gardens facility proposed.

A potential solution to the problem of funding the improvements is to focus on generating a capital receipt from a commercial development in the vicinity of the Gardens. It is likely that this would require a regeneration case to be built in order to facilitate the delivery of a commercial opportunity in a sensitive waterfront location. The most obvious commercial development to offer a reasonable capital receipt would be residential development.

Wirral MBC to instigate refurbish and / or redevelop existing café facility at Marine Lake end of Coronation Gardens, which is currently under lease.

Lead Agency – Wirral MBC

Programme – *Short Term* dependent on capital receipts/regeneration case being put together to fund improvements.

Wider consultation on deliverability of Coronation Gardens improvements and negotiation between Wirral MBC and café operator through to end of 2004.

MEDIUM/LONG TERM REGENERATION OF HOYLAK AND WEST KIRBY

SAUGHALL MASSIE ROAD/CARR LANE ROUTE Medium/Long Term Regeneration 1 (SHR1)
<p>Description – this project builds upon the scheduled upgrading of the highway from Saughall Massie to both West Kirby and Hoylake within the Merseyside Local Transport Plan and considers the possibility of a new southern access road to Carr Lane Industrial Estate from Saughall Massie Road. The objective is to provide a good quality route to Hoylake and West Kirby from the M53 spur, which may help divert through traffic away from Hoylake. In addition, the potential upgrading of Heron Road between Three Lanes End and Birkenhead Road will take through traffic away from Moreton and provide a good quality route in to Hoylake. Both Saughall Massie Road and Heron Road are proposed to be upgraded to a 7.3m carriageway with footways and cycleways.</p> <p>The signing strategy from the M53 spur will need to be revised in order to direct through traffic away from Moreton and Hoylake.</p> <p>The development of a new highway link from Saughall Massie Road to serve Carr Lane Industrial Estate will open up the industrial estate to expansion, without the need, as at present, to cross the railway level crossing adjacent to Hoylake railway station. This will also take industrial estate traffic out of Hoylake and relieve serious congestion within Hoylake town centre. Other potential options to cross the railway line should be explored, for example, crossing under of over the line at a different location.</p> <p>The upgraded Carr Lane could also be provided to open up the municipal golf course to development as a golf resort/spa complex.</p>
<p>Costs – Between Three Lanes End to Carr Lane Industrial Estate - £5 Million</p>
<p>Potential Funding Sources - Saughall Massie Road and Heron Road are in the Current Local Transport Plan, with funding available for the Saughall Massie to Three Lane End section.</p> <p>Upgrading Carr Lane to the Industrial Estate could be funded from Local Transport Plan, regeneration grants and developer contributions. It would also act as an enabling tool to deliver the long term objective of the Golf resort/spa complex.</p> <p>There is the potential to gain funding through any potential regeneration strategy relating to Carr Lane Industrial Estate.</p>
<p>Programme –</p>

Short Term. Saughall Massie Road (Saughall Massie to Three Lanes End) – currently contained within Wirral LTP programme.

Medium Term. Saughall Massie Road (Three Lanes End to West Kirby) – Currently contained within Wirral LTP programme.

Medium Term. Heron Road – Currently contained within Wirral LTP programme.

Long Term. Carr Lane and Golf resort/spa complex – this is not in the current LTP programme, therefore there is a need to start the process of considering the scheme for the next LTP.

CARR LANE INDUSTRIAL ESTATE

Medium/Long Term Regeneration 2 (SH2)

Description – Carr Lane is a successful Industrial Estate located to the south of Hoylake Railway Station. It suffers from restricted access and a poor visual appearance and environment.

Two options are proposed in order to respond to greater and lesser levels of redevelopment of the estate that will allow the Regeneration Masterplan to respond to most development scenarios over the 10 year lifetime of this Regeneration Masterplan.

1. Screening / Environmental Improvements

This option would simply screen the industrial estate and provide environmental improvements to the estate roads and boundaries to provide a better image.

Wirral Partnership Homes is likely to have some funds to improve the external image of their stock in this area.

2. Rationalisation

This option seeks to rationalise the existing users on the estate, moving the more unfriendly uses to the rear of the estate, as well as screening the estate from the proposed upgrade of the Municipal golf course and facilities as part of the 2006 Open Championship preparation.

This would allow the Municipal Golf Course and Carr Lane Industrial Estate to provide a quality gateway to their respective offers.

As part of this rationalisation process, it maybe possible to relocate some of the more appropriate non-industrial users to Market Street.

Access from Saughall Massie Road into Carr Lane is essential for this option as new and existing companies will not want to invest in the estate if access is not improved, thereby improving efficiency of business.

Costs –

Option 1 £387000

Potential Funding Sources

NWDA may be able to assist in any of the Carr Lane Industrial Estate redevelopments as required.

Potential for LTP funding.

Delivery Issues / Constraints –

As part of any rationalisation some of the more appropriate uses could be relocated onto Market Street to increase its vitality and viability.

The development should take account of the existing residential community, especially with regards to relocations or improvements to the Industrial Estate.

Lead Agency – Wirral MBC

Programme –

Short Term. Option 1 Screening and estate road improvements.

Medium Term. Option 2 Rationalisation.

Identification of Carr Lane relocation opportunities and possible joint venture with developer and / or landowner to be ongoing from summer 2004 throughout development of this area

Negotiation with users and owners of sites to be relocated within Carr Lane once sites for relocation established to be ongoing from late 2004

Carr Lane relocations 2005 through to 2008.

WEST KIRBY TOWN CENTRE ACCESS IMPROVEMENTS

Medium/Long Term Regeneration 3 (SH3)

Description – Grange Road comprises the main road that separates the Concourse and the Crescent. It is also the main through route for traffic. Its treatment is therefore integral to the success of West Kirby centre.

Its relationship with the remodelled Concourse, Banks Road, Dee Lane and 'the Sail' (project RS1) is also important. A perception must be provided by the treatment of the road surfaces, public realm, street furniture and signage that West Kirby is a cohesive settlement and that its town centre and waterfront are connected and can be accessed easily. The Strategic Access to the Study Area plan (after page 40) illustrates the connections that need to be made by the improvements to the highway and cycling and walking infrastructure in order to present West Kirby as a cohesive settlement and to promote the wider vision of Hoylake-West Kirby as an integrated resort.

To achieve this goal, three possible treatments have been identified with particular emphasis on improving Grange Road in the interest of the long term sustainability of West Kirby town centre and to improve pedestrian safety. Addressing congestion at this pinch point is also an important objective.

Option 1 – traffic calming Grange Road from Dee Lane to Orrysdale Road.

Including increased pedestrian priority, to aid pedestrian movements across Grange Road, slower vehicle speeds and enhancements to on-street parking in the area.

Option 2 – one way scheme diverting traffic from Meols Drive along Bridge Road and onto Orrysdale Road. Upgrade of the Meols Drive/Bridge Road and the improvement of junctions is likely to be required. Bridge Road itself will require a feasibility study to test whether the road and bridge has the capacity to take through traffic. Grange Road would become one way in this option for traffic travelling through West Kirby towards Hoylake. This gyratory system is not considered to be a particularly satisfactory solution to the traffic issues within West Kirby centre.

Option 3 – pedestrianisation scheme for the section of Grange Road from the junction of Dee Lane to the junction of Orrysdale Road. As option 2 but consideration will be required into the need to widen and strengthen the existing bridge to allow two way traffic.

It is possible that a new bridge could be considered as a solution in the long run and if this is the case it is essential that it is considered is on a better alignment for vehicles travelling between Meols Drive and the Orrysdale Road/Grange Road junction. Local Councillors have expressed concern over the capacity of the existing bridge and the feasibility and necessity of a new bridge route.

<p>Preferred option: Option 1, unless concerns expressed by local Councillors about the capacity of the existing Bridge Road bridge / potential for a new bridge can be addressed.</p>
<p>Costs – Traffic calming £300,000</p>
<p>Potential Funding Sources –</p> <p>Junction improvements/modifications to be included within the LTP and justified through their impact on the relief of congestion and potential impact of economic disinvestment if measures are not carried out.</p> <p>Consideration of constructing a regeneration case for necessary highway works and the potential for a new bridge should be made, particularly related to the facilitation of the sub-regional and regional projects within the Regeneration Masterplan – specifically ‘The Sail’.</p>
<p>Delivery Issues / Constraints –</p> <p>The bridge route crosses operational railway track – possession of the line orders and assurance case permission (safety, quality and environmental management issues) would be required.</p> <p>Lead Agency – Private Developer / Development Partner for the Concourse Redevelopment.</p>
<p>Programme –</p> <p>Medium Term. Traffic Calming/Pedestrianisation/Junction Improvement</p>

THE CONCOURSE AREA – A GATEWAY TO WEST KIRBY

Medium/Long Term Regeneration 4 (SH4)

New development opportunities will be created within West Kirby town centre through the rationalisation of the Concourse area and sensitive redevelopment of West Kirby Station frontage to create a specialist mixed use quarter surrounding a quality town or village square. The Concourse area redevelopment will seek to encapsulate the ambience of the original West Kirby 'village' environment and will 'focus on a quality and varied specialist retail and food retail offer as well as providing new opportunities for high quality restaurant units.

Improvements will include:

- soft and hard landscaping (trees, shrubs, paving etc.)
- new lighting columns to provide design quality, ambience and safety
- new street furniture to include benches, bins and signage
- cycle storage
- public art/sculpture

Its relationship with Grange Road, Banks Road, Dee Lane and 'the Sail' (project RS1) is important. A perception must be provided by the treatment of the road surfaces, public realm, street furniture and signage that West Kirby is a cohesive settlement and that its town centre and waterfront are connected and can be accessed easily.

Two options have been considered to deliver this new development opportunity around a new public square:

1. Small Town/Village Square retaining fire station

Option 1 would deliver 4200 square metres of new accommodation in a two-storey development.

This aims to create a defined compact square around the entrance to the existing Concourse. By shaping a mix of new smaller food retail units around a square formation, a new public space with defined active edges will provide a new gastronomic anchor for West Kirby. Car parking facilities will remain in the same location encouraging a thoroughfare from the car park to West Kirby's centre helping to encourage passing trade.

The design will create a new public space focused around new retail and commercial activity. These lively frontages will replace the windswept plaza that currently exists and provide a range of uses at various times in the day

and night and establish a design quality for the Concourse threshold and entrance.

An integrated public realm strategy will provide the definition and design detail to create a public square of the highest quality that revitalises first impressions of West Kirby.

The new Bebington and West Wirral Primary Care Trust (PCT) and Doctors accommodation will be a key occupier. The rest of the development will focus on specialist food shops and the destination for a quality and varied restaurant offer.

2. Large Town/Village Square

Option 2 will deliver 7200m² of floorspace. This would necessitate the relocation of the fire station, however, it is important that the fire station is retained within the centre of West Kirby.

Discussions between the PCT and Fire Service are proposed in relation to a shared facility either as part of the new development or as a new stand alone facility either to the rear of the Concourse or on land that could be procured adjacent to Bridge Court. A rapid response ambulance bay could also be provided as part of this integrated health complex idea.

The integrated health complex would provide the perfect anchor for the new development proposed and would comfortably fit due to the scale of floorspace proposed in this option – no new stand alone building would be required.

This rest of the development will focus on specialist food shops and a quality and varied restaurant offer linking with the other restaurants and cafes in the Crescent and Banks Road areas. This could be anchored by a quality food supermarket, providing a focus for the retail offer and complementing the gastronomic offer of West Kirby Village.

The location/operation of the railway station is to remain unchanged.

An appropriate level of car parking will be provided within Council standards to commercially support the ultimate mix of development. The provision of a 2 deck multi-storey car park could be integrated into this option if required. Further feasibility is required to explore the car parking options and impacts.

Costs –

Option 1:

High cost - £8.190million

Basic costs - £3.175million

Option 2:

High cost - £14.480million

Basic costs - £6.630million

Potential Funding Sources – B&WWPCT, Private Sector, NWDA, Potential for LTP funding, Merseytravel.

Delivery Issues / Constraints – A substantial portion of the Concourse and the area around it is in public ownership and hence its delivery is considered to be achievable. It is advisable that a lead developer be appointed to bring forward a specialist mixed use quarter.

The Roger Tym Wirral Retail Strategy has highlighted a potential expansion of non-food retail within West Kirby and the offer of the redeveloped Concourse area seeks to utilise this potential within the proposed mix of uses.

It will be necessary to set up agreements between Wirral MBC, Merseyside Fire & Rescue Service and Bebington and West Wirral PCT to facilitate the implementation of Option 2, which require a greater land take than Option 1.

The public square will need ongoing maintenance and agreement needs to be reached between stakeholders over this.

For Option 2 a multi-storey car park may be required which would require planning permission and may have an adverse impact on the schemes financial viability; however, charges are currently made for parking in this area and such a development would finance itself over time and provide the Metropolitan Borough of Wirral with a minor source of income which is likely to cover annual maintenance. Any discussion with private developers must ensure that car parking is included as an integral part of any new proposal, with the potential to explore an option to deliver a multi-storey car park to offset any potential loss or shortfall of car parking anywhere else within West Kirby.

Land assembly of the existing station frontage may prove problematic as ownership is with the private sector. It is important that the clock tower is retained in any development as it is a historic feature of the town. This may need to be backed up with a developer underwritten Compulsory Purchase on planning, if not regeneration grounds. However, purchase by negotiation should be pursued in the first instance.

Private sector interest in the Concourse has been strong. To date, local and regional development companies have expressed an interest in getting involved in the areas future development as a selected development partner. In addition, firm interest has been expressed from food retail operators to locate within the

Concourse area.

The Bebington and West Wirral PCT preferred private sector development partner has also expressed an interest in developing out a new building on the Concourse area. They would be willing to explore the possibility of developing out a shared site with the Fire Authority.

Lead Agency – Wirral MBC

Programme –***Medium Term.***

Ascertain relocation requirements and agreement from Merseyside Fire & Rescue Service and Bebington and West Wirral PCT in Summer 2004.

Appoint lead developer to take forward scheme 2005.

Wirral MBC and developer to enter into Joint Venture on Concourse development proposals, late 2005. This may need to be in conjunction with other third parties as project evolves.

Site assembly of Station frontage, ongoing from Spring 2005 through to 2007. This is a significant risk in the development programme.

Relocate Merseyside Fire & Rescue Service and Bebington and West Wirral PCT to rear of Concourse area, 2006.

Begin construction of new build for Concourse and Station, from 2007. Completion of new square and surrounding Concourse redevelopment 2008.

Station frontage to be complete 2008-10, depending on site assembly .

THE CRESCENT AND BANKS ROAD

Medium/Long Term Regeneration (SH5)

Description – The Crescent is an integral element of the retail offer of West Kirby and provides the centre of West Kirby with a ‘village’ ambience and an air of the old Edwardian resort the town once was.

Its traditional design should be enhanced and its location as an important link between the Concourse and Banks Road strengthened. Public realm treatment is very important; this project seeks to lift the quality of public realm environment and thus the pedestrian and shopping experience.

It will also provide a seamless link between the Concourse and Banks Road. The inclusion of colonnades at ground floor level would help in this objective, especially if they are installed along Banks Road.

The junction of Banks Road with the Crescent and Dee Lane is the main hub of shopping activity in West Kirby whilst also acting as an important gateway to the town centre from the south of and the settlements of Thurstaston, Heswall and Neston. Improvements to this hub will not only enhance the shopping experience, they will improve this gateway.

Its relationship with the remodelled Concourse, Dee Lane and ‘the Sail’ (project RS1) is therefore important. A perception must be provided by the treatment of the road surfaces, public realm, street furniture and signage that West Kirby is a cohesive settlement and that its town centre and waterfront are connected and can be accessed easily. The Strategic Access to the Study Area plan (after page 40) illustrates the connections that need to be made by the improvements to the highway and cycling and walking infrastructure in order to present West Kirby as a cohesive settlement and to promote the wider vision of Hoylake-West Kirby as an integrated resort.

In this context three development options for the Crescent have been provided.

1. Refurbishment

Option 1 requires the calming or pedestrianisation of the Crescent to create a pedestrian friendly retail environment.

Public Realm treatment is very important, lifting the quality and pedestrian experience. It must also provide a seamless link between the Concourse and Banks Road.

This area could be pedestrianised, semi-pedestrianised (to allow restricted service access) or simply calmed to allow traffic movement at all times. It is proposed that a pilot pedestrianisation period is undertaken to assess the impact on traffic circulation, car parking and businesses along the Crescent.

Refurbishment of properties is an essential element. A Townscape Heritage Initiative bid may be appropriate.

2. Refurbishment with Canopies

Option 2 follows option 1 but includes canopies at ground floor level, continuing this theme through from Banks Road.

This option could be delivered alongside pedestrianisation of the Crescent to improve the pedestrian and shopping environment. It is suggested that pedestrianisation of the Crescent is undertaken on a trial basis to allay concerns of some businesses and local members that this will affect trade from passing traffic and access for the elderly and less mobile residents of the town.

Banks Road

Treatment must include reinstatement of colonnades at ground floor level and similar treatment to the highway and pavements that are proposed for Market Street, Hoylake (see project ST1 and figures 4a, 4b and 4c). Initial works will be carried out to the area of Banks Road around the junction of the Crescent and Dee Lane as part of this project (SH5). Improvements to the remaining areas of Banks Road will be delivered in phases as and when funding becomes available.

Works will include the creation of wider pavements to improve pedestrian activity and movement, formalising parking bays to improve access and transition from the car to the street. Quality is of the essence in improving Banks Road, using classic and robust materials throughout in an innovative and contemporary way whilst retaining the charm and capturing the attractiveness of the place in taking West Kirby forward.

Street lights will reflect pedestrian scale and streets will flow uninterrupted from one end to the other. Formal trees will be reintroduced bringing a softness and colour to the character of the street, and street crossings and junctions will bring priority to the pedestrian ensuring a safer environment and with greater accessibility and movement. Nodal points will provide interpretation and art and help to orientate people towards Dee Lane, the Crescent and the Concourse.

Costs –

To be confirmed

Potential Funding Sources – Townscape Heritage Initiative, Wirral MBC (shop front improvement grants), Business Improvement District scheme

Delivery Issues / Constraints –

Townscape Heritage Initiative feasibility / Consultation with local businesses regarding a potential Business Improvement District scheme.

If pedestrianisation is undertaken, a certain amount of car parking will be lost. Site assembly should be considered on land to the rear of the Crescent to provide replacement parking.

Lead Agency – Metropolitan Borough of Wirral

Programme –

Medium Term.

The impact of pedestrianisation on footfall should be tested with a trial period.

BEACH ACTIVITY ZONE, MEOLS PARADE

Medium/Long Term Regeneration 6 (SH6)

Description – This project builds upon the local desire to develop and enhance Meols Gardens, a designated Greenspace; it also recognises the opportunity provided by the proposed new lifeboat station and the presence of the active parakarting/sand yachting group currently run from Hoyle Road Community Centre.

This area is proposed to be transformed into a Beach Activity Zone area based around active recreational and leisure pursuits, which could include the following activities:

- beach huts (a 21st Century interpretation of the traditional beach hut that will provide changing facilities for all users of the beach and beach zone)
- volleyball/beach football/tennis etc
- skatepark (its use fits very well within the beach zone but is only one site that this much needed facility could be located)
- youth club building
- paddling/boating area
- miniature golf

It is recognised that the beach that fronts Meols Parade is not as suitable for bathing and beach activities as the beach that fronts the North Parade. The Activity Zone seeks to counteract this situation with a mixture of leisure activities and recreational pursuits, and exploits the potential given by the existing activity areas, such as crown green bowls, tennis, basketball and five a side football.

The activity area would be linked by a clear signing and public realm strategy to Manor Road station, which could be badged as the gateway to Beach Side Activity.

The opportunity to provide a quality restaurant with café facilities targeted at the family market directly opposite Hoyle Road Community Centre on Meols Parade is proposed to take advantage of the coastal location and views, as well as providing further critical mass to the beach activity zone concept. The quality restaurant with café facilities targeted at the family market could be a two-storey building with a 5000sqft footprint. Local Councillors have expressed concern over this proposal relating to the impact it could have on the sensitive coastal and residential environment adjacent to its location. Any proposed commercial development must respect and be sensitive to this location

The RNLI Station has planning permission for the adjacent site. Examination of match funding to finance a stand alone quality restaurant with café facilities targeted at the family market, construction of beach activity area and events/picnic area adjacent station has been made.

The upgrade of Meols Parades Gardens should be developed in line with the plans of the Friends of Hoylake and Meols Gardens and Open Spaces.

The existing bowling greens will remain in their current location.

Costs – it is assumed that the restaurant/café facility will not be able to fully subsidise the construction of the activity zone and therefore this zone will be largely dependent on public sector funding.

High costs for Activity Zone – £1,955,000

Basic costs for Activity Zone – £1,427,000

High costs for restaurant build – £680,000

Basic costs for restaurant build – £440,000

Potential Funding Sources – MWRP, long term funding and maintenance strategy with Metropolitan Borough of Wirral, Objective 1 match funding alongside the proposed RNLI Lifeboat Station.

A possible private sector development opportunity of a quality restaurant with café facilities targeted at the family market.

Delivery Issues / Constraints –

Linkage to the development of a Lifeboat Museum and new Lifeboat Station, with ancillary facilities will need to be made.

Wirral MBC will need to champion this area and take-on the ownership of the maintenance for this area. There may be an opportunity to cross fund the initial capital cost for this through the sale of the site for a quality restaurant with café facilities targeted at the family market to a private sector developer and / or operator. However, operators and / or developers for this type of development will not necessarily be of national stature and therefore the demand for such an opportunity is difficult to gauge.

Development gain may be achieved by simply requiring the operators of the quality restaurant with café facilities targeted at the family market to make their toilet facilities available to the general public.

Meols Parade Gardens is allocated within the Wirral UDP as Urban Greenspace and any proposal must be considered within this policy context.

Lead Agency – Wirral MBC

Programme – *Medium Term.*

Dependent on timescale of MWRP Coastal Resort Strategy Agreements and RNLI funding/delivery.

HEART OF HOOSE**Medium/Long Term Regeneration 7 (SH7)**

Description – This project seeks to provide an development site at the historic centre of Hoylake that will provide a second anchor at the northern end of Market Street in order to provide a central focus for the retail offer of Hoylake.

This new development opportunity reflects the market retail study undertaken by Roger Tym and Partners. This study indicates that there has been a significant decline in comparison and convenience sectors in Hoylake over the last 10 to 15 years, replaced by the service and leisure sectors.

This project is aimed at revitalising the convenience and comparison offer of Market Street and Hoylake and it explores the possibility of a 25000 sqft food retail anchor and gateway on the Heart of Hoose site. This will be focused on the quality end of the food retail market and should aim to bring a national / multinational retailer to the town.

Two design options have been produced to provide flexibility in any final detailed design:

1. Retail Anchor - Total Coverage

Option 1 explores the opportunity to assemble land for redevelopment to deliver a 25000sqft food retail anchor. It is estimated that 177 car parking spaces will be required for this floorspace and options for site assembly in order to provide this number of spaces will need to be considered as part of any further feasibility work.

Local Councillors have strong reservations about option 1 due to the perceived detrimental impact on the current retail units along Market Street, the issue of the relocation of the residential apartments and loss of the tennis courts.

2. Existing footprint development

Option 2 would deliver a food retail anchor on the existing Coop parade footprint. The store would front Market Street with a smaller car park to the rear.

In order to assemble a larger site it would be necessary to close part of Charles Road. A new road could be created to the west of the site to connect Market Street to Charles Road.

Access to all the above could be via an improved Market Street/Melrose Avenue junction.

Costs – Option 1 incorporates the high level costings.

Option 2 provides for the basic costings.

Option 1: £3,580,000

Option 2: £1,555,000

Potential Funding Sources –

Both options would require significant site assembly and may require partnership with a chosen developer and / or operator.

Metropolitan Borough of Wirral and NWDA funding sources will need to be examined, especially with regard to site assembly. However, it is suggested that both options could be delivered by the private sector chosen developer/operator.

Delivery Issues / Constraints –

The largest constraint to development in this location is site assembly. However, given the need to anchor Market Street, there is a real imperative to address this issue. There is interest from food retailers and therefore Wirral MBC need to work with a developer and / or operator in bringing forward this scheme.

Although, not necessarily envisaged as necessary to delivery, Compulsory Purchase may need to be considered. A case will need to be developed for this on Regeneration grounds, requiring the use of NWDA powers, as a local authority planning CPO may not carry enough weight given there is already existing retail provision in the area. There are currently some sites available for purchase and it is suggested that the public sector consider making opportunity purchases in this locality in order to get a stakeholding in the area and assist in delivery and site assembly in the longer term.

In order to deliver this food retail scheme provision of additional car parking spaces is a key issue. The level of car parking that could be permitted will be dependent on Central and Regional Government advice as currently set out on RPG13, Regional Planning Guidance for the North West.

Lead Agency – This proposal will be led by private sector developers and the market place but Wirral MBC will need to retain control through statutory planning legislation. The production of a development brief is therefore important.

Programme –***Medium Term.***

Opportunity purchases by the public sector from Summer to end of 2004.
Continued site assembly throughout 2005 and into 2006, with CPO to follow if necessary and chosen as the way forward.

Developer / operator selection process for site area early 2005. Consideration as to need and case for CPO to work in tandem.

Delivery of scheme no sooner than summer 2006 and likely to be 2007 if no Compulsory Purchase Orders required.

BEACON FOR THE COAST Medium/Long Term Regeneration 8 (SH8)
<p>Description – Planning permission has been granted for the relocation of the Lifeboat Station to the old bathing pool site adjacent to Meols Parade Gardens. This will release the site of the current Life Boat Station as a redevelopment opportunity. A local group is planning to turn the existing station into a Maritime / Life Boat Museum.</p> <p>The Friends of Hoylake and Meols Gardens and Open Spaces are also actively promoting Wirral Viking Heritage Centre and statue of Wirral's famous Viking leader, Ingimund. Their current preferred location is Dove Point, Meols; however, if the opportunity arises to access match funding for a joint museum on this site, it should be seriously considered.</p> <p>Two options have therefore been produced to reflect this situation:</p> <ol style="list-style-type: none"> 1. Refurbishment and Conversion <p>Option 1 incorporates development in line with the local interest group plans for refurbishment and conversion to Lifeboat Museum.</p> 2. Beacon for the Coast <p>Option 2 proposes a museum within an iconic building such as the RNLI museum in Cromer, Norfolk or a new lighthouse that historically stood on the site. This would provide a new beacon for the Hoylake and Meols parade and coastline.</p>
<p>Costs –</p> <p>Option 1 - £560,000</p> <p>Option 2 - £841,000</p>
<p>Potential Funding Sources – RNLI, MWRP, Townscape Heritage Initiative, Committee of Local Lifeboat Members (John Parr), Commercial Donations</p>
<p>Delivery Issues / Constraints – RNLI timing / funding</p> <p>RNLI Partnership with Metropolitan Borough of Wirral and Local Group.</p> <p>Lead Agency – Committee of Local Lifeboat Members (John Parr) / RNLI</p>
<p>Programme – dependent on relocation of Hoylake Lifeboat and funding opportunities.</p>

NORTH PARADE, MEOLS PARADE AND SOUTH PARADE Medium/Long Term Regeneration 9 (SH9)

Description – The whole of the Promenade (North Parade, Meols Parade and South Parade) needs investment in its public realm, infrastructure and overall environment.

Specific points of activity along the parade have been identified as key to attracting new investment. This activity is linked to particular projects that have been set out in this Regeneration Masterplan. However, this will not finance the investment required along its full length. The Metropolitan Borough of Wirral must commit to a long term improvement framework that outlines a phased enhancement programme but also retains the flexibility to be able to ‘tap into’ external funding mechanisms. For example, projects ST6 Coronation Gardens and SH6 The Beach Activity Zone, are likely to constitute phase 1 of this long term investment programme, followed in later phases by projects such as SH8 Beacon for the Coast.

A signage strategy providing a clear link to Ashton Park from the South Parade along Church Road is an integral element of any proposal to improve the parade environment and should be included in any phase 1 works.

A signage strategy that clearly links Market Street, Trinity Road and Kings Gap with the North Parade and Meols Parade is also an integral element of the parade improvements. Linking these routes with Manor Road Station is important.

This framework should also focus on the activities that rely on the Parade, such as bird watching, wildlife and historical interpretation, dog walking and sand yachting, ensuring that there are facilities and focal points that deliver activity along the length of the parade.

Parking can be increased along the length of the promenade by replacing the existing parallel parking with herringbone parking, combined with appropriate footway build outs to provide suitably safe pedestrian crossing points.

There is to be provision of dedicated cycle lanes and pedestrian facilities along the length of the promenade.

Costs – costs have been provided in full as well as per linear metre as it is envisaged that improvements will only be able to be delivered in phases.

North Parade

Total (high) cost for full 1.1km £1.09 million

Cost (high) £2000 per linear metre

Total (low) cost for full 1.1km £489000

Cost (low) £900 per linear metre

Meols Parade

Total (high) cost for full 1.1km £1.414 million

Cost (high) £2700 per linear metre

Total (low) cost for full 1.1km £949000

Cost (low) £1800 per linear metre

Potential Funding Sources – MWRP , long term funding and maintenance strategy with Metropolitan Borough of Wirral.

Funding bids for improvements should be considered immediately and in the short term as opportunities arise.

Potential to supplement with LTP funding.

Delivery Issues / Constraints – MWRP phasing and priorities, Metropolitan Borough of Wirral capital programme.

Lead Agency – Metropolitan Borough of Wirral

Programme –

Long term.

Long term strategy dependent on funding opportunities.

APPENDIX 2 – SUMMARY OF CONSULTATION RESPONSES

Introduction

The consultation period for the Regeneration Masterplan was determined by the Council election process and consisted of five main consultation events held between 28th April 2004 and 18th May 2004.

These events were:

- A Public Organisation / Sector Forum – Hoyle Road Community Centre, Hoylake
- A General Public Consultation – Melrose Hall, Hoylake
- A General Public Consultation – Westbourne Hall, West Kirby
- A Private Sector Forum – Kings Gap Hotel, Hoylake
- A Children and Young People Consultation – Great Meols Primary School

The exhibition material has also been made available on the Metropolitan Borough of Wirral's website. Displays of the exhibition have also been held in West Kirby and Hoylake following the initial consultation period.

This Appendix firstly provides a summary of the main issues and consensus identified by the general public of Hoylake and West Kirby. It then sets out the views and issues of the public organisations and private sector. It concludes with the views from the Children and Young People's Consultation.

All of the consultation responses are contained within a separate folder that is supplementary to this report.

The summary will follow the same format as the feedback form that was provided at each consultation event.

General Public Consultation

Vision, Objectives and Key Drivers

A significant proportion of responses were very supportive of the vision and objectives of the Regeneration Masterplan, noting that the main features of the town had been identified, the towns would be kept in character and that they seemed to reflect a good many views of residents and locals.

Views on the vision and objectives and Regeneration Masterplan as a whole identified that Bed's approach was imaginative, exciting and ambitious and represented promise and encouragement for the two towns.

The promotion of the wider coastline and leisure and golf were also identified as the correct approach for the Regeneration Masterplan.

Other responses noted that the Regeneration Masterplan was optimistic and left many questions and issues unresolved with a recognition that the success of the Regeneration Masterplan depended in large part on the choices of the Metropolitan Borough of Wirral.

The local importance of existing facilities and the social mix of the two towns; for example resources such as Ashton Park, the impact of visitors on town centre congestion and the importance of the cultural elements of the two towns, were not given much consideration and in this context there was a consensus among some residents that the plan focused too much on golf and attracting visitors and it appeared that inappropriate development, such as further restaurant, bar and retail activity was trying to be forced into the towns.

Further consideration of wider issues was also included within the consultation responses. The Victorian and Edwardian charm and character must be enhanced along with the impressive coastal and countryside assets, for example Caldy Hills, more focus on the towns as a leisure peninsula and a co-ordinated signage strategy.

There was a clear message that there must be a continued direct and genuine involvement of local people, with a longer term vision to guide, focus and sustain regeneration.

Hoylake Development Sites

The Market Street improvements were very welcome, especially traffic calming measures, although any improvements must respect residential properties on the street. Reinstatement of the colonnades along Market Street were also welcomed as were the proposed cycle routes along Meols Drive.

The proposed access road from Saughall Massie Road to Carr Lane was seen as a critical improvement to Hoylake that would have an impact on the major issue of car parking, general access, congestion and service vehicle conflicts within the town centre. It was noted however, that this had to be examined carefully in the context of the Market Street improvements/calming to ensure that it did not accentuate problems and further impact on residents parking. It was suggested that the area to the front of Coop could be converted to a landscaped car park to ease such problems.

There was a concern that certain areas of Hoylake had been neglected, for example Carr Lane, Meols, Proctor Road and the Sailing Club and associated events such as the Wilson Cup.

Certain details of projects were also questioned:

- Heart of Hoose
 - There is no need for another supermarket in Hoylake, it would affect the already fragile shopping base of the town and would be better served as an area for a farmers market that supports local produce.
- The Beach
 - Mix of activities is not correct – the bowling greens must not be relocated as they are excellent greens and very well used; a skatepark is needed but this is the wrong location due to coastal conditions affecting skating conditions and all year use.
 - Location should be amended so that a clean beach can be accessed – the beach at this location is very muddy.
 - Manor Road Station is very important and must be dramatically improved.
- Parade of Champions
 - A poor idea; they will soon look very tatty.
- Station Gateway and Plaza
 - Increased focus on restaurant activity is not welcomed as there is already a problem with policing in the town.
 - Loss of car parking will accentuate congestion and parking problems.
- Public Realm Strategy
 - Marine sculptures and items are available to be used in the improvement of the public realm and will reflect the traditions of the town.

West Kirby Development Sites

The pedestrianisation of the Crescent and conversion of it into a covered arcade is considered to be an excellent idea, especially if it can be linked to the proposed Concourse plaza and Banks Road improvements. There is a consensus that improvements to the Concourse and Concourse area are a priority, with many good ideas forthcoming in the three options for the Concourse redevelopment, however a multi storey car park was not welcomed positively. It is important that the Concourse building itself is dramatically improved.

The Sail is seen as an excellent development in association with improvements to the South Parade, especially traffic calming and diagonal parking. The Sail must sensibly include a Chandlers and the RNLI station that is currently located in Coronation Gardens.

There was a general consensus that access, movement and car parking had not been considered in enough detail. The calming and pedestrianisation of Grange Road could be disastrous without proper consideration. Such a task is seen as a priority.

The emphasis on restaurants within the redevelopment of the Concourse is not welcomed because it is perceived that there are too many already and that any more would add to pressures of policing the town in the evening. The project could also draw trade away from Banks Road which is the heart of the town. There must be greater emphasis on improving Banks Road, especially linking it to the rest of the town and providing better and more effective servicing.

The impact of development on South Parade must be considered further; it is likely to affect spectacular views, wildlife, bird life and increase light pollution, especially any proposed hotel developments or feature lighting. Improved links and signage between the parade and Ashton Park are vital.

Coronation Gardens improvements are welcomed but any activity must reflect on its function as a garden and cultural asset and safeguard its protecting wall. Suggestions for a putting green and theatre were put forward.

It was suggested that development didn't necessarily mean improvement, there must be a focus on improving existing buildings and infrastructure and protecting the quality urban fabric of the town. The Station building and clock tower were seen as important elements of the town centre.

Road alterations are not necessary, more focus should be provided on integrated public transport.

Transport, Access and Movement

There was a general consensus that access, movement and car parking had not been considered in enough detail. The calming and pedestrianisation of Grange Road could be disastrous without proper consideration. The feasibility of this proposal and other access and movement issues within West Kirby is seen as a priority.

The proposed access road from Saughall Massie Road to Carr Lane was seen as a critical improvement to Hoylake that would have an impact on the major issue of car parking access, congestion and service vehicle conflicts within the town centre. It was noted however, that this had to be examined carefully in the context of the

Market Street improvements/calming to ensure that it did not accentuate problems and further impact on residents parking.

The pedestrianisation of Albert Road, Hoylake should be considered to link into the Station Gateway and Plaza proposal.

The pedestrianisation of the Crescent was seen as an excellent idea. A trial period should be considered to assess impact on shops, congestion and parking.

Service access in West Kirby and Hoylake was a major issue and must be addressed before any development goes ahead.

Any influx in tourists would accentuate access, movement and parking problems within the two towns. Particular attention must be paid to protecting residents parking.

Integrated public transport must have more emphasis; an integrated transport ticket for both towns would be greatly beneficial. Both these issues require the cooperation of transport operators.

General Comments on the Consultation Process

Many residents and resident groups felt that they were not given sufficient time or information to be able to provide comprehensive feedback on the proposals. The provision of more detailed and clear information and plans would have aided the process.

Dissemination of information about the events and exhibition material was poor.

Not enough emphasis was provided in local groups.

Public and Private Sector Consultation

Meetings were held with representatives of the public and private sector as follows:

Public Sector Event, 28 April 2004

Some 38 different organisations met to discuss the potential development proposals put forward by the consultant team.

The proposals were met with a positive response from participants. Some key issues raised were as follows:

- The PCT and Fire Authority welcomed proposals to co-locate into a new purpose built property as part of the redevelopment of the Concourse.

However, the PCT did raise some concerns that some reprovision of cheap car parking should be made for users of the Doctors Surgery. The existing Concourse Doctors Surgery is the only facility on the Wirral that currently charges for car parking and any increase on the cheap car parking already in place could prove problematic.

- Some concerns were raised over land assembly in key locations, such as the Station frontage at West Kirby Train Station which is currently in private ownership.
- The ability of the public sector to put together a significant development opportunity at the Concourse as land owners was considered to be a strength in the proposals put forward.

Private Sector Event, 12 May 2004

An event to publicise the opportunities put forward by the Regeneration Masterplan was held at the Kings Gap Hotel. Some 38 people attended this event, following 82 invites.

Overall, the response to the proposals were very positive. The main points raised were:

- Food retailers were interested in both the opportunity for a new store at the Concourse and Heart of Hoose, although some concerns were raised over the potential land assembly problems at Heart of Hoose.
- The opportunity to create a statement hotel at Hoylake was considered to be a strong aspiration.
- The Marine Lake and associated developments were welcomed and the possibility of a restaurant and / or hotel was worthy of further investigation. The creation of a statement building at the Sail will also help improve the areas reputation and image.
- Improvements to the public realm and road network was welcomed.
- Shortening the length of Market Street by establishing anchors at either end was considered to be a strong proposal.
- The problems of getting through the Level Crossing at Hoylake may hinder development but a link road through Saughall-Massie will assist in servicing Carr Lane.

At the end of the Event, investors, agents and developers who attended the event were keen to get involved in developing out the proposals put forward in the Regeneration Masterplan.

In addition, the West Kirby Traders and Hoylake Traders Associations were both consulted on Regeneration Masterplan proposals on 23 March 2004. Again the responses were positive to the proposals being put forward. In summary the key issues raised were:

- The establishment of a Gastronomic Quarter was welcomed as long as it did not impede existing provision.
- The influx of retail provision should not take away from the independent retailer provision that characterises West Kirby. The Crescent and Banks Road are strengths of current provision and should be retained and improved.
- Care to be taken over the establishment of further food retail provision in both Towns.
- Public realm improvements in advance of the 2006 Open were welcomed.
- The provision of two anchors to Market Street, Hoylake was welcomed.
- Improvements to the Municipal Golf Course could potentially lift the area.

Children and Young People Consultation

In October as part of the 8-Point-Plan consultation a session was held at West Kirby Grammar for their pupils and other local schools, using electronic voting to establish the opinions of the pupils. At the end of this session a promise was made to return to the same group when the consultants had been appointed to discuss their proposals, and receive feedback from local children and young people.

The schools involved in the second sessions were:

West Kirby Grammar
Caldy Grammar
Great Meols Primary
Black Horse Hill Junior
Hoylake Holy Trinity

BDP have now developed the ideas in the 8-Point-Plan and expanded on them. There are a number of detailed options, however for the purpose of the school session we focused the discussions on:

Station Plaza – Hoylake
The Sail – West Kirby
The Beach Activity Zone - Hoylake

The Concourse - West Kirby

Key Ideas the group supported generally

The majority of the ideas were viewed positively, especially those that would provide more for their age groups and families. The groups were able to expand at length on some of the specific details within the plans, and this may be useful for when the detailed planning takes place.

The Beach Activity Zone prompted a lot of discussion, however the group felt some of the activities were not suitable. They felt that while this could be a good idea –it may disturb the local bowlers, which they didn't like. A lot of the suggestions made by the group were practical points, the full list can be viewed later in this report.

The Station Plaza was supported because they felt it would improve the quality of the shops and facilities available for children, young people and their families. Ideas such as fountains and other design aspects were popular.

The main part of the discussions about the concourse was about improving the outside of the building and surrounding area to the train station. For example moving the bus stops elsewhere, providing tourist and train information and having a cop shop, to prevent anti-social behaviour by large groups of people.

The sail discussions focused on the design aspects and use of the marine lake. The groups were mixed in their opinions of the option; some were very supportive whereas others were unsure whether this was a workable idea.

Key Ideas that caused concern

The multi-storey car parks were not generally viewed positively as they felt they would detract from the area

The group felt that any improvements would have to be balanced with measures to reduce crime and vandalism, to prevent damage and destruction to new items.

The hotel provision as part of the sail was also not as widely supported as the other options.

The groups felt that Carr Lane did need to be improved if it was not to detract from the Plaza area.

The children and young people did not like the option 2 /3 of the Concourse plans where possible building on green space may occur they felt that more green space should be introduced as part of the plans, not reduced.

The Station Plaza

General support for this area's improvement

Put fountains for the area / ponds – with lights

Provide space for outdoor eating

Provide Clean Public toilets

Provide landscaping

Provide shops for children

Bike racks

Provide a play area

CCTV in the area

Resolve the congestion by the station / Carr lane

It would be important to screen the Carr Lane area

Get rid of batty bar and replace with cyber café

Play Centre

Plants

Good quality lighting

Have a Hoylake souvenir shop

A space or park just for children

Mini museum

No more low budget shops

Information boards – town, history and trains

Vintage sweet shop

Weekend fair

More tourist attractions

Improve the train stations

Gift shop inside the station

Restrict the charity shops in Hoylake

Swimming pool

Facilities for 11-15 year olds so that it is family not just child oriented
cinema? Bowling? Sports?

Do something about the traffic

Develop the middle space of the quadrant – put a roof on it

The Beach Activity Zone

The young people present really liked this idea

Some were worried about the noise from the Zone affecting the bowlers

Support for the skate-park

Mini golf

Change one of the skate-park areas for football

Instead of 4 mini basketball courts have 2 plus an assault course

They would like a disco for the over 10's

Clean up the beach, provide dog waste bins

A place where dogs can walk along the beach

A bird watching area / Nature reserve

Will need security due to current levels of vandalism, especially CCTV

A picnic area

An open air café

Heated baths

Additional gardens

Have lights and gardens

Beach shop / ice cream parlour

Clean public toilets

Astroturf

Clean the pond

Telescope to watch the sea front

A rental shack for sports equipment

Lights along the prom to decorate it

Perhaps some cricket nets

Beach Bar

Remote control boats to use on the pond

Fountains

The Concourse

Café and Gift shop within the concourse	Don't build health centre on the grassed area by flats
Improve facilities within the leisure Centre – indoor Jacuzzi	Natural surroundings
Nice variety of restaurants and bars	Have a picnic area
Multi-storey car park	CCTV Cameras
Screen car park with trees – and generally plant more, and put benches around the trees	Healthy tuck-shop
More space for car parking	Too many take-aways within the area
Improve the station	No more low budget shops in this area
Music in background	Provide train times
Café cleaned up by station	Don't want to lose any space in the pay and display car park
Concourse a different colour	A multi-storey car park could be an eyesore
Toilet in station	Decorate Concourse externally (possibly mirrors etc.)
Flowers on display	Pub/restaurant with outside and inside eating instead of fire station
Extend the leisure centre	Larger swimming pool – slides in pool, waves, separate areas for learners, separate area for little people
Tourist information on display	Move bus stop so that people don't get off in the middle of the Plaza area where people relax
Have more open plan grassed areas	Put a Cop Shop in the area to discourage anti social behaviour
Ice-skating inside / by the concourse	
View of concourse needs to be improved	
Screen the train track	

The Sail – Option 2

Provide underground car parking

Don't use all space for hotel

Provide a safer walkway around the marine lake

Clean the Marine lake water

Cheaper prices for ice cream

Good quality café / restaurant

Viewing area would be a good idea

Gift shop for tourists

Provide more appropriate changing facilities

Would like an aquarium

Boat Hire

Cleaner toilets

Good location for the hotel

Good idea to re-develop the sailing school building – possible design as a wave/ sail shape, definitely modern looking

Perhaps too many restaurants if all the other ideas go-head

The hotel could ruin the promenade

Don't think this is a good idea

Café on the top of sailing centre

Hotel is too big or higher than needed

Good shape for centre in option 2

More life belts and jackets around – safety

Aquarium

Hotel plans were confusing

Do the current user levels of the sailing school justify this?

To Conclude

As this report highlights, there has been widespread support for the ideas in general, and comments and concerns have come from detailed discussions about how the options may take shape once they have had full approval.

As you can imagine, the options that offer extending current provision and facilities for children, young people and families were popular. However this was balanced against the needs of the wider community – for example concerns about vandalism.

The children and young people that have been involved have found it a worthwhile process and would like to be involved in any further consultation to be undertaken. Their input is central to the delivery of this Regeneration Masterplan as they will be key beneficiaries in years to come of the implemented plan

APPENDIX 3 – DEVELOPMENT APPRAISAL SUMMARY TABLE

Appraisal Summary Sheet - Hoylake & West Kirby Masterplan										
Ref.	Project	Use	Total Build Area (sq.ft.)	Net Development Value	Low Costs	High Costs	Net Development Costs	Developers profit @15% of costs	Land Value (Negative Land Value)	Gap funding %
ST2	Station Gateway - Option 1	Café / Bar / Restaurant	4,000	£585,000	£400,000	£665,000	£400,000	£75,000	£190,000	0.00
SH7	Heart Of Hoose	Food Retail	35,000	£3,365,000	£1,555,000	£3,580,000	£1,610,000	£440,000	£1,315,000	0.00
SH6	The Beach Activity Zone - Restaurant	Café / Restaurant	5,000	£730,000	£440,000	£680,000	£465,000	£95,000	£170,000	0.00
SH4	Concourse, Gateway to West Kirby Option 1	Mixed Use	27,850	£4,495,000	£3,175,000	£8,190,000	£3,175,000	£585,000	£735,000	0.00
SH4	Concourse, Gateway to West Kirby Option 2	Mixed Use	43,700	£8,290,000	£6,630,000	£14,480,000	£6,630,000	£1,080,000	£575,000	0.00
RS1	The Sail - Option 2	Restaurant	1,450	£205,000	£2,000,000	£2,815,000	£2,010,000	£300,000	£-2,105,000	104.73
	TOTAL		73,300	9,380,000	7,570,000	15,930,000	7,660,000	1,495,000	305,000	

Note:

Total equated exclude Concourse Option 1
 All figures shown are rounded to nearest 5,000

APPENDIX 4 – DEVELOPMENT APPRAISALS

Jones Lang Lasalle

Development Appraisals

Report Date 03/6/2004

Station Gateway ST2**Appraisal Summary for Phase 1****REVENUE**

Rental Area Summary	ft²	Rate ft²	Grs. Rent pa
2 Bar Units	921	£15.00	13,812
4 Restaurant Units	2,282	£15.00	34,224
	<u>3,202</u>		<u>48,036</u>

Investment Valuation	Valuation Rent		Yield	Factor	Cap. Rent
2 Bar Units	13,812	YP @	7.75%	12.9032	178,219
4 Restaurant Units	34,224	YP @	7.75%	12.9032	441,600
					619,819

NET CAPITALISATION					619,819
Purchaser's Costs		5.75%	-35,640		
NET DEVELOPMENT VALUE					<u>584,179</u>
NET REALISATION					584,179

OUTLAY**ACQUISITION COSTS**

Acquisition Price		79,779	
Stamp Duty	1.00%	798	
Acquisition Agent Fees	1.50%	1,197	
Acquisition Legal Fees	0.50%	399	
Town Planning		3,000	
			85,172

MARKETING

Marketing		3,000	
Letting Agent Fees	15.00%	7,205	
Letting Legal Fees	5.00%	2,402	
			12,607

DISPOSAL FEES

Sales Agent Fees	1.00%	5,842	
Sales Legal Fees	0.50%	2,921	
			8,763

ADDITIONAL COSTS

Construction, Infrastructure & Fees		401,440	
			401,440

TOTAL COSTS**507,982****PROFIT****76,197****Performance Measures**

Profit on Cost%	15.00%
Profit on GDV%	12.29%
Profit on NDV%	13.04%
Development Yield	9.46%
Equivalent Yield (Normal)	7.75%

File: Appraisals.Clarus Costings.18.05.04\The Station Plaza.amend costs.25.05.04.wcf- 2 -Date: 03/6/2004

Circle Version: 2.06.023

Equivalent Yield (True)	8.14%
IRR %	21.70%
Rent Cover	1 yr 7 mths
Profit Erosion (finance rate 0.000%)	N/A

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Circle Version: 2.06.023

Heart of Hoose SH7**Appraisal Summary for Phase 1****REVENUE**

Rental Area Summary	ft²	Rate ft²	Grs. Rent pa
Food Retail	25,000	£10.00	250,000
	<u>25,000</u>		<u>250,000</u>

Investment Valuation	Valuation Rent		Yield	Factor	Cap. Rent
Food Retail	250,000	YP @	7.00%	14.2857	3,571,429
					3,571,429
NET CAPITALISATION					3,571,429
Purchaser's Costs		5.75%	-205,357		
NET DEVELOPMENT VALUE					<u>3,366,072</u>
NET REALISATION					3,366,072

OUTLAY**ACQUISITION COSTS**

Acquisition Price	1,316,158
Town Planning	3,000
	1,319,158

MARKETING

Marketing		4,000	
Letting Agent Fees	15.00%	37,500	
Letting Legal Fees	5.00%	12,500	
			54,000

ADDITIONAL COSTS

Construction, PR, Fees etc.	1,553,860
	1,553,860

TOTAL COSTS**2,927,018****PROFIT****439,054****Performance Measures**

Profit on Cost%	15.00%
Profit on GDV%	12.29%
Profit on NDV%	13.04%
Development Yield	8.54%
Equivalent Yield (Normal)	7.00%
Equivalent Yield (True)	7.32%
IRR %	21.04%
Rent Cover	1 yr 9 mths
Profit Erosion (finance rate 0.000%)	N/A

File: Appraisals.Clarus Costings.18.05.04\Heart of Hoose.amend costs.25.05.04.wcf- 2 -Date: 03/6/2004
 Circle Version: 2.06.023

The Beach Activity Zone - Restaurant SH6

Appraisal Summary for Phase 1

REVENUE

Rental Area Summary	ft ²	Rate ft ²	Grs. Rent pa
Cafe/bar/Resturant	4,000	£15.00	60,000
	<u>4,000</u>		<u>60,000</u>

Investment Valuation	Valuation Rent	YP @	Yield	Factor	Cap. Rent
Cafe/bar/Resturant	60,000		7.75%	12.9032	774,194
					774,194
NET CAPITALISATION					774,194
Purchaser's Costs		5.75%	-44,516		
NET DEVELOPMENT VALUE					<u>729,678</u>
NET REALISATION					729,678

OUTLAY

ACQUISITION COSTS

Acquisition Price	170,557
Town Planning	1,000
	171,557

MARKETING

Marketing	3,000
Letting Agent Fees	15.00% 9,000
Letting Legal Fees	5.00% 3,000
	15,000

DISPOSAL FEES

Sales Agent Fees	1.00% 7,297
Sales Legal Fees	0.50% 3,648
	10,945

ADDITIONAL COSTS

Construction, Infrastructure & Fees	437,000
	437,000

TOTAL COSTS **634,502**

PROFIT **95,175**

Performance Measures

Profit on Cost%	15.00%
Profit on GDV%	12.29%
Profit on NDV%	13.04%
Development Yield	9.46%
Equivalent Yield (Normal)	7.75%
Equivalent Yield (True)	8.14%
IRR %	31.59%
Rent Cover	1 yr 7 mths
Profit Erosion (finance rate 0.000%)	N/A

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03/6/2004 Circle Version: 2.06.023

The Concourse - Option 1 SH4**Appraisal Summary for Phase 1****REVENUE**

Rental Area Summary	ft²	Rate ft²	Grs. Rent pa
A3 within Frontage	2,954	£15.00	44,304
A1 within frontage	6,306	£15.00	94,596
A3 North facing	8,938	£15.00	134,076
A3 next to leisure centre	4,065	£15.00	60,972
	<u>22,263</u>		<u>333,948</u>

Investment Valuation	Valuation Rent		Yield	Factor	Cap. Rent
A3 within Frontage	44,304	YP @	7.75%	12.9032	571,665
A1 within frontage	94,596	YP @	7.00%	14.2857	1,351,371
A3 North facing	134,076	YP @	7.75%	12.9032	1,730,013
A3 next to leisure centre	60,972	YP @	7.75%	12.9032	786,735
					4,439,784

NET CAPITALISATION					4,439,784
Purchaser's Costs		5.75%	-255,288		
NET DEVELOPMENT VALUE					<u>4,184,496</u>
Allowance for Neg. Land Value			2,019,857		
NET REALISATION					6,204,353

OUTLAY**ACQUISITION COSTS**

Negative Land Value (£2,019,857)
Town Planning

3,000
3,000

MARKETING

Marketing 10,000
Letting Agent Fees 15.00% 50,092
Letting Legal Fees 5.00% 16,697

76,790

ADDITIONAL COSTS

Construction, PR, fees etc 5,315,300

5,315,300

TOTAL COSTS **5,395,090**

PROFIT **809,263**

Performance Measures

Profit on Cost% 15.00%
Profit on GDV% 18.23%
Profit on NDV% 19.34%
Development Yield 6.19%
Equivalent Yield (Normal) 7.52%
Equivalent Yield (True) 7.89%

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03/6/2004 Circle Version: 2.06.023

IRR %	N/A
Rent Cover	2 yrs 5 mths
Profit Erosion (finance rate 0.000%)	N/A

File: Appraisals.Clarus Costings.18.05.04\The Concourse.Opt.1.amend cost.25.05.04.wcf- 3 -Date:
03/6/2004

Circle Version: 2.06.023

The Concourse - Option 2 SH4

Appraisal Summary for Phase 1

REVENUE

Rental Area Summary	ft ²	Rate ft ²	Grs. Rent pa
Supermarket	15,362	£10.00	153,624
A3 next to supermarket	2,816	£15.00	42,240
Retail Uses	8,353	£15.00	125,292
Retail next to leisure centre	1,705	£15.00	25,572
A3 next to leisure centre	3,375	£15.00	50,628
A3 in place of fire station	3,350	£15.00	50,244
	<u>34,961</u>		<u>447,600</u>

Investment Valuation	Valuation Rent		Yield	Factor	Cap. Rent
Supermarket	153,624	YP @	7.00%	14.2857	2,194,629
A3 next to supermarket	42,240	YP @	7.75%	12.9032	545,032
Retail Uses	125,292	YP @	7.00%	14.2857	1,789,886
Retail next to leisure centre	25,572	YP @	7.00%	14.2857	365,314
A3 next to leisure centre	50,628	YP @	7.75%	12.9032	653,265
A3 in place of fire station	50,244	YP @	7.75%	12.9032	648,310
					6,196,436

NET CAPITALISATION					6,196,436
Purchaser's Costs		5.75%	-356,295		
NET DEVELOPMENT VALUE					<u>5,840,141</u>
Allowance for Neg. Land Value			6,585,287		
NET REALISATION					12,425,428

OUTLAY

ACQUISITION COSTS

Negative Land Value (£6,585,287)		
Town Planning	3,000	3,000

MARKETING

Marketing		10,000	
Letting Agent Fees	15.00%	67,140	
Letting Legal Fees	5.00%	22,380	
			99,520

ADDITIONAL COSTS

Construction, PR, fees etc		10,699,200	
Section 106		3,000	
			10,702,200

TOTAL COSTS					10,804,720
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PROFIT					1,620,708
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Performance Measures

Profit on Cost%	15.00%
Profit on GDV%	26.16%

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Profit on NDV%	27.75%
Development Yield	4.14%
Equivalent Yield (Normal)	7.22%
Equivalent Yield (True)	7.56%
IRR %	N/A
Rent Cover	3 yrs 7 mths
Profit Erosion (finance rate 0.000%)	N/A

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The Sail RS1**Appraisal Summary for Phase 1****REVENUE**

Rental Area Summary	ft²	Rate ft²	Grs. Rent pa
Restaurant	1,150	£15.00	17,244
	<u>1,150</u>		<u>17,244</u>

Investment Valuation	Valuation Rent		Yield	Factor	Cap. Rent
Restaurant	17,244	YP @	8.00%	12.5000	215,550
					215,550
NET CAPITALISATION					215,550
Purchaser's Costs		5.75%	-12,394		
NET DEVELOPMENT VALUE					<u>203,156</u>
Allowance for Neg. Land Value			2,106,960		
NET REALISATION					2,310,116

OUTLAY**ACQUISITION COSTS**

Negative Land Value (£2,106,960)
Town Planning

3,000

3,000

MARKETING

Letting Agent Fees
Letting Legal Fees

15.00%
5.00%

2,587
862

3,449

DISPOSAL FEES

Sales Agent Fees
Sales Legal Fees

1.00%
0.50%

2,032
1,016

3,047

ADDITIONAL COSTS

Section 106
Construction, Infrastructure & Fees

3,000
1,996,300

1,999,300

TOTAL COSTS**2,008,796****PROFIT****301,319****Performance Measures**

Profit on Cost%	15.00%
Profit on GDV%	139.79%
Profit on NDV%	148.32%
Development Yield	0.86%
Equivalent Yield (Normal)	8.00%
Equivalent Yield (True)	8.42%
IRR %	-21.90%
Rent Cover	17 yrs 6 mths

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Profit Erosion (finance rate 0.000%)

N/A

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Appraisal assumptions

1. The appraisals that have been undertaken are for indicative purposes only and have not been undertaken to establish the open market value of the sites.
2. The appraisals that have produced a negative land value do not take into account any land costs associated with site assembly. In this instance the negative land value is assumed to be an income i.e. gap funding.
3. All the appraisals assume that the necessary planning permissions can be obtained.
4. All our appraisals are dated May 2004.
5. The rents, yields, costs, fees and development time frames incorporated into the appraisals represent an estimate of what may be obtainable or charged in the market.
6. No allowance has been made for land remediation costs, which may be necessary.
7. We have assumed that the land is fully serviced by the necessary utilities including but limited by the following; gas, electricity, telephone, water, drainage and sewers.
8. We have assumed that Land Titles are clean and clear of any covenants or encumbrances, which would restrict or prevent the development of the sites.
9. We have assumed that there would be no highways or rights of access/way issues, which would prevent the development of any site.
10. No allowance has been made for flooding or other environmental risks.
11. Any increase in construction costs (due to inflation) may be offset by improvements in rents and tightening yields.

The rental for the retail elements (non-food) is based on a Zone A rent of £30 per square feet, this rate has been zoned throughout an average sized unit. The resultant figure has then been used to obtain an average rate per square foot, which has then been applied to all units.

APPENDIX 4 – PHASING PROGRAMME

Ref	Project	Potential Funding Sources	Programme (Year)									
RS	A Destination of Regional Significance											
RS1	'The Sail'	MBW, NWDA, MWRP, Nat. Lott, private	1	2	3	4	5	6	7	8	9	10
RS2	Golf Resort and Spa	Private	1	2	3	4	5	6	7	8	9	10
ST	Short Term Priorities											
ST1	Market Street	MWRP, NWDA, Wirral MBC, Objective 1, LTP	1	2	3	4	5	6	7	8	9	10
ST2	Station Gateway	MWRP, NWDA, Wirral MBC, Objective 1, LTP, Private Sector	1	2	3	4	5	6	7	8	9	10
ST3	Wirral Waterside Way and Ashton Park	MWRP, NWDA, Wirral MBC, Objective 1, Lottery	1	2	3	4	5	6	7	8	9	10

Ref	Project	Potential Funding Sources	Programme (Year)									
ST4	Hoylake-West Kirby Trail	MWRP, NWDA, Objective 1, Landfill Tax, Sponsorship	1	2	3	4	5	6	7	8	9	10
ST5	Viking Ingimund Statue and Other Historical Interpretation	Objective 1, Lottery, MWRP	1	2	3	4	5	6	7	8	9	10
ST6	Coronation Gardens Improvements	MWRP, Wirral MBC, Lottery	1	2	3	4	5	6	7	8	9	10
SH	MEDIUM/LONG TERM											
SH1	Saughall Massie Road/Carr Lane Route	LTP, NWDA, Private Sector Contributions	1	2	3	4	5	6	7	8	9	10
SH2	Carr Lane Industrial Estate	NWDA, Private, Wirral MBC, LTP	1	2	3	4	5	6	7	8	9	10
SH3	West Kirby Town Centre Access Improvements	LTP, Private Developer, NWDA	1	2	3	4	5	6	7	8	9	10
SH4	The Concourse Gateway to West Kirby	B&WWPCT, Private Sector, NWDA, LTP, Merseytravel	1	2	3	4	5	6	7	8	9	10

Ref	Project	Potential Funding Sources	Programme (Year)									
			1	2	3	4	5	6	7	8	9	10
SH5	The Crescent and Banks Road	Townscape Heritage Initiative, Wirral MBC, Business Improvement District scheme										
SH6	The Beach Activity Zone	MWRP, Wirral MBC, Lottery, Private (commercial only), Objective 1										
SH7	Heart of Hoose	Private Sector, NWDA/Wirral MBC Site Assembly										
SH8	Beacon for the Coast	RNLI, MWRP, Townscape Heritage Initiative, Commercial Donations										
SH9	North Parade, Meols Parade and South Parade	MWRP, Wirral MBC										

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