



Birkenhead

Neighbourhood Plan

If you need this document in another language, please [contact us](#).

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Click here to find out
about applying online
for our community
funding Bright Ideas
Fund



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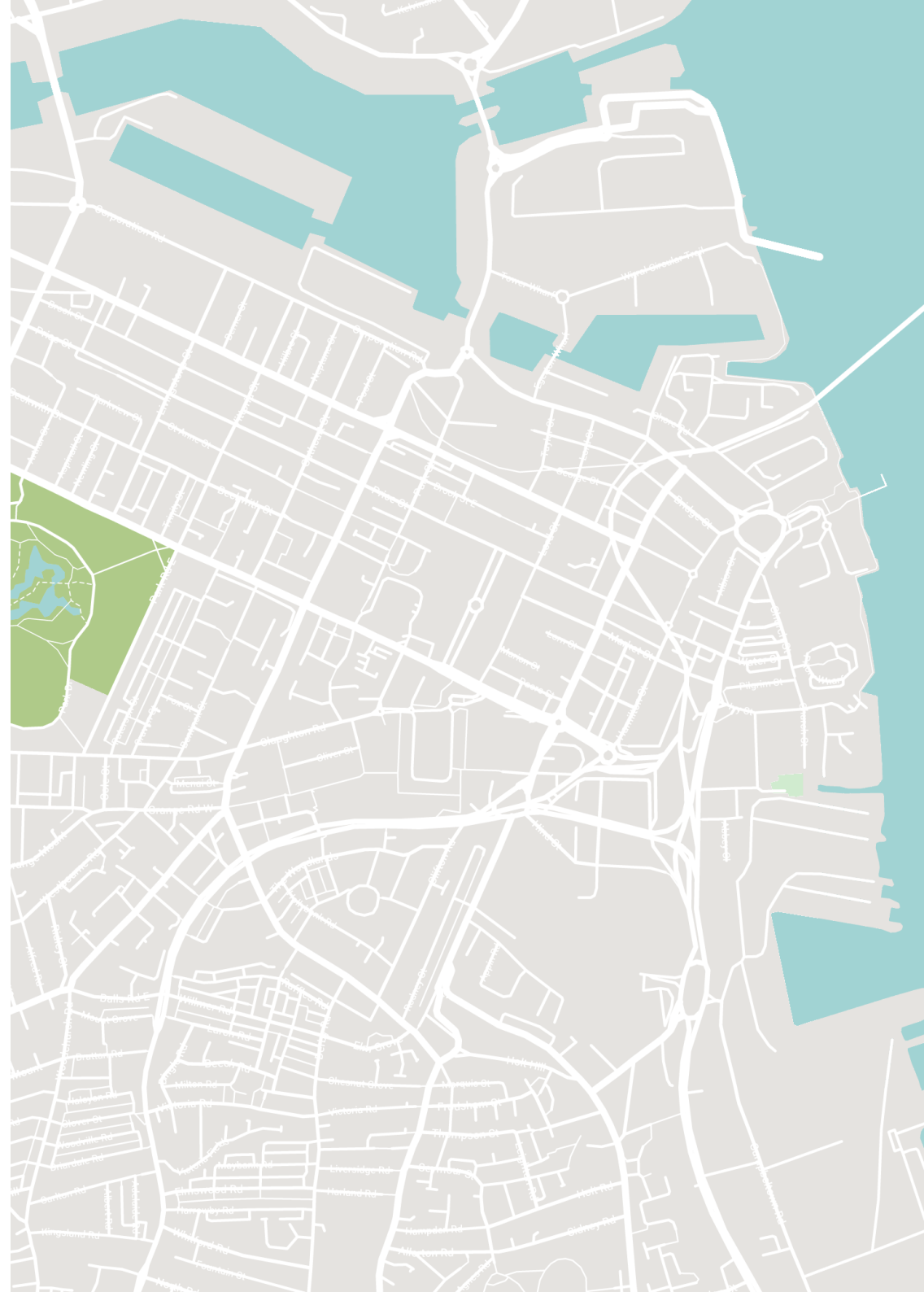
Prima Group



@PrimaGroupHousing

Sign Up to Our Local Jobs and Training Bulletin

Head to www.primagroup.org/local-jobs to sign up to our regular email bulletin and find out about jobs and training opportunities near you.



About the Area

The town of Birkenhead is situated in the north eastern part of Wirral and offers many things to visit and explore. Birkenhead has a population of 88,818. Prima Wirral manage approximately 90 properties in Birkenhead and the surrounding areas. Most of our properties however, are based in central Birkenhead, close to all amenities including the shopping centre, parks, cinema and the historic Hamilton Square.

The [Wirral Waters](#) development is planned to regenerate much of the dockland and will see hotels, bars, restaurants, other leisure facilities and 15,000 apartments housed in a series of tall, modern towers.

Community Clubs & Events

There are a wide variety of clubs and community centres in the local area. These range from Birkenhead Park which has an interesting and varied programme of events throughout the year, to the local schools and voluntary groups.

Some yearly events include:

- Wirral Pretty Muddy 5k
- Race for Life
- Wirral Walking Festival
- Wirral In Bloom Festival

Local Facilities

Birkenhead town centre is a vibrant area only minutes away from most of our properties. Some of Birkenhead's local facilities include:

- [Pyramids Shopping Centre](#) - Over 100 stores from small independents to big brands.
- **Excellent Transport Links** - Fantastic transport links to Liverpool and Chester. Hamilton Square train station, the Woodside Ferry and Birkenhead Bus Station are all only 5 minutes away. Kingsway Tunnel offers direct access to Liverpool City Centre.
- **Plenty of local schools** to choose from
- [Birkenhead Park](#) - First publicly funded civic park in the world.
- [Lady Lever Art Gallery](#) - Outstanding British eighteenth and nineteenth century paintings.
- [The Hive Youth Zone](#) - Safe environment where young people can come and enjoy themselves.
- [Wirral Transport Museum](#) - Working museum and working heritage tramway preserving Buses, Trams & other local transport related vehicles.
- [Tranmere Football Club](#) - Professional football club currently in League Two.
- [Large Item Collection](#) - need to book your collection online.
- **Supermarkets** - Asda, Sainsbury's and Tesco Express.



Photo by Ryan Warburton on Unsplash

Travel

Birkenhead is well connected to Liverpool City Centre, North Wales and beyond.

Birkenhead has a number of different train stations nearby (Birkenhead Central, Birkenhead Park, Conway Park and Hamilton Square), meaning you are always just a short walk away from a station. These stations all link up with Liverpool Lime Street Station which has trains that travel all over the UK. Find out more [here](#).

Liverpool John Lennon airport is also just a 30-minute drive away.

Merseyrail

Arriva



Photo by Phil Kiel on Unsplash

Action Plan

Action	Partners/Staff	Details	Outcomes
<p>Increase the number of applications to the Bright Ideas Fund.</p>	<ul style="list-style-type: none">• Housing Officer• Communications & Marketing Advisor• Local not-for-profit organisations	<p>Encourage, share and publicise our community fund.</p>	<p>Increased the awareness of our Bright Ideas Fund and opportunity to assist with progression of community projects, events or activities.</p>
<p>Work with local partners and Merseyside Waste and Recycling Authority (MWRA) to investigate the feasibility of alternative waste options that could offer tenants the ability to recycle waste more effectively.</p>	<ul style="list-style-type: none">• Housing Officer• Community Regeneration Officer• MWRA	<p>Work with MWRA to investigate possible options of how this might be possible with a view of offering a pilot scheme to residents in our Birkenhead properties.</p>	<p>Tenant will have the necessary information, awareness and option to dispose of their waste responsibly which will increase the environmental impact locally and increase recycling rates on Wirral.</p>
<p>Create strong links with local shops/amenities to increase take up.</p>	<ul style="list-style-type: none">• Housing Officer• Communications & Marketing Advisor• Not-for-profit organisations	<p>Encourage, share and via Prima Group's social media platforms and within Prima News.</p>	<p>Increase the awareness of Prima Group in young people by working with local schools.</p>

Local Councillors

A councillor's primary role is to represent their ward or division and the people who live in it. Councillors provide a bridge between the community and the council. As well as being an advocate for local residents and signposting them to the right people at the council, councillors need to keep them informed about the issues that affect them.

Councillors have to balance the needs and interests of residents, the political party they represent (if any) and the council.

Our properties in Birkenhead fall into a few different constituencies so there are multiple councillors you can contact depending on where you live.

A full list of local councillors can be found [here](#).



Community Action Days

We regularly host clean-up days, estate walkabouts and community door knocks to help you remove any unwanted items from your home and to make sure we are hearing any concerns you may have about your area.

There are currently no planned community action days for Birkenhead. Please keep checking back here to find out when the next one will be.

Planned Improvements

Our planned improvements schedule has been heavily disrupted due to the ongoing COVID-19 crisis.

The majority of our programmed work was kitchen and bathroom replacements and these have now been postponed for this year now with the onset of the second wave of COVID-19.

It's likely that works planned for 20/21 will need to be phased over 21/22 and 22/2023. We will contact you directly with more information if you were due to have work carried out.

Regeneration & Development

There are currently no plans to build any new homes in Birkenhead.



Prima Customer App

Download our app today and start managing your home at a time that suits you.

Simply search for **Prima Group** on the [App Store](#) or [Google Play Store](#).

Neighbourhood Statistics

Business Sectors

Below are the top three business sectors people in Birkenhead are working in.

Find out more about our **Local Jobs & Training** email bulletin [here](#).



Retail

19% of local businesses are in the Retail sector.



Hotels & Catering

11% of local businesses are in the Hotels and Catering sector.



Professional, Scientific & Technical Services

13% of local businesses are in the Professional, Scientific and Technical Services sector.

Industry Sectors

Below are the top three industry sectors people in Birkenhead are working in.



Public Admin & Other Services

35% of people living in Birkenhead work in Public Administration and Other Services.



Business Admin & Support Services

12% of people living in Birkenhead work in Business Administration and Support Services.



Professional, Scientific & Technical Services

10% of people living in Birkenhead work in the Professional, Scientific and Technical Services.

Qualifications

'Level 1' qualifications are equivalent to a single O-level, GCSE or NVQ. 'Level 2' qualifications are equivalent to five O-levels or GCSEs. 'Level 3' qualifications are equivalent to two A levels.

363

People With No Qualifications

30% of Working Age Population

219

People With Highest Qualification Level One

18% of Working Age Population

243

People With Highest Qualification Level Two

20% of Working Age Population

142

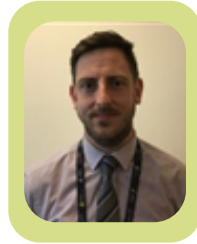
People With Highest Qualification Level Three

12% of Working Age Population

Staff Members



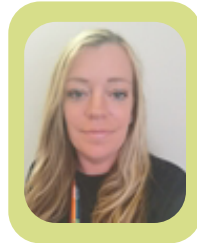
Sarah Murphy
Housing Officer



Karl Rooney
Community
Regeneration Officer



Lekisha Isiorho
Income Officer



Jenny Devon
Tenancy Sustainment
Officer



Sue Mogan
Income Officer



Want to know
how we're doing?

You can see how
we're performing
by clicking [here](#).



Customer Board

We are looking for people to join our new customer board and help shape the way we work.

We want to put customers at the heart of everything we do and make sure their are heard when important decisions are being made about the services they receive.

For this reason, we have created the Prima Customer Board. This group will have an extremely important role to play, acting as the voice of the customer and helping to direct and shape the Group's future.

Find out more information on how you can join the Prima Customer Board [here](#).