



Councillor Phil Davies
Leader of the Council
Wirral Council
Wallasey Town Hall
Brighton Street
Wallasey
Wirral
CH44 8ED

September 10th 2018

Dear Councillor Davies,

Re: Letter to residents concerning Wirral Waters

Your letter regarding Wirral Council's Local Plan, dated August 2018, has come to my attention.

As the Development Director for Wirral Waters, I was very disappointed to see that your reference to the project was misleading and inaccurate.

Over recent months, we have worked hard to communicate the facts about Wirral Waters in an open, honest and transparent way to the community, to local councillors and to MPs and we have also shared these facts with you personally through these briefings on a number of occasions.

In fact, you have been involved with various meetings and had site visits over the last few years. You have seen first-hand the remediation and preparation work we have completed. You have been involved in negotiations about housing and other projects for many months. You have been regularly informed that, as an area suffering from years of under investment and acute market failure, the first housing projects are the hardest to get off the ground and that they will create much needed confidence in the area, following which investment in housing and other project will accelerate.

The figure quoted in your letter - 2,400 is a figure we do not recognise as it is not even the minimum figure we provided in our anticipated delivery trajectory – that being 2,900. With the support and co-operation of you, and the Council you lead, we could build up to 6,450 in the next 15 years to reach our ultimate goal of up to 13,000 homes. The figures we have provided have been grossly misrepresented in your letter to local residents.

We currently have five planning applications lodged with Wirral Council for a variety of projects including housing and we are still waiting for you to commit to the Legacy / Wirral Waters One housing project which alone will deliver 500 units. With two more housing projects in the pipeline - those, combined, could deliver circa 1,000 new homes by 2022, and that is just the start. You have been involved in discussions about the Legacy project for 18 months now so why does your letter not communicate these facts but, instead, seems to be the latest part of what appears to be an orchestrated campaign against Peel, that is deceiving residents and deferring attention from wider political issues.

In the past few months, we have shared platforms together – making the case for investment in Wirral. You have also been involved in detailed negotiations about other projects on the site that will lead to the creation of hundreds of jobs and training opportunities for local



people, including the Maritime Knowledge Hub – a joint venture between Peel, Wirral Council, LJMU and Mersey Maritime – Egerton Village, Tower Road South and MEA Park.

You are, in fact, very well aware of all the progress being made at Wirral Waters, the commitment from Peel, the hard work that has gone on behind the scenes over the last few years, and the very exciting plans we have for the coming few years. Your actions do nothing to encourage much needed outside investment into Birkenhead and put potential funding from public and private sectors in jeopardy.

Given the way you have conducted yourself in recent months, and the very misleading public statements you have made, we ask that you stop this campaign of misinformation; be honest with the people of Wirral and correct the misleading information you are distributing.

We are asking you to work constructively with us to ensure that this essential project maximises its potential for the good of the Wirral and its people.

Your sincerely,

Richard Mawdsley
Development Director – Wirral Waters
Peel Group Holdings Ltd