

Project Experience

St Werburgh's Masterplan – Birkenhead 2040 Regeneration Strategy



BDP.



Outline

AspinallVerdi was instructed by Wirral Metropolitan Borough Council as part of a multi-disciplinary team led by BDP. As part of the baseline analysis, a review of the property market was undertaken to help to inform development options for the masterplan area in Birkenhead Town Centre.

Birkenhead has been in decline for several decades. The town centre has seen better days and needs to be reimaged. St Werburgh's is the Catholic Church serving central Birkenhead. It is the heart of an area that is set to be transformed with radical infrastructure change, new Build to Rent apartments and family housing; plus a relocated market.

AspinallVerdi are commercial advisors to the team and will help to ensure that

Services Provided

During this commission the services we provided were:

- Undertaking a town centre market report including;
- Land ownership analysis;
- Analysis including challenges of market conditions for the area;
- Market research including; retail, residential, commercial and the hotel market;
- Recommendations for St Werburgh's area;
- Development Appraisals;
- Delivery Strategy.

Outcome

AspinallVerdi provided a market report setting the most appropriate town centre uses for St. Werburgh's area (in market terms) which was used to support the masterplan vision.

This is one of nine Neighbourhood Regeneration Frameworks that are being produced as part of the new Local Plan. Birkenhead 2040 is a radical regeneration strategy that is "Creating a New Town in an Old Town." AspinallVerdi is embedded in the strategic team delivering this vision.