

AN ACTION PLAN FOR
ACTIVE TRAVEL
JUNE 2021

CYCLING, WALKING AND MICROMOBILITY @WIRRAL WATERS



FOREWORD

This Action Plan sets out how Wirral Waters is delivering a climate resilient, healthy place made for walking, cycling and micromobility - as a committed partner to delivering the Wirral Climate Change Action Plan targets and a sustainable city exemplar within the Left Bank Growth Point.

Richard Mawdsley

Peel L&P's Development of
Director for Wirral Waters

"By setting in place high quality, safe and attractive routes and supporting social and community infrastructure Wirral Waters' Action Plan for Active Travel will enable residents, commuters, students and visitors to choose walking and cycling as their main way of getting from A to B.

At Peel L&P we are committed to ensuring Wirral Waters is a low-carbon, environmentally friendly development. Putting the infrastructure in place to make active travel as easy as possible not only benefits local people, but the environment too."

The action plan also makes a contribution to the Wirral's wider cycling network and helps connect existing and planned cycling infrastructure across the peninsula."



Councillor Tony Jones

Chair Economy, Regeneration and Development Committee, Wirral Council

"As regeneration takes place, we must ensure the development of healthy, sustainable, and inclusive communities, and investment in infrastructure to promote active travel will play a big part in our success.

The commitment to active travel from the Wirral Waters team is remarkable, and this document sets out a clear ambition, vision, and a determination to get things done, that we share. Working in collaboration Wirral Council and Peel L&P have already successfully delivered huge improvements to Tower Road and Dock Road, and there is much more to come over the coming weeks, months and years.

As the pressures on everyone to do more to tackle climate change rightly increase over time, this action plan, and others like it, will no doubt have to be revisited, updated and strengthened - with even greater investments in zero carbon transport solutions for all new communities in the future."

Councillor Pat Cleary

Councillor for Birkenhead and Tranmere, Leader of the Green Group

"This is an inspiring document that lays out a vision for Wirral Waters that is truly ground breaking.

If realised, it would help create a vibrant community fit for the 21st century and the challenges posed by the climate emergency. We all have an obligation to make this vision a reality and I look forward to playing my role in achieving that."



active travel

[ak·tuhv tra·vl]

also called active transport or active transportation is a form of transport of people and sometimes goods, that only uses the physical activity of a human being, linked with public transport, for locomotion. The most well-known forms of active travel are cycling, walking and micromobility.

cycling

[sahy-kling]

also called bicycling or biking, is the use of bicycles for transport, recreation, exercise or sport. [1] People engaged in cycling are referred to as "cyclists", [2] "bicyclists", [3] or "bikers". [4] Apart from two-wheeled bicycles, "cycling" also includes the riding of unicycles, tricycles, quadracycles, recumbent and similar human-powered vehicles (HPVs).

walking

[waw-king]

to advance or travel on foot at a moderate speed or pace; proceed by steps; move by advancing the feet alternately so that there is always one foot on the ground.

micromobility

[mahy-kroh-moh-bil-i-tee]

refers to a range of small, lightweight devices operating at speeds typically below 25 km/h and is ideal for trips up to 10km. Micromobility devices include mobility scooters, bicycles, Ebikes, electric scooters, electric skateboards, shared bicycles, and electric pedal assisted bicycles.



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WIRRAL WATERS - A LUSH CITY WATERFRONT WITH ROOM TO BREATHE

Led by Peel L&P, Wirral Waters is one of the largest and most sustainable projects in the UK. It brings new opportunities for living, working, learning and visiting - all at the waters edge.

Wirral Waters is transforming the derelict docks in Birkenhead into a world class waterfront that is alive with activity. It is distinctly 'of Wirral' - characterised by big skies, lush city waterfronts with access to the water's edge, and the drama of being in the 'Great Outdoors'.

Proposals at Wirral Waters have been shaped by successful northern European precedents where walking and cycling form part of the 'outdoors lifestyle' and sense of place, and are the natural first choice for getting from A to B and beyond.

Proposals are being progressed as a family of new city neighbourhoods with the key investment being focused at East Float, West Float and Bidston.

East Float is being shaped into a new city waterfront. West Float is the focus for advanced manufacturing, logistics and R&D through the Marine, Energy and Automotive (MEA) Park proposals. Bidston is a leisure led destination with a focus on adventure sports.

The delivery of a world-class walking and cycling network that connects East Float, West Float and Bidston to each other, the surrounding neighbourhoods, and the wider Wirral Peninsula has been embedded from day one of the project - delivery of which is now an absolute priority.

It forms a central strand in the delivery of low carbon, sustainable waterfront and climate resilient and healthy places. It will help to maximise the potential of Wirral Waters and the Left Bank Growth Point area.

Delivery is underway, projects are in development - but there is much more to do.

This Action Plan is exactly that: a Plan that builds on the work done to date and helps make real changes on the ground. No more pledges - Action is what's required.





Wirral Waters - Aerial view across East Float showing Four Bridges (foreground) and Northbank. Over £220m of investment will be delivered by 2024/5 - representing only 5% of what Wirral Waters can provide.

Early investment is delivering climate resilient, healthy places.

WHY HERE, WHY NOW?

There are four key catalysts for change:

1. The Left Bank Growth Point

Wirral Waters is part of the the Left Bank Growth Point - a partnership initiated by Peel in 2019 to deliver joined up placemaking, investment, infrastructure and delivery on the Left Bank of the River Mersey. The partnership brings together Wirral Waters, Wirral Growth Company, Woodside and Wirral Council. It presents the opportunity for the coordinated delivery of innovative public transport and walking and cycling connections - working with Liverpool City Region partners.

2. Wirral Waters Delivery Programme

Wirral Waters, a central Government backed Enterprise Zone, Housing Zone and Freeport, is leading the way in urban design and delivery. Delivery is underway with 1,200 new homes, offices and amenities programmed to be occupied by 2024/5. To encourage people to use public transport, and walk and cycle from the start - high quality streets, pathways and cycleways need to be ready in advance.

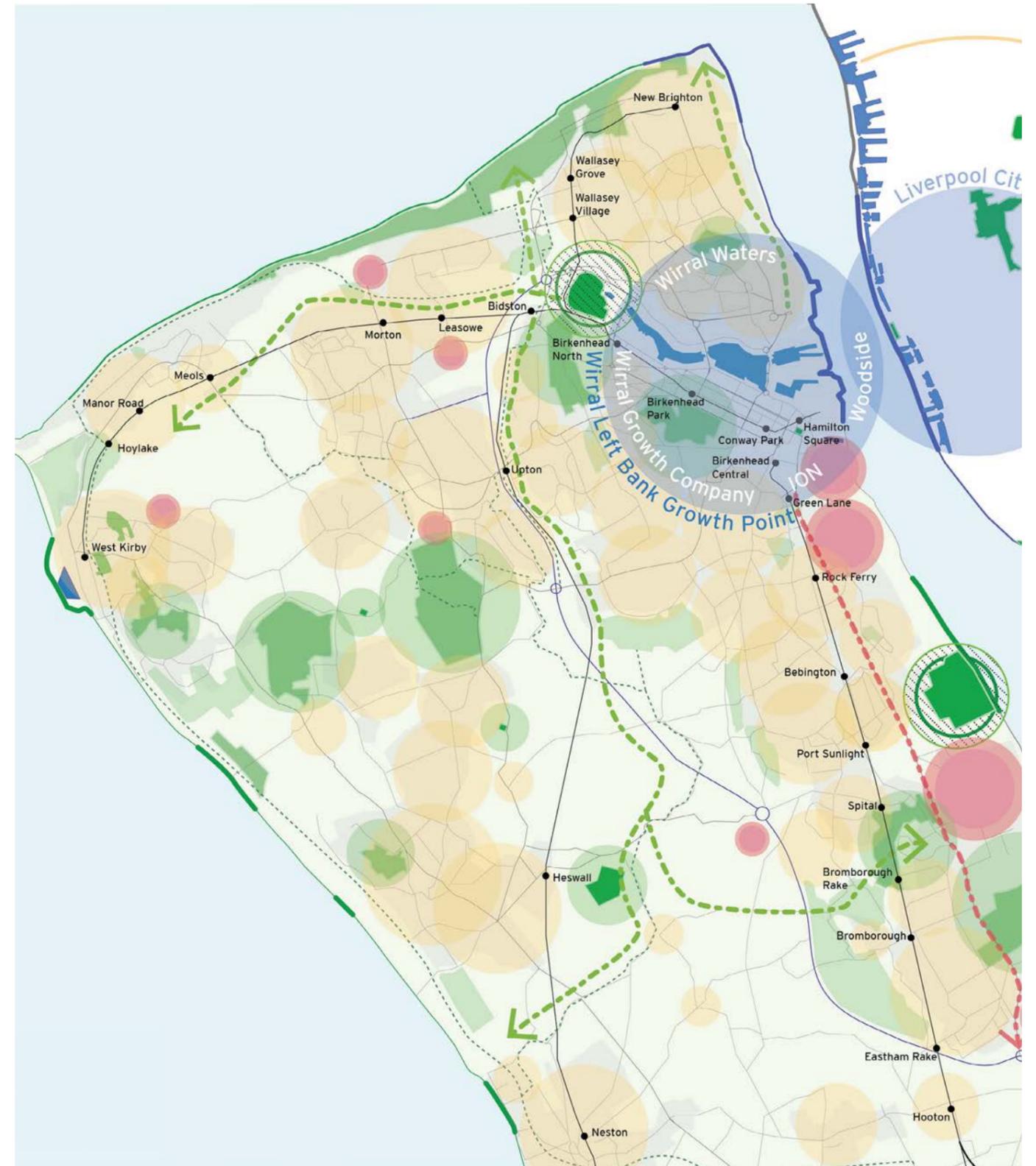
3. Wirral Climate Emergency and Action Plan

Wirral Council declared a Climate Emergency in 2019. 26.3% of Wirral CO2 emissions are transport generated. The Wirral Climate Action Plan (2020) sets out targets to reduce net CO2 emissions by 13.4% per annum.

A complete transition to fossil fuel free local travel by around 2030 is needed to achieve this. Walking, cycling and micromobility, supported by innovative public transport networks, are best placed to deliver net zero carbon solutions.

4. COVID 19 Green Recovery

Wirral Waters is home to key projects set out in the City Region's 'Building Back Better' Economic Recovery Plan including the Maritime Knowledge Hub and MEA Park Campus - part of the Manufacturing Technology Centre (MTC). Changes to many living, working and travel patterns will need to continue as part of the UK Government strategy response to COVID 19. This includes the need for a significantly expanded and accelerated provision for active travel - in particular walking, cycling and micromobility. Creating healthy places and lifestyles is a priority - including active travel greenways, healthier lifestyles, and greater access to greenspaces for exercise and recreation and sunshine/Vitamin D.



Wirral Peninsula, the Left Bank Growth Point and Wirral Waters



Wirral Waters is being progressed as a family of new city neighbourhoods with the key investment being focused at East Float, West Float and Bidston.

The ambition is to place walking, cycling and micromobility at the heart of a low carbon movement network - with a 'step change' in quality and connectivity encouraging walking and cycling to be the natural first choice for getting from A to B and beyond...

WIRRAL WATERS MASTERPLAN

THE AMBITION

The ambition is to place walking, cycling and micromobility at the heart of a net zero carbon movement network, with Wirral Waters delivering a 'step change' in the quality and connectivity of neighbourhoods, greenways and blueways for the Liverpool City Region.

This is to be achieved through a 'whole place' approach - delivering individual projects for streets and the waters edge in a 'joined-up' way.

We are also working with partners to deliver support and activity programmes to encourage people to walk and cycle more - by removing 'barriers' such as confidence, affordability, limited awareness of routes and perceived lack of 'know-how'.

THE AMBITION IS TO DELIVER:

- **Walkable Neighbourhoods** with safe, secure, attractive streets where walking, cycling and micromobility are the natural first choices for getting from A to B and beyond...
- **A Uniquely Off Carriageway Cycle Network at Wirral Waters** providing a wider choice of safe, attractive routes to encourage a wider spectrum of people to choose to cycle. For Cycle Lanes, in carriageway or on pavement, demarcation kerbs is our ideal approach.
- **A Net Zero Carbon Public Transit System** by delivering innovative connectivity across the Last/First/Only Mile hurdle that discourages people from walking/cycling to the existing Merseyrail and Ferry Stations.
- **Low Emissions Neighbourhoods** - accelerating the transition to lower vehicle usage and alternative fuel vehicles through improved neighbourhood infrastructure for electric vehicles and cycles, car sharing and clubs, On Demand 'Call and Ride' and innovative delivery services.

FOUNDED ON FOUR 'CORNERSTONES':

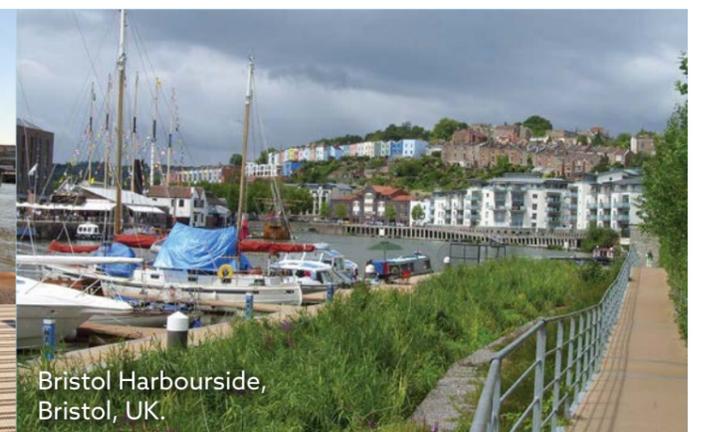
- Merseyrail and Ferries
- Mass Transit
- Cycling
- Walking

TOGETHER WITH:

- Cycle Hire and Share Clubs
- Micromobility
- Inclusive Mobility
- Cargo Bikes and Delivery Hubs
- Green Tourism
- EV Hire and Share Clubs
- On Demand 'Call and Ride'
- Electric Bus Services

SHAPED BY INTERNATIONAL BEST PRACTICE:

Wirral Waters proposals are shaped by successful northern european waterfronts where walking and cycling are the natural choice for getting from A to B and beyond...





WIRRAL WATERS:

A Low Carbon Movement Network delivered through a 'Whole Place' approach to public transit, walking, cycling and microbility and managing vehicles.

5 STEP PLAN

To deliver this ambition, we have set out 5 Steps.

The Plan has been developed in partnership with a collective of community groups, social enterprises, local businesses, Wirral Council, the Liverpool City Region Combined Authority, the Liverpool City Region Local Enterprise Partnership, Merseytravel and other Partners.

We have met, shared ideas and proposals, and listened to what's working, what could work better, and what's missing. Through Group Cycle Rides with Partners, we have explored the Docks, Bidston Moss, the River Birket Corridor and the seafront and River Mersey Promenades.

Delivery is well underway. Great progress has been made, there is much more to do.



OUR 5 STEPS

Northbank is a new residential neighbourhood at East Float. High quality walkways and cycleways are created along Dock Road and the water's edge - together with 'active travel friendly' homes, venues and hubs.



STEP 01

The Big Picture

It would be hard to find a place better suited to cycling and walking than the Wirral Peninsula. It's a place made for cycling.

The Peninsula is well known and well loved for its drama, big skies, parklands, coastlines, promenades - for being in touch with the elements and having the 'Great Outdoors' on your doorstep.

The underlying topography of its coastlines, hills and river valleys has shaped a tapestry of greenways that circumnavigate the Peninsula, and connect its key visitor destinations - the Dee Estuary, the Central Parklands, the River Birket Parklands and Northshore, and the River Mersey Promenades - together and to each other.

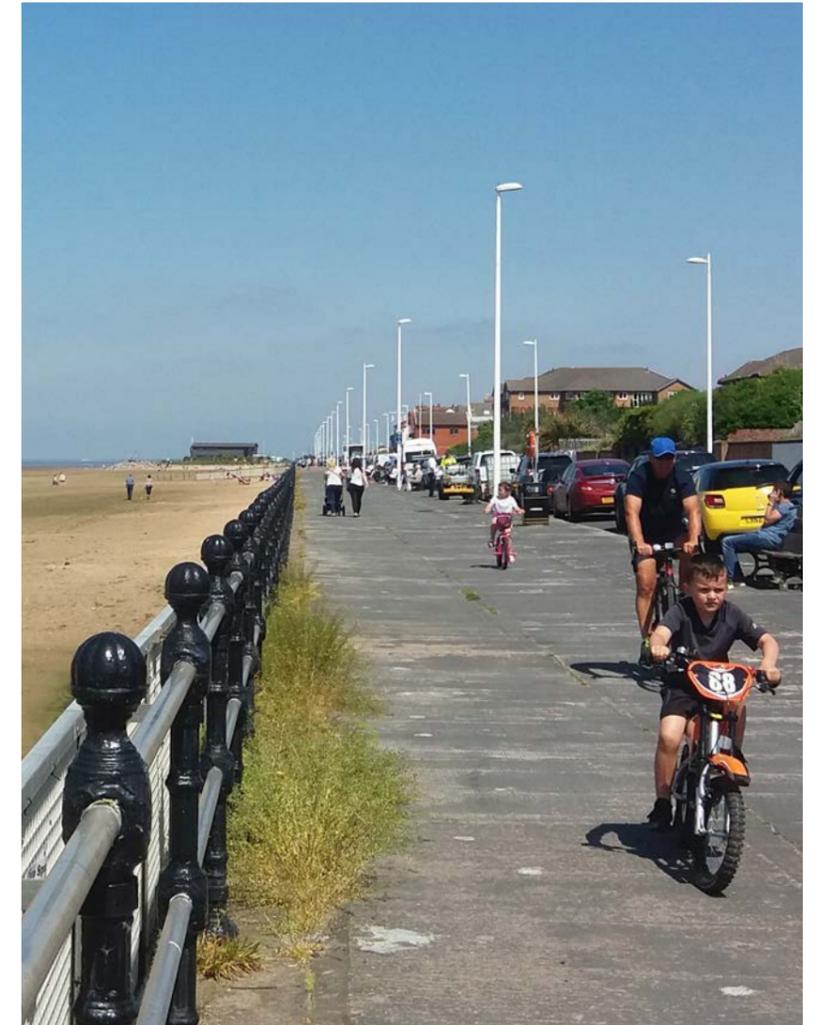
The Peninsula is also a place of two parts.

To the west and north, cycling through the villages, parklands and coastlines is a joy.

To the east around Wirral Waters, Birkenhead, Seacombe and Wallasey, walking and cycling is more challenging.

To the west and north, cycling through the villages, parklands and coastlines is a joy.

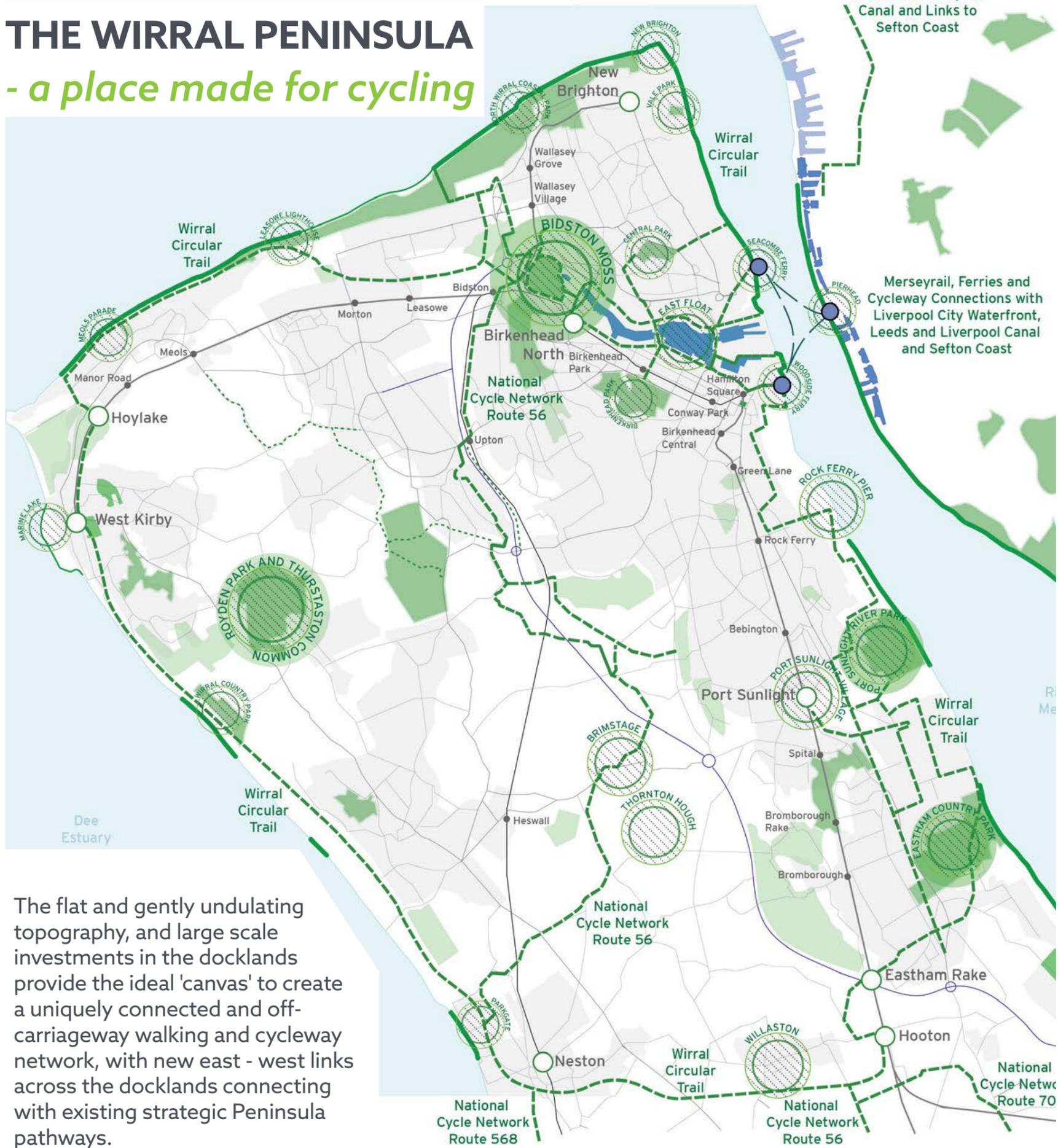
This is made possible by a well established and easily understood network of pathways and cycleways. This provides for more active and healthier lifestyles, together with a well established visitor and recreational economy.



Cycling around the west and north of the Peninsula is made easier by high quality, well connected pathways.

THE WIRRAL PENINSULA

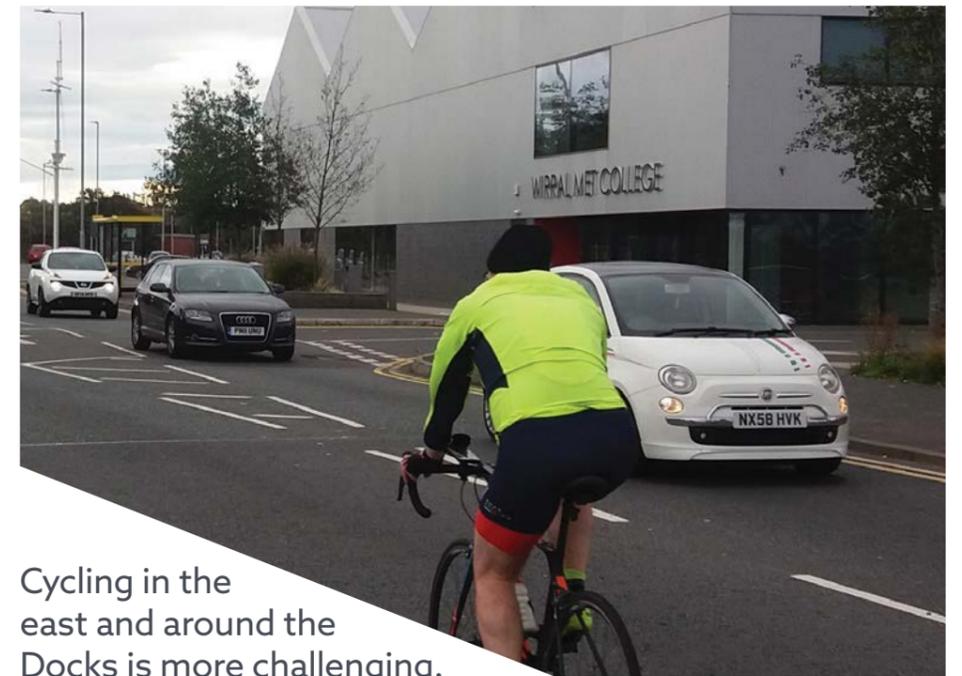
- a place made for cycling



The flat and gently undulating topography, and large scale investments in the docklands provide the ideal 'canvas' to create a uniquely connected and off-carriageway walking and cycleway network, with new east - west links across the docklands connecting with existing strategic Peninsula pathways.

To the east around the Wirral Waters, Birkenhead, Seacombe and Wallasey, walking and cycling is more challenging.

There is a recognised need to deliver a 'step change' in the provision, quality and coordination of pathways, cycleways and supporting infrastructure - and the associated benefits in terms of health and well being, access to jobs and training, and visitor economy.



Cycling in the east and around the Docks is more challenging.

For Wirral Waters, the opportunity is to provide access for all to new homes, jobs, parklands and cultural destinations by delivering a tapestry of safe, attractive, easily understood, off-carriageway pathways and cycleways - enabling walking and cycling to be the first choice for getting from A to B and to the 'Great Outdoors' and beyond...

STEP 02

Understanding Local Needs

To encourage a significant increase in walking, cycling and micromobility - solutions tailored to local people's needs and lifestyles are essential.

Through talking to local people, 'active travel' communities and partners, we have identified eight cycling groups - each with their own characteristics and needs.

We have also gained insights into what is needed to encourage significantly more people to choose to walk, cycle and use micromobility devices.

COMMUTING



Getting to the Station, Work or College
Repeat from A to B and Back
Solo Rider
Moving Quickly over Longer Distances
Local Knowledge - Repeated Routes
Most Likely to Cycle on Carriageway

SHOPS & SCHOOL RUN



Getting to the Shops and School/Nursery
Directly There and Back
Moving in a Group
Moving Comfortably over Short Distances
Local Knowledge - Repeated Routes
Most Comfortable Off-Carriageway

DELIVERIES & COURIERS



Getting goods from A to B
Each Trip is a Different Route
Solo Rider
Moving Quickly over Short Distances
Local Knowledge - Repeated Routes
Comfortable On and Off-Carriageway

FAMILY RIDES



Recreation and Family Time
Each Trip is Most Often a Different Route
Moving in a Group
Moving Comfortably over Moderate Distances
Known Routes and Exploring New
Most Comfortable Off-Carriageway

What's needed?

More 'Cycle Friendly'
Destinations with 'pit
stop' facilities....

Improved
Waymarking...

Cycle Maintenance
Stations in key places...

A wider diversity of 'adventure' cycling
destinations, events and festivals...

Improved access
to 'Cycle Buddy'
Programmes...

Increased Priority for pedestrians
and cyclists at Destinations -
including lower vehicle speeds...

More eBike Hire and
Charge Points...

PLAYING OUT



Exploring and Adventures
 Each Trip is a Discovery
 Moving in a Group
 Moving Comfortably over Moderate Distances
 Known Locations and New Ventures
 Confident On and Off-Carriageway

BIKE PARKS & TRAILS



Adventurers
 Repeat Destinations and Spots
 Moving in Groups
 Moving Comfortably over Extended Distances
 The Latest Spot and 'Off the Beaten Track'
 Most Likely to Ride Off-Carriageway

DIFFERING NEEDS



Social and Health and Well Being
 Regular Routes and Loops
 Moving in a Group - often with Clubs
 Moving Comfortably over Short Distances
 Local Knowledge - Repeated Routes
 Confident with the Support of Others

DAY TRIPPERS



Adventure
 Repeat Destinations and Spots
 Moving in Groups
 Moving Comfortably over Moderate Distances
 Known Routes and Exploring New
 Comfortable On and Off- Carriageway

*Drop-Off points for Cargo
 Bike deliveries...*

*Wider Pavements for Family
 Groups, and Micromobility and
 Cargo Bike Users...*

*Strategic Routes
 through the
 docklands....*

*Cycle Facilities - changing, showers, secure
 storage - at Stations, Offices, Colleges and
 Rail and Ferry Stations*

*Provision for
 adaptive cycling...*

*Dedicated Parking and
 Drop Off Points for
 Micromobility Users...*

*Increased priority
 for pedestrians and
 cyclists at junctions...*

*Increased priority for
 pedestrians and cyclists where
 vehicles cross pavements*

*Joined-Up' Local Routes to
 local Parks, Shops and Health
 Services...*



STEP 03

Where do people want to get to?

Connecting people to new jobs, training and recreational parklands is key to creating inclusive places. Delivering walking and cycling connections enables people to access new opportunities in the most affordable and low carbon way.

Understanding where people are - the 'origins' - and where they want to get to - the 'destinations' - is key to understanding which pieces of the movement network 'jigsaw' are in place and which pieces are missing.

THE KEY PLACES PEOPLE WANT TO BE MOVE BETWEEN AND BE CONNECTED WITH ARE:

Neighbourhoods - 'origins'

The existing and proposed places where people are living, working, learning and visiting - including:

- **East Float** - a new city waterfront with new homes, workplaces, an educational campus and visitor destinations - with local community shops and services, a park and squares, and access to the waters edge.
- **West Float** - the Marine, Energy and Automotive (MEA) Park is a focus for growth sectors and jobs. Existing port operations are being restructured and strengthened.
- **Bidston Dock** - a leisure destination, with a focus on active sports and recreation - including walking and cycling. This includes bringing Bidston Moss to life through improved access and management.
- **Hamilton Park and Conway Park** - family orientated residential neighbourhoods connecting East Float and the existing residential communities adjacent to Birkenhead Park and Town Centre together.
- **Northside and Southside** - employment neighbourhoods connecting East Float and the existing residential communities around the Docks together - as well as playing important roles supporting West Float and MEA Park.
- **Hamilton Quarter, Woodside and Scotts Quay** - mixed use commercial, leisure and residential neighbourhoods connecting East Float to the Town Centre and River Mersey Waterfront.

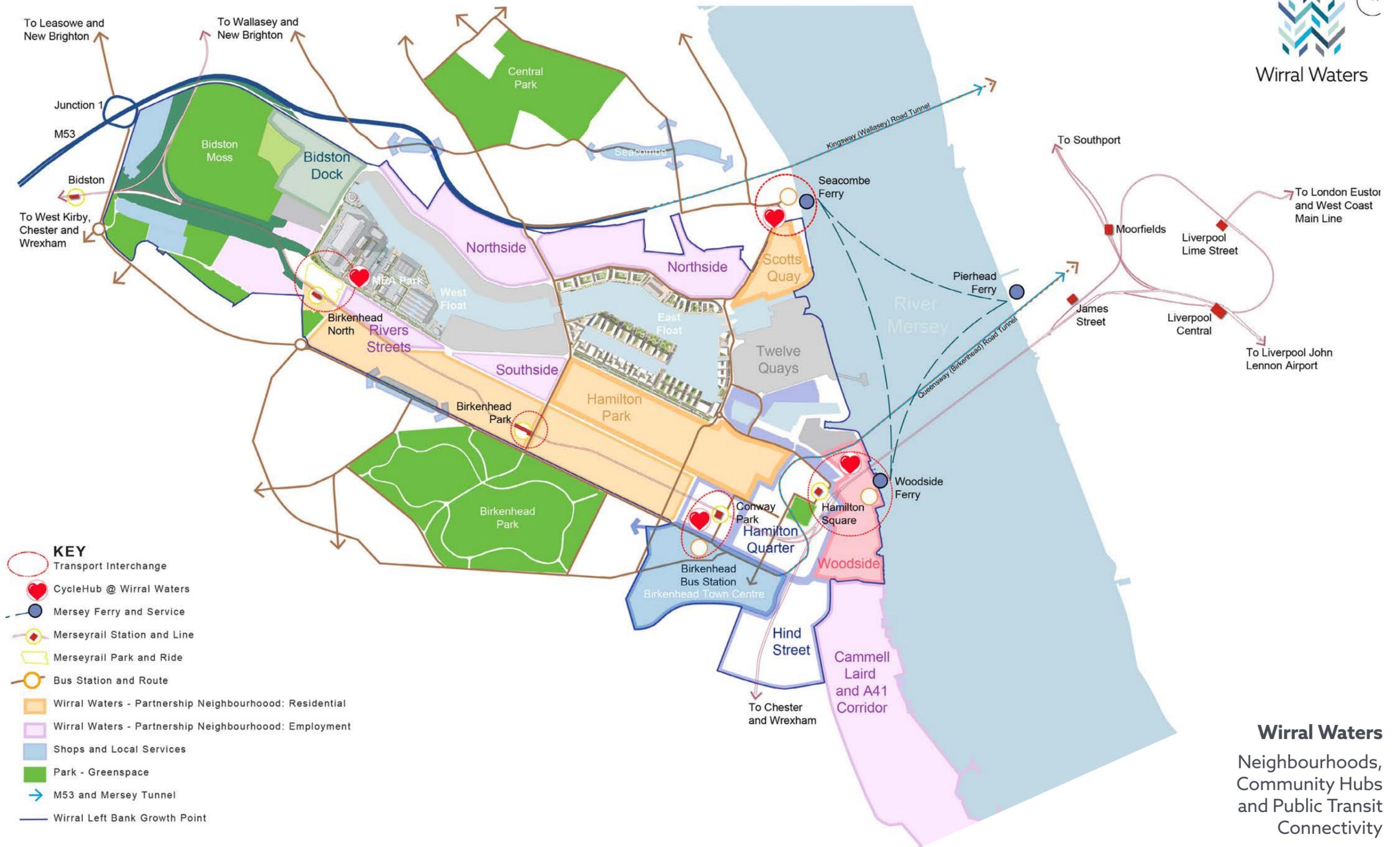
Community Hubs - 'destinations'

The existing and proposed parks and greenways, shops, schools and colleges, health centres including:

- **Merseyrail Stations and Mersey Ferries** - there are five Merseyrail Stations to the south of the Docks providing excellent connectivity to Liverpool City Centre, the Wirral Peninsula and Chester - and two Ferry Stations linking to Liverpool's Pierhead. The Merseyrail Stations need to be better connected. They are 'just beyond reach' for people making 'Last/First/Only' journeys from East Float.
- **Strategic Commuter and Recreational Routes** - the River Mersey Promenades are a big draw for local people and visitors. Bidston Moss and the Millennium Way links to the west are less well known and used.
- **Schools, College, Doctors and the Local High Street** - there are well established schools, health centres and local high streets, together with Wirral Met College and Birkenhead Town Centre. The Plan is to support these places by encouraging existing and new residents to visit.
- **City Parks** - there are world class City Parks and Squares. They are key destinations for play, exercise, strolls and community events and activities. City Parks and Active Travel are well placed to deliver sustainable growth in the Visitor Economy.
- **Bidston Moss and the River Birkett Parklands** - this more naturalistic recreational hub and corridor offers contact with nature and connections to the wider Peninsula parklands and coastlines. Bidston Moss, Sustainability Central Hub, and EXPO Village are at the heart of green recovery growth plans - and ideally located for active travel.

THE STARTING POINT - PUBLIC TRANSIT CONNECTIVITY

Looking at where people will be, how to connect them with local shops and services, and how walking, cycling and micromobility may be part of an innovative zero carbon walking, cycling and micromobility movement framework with Public Transit at it's heart.



Wirral Waters
Neighbourhoods,
Community Hubs
and Public Transit
Connectivity

STEP 04

What's in place and what's missing?

Our engagement and consultations have provided a broad understanding of local needs, the positive measures that may encourage a 'big shift' to increased walking and cycling, and the places people need to be connected to.

This has provided a clear understanding of what's already in place and what's missing around Wirral Waters.

What's in place?

MERSEYRAIL AND FERRIES

Merseyrail is one of the best city public transit systems in the UK. Major investment is committed to deliver new trains.

Wirral Waters has five Rail Stations to the South and two Mersey Ferry Landing Stages to the East.

Enabling people to make more use of these underused assets is fundamental to delivering sustainable growth and Wirral Waters as a family of 'Walkable Neighbourhoods'.

STRATEGIC RECREATIONAL ROUTES

There is a network of pathways and cycleways across the Wirral Peninsula that connect to Wirral Waters - including the Wirral Circular Cycle Route and the Millennium Way.

Aligned along the coast and river corridors, they are linear, long, and often exposed to the coastal weather and winds.

These strategic routes encircle Wirral Waters - converging at Bidston Moss to the west, and running along the River Mersey Promenades to the east.

LOCAL ROUTES (BITS OF)

A range of funding programmes has delivered local walking and cycleways within the Wirral Waters locality. Whilst some places are connected, in most places pathways and cycleways are not 'joined up'.

These 'beginnings' of a local walking and cycleway network provide the starting point for connecting people to local high streets, schools, health facilities and importantly - jobs and training.

HUBS & DESTINATIONS

The River Mersey promenades and the Seacombe and Woodside Ferry Terminal settings have 'managed the car' - with wide pavements, lower vehicle speeds and priority given to people who are walking, cycling and using micromobility devices.

More 'cycle friendly' places, destinations and 'civilised streets' are needed.

A 'COALITION OF THE WILLING'

Community groups and charities are active in providing training, encouragement and support for people learning or 'returning to' cycling - including Cycling UK, Cycling Projects and others.

The Active Travel Forum, supported by the Liverpool City Region Combined Authority and Wirral Council, brings together partners to set ambitions and priorities.

Confidence and shared ambitions are growing.

This 'Coalition of the Willing' is well-placed to deliver more.



What's missing?

'LAST MILE' CONNECTIVITY.

The BIG challenge is the 'First/Last/Only Mile' of local journeys to Merseyrail Stations and Ferries, together with cycle facilities at the stations.

The poor quality 'Employment Hinterlands' between East Float and Conway Park and Hamilton Square Stations and Seacombe and Woodside Ferries are a significant deterrent for people who may otherwise choose to walk or cycle and 'park' at the Stations and Ferries.

What's missing is an appropriate and transformational, scaleable public transit service that utilises existing and reusable infrastructure, together with high quality streetscape connections to Merseyrail Stations and Ferries.

STRATEGIC ROUTES TO AND THROUGH THE DOCKS

To encourage walking and cycling for commuting and recreation, what is needed is a wider and more accessible choice of safe, direct, easily understood, sheltered strategic dockland connections and recreational 'loops'.

The missing links are:

- More easily understood Peninsula links from the north, east and south - as part of the River Birket Parklands.
- East-west connections across the docklands linking Bidston Moss to the River Mersey promenades.
- North-south connections linking Central Park, Seacombe, Wirral Waters, Birkenhead Park, Woodside and Birkenhead Town Centre
- Shorter 'bite-size' recreational loops for families and those who may find the longer, linear routes too long

JOINED UP LOCAL ROUTES TO LOCAL PLACES

Wirral Waters and the regeneration of existing neighbourhoods and Birkenhead Town Centre are mutually supportive.

What's missing is a 'joined up' network of local routes connecting to local places - particularly for families and more vulnerable, less confident walkers and cyclists.

A 'joined-up' local walking and cycle network will enable people to choose to walk, cycle, visit and support local schools, shops, health and community services and provide affordable access to local jobs and training opportunities.

CYCLE FRIENDLY HUBS & DESTINATIONS

For people who cycle in particular, places to stop and 'refuel' are limited.

What's missing is a wider choice of 'cycle friendly' venues and destinations which 'manage the car' and provide 'people priority' streets, squares and places to meet, pause, dwell and refuel... and play!

New walking and cycling based destinations that 'manage the car' for residents and visitors alike are well placed to grow the visitor economy and create additional jobs.

The economic benefits of walking and cycling based destinations is clearly evidenced. People who walk and cycle stay longer and spend more locally.

TAKING A 'PEOPLE, PLACE, PROSPERITY AND PARTNERSHIPS' VIEW

To date, cycle plans have tended to focus on the 'hardware' - standard cycleways.

There is a need for a 'step-change' in design quality.

What is also missing is a complementary focus on the 'software' - the ability of walking, cycling and micromobility to deliver a wide spectrum of placemaking, social, health, economic and community benefits.

Partners including Cycling Projects and Cycling UK deliver a range of supporting activities, clubs and financial support to encourage people to walk and cycle more.

Moving forward, there is a need to deliver people based supporting activities within and around Wirral Waters.

Opportunities for cycle based businesses and community based economic development are self-evident.



STEP 05

A Framework for Action

To define and deliver the 'missing pieces' identified, we are proposing a collaboration of 'hardware' projects and 'software' programmes.

We are actively working with a collective of community groups, social enterprises, local businesses, Wirral Council, the Liverpool City Region Combined Authority, and the Liverpool City Region Local Enterprise Partnership (LEP) to secure funding and deliver projects under 5 Action Areas.

The 5 Action Areas and associated projects and programmes are presented here as the Wirral Waters Cycling, Walking and Micromobility Action Plan.

5 Action Areas

01. PUBLIC TRANSIT CONNECTIONS

Deliver 'First/Last/Only Mile' connections to Merseyrail Stations and Ferries including a 'Public Transit System' and high quality streetscapes and greenways.

Improve cycling facilities at Merseyrail and Ferry Stations to encourage residents, commuters, employees, students and visitors to walk and cycle as part of 'joined up' journeys using public transport - not the car - for longer trips.



02. STRATEGIC COMMUTER AND RECREATIONAL ROUTES

Deliver a network of 'joined-up' network of off-carriageway strategic routes for longer distance journeys. The focus is 'kinetic' routes, including segregated cycle lanes, designed for faster speeds with the focus being on getting from A to B.

Connect Wirral Waters to the wider Wirral Peninsula with strategic cycleway links converging at Bidston Moss and along the River Mersey promenades.





03. LOCAL LIFE & BUSINESS CONNECTIONS

Deliver a 'joined-up' network of off-carriageway, moderate-speed 'local' routes for local journeys. The focus is local, family orientated routes to neighbourhood schools, nurseries, crèches, doctors and dentists, cafes, colleges, parks and local store.

Approach as inclusive, living streets with wider pavements that may be used by people who are walking and cycling. Priority given to people where vehicles cross the pavements into side streets, parking and service yards.

04. CYCLE FRIENDLY HUBS & DESTINATIONS

Deliver 'cycle friendly' welcoming places - streets, squares and places designed for people to visit, meet and 'recharge'.

The focus is on arrival and 'dwelling' and experiencing street life, events, festivals and activities with lower speeds and unsegregated cycle routes.

Provide 'Active Travel' facilities including wider pavements, lower vehicle speeds, secure parking/storage, showers/changing, hire/share clubs, charging points, cycle maintenance stations, and Cargo Bike and Micromobility Drop Off points.



05. OUTREACH, INCLUSION AND ENTERPRISE

Work with partners to encourage and enable great cycle usage. Engage, enable and support the involvement of active cycle organisations - including Cycling Projects and Cycling UK - to deliver inclusive cycling programmes, events and campaigns at Wirral Waters.

Focus on inclusion of all abilities, connecting residents to jobs and training, improving health and well being and affordability.

Supporting local businesses and community groups to set up and run cycle based enterprises and operate on a cycle friendly basis.

THE PLAN AND PROJECTS

The 5 Action Areas and associated projects and programmes are presented here as the Wirral Waters Cycling, Walking and Micromobility Action Plan.

5 Action Areas

01. PUBLIC TRANSIT CONNECTIONS

Projects to include:

1. A low to zero carbon public transit service linking Wirral Waters to Merseyrail Stations and Ferries.
2. SMART Travel Interchanges including:
 - Encouraging seamless journeys/linked trips with a 'joined-up' approach to 'tech' with Through-Ticketing, Real-Time Travel updates and advance booking of cycle parking and charging
 - Active Travel Facilities at Merseyrail Stations and Ferries including Secure Cycle Parking, Cycle Hire and Clubs, and eBike Charging

02. STRATEGIC COMMUTER AND RECREATIONAL ROUTES

Projects to include:

1. Wirral Waters Cycle Circular
 - A pathway/cycleway circumnavigating the Docks
 - Connecting East Float, West Float and Bidston to each other and key approaches linking Wirral Waters to its neighbours
2. Strategic Approaches North -links north to Central Park and Seacombe Village.
3. Strategic Approaches South -links south to Birkenhead Park and Town Centre, east to the River Mersey and west to Bidston.
4. Pedestrian and Cycleway Crossing Points Programme.

03. LOCAL LIFE & BUSINESS CONNECTIONS

Projects to include:

1. Dockside Connections along the waters edge at East Float.
2. Streetscape projects including wider pavements for pedestrians and cyclists, street trees, lighting and waymarking linking to:
 - Birkenhead Park, Birkenhead Town and Hamilton Park to the south
 - Liscard and Central Park to the north
3. Safe Routes to Schools Programme creating safe links to local primary schools and nurseries, together with walking and cycling groups.

04. CYCLE FRIENDLY HUBS & DESTINATIONS

Projects to include:

1. Cycle Friendly Hubs and Destinations including:
 - East Float
 - Northbank (Festival Square)
 - Four Bridges Civilised Street Project (Tower Road)
 - Vittoria Studios
 - MEA Park Campus
 - Bidston Dock
2. Bidston Moss Bike Park and Trails.
3. A Left Bank Wide Waymarking Programme.

05. OUTREACH, INCLUSION & ENTERPRISE

Projects may include 'Cycle Buddy' programmes including:

1. Cycling UK Partnership Programme - work with the Cycling UK Northwest Team to deliver support programmes to encourage walking and cycling including:
 - Big Bike Revival
 - Cycling for Health
 - Community Cycle Clubs
 - Play Together on Pedals
 - Inclusive Cycling
2. Cycling Projects Partnership Programme - work with the Cycling Projects Northwest Team to deliver support programmes to encourage walking and cycling including:
 - Wheels for all
 - Bikes and Boots
 - Pedal Away

THE ACTION PLAN

The Wirral Waters Cycling, Walking and Micromobility Action Plan sets out our proposals for a walking and cycling network under our five Action Areas.



3 APPROACHES TO CYCLEWAYS

Through discussions with Partners, we have set out a 'tailor-made' Plan that provides 3 types of cycleways - shaped by user requirements and placemaking.

Our cycleway types

01. STRATEGIC 'KINETIC' ROUTES

These strategic routes are designed for faster speeds with the focus being on getting from A to B as quickly and directly as possible.

They are 'kinetic' - all about moving along a route to get to a local neighbourhood street or specific destination.

As such, the starting point is:

- To provide an off-carriageway/carriageway segregated cycle lane with a distinct physical separation from pedestrians/vehicles
- Pavement users take priority where a vehicle crosses the pavement
- Waymarking, including the use of distinct colours and materials to define cycle lanes within the Wirral Waters 'footprint' - including blue cycle lanes
- Where passing through a Local Neighbourhood Street or destination, the cycle lane is best placed on the quieter side of the street where there are likely to be less building entrances.



02. LOCAL LIFE AND BUSINESS ROUTES

These local routes are designed for moderate-speeds - for 'local' journeys to local places.

The focus is slower moving routes that are appealing to all cyclists and allow the choice of making local short journeys by walking and cycling - and connect local people to strategic 'kinetic' routes.

As such, the starting point is:

- To provide a pavement that is wide enough for people to walk and cycle along the same route
- Pavement users take priority where a vehicle crosses the pavement
- Punctuate the route to encourage moderate speeds, including changes in pavement materials - tone, colour and texture
- Clearly define transitions with 'kinetic' cycle lane routes through pavement materials and waymarking.



03. HUBS AND DESTINATIONS

Hubs and Destinations are the places - streets, squares and docksides designed for people to visit, meet and 'recharge'.

The focus is on arrival and 'dwelling' - 'static' spaces with people who are walking and cycling moving at the same speeds.

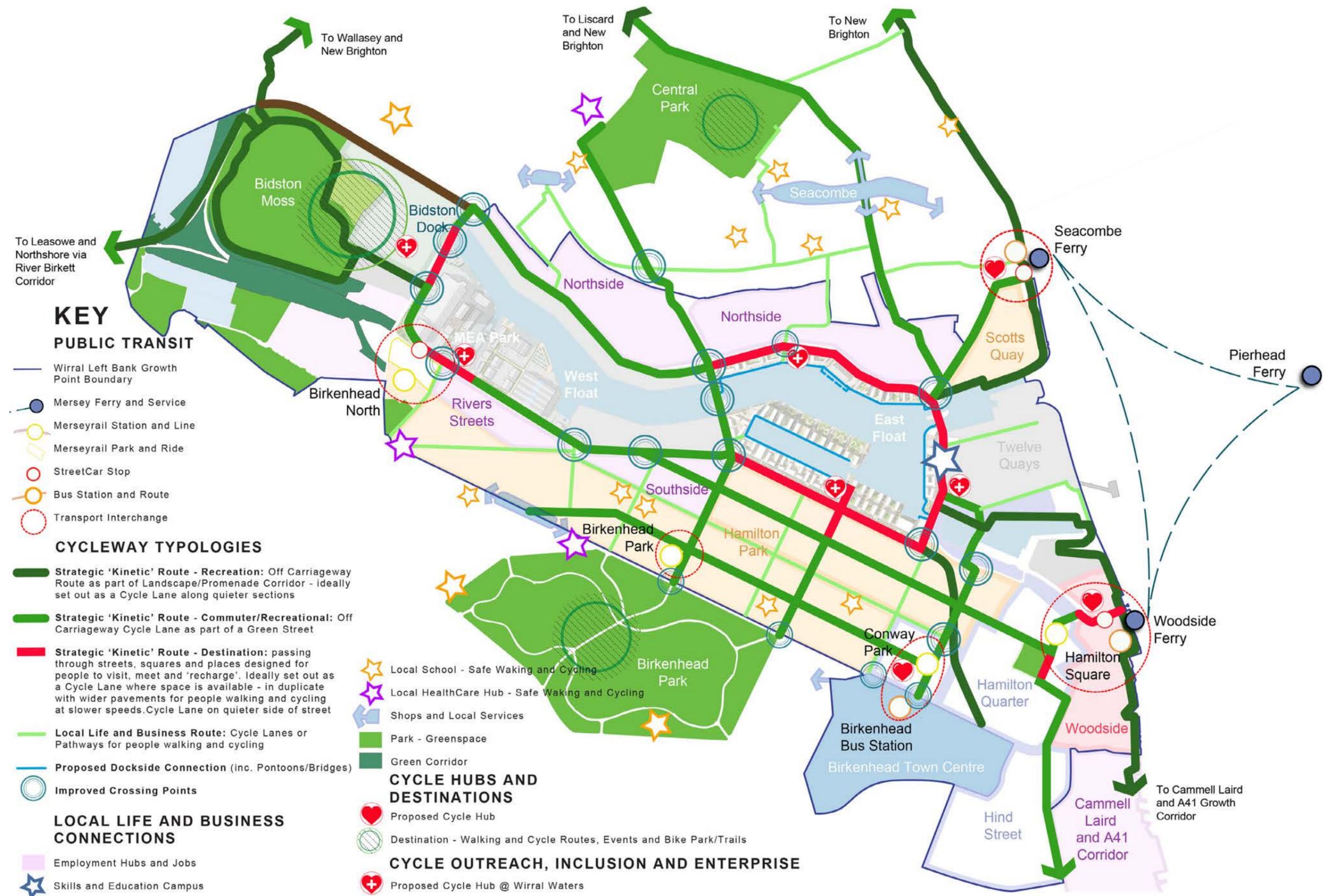
As such, the starting point is:

- Wider pavements that allow for a range of 'street life' activities - including events and festivals, street trees, and cycle parking, charging and maintenance points
- Express 'through routes' along the pavement as clear, unimpeded routes for people to walk and cycle along at appropriate, slower speeds - ideally parallel to the carriageway
- Pavement users take priority where a vehicle crosses the pavement.



CYCLEWAY TYPES PLAN

The Cycleway Types Plan shows the three Cycleway Typologies across the Wirral Waters Cycling, Walking and Micromobility Action Plan.



THE BENEFITS

Our approach focuses on people, prosperity, place and partners and in doing so delivers a 'full spectrum' of benefits - with cycling as the connecting link.



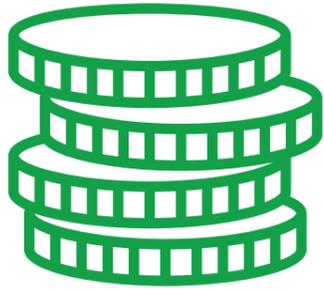
People

People benefits will be:

- Affordable access to jobs (particularly in communities with low car ownership and daily bus and train fares may be relatively expensive) through safe, attractive links between homes and new job opportunities
- Community Cohesion and Inclusive Growth through safe, accessible places to meet, share and learn
- Healthy Living and Wellbeing through active recreational routes and greenways
- Active Later Living by encouraging involvement in cycling through support groups and rides and access to powered cycles



Image credit: Cycling Projects



Prosperity

Prosperity benefits will be:

- Accessible jobs and training provided by Cycle Hubs and start up businesses
- An expanded range of visitor experiences, from day tripper rides around the coastlines to the provision of more challenging off road trails and skills parks, and the provision of cycle hire including E Bikes
- A greater number of cycle based businesses that are run as Community Based Enterprises, including retail, food and drink, skills and training, and servicing and repair income streams
- Increased activity of R&D and manufacturing businesses in the materials and cycling sector, with the potential to locate at MEA Park



Places

Places benefits will be:

- Establishing and reinforcing a sense of identity and place, by delivering on key 'brand territories' including sustainability, low carbon, innovation, inclusion and diversity
- Attracting pioneers into under used parts of the docklands. Many UK waterfront projects have seen cycle shops and clubs as the first 'pioneers' to venture into forgotten parts of the city. Their activities and animation makes under used places feel safer and more accessible
- A wider range of recreational activities that encourage more outdoor events and use of greenways and greenspaces - increasing the sense of safety and security



Partnerships

Partnership benefits will be:

- Avoiding 'reinventing the wheel' by 'upscaling' existing ventures that are proven ways of working and delivering benefits.
- Coordinating actions and investments to 'pool' resources and deliver more for less.
- Inclusion of all groups, making sure a 'full spectrum' of needs are addressed and opportunities realised.
- Resilience and sustainability - projects and activities are much more likely to endure 'ups and downs' if there is a wider, shared resource of people, skills and 'know-how'.



Image credit: Cycling Projects

IT'S STARTED! 6 'STEP CHANGE' DEMONSTRATION PROJECTS

Wirral Waters is delivering a 'step change' in the quality of the walking and cycling network through a 'whole place' approach to infrastructure and considering the 'full spectrum' of barriers and benefits to encourage people to walk and cycle more.

'Starting as we mean to go on' - we are about action, not pledges.

Delivery of the Action Plan has started with a collect of Demonstration Projects that are 'showing the way' by delivering a 'step change' in innovation, partnership working, design quality and benchmarking, and securing funding, procurement and delivery.

We are delivering six 'Demonstration Projects' to set in place a diversity of partnership, innovation, design and 'stewardship' benchmarks including:

- 1. Four Bridges Civilised Street**
- 2. Northbank: Dock Road**
- 3. West Float: Beaufort Road**
- 4. Wirral Waters: 'Wheels for All' Club**
- 5. Four Bridges Neighbourhood Cycle Friendly Employers Accreditation**
- 6. ECargo Bike Demonstration Project**

- 1 FOUR BRIDGES CIVILISED STREET**
- 2 NORTH BANK: DOCK ROAD**
- 3 WEST FLOAT: BEAUFORT ROAD**
- 4 WIRRAL WATERS: 'WHEELS FOR ALL' CLUB**
- 5 FOUR BRIDGES NEIGHBOURHOOD CYCLE FRIENDLY EMPLOYERS ACCREDITATION**
- 6 ECARGO BIKE DEMONSTRATION PROJECT**

WIRRAL WATERS: - 6 'Step Change' Demonstration Projects



1. FOUR BRIDGES CIVILISED STREET *(1ST STAGE COMPLETED IN 2021)*

Four Bridges is a focus for major investment, job creation and training as part of the Wirral Waters proposals at East Float. Delivery has started with the attraction of new occupiers and completion of new buildings including the Wirral Met College (Construction Training) and the Contact Company (offices).

Over the next 3 years, further projects to be completed including Egerton Village, Hythe (Offices), and the Maritime Knowledge Hub.

Working with Wirral Council, £3.2m funding has been secured from a 'collective' of sources including Department for Transport National Productivity Infrastructure Fund (NPIF), Wirral Waters Infrastructure Fund (WWIF), Peel L&P, European Structural Investment Fund (ESIF) and Wirral Council. Cambrianway, a local civil engineering contractor based in Seacombe, has been appointed as the Contractor.

The funding is for significant streetscape improvements along Tower Road between 'C' Bridge and 'D' Bridge to shift the priority to people who are walking, cycling and visiting Four Bridges.

'STEP CHANGES' INCLUDE:

- **Placemaking and Design Quality** - creating 'living streets' for people with an individual sense of place using distinctive materials and features - not 'standard' engineering protocols
- **Cycle Friendly** - with increased provision for parking and storage, and the trialing of Cycle Maintenance Stations, Charging Points and Cargo Bikes Bays
- **Significant narrowing of carriageways to create wider pavements for 'streetlife'** - walking, cycling, public transport stops, places for meeting and events, street trees, and managed drop-off points and parking
- **Crossing Points placed along 'desire' lines** - the places where people who are walking and cycling want to cross, rather than the locations where it suits vehicle users
- **Priority for People** - pavement designs and materials set out pavement routes as the priority at crossover points where vehicles need to cross the pavement to access parking and service bays
- **20mph Speed Limits** - working towards 20mph speed limits to reduce vehicle dominance, noise and emissions and improve air quality



Tower Road - previous Highways Works favoured vehicles over walking, cycling and micromobility



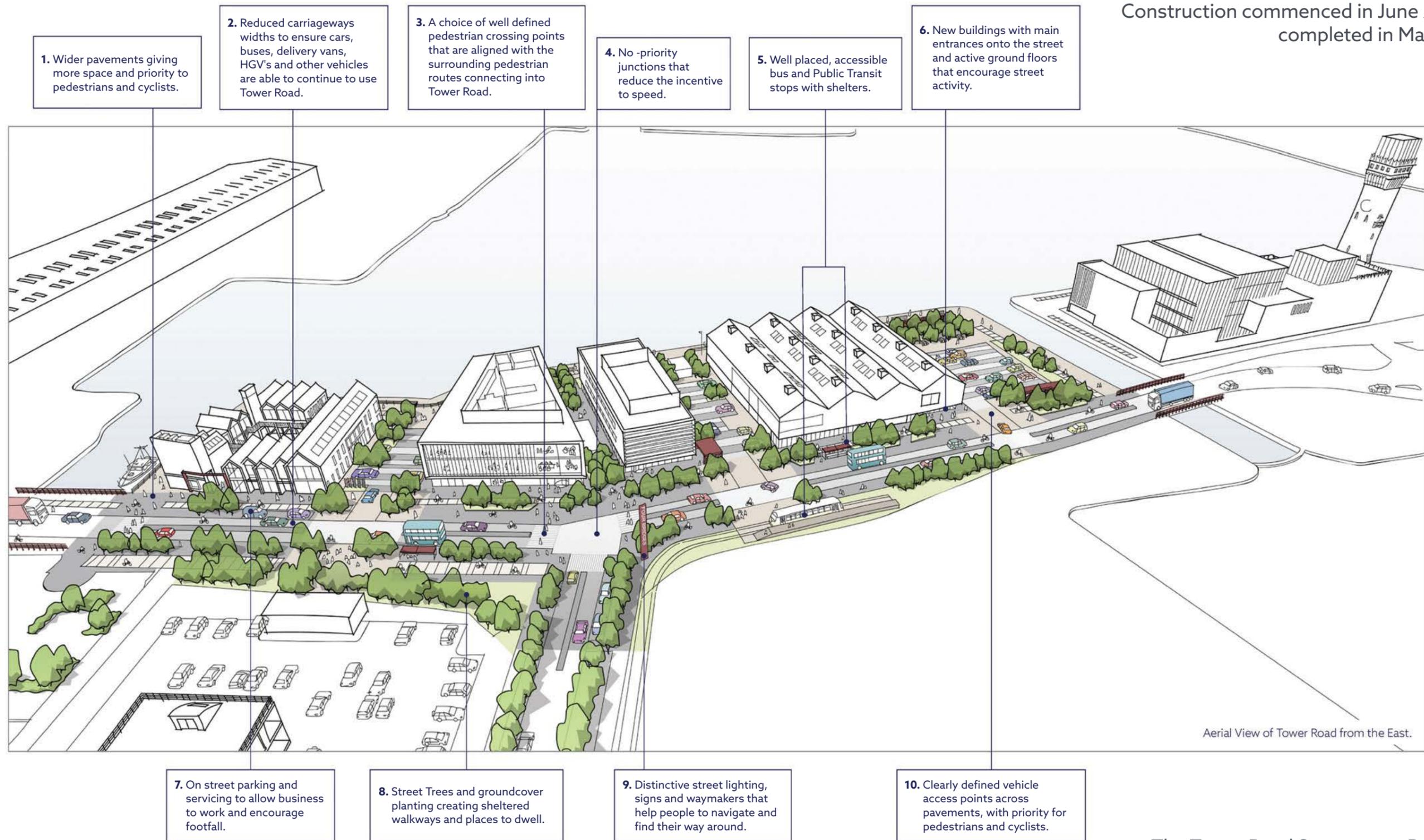
Wirral Waters - the new Tower Road Streetscape Works at Four Bridges set new benchmarks in design quality, placemaking and prioritising walking, cycling and micromobility.

TOWER ROAD STREETScape PROJECT: STREETScape PROPOSALS

Key Design Principles are:

The Tower Road Streetscape Project is creating a 'people friendly' high quality, safe, attractive street to attract new businesses, workers, students and visitors alike.

Construction commenced in June 2020 and completed in March 2021.



The Tower Road Streetscape Project has delivered innovations in streetscape design, consultation and engagement.

2. NORTHBANK: DOCK ROAD *(COMPLETED IN 2021)*

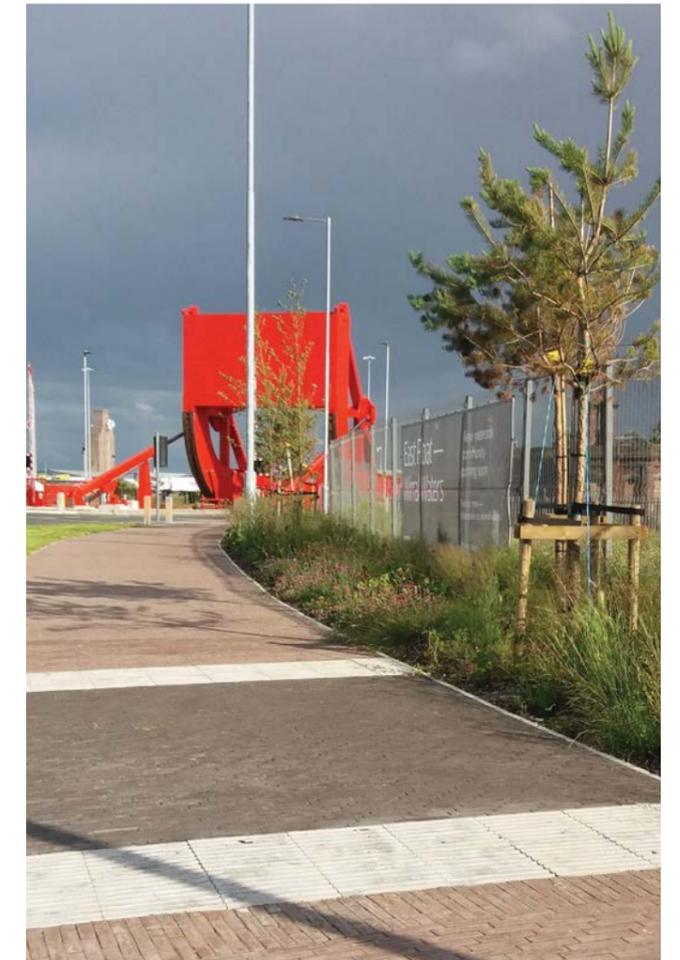
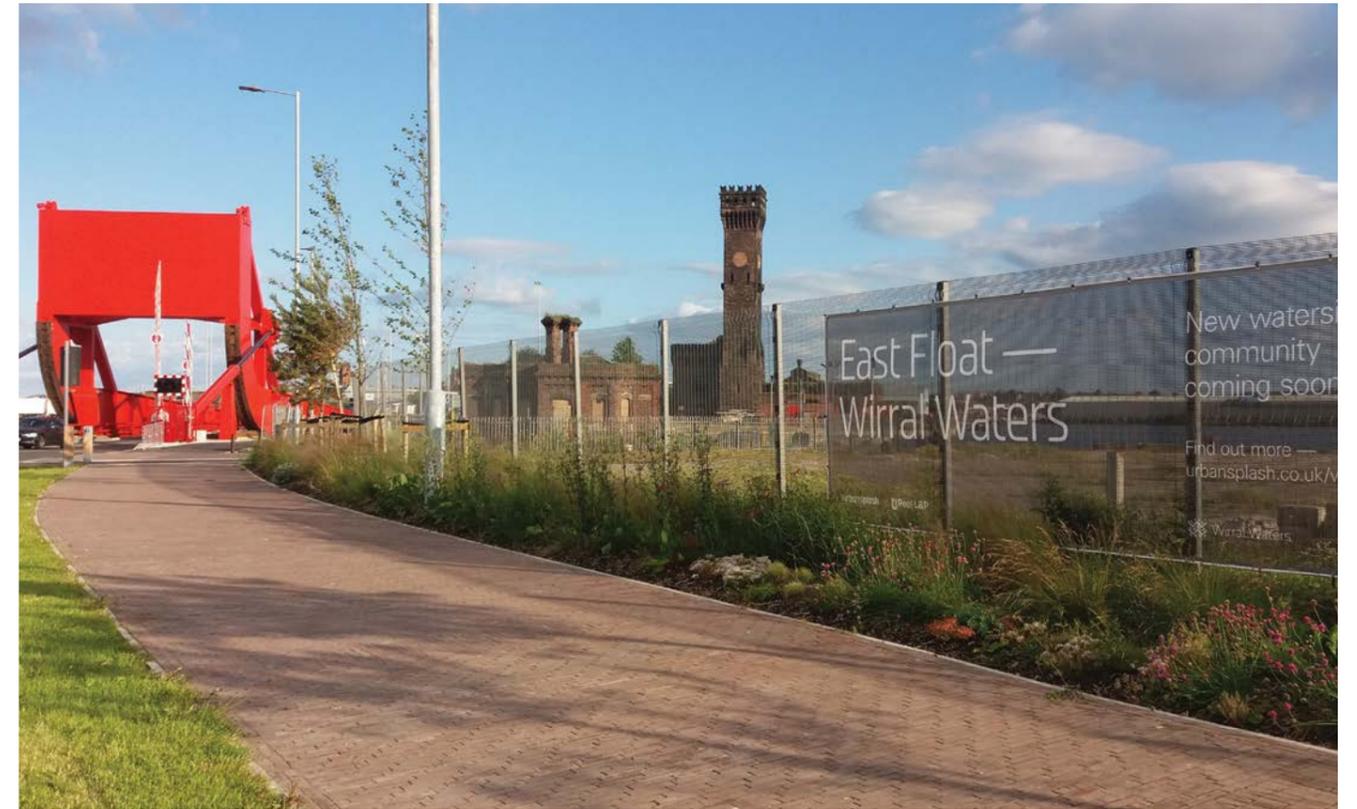
Northbank is the new residential neighbourhood at East Float. By 2023, over 1,100 new homes will be created at the waters edge. Setting in place high quality, safe and secure pathways and cycleways before new residents move in is key to encouraging people to walk and cycle 'from Day 1'.

Dock Road is being 'remade' as a street for people. A new pavement and cycleway are being created - forming part of the Northbank 'Green Loop'.

Stage 1 has been completed at Northbank 'East' - forming the first piece of the Wirral Waters Cycleway Circular around the Docks. This off-carriageway shared pavement connects residents with local amenities, jobs and public transport services. Stage 2 - Northbank 'West' will be completed in mid 2021.

'STEP CHANGES' INCLUDE:

- **Placemaking and Design Quality** - an individual sense of place is created by using distinctive materials and features - moving beyond 'standard' engineering protocols.
- **Making the Place 'Investment Ready'** - high quality entrances into forthcoming developments have been 'framed' to create a 'joined-up' place.
- **Priority for People** - pavement designs and materials give people who are walking and cycling priority at crossover points where vehicles need to cross the pavement to access parking and service bays.



WIRRAL WATERS: NORTHBANK MASTERPLAN (2018) - PLACEMAKING - A LUSH CITY WATERFRONT WITH ROOM TO BREATHE

An inclusive place to live at the waters edge for...



With all the attractions of the Wirral Peninsula Village lifestyle...

DUKE STREET PLAZA 1 LOCAL STORE 2 RESTAURANT 3 HOMEWORING 4 RESIDENTS SUN LOUNGE	FESTIVAL SQUARE 5 BIKE CHARGING AND LIME 6 CAR CHARGING AND LIME 7 ENERGY CENTRE 8 STREETCAR 9 VILLAGE HALL AND STUDIOS 10 EVENTS 11 KETTLEBELL FOOD HUB 12 BOATHOUSE	CIVILISED STREET 13 SAFE CROSSING 14 STREET TREES AND PLANTING 15 GATES, PATHWAYS, GARDENS & BORDERS	NORTHBANK GREEN 16 CRECHE 17 POCKET PARK AND PLAY 18 BISTRO	A BRIDGE SQUARE 19 GYM 20 HOTEL 21 RESTAURANT 22 STREETCAR
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Lush City Waterfronts with 'Room to Breathe' - Precedent Images



3. WEST FLOAT: BEAUFORT ROAD *(STARTING IN 2021)*

West Float and the Marine, Energy and Automotive Park (MEA Park) is the new employment neighbourhood.

West Float: Beaufort Road is 're-purposing' a railway line to deliver a strategic east - west greenway across the Docks, linking Bidston Moss in the west to East Float and the River Mersey Promenades in the east. Forming part of the Wirral Waters Cycleway Circular around the Docks, this new off-carriageway connect links residents with new jobs and training opportunities.

'STEP CHANGES' INCLUDE:

- **Placemaking and Design Quality** - an individual sense of place is created with native tree planting, wetland features and wildlife corridors.
- **'Cycle Friendly' Hub** - a Hub is being created at the entrance to MEA Park with cycle storage, Charging and Maintenance Stations, and Cycle Hire/ Share Clubs.



4. WIRRAL WATERS - WHEELS FOR ALL CLUB

(STARTING IN 2022)

As a counterpoint to the delivery of 'hardware' projects, we are also progressing 'software' programmes to encourage more people to walk, cycle and use micromobility devices.

We are working with Cycling Projects, Cycling UK and other Partners to deliver inclusive cycling by removing 'barriers' to walking and cycling, such as confidence and 'know-how', limited access to 'cycle buddies', limited knowledge of the locality, affordability, access to adapted cycles and the opportunity to join cycle hire and share clubs.

The 'Wheels for All Club' will provide a 'touchpoint' for resident, workers, students and visitors and provide a shared point of access to cycle clubs and 'buddies', training and courses, activities and events, grants for cycles and equipment and cycle hire.

The Club will be hosted at the Four Bridges Cycle Hub at Egerton Village. The starting point is working with Cycling Projects and Cycling UK to bring those activities and events they are currently running in existing communities into Wirral Waters and the Left Bank Growth Point.

'STEP CHANGES' INCLUDE:

- **Inclusive Cycling** - working with proven organisations to enable new residents, workers, students and visitors to access adapted cycles and support.
- **'Joined-up' Support** - setting in place the supporting 'people-based' infrastructure to encourage people to walk, cycle and use micromobility devices 'from Day 1'.



5. FOUR BRIDGES NEIGHBOURHOOD CYCLE FRIENDLY EMPLOYERS ACCREDITATION *(BY 2023)*

The scale of Wirral Waters and the 'joined-up' approach to delivery brings unique opportunities.

Four Bridges presents the opportunity to work with Partners to co-ordinate the delivery, operation and continued growth of cycling infrastructure - across all projects including streets, squares, the dockside and buildings.

The Cycle Friendly Employer Accreditation (CFE-UK) is an award scheme managed by Cycling UK. The scheme rewards the standard of cycle-friendly facilities provided by organisations and places - with the attainment of bronze, silver and gold standards.

The scheme is usually based around single buildings and/or organisations. We are working with Partners to achieve a gold standard across the Four Bridges Neighbourhood as a 'whole place'.

'STEP CHANGES' INCLUDE:

- **'Joined-up' working** - working as a collective partnership to deliver cycle facilities that may not be viable/deliverable at the individual building scale.
- **Neighbourhood Accreditation:** We are working towards achieving Cycle Friendly Employers Accreditation for Four Bridges. This will be the first place in the UK to achieve Cycle Friendly Accreditation at the 'neighbourhood scale'. Working with Partners, we are delivering cycle storage and parking, charging points and cycle maintenance stations, showers and changing facilities, cycle hire and share/clubs, and support services.

6. E CARGO BIKE DEMONSTRATION SCHEME

(STARTING IN 2021)

The ambition for net zero carbon movement at Wirral Waters includes enabling the transition to alternative low/no carbon fuel powered vehicles - including Electric Vehicles, EBikes and Micromobility devices.

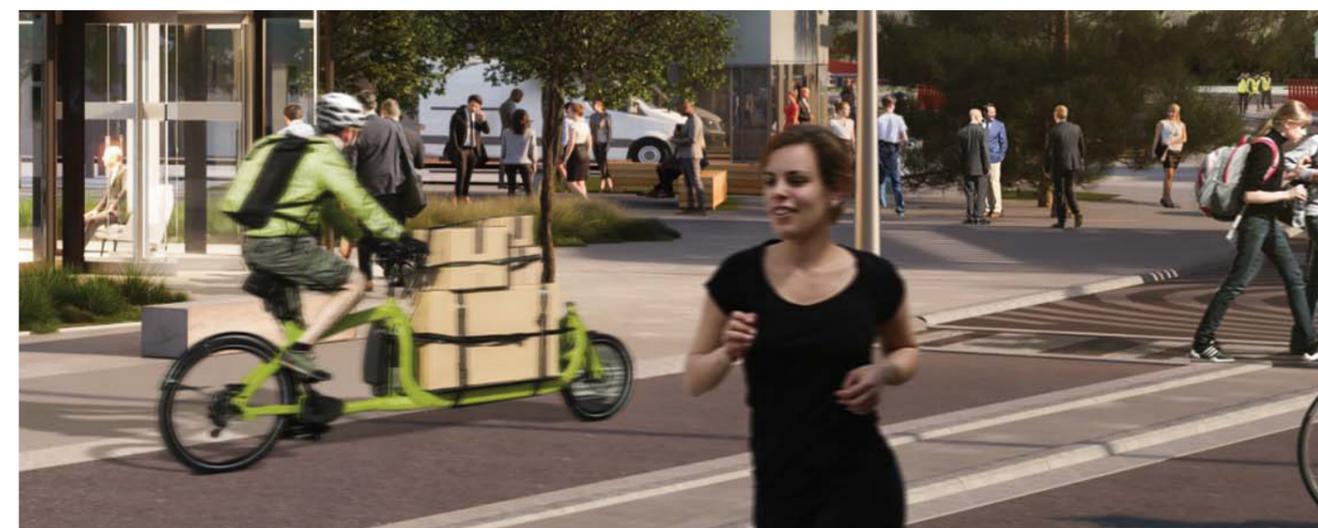
Work in-hand includes designing streets, sites and buildings to allow sufficient space for people, cycles, micromobility and vehicles. This includes the provision of charging points, drop off/pick up, parking and storage spaces, together with advance installation of ducting and connection points.

ECargo bikes are a key part of the 'smart deliveries' solution for all - including existing and new residents, businesses, students and visitors. We are also looking at Consolidation Centres, Electric Vehicle fleets, and as part of Energy Centres and MicroGrids - a Wirral Waters wide EV Charging Network.

The first step is the ECargo bikes - working with Wirral Met College (at East Float), Reciprocity Wirral (at West Float), and Wirral Council and Partners. Following a bid to the Department to Transport ECargo Demonstration Scheme - funding has been secured for ECargo Bikes trials including bikes, training, kit, marketing and a SMART Booking System.

'STEP CHANGES' INCLUDE:

- **Collaborative Working** - the ECargo Demonstration Scheme Bid is a collaboration, pooling ideas and resources to bid and deliver the Project.
- **Transition to Zero Carbon** - the Project is a first for Wirral and cycling is leading the way!



MOVING FORWARD - ACTIONS AND DELIVERY

Progress to Date

A great deal of progress has been made to date. There is still a great deal to do.

The immediate focus is making Northbank and Four Bridges at East Float, and MEA Park at West Float 'investment ready'.

By setting in place high quality, safe and attractive routes and supporting social and community infrastructure, the opportunity is to enable new residents, employees, students and visitors to choose walking and cycling from the start.

We will update this Action Plan every twelve months. This is to ensure we focus on delivery and the 'here and now' whilst remaining open to new opportunities.

Achievements to build upon include:

A 'STEP CHANGE' IN INNOVATION AND DESIGN QUALITY

Four Bridges has been transformed into a 'people first' destination through the Tower Road Streetscape works.

New streetscapes have been completed along the 'Northbank' of East Float. Wirral Waters is setting new benchmarks in innovation and design quality including:

- Pavement users now have priority where vehicles crossover the pavement
- Distinctive, high quality materials and lighting create a distinct sense of place and improve the sense of safety and security
- Significant space has been given over from carriageways and development site frontages to provide much wider pavements and off-carriageway cycleways to encourage people to choose walking, cycling and micromobility
- Funding has been secured, designs developed and projects delivered through collaborative working

ENGAGEMENT AND PARTNERSHIP SUPPORT OF A CLEAR PLAN OF ACTION

We have met with Partners, shared and talked through our ideas and proposals, and produced an Action Plan. We see this Plan as a 'working document' to deliver immediate action and change - to be updated every year.

A key 'touch point' is the Active Travel Forum. We have shared the proposals set out in this Action Plan with the Forum.

Time has also been spent meeting and focusing on delivery - including on-going initiatives with Cycling UK, Cycling Projects and a range of interested cycling ventures, groups, and businesses.

We see this as essential partnership working to deliver the 'full spectrum' of social, economic, cultural and health and well-being benefits - above and beyond the 'on site' works.

COLLABORATION AND FUNDING

Positive and productive working relationships have been developed with partners including:

- The Active Travel Forum
- Cycling UK
- Cycling Projects
- Liverpool City Region Combined Authority
- Wirral Council
- Merseytravel

Significant funding has been secured to date through competitive bidding - bringing funding into Wirral that otherwise would have been awarded to other places.

There is now a pro-active programme of seeking and securing significant and additional funding in a 'joined-up' way.

This is due to a strong working relationship between Wirral Waters and Wirral Council including a clear commitment to delivering Wirral Waters as a priority by Wirral Council.

PRIORITIES AND MAKING THE PLACE 'INVESTMENT READY'

For Wirral Waters, key priorities are:

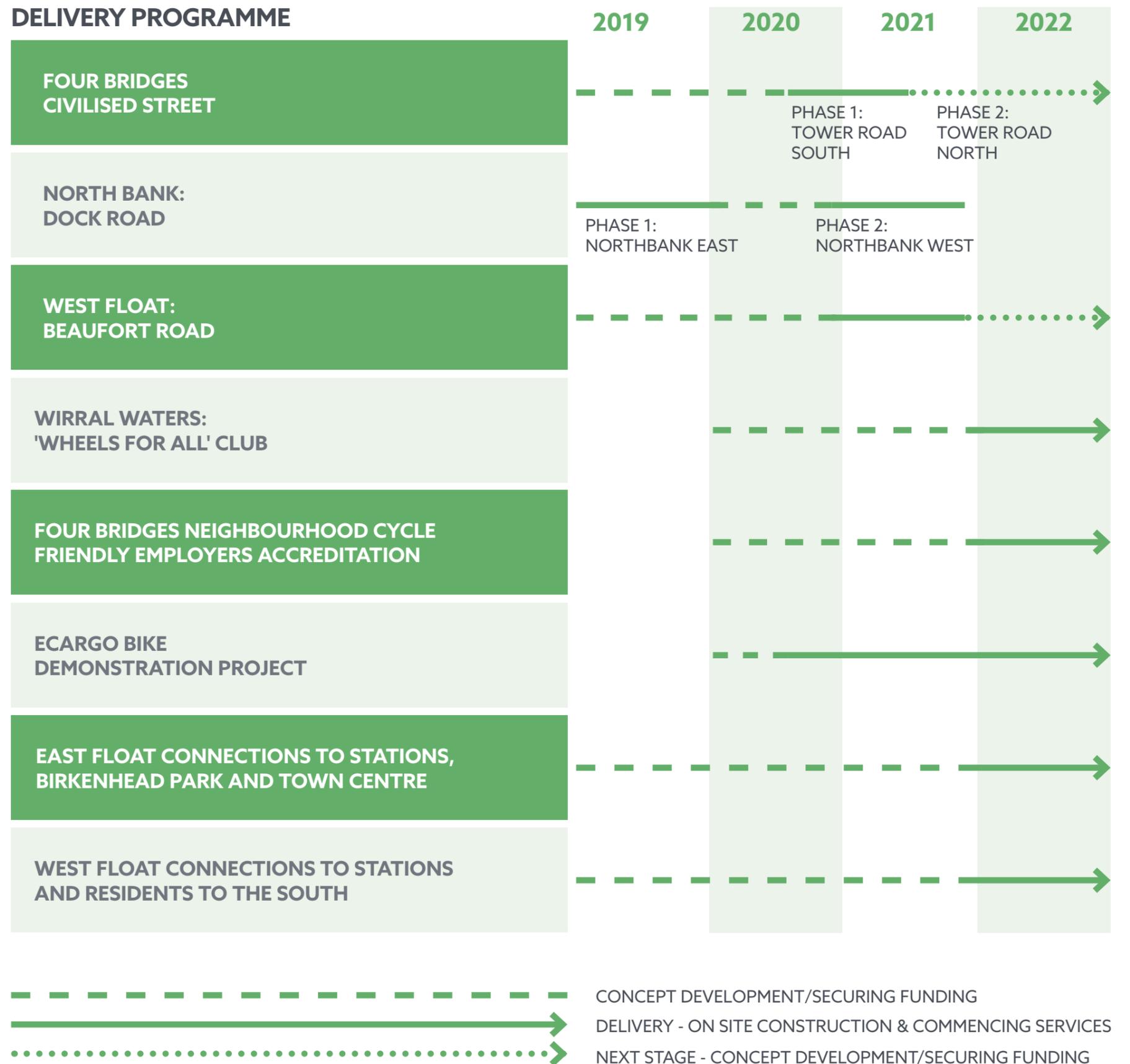
- **Northbank and Four Bridges at East Float** - significantly improving connectivity to Ferry and Rail Stations, shops and services across Hamilton Park, Conway Park and Birkenhead Park to the south - and access to and across the Northside employment neighbourhood to the north
- **MEA Park at West Float** - significantly improving connectivity with surrounding residential neighbourhoods to improve access to jobs and training

PROJECTS AND PROGRAMMES

Key Projects and Programme looking forward to 2022 include the:

- **Six Demonstration Projects**
- **East Float Connections** - across Hamilton Park to Birkenhead Park and Town Centre to the south, and across Northside to the north
- **West Float Connections** - to Bidston Moss in the west and across Southside to residential neighbourhoods to the south

DELIVERY PROGRAMME



CONTACTS

We welcome the opportunity to discuss this Action Plan with interested parties.

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