

Wirral

Regeneration & Investment Briefing

A large, ornate, classical-style building with a central clock tower and a green dome, surrounded by trees and a clear blue sky.

Funding, places and delivery.

A briefing for the organisations bringing forward homes and regeneration across Wirral, from the Birkenhead waterfront to New Ferry.

Inside this briefing

A practical guide to funding routes, local programmes and the organisations turning sites and neighbourhood priorities into delivery.

For organisations delivering housing and regeneration in Wirral.

03	The funding landscape
04	Grant, land and finance
05	Liverpool City Region routes
06	Who decides / contacts
07	Accessing programme grant
08	Places and programmes
09	Three neighbourhood boards
10	Local funds and project calls
11	Housing partners and need
12	Delivery and procurement
13	Skills and workforce
14	Sources and digital edition



Williamson Art Gallery, Birkenhead

DATES AND DECISIONS TO WATCH

As at 19 September 2026	Published position
Wirral Pride in Place boards	Boundary changes were due to MHCLG by 17 July 2026; ten-year Pride in Place Plans due by 30 November 2026. On approval, £1.36m per neighbourhood is released in FY 2027/28. [23,24,32,34]
Hind Street Urban Garden Village	£29m Homes England plus a £22m Combined Authority commitment; key agreements signed February 2026; funds infrastructure unlocking the first 633 homes of a scheme of over 1,500 homes. [7,8]
Woodside Masterplan	Adopted 4 December 2024; £23m from the Levelling Up and Town Deal Funds envisages 1,700 homes within the masterplan redline, two hotels and a cultural attraction. [9,10,11]
Wirral Local Plan 2022 to 2040	Adopted 31 March 2025. Minimum 14,400 net new dwellings plus 1,149 care places; Policy WS 12 requires an early review because only about 11,800 homes could be shown deliverable. [36]

Figures in this briefing cover different programmes, geographies and periods. They should not be added into a single borough investment total.

Up to £46 billion over ten years

Homes England and its subsidiary, the National Housing Bank, have up to £46 billion to deploy across England to 2036. These are the principal streams. [1]

The joint Investment Prospectus, published on 31 March 2026 ahead of the Bank's opening on 1 April, brings grant, land and finance into one framework. The Bank aims to attract more than £50 billion of additional private capital over the decade.

Stream	Amount	What it funds / who it reaches
Social and Affordable Homes Programme 2026–2036	At least £27bn outside London £39bn nationally, including London	Capital grant for social and affordable rent, shared ownership, supported housing and estate regeneration. Registered Providers, councils, housebuilders and community-led organisations, through continuous market engagement or strategic partnerships.
Housing and Infrastructure Capital Grant	About £3.1bn Homes England's share of the £5bn national pot*	Land assembly, remediation and strategic infrastructure; dedicated viability-gap support planned for later in 2026/27. Councils, developers and landowners with sites the market cannot unlock alone.
National Housing Delivery Fund Debt, equity and guarantees	Up to £16bn	Loans, equity and guarantees, including funding that may be devolved to mayoral authorities. Housebuilders, Registered Providers, funds and lending partners.

*The prospectus describes the agency's share as £3.1bn, subject to final confirmation. These are programme envelopes, not a ring-fenced allocation to Wirral.

PROGRAMME MILESTONES

Date	Milestone
31 March / 1 April 2026	Investment Prospectus published / National Housing Bank opens
25 August 2026	First wave: £9.58bn to 33 strategic partners outside London [2]
Later in 2026/27	Dedicated viability-gap grant planned [1]
To 2036	Ten-year programme period

Land, grant and finance can be combined around the needs of a scheme.

Grant, land and finance

Which support fits a scheme depends less on its size than on what is holding it up: a funding gap, a difficult site, or the tenure of the homes to be delivered. [1]

Family	Product	Purpose	Typical user
Grant	Social and Affordable Homes Programme	Affordable tenures, supported housing and estate regeneration	RPs, councils, developer partners
Grant	Housing and Infrastructure Capital Grant	Viability gaps, infrastructure, land assembly and remediation	Councils, landowners, master developers
Land	Homes England land	Acquisition, enabling and disposal through sale, lease, development agreement or joint venture	Developers of all sizes
Finance	SME Accelerator Loan	Site finance for smaller builders establishing a track record	SME housebuilders
Finance	Revolving credit facility	Multi-site support alongside commercial lenders	Growing builders
Finance	Senior and mezzanine debt	Project funding for build to rent, later living and brownfield schemes	Developers and funds
Finance	Corporate lending	Balance-sheet finance for growth, including modern methods of construction	Housebuilders
Finance	Infrastructure loans	Long-term finance, up to 15 years, for upfront infrastructure	Developers and councils
Finance	Low-interest RP loans	Unlocking capital investment in social and affordable homes	Registered Providers
Finance	Equity	Minority investment in vehicles typically delivering more than 3,000 homes	Funds and partnerships
Finance	Guarantees	Bonds and loans to reduce institutional financing costs	Funds and RPs

Two grant routes in the Liverpool City Region. Land, remediation and infrastructure grant normally comes first through the Combined Authority: the Brownfield Land Fund, the Housing Investment Fund and the integrated settlement that LCRCA has held since 1 April 2026. Social and Affordable Homes Programme grant remains administered by Homes England, shaped by LCRCA's published strategic priorities. The National Housing Bank makes its own finance decisions while working alongside the agency.

How the regional routes fit together

For a Wirral scheme, the conversation depends on the funding gap. A regional figure is not a borough award.

FIRST-WAVE SAHP ESTIMATE FOR THE LIVERPOOL CITY REGION

£380m **c.3,100 homes**

Estimated strategic-partnership spend and homes across the region in MHCLG's regional funding breakdown of 24 August 2026; the companion Homes England release names the 33 partners and gives no totals. Neither gives a Wirral allocation. [2]

Scheme requirement	Route to establish	What to resolve
Social and affordable homes	Homes England's SAHP, via continuous market engagement or strategic partnership.	Eligible tenure, delivery partner and grant need against the region's priority places, which name Wirral Waters and Birkenhead. [21]
Land, infrastructure or abnormal costs	Wirral Council's Regeneration team, then the Combined Authority's Brownfield Land Fund.	Why the site cannot proceed, what intervention unlocks it and the local strategic case. [3]
Additional affordable-housing support	The Combined Authority's Housing Investment Fund, where a site sits in the LCR Housing Pipeline.	SAHP secured or progressing; explain the remaining gap and deliverability. [3]
Debt, equity or guarantees	National Housing Bank via Homes England.	Borrower or investment structure, security and the route to repayment. [1]

Brownfield Land Fund: current position. LCRCA's £60m programme from July 2020 targets at least 4,000 and up to 5,000 homes; applications go to the Combined Authority's housing team with no standing deadline, and the test is that the scheme is unviable without grant. A further £13.8m for 555 homes was added in November 2025. The Housing Investment Fund, endorsed January 2026, supports stalled and early-stage sites in the LCR Housing Pipeline. [3]

Left Bank. Wirral Council's 20-year Mersey waterfront masterplan carries an ambition of up to 10,000 homes 2022–2040, at least 1,000 affordable; council-linked reporting separately gives Birkenhead alone capacity for 21,000 homes. Not reconciled; do not add. [15,19]

REGIONAL AMBITIONS TO DESIGN FOR

LCRCA's SAHP strategic priorities seek around 16,000 social and affordable homes over 2026–2036 with at least 60% at Social Rent, across 13 priority places. The LCR Housing Pipeline published in January 2026 carries 64,044 homes on 310 sites. The Liverpool North Docks Mayoral Development Corporation, decided by the Combined Authority on 25 September 2026, could bring forward up to 17,000 homes. These are regional ambitions across delivery routes. [21]

Who decides what

Funding, planning and delivery sit with different organisations. Identify the decision you need before choosing the first conversation.

01

Homes England / National Housing Bank

Final SAHP funding and contractual decisions; the Bank assesses its finance investments. [1,17]

02

Liverpool City Region Combined Authority

Brownfield Land Fund, Housing Investment Fund, integrated settlement and Spatial Development Strategy; jointly with Homes England, the Strategic Place Partnership that names Wirral Waters and Birkenhead as priority places. [3,21]

03

Wirral Council

Local housing need and planning authority for every site in this briefing; Left Bank framework; accountable body for Pride in Place across Birkenhead Central, Seacombe and Woodchurch. [18,23,24]

04

Wirral Growth Company / Peel Waters

Wirral Growth Company (Council/Muse joint venture) master-develops parts of the Birkenhead waterfront; Peel Waters master-develops the c.500-acre Wirral Waters site with partners including Qualis Developments and Forshaw Group. [5,6,19]

05

Three Pride in Place neighbourhood boards

Independent chairs Liam Kelly (Birkenhead Central), Nicola Fenton (Seacombe) and Jennifer Allinson (Woodchurch); council accountability and national programme rules still apply. [23,24]

PUBLIC ROUTES FOR THE NEXT CONVERSATION

Enquiry	Public route
National grant / finance	enquiries@homesengland.gov.uk
Combined Authority housing / brownfield	brownfield@liverpoolcityregion-ca.gov.uk · ask@liverpoolcityregion-ca.gov.uk · 0300 131 2881 [3]
Wirral regeneration / strategic planning	forwardplanning@wirral.gov.uk · South Annexe, Brighton Street, Wallasey CH44 8ED [20]
Housing options	0151 666 5511 (weekdays) · 0151 677 6557 (out of hours) [20]
Committee services / Economy, Regeneration and Housing Committee	committeeservices@wirral.gov.uk [22]
Procurement	The Chest , on the Proactis ProContract platform — five of the six Liverpool City Region councils, including Wirral; Liverpool City Council uses ProContract directly.

A useful first enquiry names the site, landowner, proposed use, delivery lead, funding gap and next decision. Attach a concise programme and explain what the requested intervention changes.

A route for smaller providers

A first-wave strategic allocation is one route into delivery. Continuous Market Engagement also gives eligible organisations a direct route to Homes England.

Continuous Market Engagement

Open for individual schemes and portfolios, while funding remains available. Designed to accommodate smaller partners, new entrants and complex projects. [19]

Strategic partnerships

Programme-level allocations support delivery at scale. The initial bidding round closed on 15 April 2026; future rounds will be announced. [18]

Route	Practical fit and requirements
CME general	A direct scheme bid. Establish eligible tenure, costs, delivery readiness and grant need with Homes England. [18,19]
CME portfolio	Discuss the pipeline before bidding. Initial portfolios normally deliver 300–500 homes; named sites should start by 31 March 2028 and complete by 31 March 2032. [19]
Delivery partnership	An eligible RP or council can work with a strategic partner under the programme's delivery-partner rules. Owning the funded homes is a different role from supplying construction services. [18,20]

BEFORE A GRANT APPLICATION

Organisations need Homes England Investment Partner qualification to receive grant. New partners can apply for that status alongside the funding application. Programme qualification and regulatory registration are separate steps. [19]

The bid should show how it meets local housing need and regional priorities. The Liverpool City Region seeks at least 60% Social Rent through SAHP, with 13 named priority places. [21] Wirral operates a brownfield-only Local Plan requiring a minimum of 10% affordable housing across most regeneration areas, rising to 20% in some. [4]

HOW TO PREPARE THE DISCUSSION

Bring a site schedule, proposed tenure mix, cost plan, planning position, delivery programme and confirmation of the intended landlord. Explain what is ready now and which dependencies still need resolving.

Places and programmes

Wirral Waters, Hind Street, Woodside and New Ferry sit at different stages, from live construction to a framework document. Establish the live phase and the organisation commissioning it.



Woodside · The Birkenhead waterfront at the ferry terminal, south of Wirral Waters.

Wirral Waters

c.500 acres, Redbridge Quay phase two under way

Construction under way on Redbridge Quay phase two: 90 waterside homes (84 one-bed, 6 three-bed, six blocks) on Dock Road, a Peel Waters/Qualis/Forshaw Group joint venture, following Miller's Quay. Named a priority location in the region's SAHP strategic priorities and Brownfield Land Fund criteria. [3,5,6,21]

The masterplan's total homes and jobs figures are not independently verified; treat any borough-wide "thousands of homes" claim as unverified.

Hind Street Urban Garden Village, Birkenhead

c.1,500+ homes, first 633 unlocked

A former Birkenhead gasworks site advanced by Wirral Council and developer Ion Property Developments (masterplanner BDP) under a signed Master Development Agreement. £29m Homes England and £22m Combined Authority funding unlocks the first 633 of 1,500+ homes; Ion's page gives c.12ha, 1,400 homes. [7,8,35,40]

Phase one's 2025 start is unverified; funding agreements were signed February 2026.

Woodside Masterplan

1,700 homes within the redline, ferry terminal largely complete

A £23m masterplan funded from the Levelling Up and Town Deal Funds, adopted 4 December 2024, covering Shore Road to Church Street: 1,700 homes within the masterplan redline (c.2,560 including areas outside it), two hotels, 11,300 sq m of active ground-floor uses and two multi-storey car parks. The ferry terminal itself is substantially rebuilt; the new Mersey Ferry was due summer 2026. [9,10,11,37]

No homes have been reported as started under the masterplan itself; it is a framework document, not a consented scheme.

New Ferry regeneration

Phase one complete, phase two starting 2026

34 affordable homes complete at Sorrel Place and Bebington Road (phase one); 43 further homes (2, 3 and 4-bed) starting construction 2026 (phase two), Wirral Council and Regenda Group. A separate £5.5m highways and public realm scheme was approved by committee on 8 July 2026, delivered through a Task Order with Cambrianway Limited. [12,13,14,38,39]

This is one public-realm scheme, not two: the £5.2m figure in secondary press coverage is the same £5.5m approved budget.

Three boards, one borough

Birkenhead Central, Seacombe and Woodchurch each have up to £20m over ten years. Wirral Council is the accountable body across all three. [23,24]



Seacombe

Neighbourhood	Published position / next conversation
Birkenhead Central	Independent chair Liam Kelly (co-founder, Make CIC), appointed February 2026; board established spring 2026. Council and local press use "Central Birkenhead"; MHCLG's phase 2 list names it Birkenhead Central. [23,24,34]
Seacombe	Independent chair Nicola Fenton (Director, Diversity Hub CIC), appointed February 2026; board established spring 2026. [23,24]
Woodchurch	Independent chair Jennifer Allinson, appointed February 2026; board established spring 2026. [23,24]

BRING A PROJECT THAT CAN BE DELIVERED

Need, ownership and consent

Explain who benefits and how the proposal responds to residents. Identify land control, a delivery lead, consents and dependencies.

Capital and continuing costs

Set out works, development costs and contingency, then identify the asset owner, operating budget and maintenance responsibility.

Ten-year Pride in Place Plans are due to MHCLG by 30 November 2026, with boundary changes due by 17 July 2026; on approval, £1.36m per neighbourhood is released in FY 2027/28. [32,34] Wirral is named in neither Pride in Place Impact Fund determination round to date. [25,33] Boards must have at least eight members, at least 51% living or working locally. Public contact routes: page 6.

Different pots, different decisions

Wirral's Levelling Up Fund, Hind Street, Woodside and New Ferry allocations, and the borough-wide Impact Fund, operate at different scales and on different timetables.

£29.3m

Wirral Council: Levelling Up Fund direct award plus the allocation channelled through the Combined Authority, combined [18]

Component	What the figure includes
£19,648,873	Levelling Up Fund direct award (DLUHC/MHCLG) to Wirral Council; supports Woodside/Birkenhead Waterfront works. [18]
£9,700,900	Additional Levelling Up Fund allocation channelled through the Combined Authority. [18]

Funding note: part of "more than £100m" combined Future High Streets Fund/Towns Fund/Town Deal/Levelling Up Fund secured by the council for the Birkenhead Town Deal; individual scheme breakdown not itemised in this edition. [18,19]

SCHEME-LEVEL ALLOCATIONS

Commitment	Published position
£51m (£29m Homes England + £22m Combined Authority)	Hind Street infrastructure grant, unlocking the first 633 of over 1,500 homes. [7,8,35]
£23m	Woodside Masterplan, from the Levelling Up and Town Deal Funds; adopted 4 December 2024. [9]
£5.5m approved capital budget, primarily the Local Regeneration Fund	New Ferry highways and public realm; one scheme, not two — the £5.2m figure in secondary press is the same scheme. Option 2 approved 8 July 2026; delivery through a Task Order with Cambrianway Limited. [38,39]

Wirral's Housing Strategy 2026–2031 states an assessed need for 687 affordable homes a year; this is a need figure, not the adopted Local Plan target, and should not be read alongside the capital figures above. [15,16]

WIRRAL PRIDE IN PLACE IMPACT FUND

Not found

The national Impact Fund is worth £1.5m per area (£750,000 in 2025/26, £750,000 in 2026/27) across a fixed list of areas. Wirral is named in neither the 2025–26 determination (signed 29 September 2025) nor the 2026–27 determination (signed 8 April 2026). [25,33]

Of the six Liverpool City Region councils, only Liverpool, Knowsley, St Helens and Halton appear at £750,000 in each year.

Wirral's three Pride in Place neighbourhoods therefore hold no Impact Fund award; the £20m-per-neighbourhood Pride in Place allocation is unaffected.

Homes, partners and local need

Two different numbers circulate for Wirral, and they answer different questions. The adopted plan target is the one that binds. Wirral's Local Plan 2022 to 2040 sets a minimum of 14,400 net new dwellings, adopted by Council on 31 March 2025; a separate 687-a-year figure in the Housing Strategy is an assessed need, not a plan target. [15,16,36]



New-build homes in Wirral · illustrative of the Council and Registered Provider programmes on this page.

Partner / example	Documented local delivery
Magenta Living	Wirral's largest Registered Provider, c.12,200 properties; "Road to 2030" strategy backed by new financing supports 1,300 new homes across the city region, with about 70% (c.910) planned within its Wirral heartland. [26,27]
Regenda Group / Wirral Council, New Ferry	34 affordable homes complete (phase one); 43 more starting construction 2026 (phase two). [12,13]
Ion Property Developments / Wirral Council, Hind Street	First 633 of a c.1,500+ home garden village, infrastructure-funded by Homes England and the Combined Authority. [7,8]
Peel Waters / Qualis Developments / Forshaw Group, Wirral Waters	90 homes under construction at Redbridge Quay phase two, following completion of Miller's Quay. [5,6]
Strategic partners with a city-region presence (national SAHP list)	Torus62, Onward Homes, Great Places, Places for People, Sanctuary, Vistry Homes, Sage Homes — partner status is national, not a confirmed Wirral award. [21]

These are examples of local activity, not a complete provider list, procurement shortlist or evidence of a new SAHP award.

FOR DEVELOPMENT AND ASSET TEAMS

Agree tenure, accessible homes and support needs before fixing the unit mix. Bring the operator into the appraisal: nominations, management, service charges and whole-life maintenance. Keep new-supply budgets separate from existing-stock investment.

From scheme assembly to appointment

The national programme supports delivery through councils, Registered Providers and developers. The local supply chain enters through their projects, procurement routes and contractor packages.

Stage	Lead organisations	Specialist input
01 · Site and viability	Council estates, Wirral Growth Company, Peel Waters, landowner, developer, RP, funders	Land and planning advice, valuation, surveys and abnormal-cost assessment
02 · Enabling	Council, developer, Combined Authority, Homes England where relevant	Ground investigation, remediation, ecology, civils and utilities
03 · Funding and agreement	RP, developer, public funder, lender	Legal, cost advice, programme and development finance
04 · Design and consent	Client team, architect, planning authority	Architecture, engineering, arboriculture and technical coordination
05 · Construction	Main contractor and client delivery team	Groundworks, structure, roofing, M&E, scaffolding and site services
06 · Handover and operation	RP asset team, council or other operator	Commissioning, landscaping, compliance and maintenance

FINDING THE ACTUAL ROUTE TO WORK

Wirral Council uses The Chest, the shared North West procurement portal — hosted on the Proactis ProContract platform — used by five of the six Liverpool City Region councils, the Combined Authority and Merseytravel; Liverpool City Council directs suppliers to ProContract rather than to the Chest portal. Registration is free and suppliers receive alerts on published opportunities. [3]

Above-threshold notices also appear on Find a Tender; live notices found for Hind Street infrastructure works confirm the site is being procured through Find a Tender as well as The Chest. [8,28,29]

A dedicated Wirral-only contracts register or forward procurement pipeline was not found in this edition; committee papers on democracy.wirral.gov.uk are the most reliable source for individual scheme decisions. [9,16,18]

A funding announcement does not itself create an open invitation to tender. Confirm whether work is being commissioned directly, through a framework or by a main contractor.

Build the workforce into the plan

Construction skills, training capacity and local employment should be considered while the scheme and its contracts are being assembled.

CONSTRUCTION SKILLS AT WIRRAL MET

Wirral Metropolitan College (Wirral Met) delivers construction training from its dedicated Wirral Waters Campus in Birkenhead: bricklaying, carpentry, and routes into building services, civil engineering and site management. [30]

Wirral Met partners with contractors including Morgan Sindall on apprenticeship showcases. The North-West Construction Technical Excellence College — one of ten in England, £100m nationally, targeting 40,000 trained by 2029 — is hosted by Wigan & Leigh College; Wirral employers sit within its footprint though the host college sits outside the city region. [31]

01 · Forecast

Trades, numbers and start dates

02 · Agree

Training, supervision and delivery partners

03 · Evidence

Starts, qualifications and sustained work

A PRACTICAL WORKFORCE BRIEF FOR A LIVE SCHEME

Agree early	What to record
Demand and timing	Map likely labour needs to the programme: enabling works, structure, services, finishes and handover.
Employer and supervision	Name the employing organisation, site supervisor and training partner. Allow time for recruitment and induction.
Learning and progression	Identify the relevant qualification, practical experience and route into continuing work.
Evidence of delivery	Agree how starts, completions, qualifications and employment outcomes will be recorded by the contract owner.

Suggested briefing checklist for clients and contractors. Agree the actual commitments through the scheme's procurement and contract process.

CONNECT TRAINING WITH COMMUNITY BENEFIT

The Combined Authority's Construction Skills Service, Skills Bootcamps and LCR Careers Hub sit alongside Wirral Met's own provision. Agree named responsibilities and outcomes with the contract owner.

College enquiries: [Wirral Met](#)

North-West CTEC enquiries: CTECenquiries@wigan-leigh.ac.uk

Evidence and source notes

Research checked on 19 September 2026. Numbered references link to primary sources; public enquiry routes are on page 6.

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