

Wirral Growth Company

Profit with Purpose



WIRRAL
GROWTH
COMPANY

A joint venture between

WIRRAL

muse

About Wirral



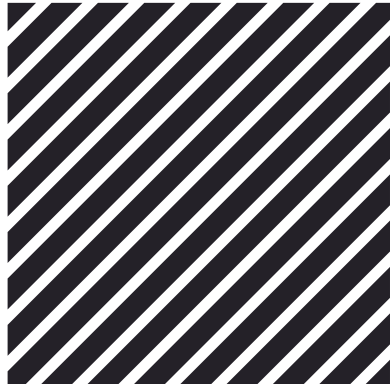
A joint venture between



9th largest metropolitan borough in the UK

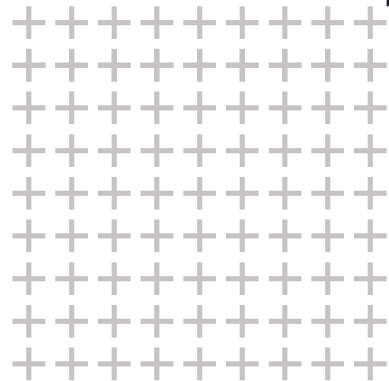
330,000 residents across 60 square miles

UK's poorest and wealthiest wards only 8 miles apart



Part of a thriving Liverpool City Region, with a devolution deal in place

The 'Borough of Culture' in 2019 for our region



What is Wirral Growth Company?



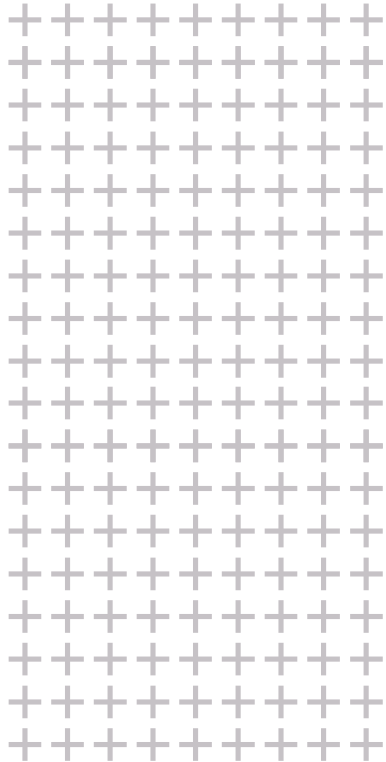
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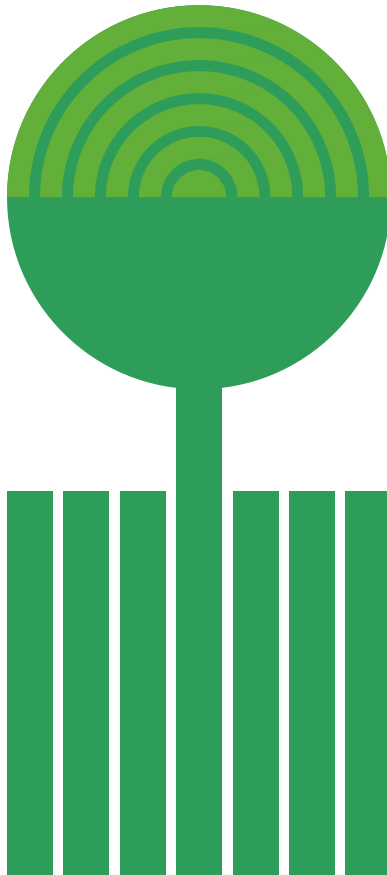
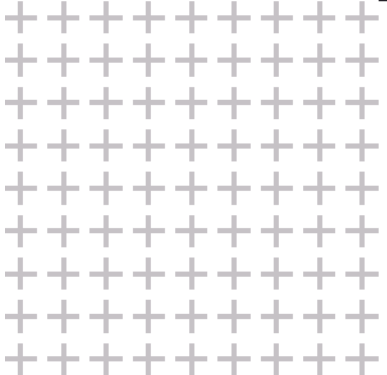
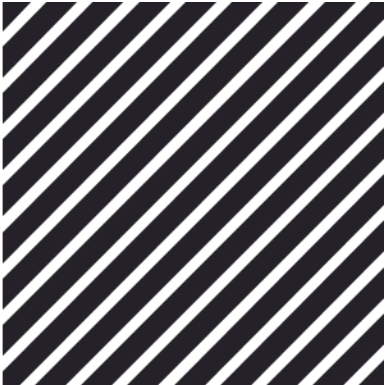
A 50/50 Limited Liability Partnership – Wirral Council & Muse Developments



A new commercial vehicle to drive prosperity, community wealth and social value



A development company, which will regenerate key sites across the borough



Our objectives



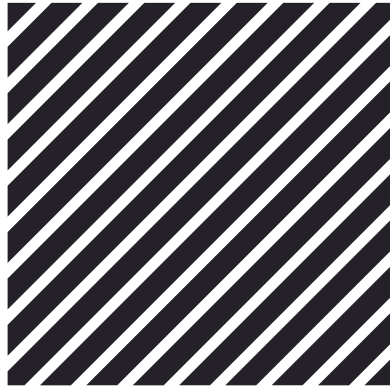
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Create local economic growth

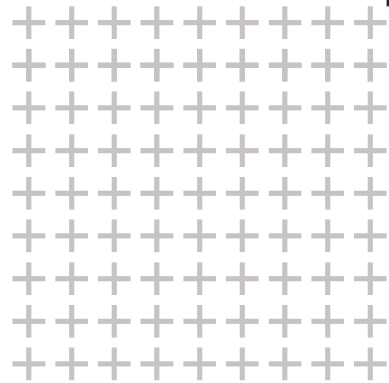
Use Council assets to better benefit the local community

Maximise social value



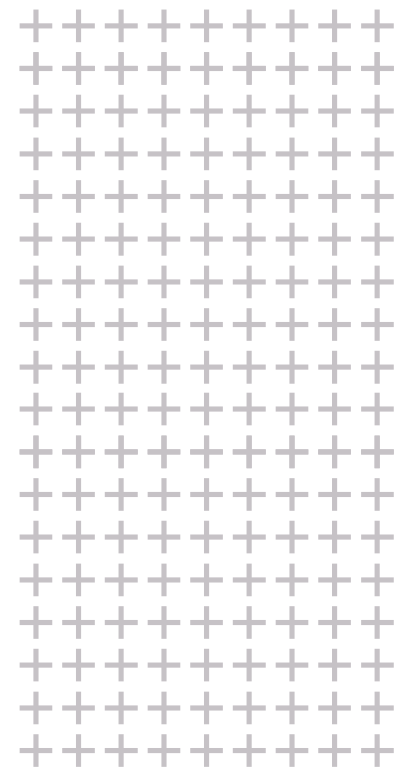
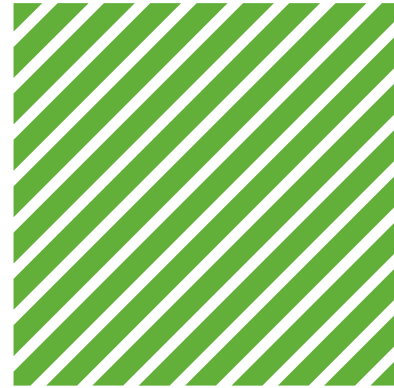
Encourage more private sector investment into Wirral

Maximise the Council's financial return



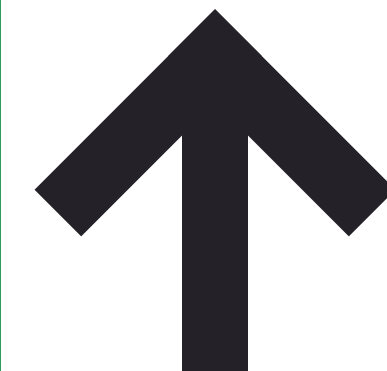
The ambition?

Jobs for local residents
– in construction, retail, leisure and other sectors.



£Millions in additional income for the Council, which will be reinvested into supporting services.

Economic growth, triggering major developments initially in Birkenhead, Bromborough and Moreton.



Our initial priority sites

- Former school site, Moreton – Residential
- Pasture Road site, Moreton – Mixed-use commercial, residential and extra care
- Vacant industrial land, Bromborough – Residential
- Birkenhead Town Centre – mixed use retail, leisure, and commercial



Delivering social value



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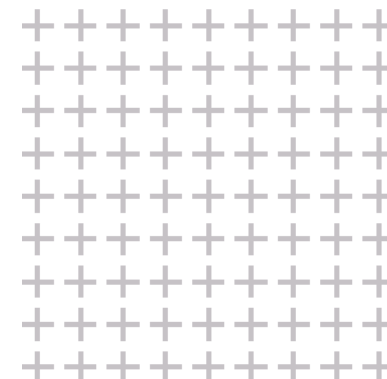
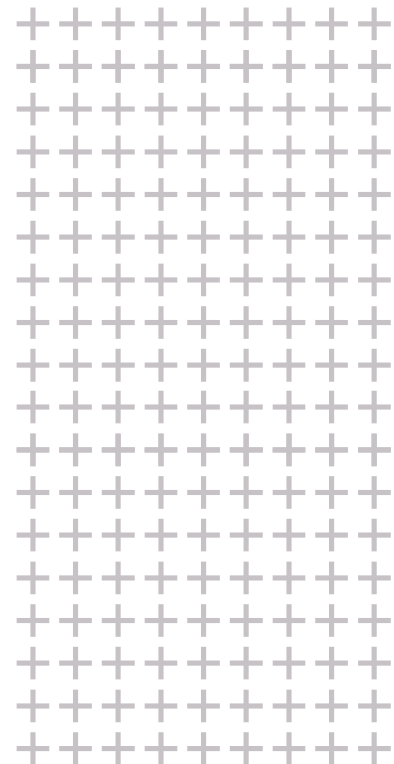
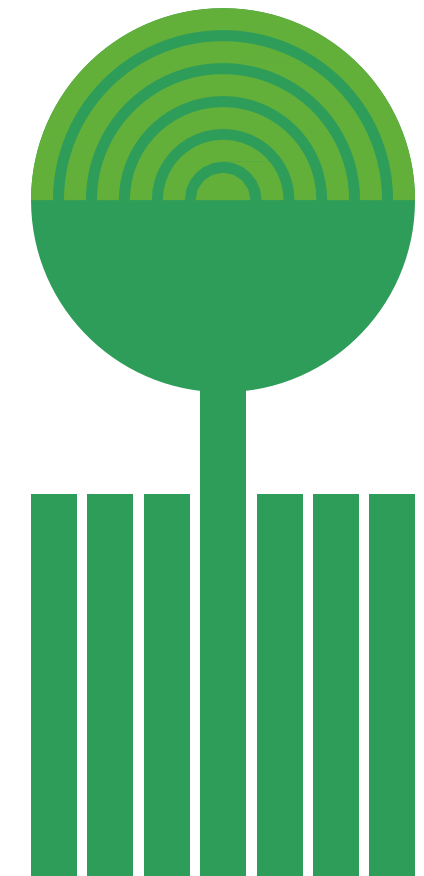
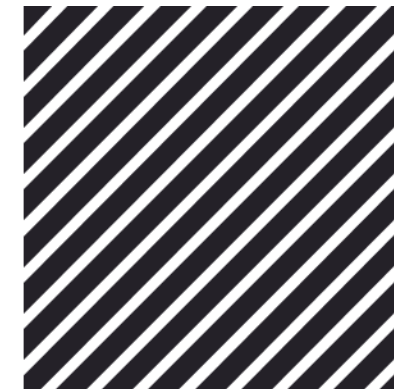


More than 3,000 jobs
in the first five years



A formal agreement
with the local
college to create
hundreds of
apprenticeships

A commitment to hire
and buy local, on
£700m worth of
developments



Next steps



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Stage 1

Consultation and
community
engagement

Stage 2

Review
Outreach
Consultation
responses and
feedback

Stage 4

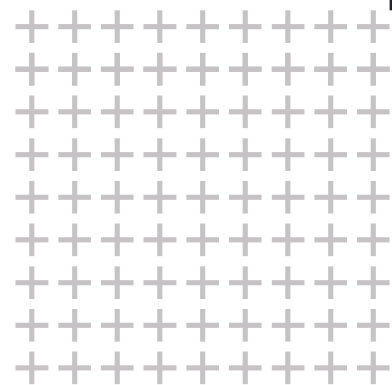
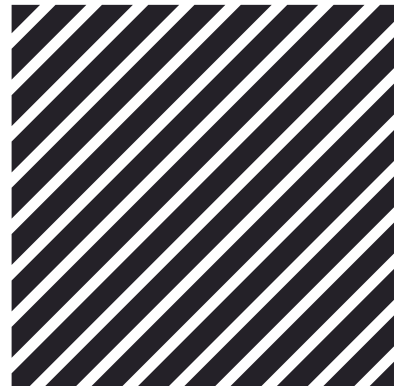
Draft masterplan
/ development
plan for initial
sites

Stage 3

Surveys and
Technical
Assessments

Stage 5

Consultation on
initial masterplan
/ development
plan for initial
priority sites



The lessons we've learned

Communicate

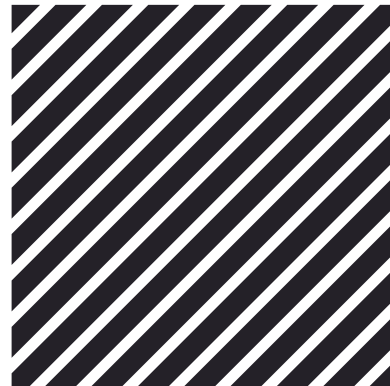
Dispel the myths
– be clear on
your narrative

Be inclusive

Bring opposition
parties and
external
stakeholders into
the conversation

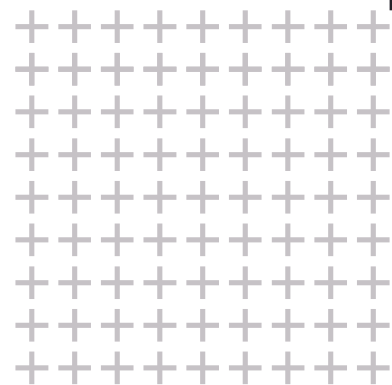
Be realistic

These are
complex deals,
don't try and do
too much too
quickly – take
the time to plan



Have a vision

And stick to it.
There will be
constant
obstacles put in
the way – keep
going



It's a partnership

Work with your
partner. Keep up
the engagement
and keep talking

Thank you for listening.

Any Questions?

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