



# UNIQUE LEISURE OPPORTUNITY

## WIRRAL WATERS, LIVERPOOL CITY REGION

UP TO 1 MILLION SQ FT  
OF LEISURE SPACE AVAILABLE



Wirral Waters



## LEISURE OPPORTUNITY, BIDSTON, WIRRAL WATERS

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Wirral Waters



# WIRRAL WATERS IS...

## THE LARGEST AND MOST EXCITING REGENERATION PROJECT IN THE UK

- A pioneering, mixed use, highly sustainable, waterside city extension
- A Government designated Enterprise Zone and Housing Zone
- Planning consent for 20 million sq ft of floorspace
- The Western Gateway into the Northern Powerhouse
- A place for all on the 'Left Bank' of the River Mersey

IT IS TRANSFORMING OVER 500 ACRES OF THE BIRKENHEAD DOCKLANDS INTO AN INTERNATIONALLY RECOGNISABLE WATERFRONT WHERE INNOVATION, SUSTAINABILITY AND INDUSTRY THRIVE AND 25 MILES OF COASTLINE STRETCHES FROM YOUR DOORSTEP.

A PLACE WHERE OVER 20,000 PERMANENT NEW JOBS AND 13,000 NEW HOMES ARE BEING CREATED ON THE BANKS OF THE RIVER MERSEY FACING THE FAMOUS LIVERPOOL SKYLINE. WHERE WIDE OPEN SPACES MEET WORLD-CLASS CULTURE AND GLOBAL COMPANIES TRADE ALONGSIDE NEW WATERFRONT HOUSING.



# EXECUTIVE SUMMARY

The Bidston site forms part of Wirral Waters.

It is located on the west bank of the River Mersey opposite Liverpool's world class and iconic city waterfront.

It is a priority project within the Liverpool City Region with the Local Enterprise Partnership, the Combined Authority and Wirral Council.

There are very few sites in the UK with the characteristics that can enable a nationally significant leisure and visitor attraction project to be delivered.

Including 'staying visitors' within a 60 min drivetime visitor market is > 6m. Within 90 mins > 9m.

The site has direct motorway access (M53), a rail station within 200m (Birkenhead North - 10 mins to Liverpool City Centre) and will be served by the Wirral Streetcar project.

A distinctive, nationally important leisure project 'of scale' - 750,000 sq ft - 1m sq ft - with Peel as a partner, will secure political and planning support.

To this end, the regenerative opportunities - the training and employment offer of the project - will be vital.

### SITE DETAILS

Sites of this scale (50 acres+) are rare in the UK. The site comprises 2 main areas: Bidston Dock site owned by Peel Land & Property. This is circa 47 acres. This is accessed off Wallasey Bridge Road that feeds into the M53 motorway. Adjoining the Bidston Dock site is a site known as Bidston Moss. This is >60 acres and includes the lake in the centre of the site. Bidston Moss is a landscaped green asset managed by the Forestry Commission that can be combined to offer >100 acres. Bidston Moss is ancillary green space used by cyclists/walkers/runners. The main Bidston Dock site comprises hardstanding and the filled in Bidston Dock itself.



Aerial photograph of Liverpool and the Mersey Estuary showing Wirral Waters and the Wirral Waters on the left bank of the River.






**LAND AT BIDSTON MOSS**

**OVERALL MASTERPLAN**

The land at Bidston sits adjacent to the overall Wirral Waters masterplan.

**STRATEGICALLY CONNECTED**


Wirral Waters is strategically positioned to offer outstanding road, water and rail connections and global connectivity via the Port of Liverpool and Liverpool John Lennon Airport.



**M53 CONNECT AND STRATEGIC HIGHWAY NETWORK**

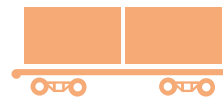
Immediate access to the UK's national road network on the M53 motorway.

The M53 connects to the M56, strategic M6 north/south corridors and the M62 east/west corridors. Linked to Liverpool City Centre via two tunnel connections.



**PEEL PORT LIVERPOOL AND MANCHESTER SHIP CANAL**


Wirral Waters sits within Peel Port Liverpool. Peel Port Liverpool is one of the largest, busiest and most diverse ports in the UK. Home to Liverpool2, a new £300m deep-water container terminal due for completion in 2017.



**PASSENGER AND FREIGHT RAIL**

2 minute walk to Birkenhead North on the Merseyrail network.


Direct link via Liverpool Lime Street to London Euston and West Coast Main Line.



**AIR**


Liverpool John Lennon Airport (LJLA) is a 35 minute drive away.

Manchester Airport is 50 minutes away, offering further international connectivity.



**WIRRAL STREETCAR AND CYCLEWAY NETWORK**

A scalable, low cost, localised, light rail feeder system. The Streetcar connects Woodside Ferry Terminal, Hamilton Square Station and Seacombe to East Float, West Float, Birkenhead North Station and Bidston.



**SUPERFAST BROADBAND**

With the Enterprise Zone status come benefits in superfast broadband. The site has 4G connectivity.



**Wirral Waters**

**International Shipping**



# A GREAT LEISURE OPPORTUNITY

WALLASEY BRIDGE ROAD

15 MINUTE DRIVE TIME RADIUS



# DEMOGRAPHICS

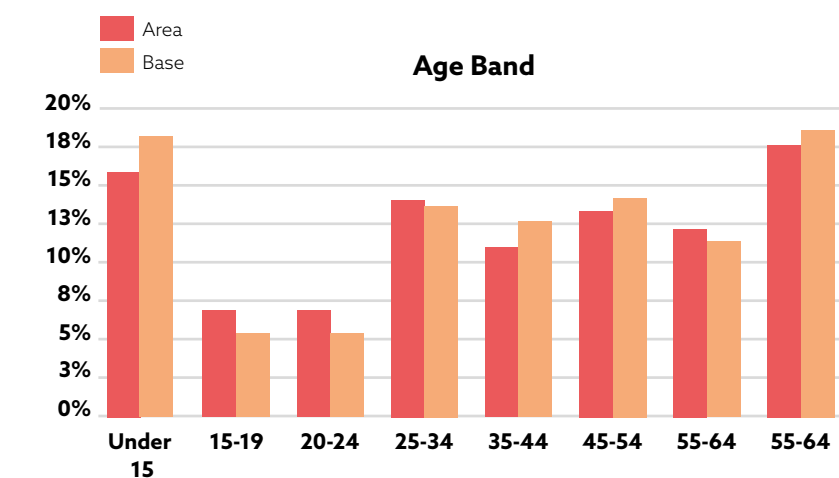
## SUMMARY OF THE AREA

The following table details some key demographics for the selected area in relation to the base.

Households within the area	131,193
Households within the base	23,529,845
Population within the area	297,288
Population within the base	56,117,595
Male population within the area	145,234
Male population within the base	27,732,356
Female population within the area	152,054
Female population within the base	28,385,239

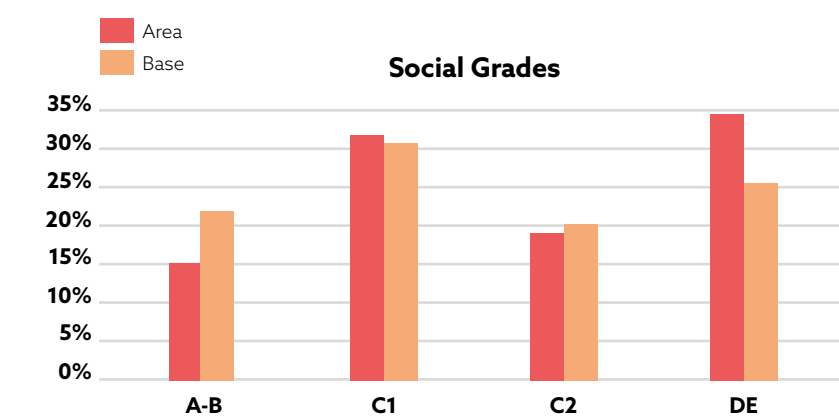
## WHO LIVES IN THE AREA

Age	Area
Under 15	48,534
Age 15-19	20,013
Age 20-24	26,907
Age 25-34	41,925
Age 35-44	32,878
Age 45-54	38,739
Age 55-64	35,751
Age 65+	52,540
<b>Total</b>	<b>297,288</b>



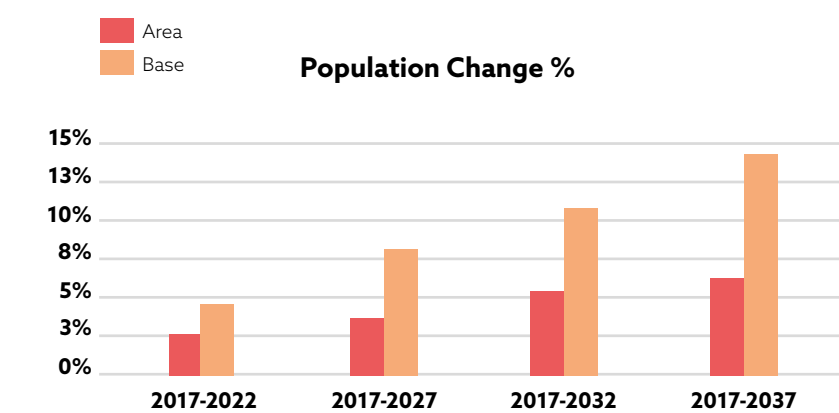
## WHAT IS THE MAKE-UP OF SOCIAL GRADES IN THE AREA?

Social Grades	Area	Area %	Base %
AB	14,411	15.37	22.96
C1	29,717	31.69	30.92
C2	17,450	18.61	20.64
DE	32,194	34.33	25.49
<b>Total</b>	<b>93,772</b>	<b>100.00</b>	<b>100.00</b>



## POPULATION PROJECTIONS IN TARGET AREA

Year	Area	Area
2017	297,288	0.00
2022	304,925	2.57
2027	309,353	4.06
2032	313,163	5.34
2037	316,401	6.43

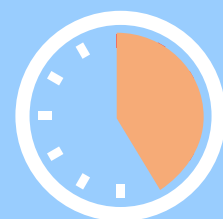




# A GREAT LEISURE OPPORTUNITY

Liverpool Bay

## WALLASEY BRIDGE ROAD



25 MINUTE DRIVE TIME RADIUS



# DEMOGRAPHICS

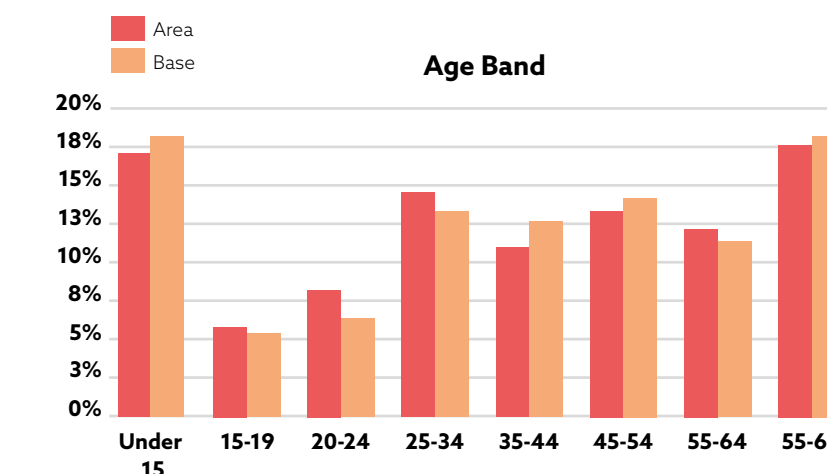
## SUMMARY OF THE AREA

The following table details some key demographics for the selected area in relation to the base.

Households within the area	<b>395,796</b>
Households within the base	<b>23,529,845</b>
Population within the area	<b>898,929</b>
Population within the base	<b>56,117,595</b>
Male population within the area	<b>440,633</b>
Male population within the base	<b>27,732,356</b>
Female population within the area	<b>458,296</b>
Female population within the base	<b>28,385,239</b>

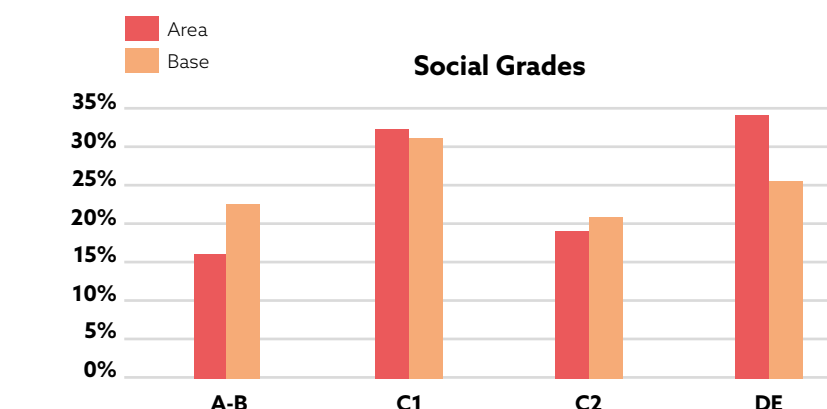
## WHO LIVES IN THE AREA

Age	Area
Under 15	<b>151,267</b>
Age 15-19	<b>52,031</b>
Age 20-24	<b>72,999</b>
Age 25-34	<b>131,387</b>
Age 35-44	<b>104,405</b>
Age 45-54	<b>119,849</b>
Age 55-64	<b>108,487</b>
Age 65+	<b>158,503</b>
<b>Total</b>	<b>898,929</b>



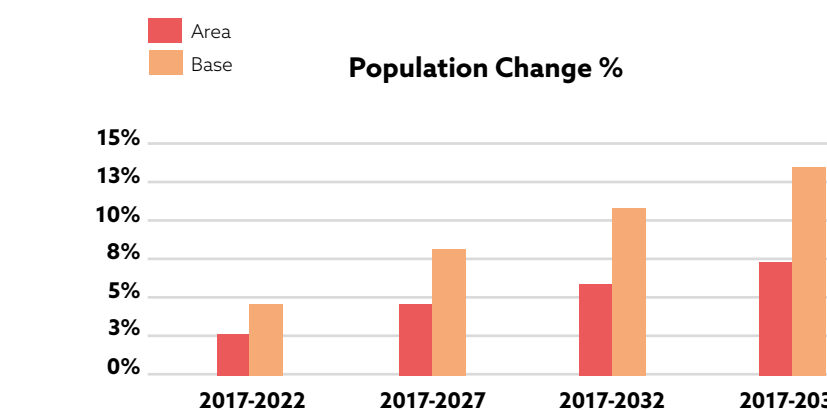
## WHAT IS THE MAKE-UP OF SOCIAL GRADES IN THE AREA?

Social Grades	Area	Area %	Base %
AB	46,009	16.25	22.96
C1	89,662	31.67	30.92
C2	52,348	18.49	20.64
DE	95,084	33.59	25.49
<b>Total</b>	<b>283,102</b>	<b>100.00</b>	<b>100.00</b>



## POPULATION PROJECTIONS IN TARGET AREA

Year	Area	Area
2017	898,929	0.00
2022	922,980	2.68
2027	938,664	4.42
2032	952,962	6.01
2037	964,954	7.34





## VISITOR ECONOMY

Driving growth also means capitalising on the Visitor Economy. This sector is already strong and will continue to support the revitalisation of Birkenhead by capitalising on the power of the River frontage where the best view of one of the most famous Waterfronts in the world can be seen.

- £13,589 GVA per head
- 11% increase in GVA per head in the last 5 years (higher than the Merseyside average)
- £3.9billion economic value in 2013.
- Wirral Peninsula's tourism sector is currently worth over £402 million, employs over 5,150 full-time equivalent jobs, and attracts over 8.5 million day and short break visitors each year.
- It has increased by over 39% since 2011, and employment within the sector has increased by 22%, and over 25% more visitors came to Wirral during the same period.

## A SKILLED AND TRAINED WORKFORCE

With a population of over 1.5 million and specialist workers in the leisure and hospitality sectors, the region boasts a highly skilled workforce.

Education at school, further education, higher education, postgraduate and apprenticeship levels is excellent in the region – with a high degree of graduate retention.

Specialist leisure, hospitality and business courses at colleges and universities including Liverpool John Moores University, University of Liverpool, Wirral Met College, Maritime and Engineering College North West (MECNW) and Lairdsie Maritime Centre make the region a centre for future growth.

## WIRRAL AND THE LIVERPOOL CITY REGION

Liverpool has had a renaissance over the last decade. The City Region has a world-class waterfront – with the best views from Wirral – thousands of sports and cultural events each year, 2 premier league football teams, 2 Open Championship Golf Courses, Aintree Racecourse, tours, attractions, bars, shops, restaurants and cafes stretching across the city-region. Millions of people visit Liverpool each year with visitor numbers steadily growing. 'Visit Liverpool' is the one-stop-shop for leisure and business tourists, providing calendar of events for days out, places to eat and drink and stay.

Website is: [www.visitliverpool.com](http://www.visitliverpool.com)

The LCR LEP (Local Enterprise Partnership) have a leisure/Visitor Economy department who can assist with further demographic statistics. Contact Peter Sandman: [peter.sandman@liverpoollep.org](mailto:peter.sandman@liverpoollep.org)







## PLANNING

Wirral Council has expressed its support for a 'major scale national leisure and retail destination at Bidston Dock'. The project has potential for circa 750,000 – 1,000,000 sq ft, including include leisure, ancillary open A1 retail and bulky goods retail.

Our national planning consultants Turleys do not foresee major difficulties in securing permission for major scale leisure uses. The greater the leisure content of the scheme, as a proportion against retail, the less contentious the scheme is likely to be. The inclusion of substantial and high quality leisure components also provides the basis for related themed retail to be attracted into the scheme and add to its distinctiveness.

An important aim is a balance of 'active' and 'sedentary' uses in the leisure offer. Active uses will integrate with the healthy living/recreation/ sustainability agendas and provide a critical mass offer alongside the Bidston Moss Retail Park.

Differentiating the scheme from the evening economy of Birkenhead is important. There is a need to ensure that the development is not seen as directly competing with existing leisure operators in the town centre, which will mean achieving a high quality and a distinctive offer.

Additionally, the education, training, employment and sustainability credentials of Bidston will be essential to creating the right balance that can differentiate it as something very different and unsuitable for a town/city centre.

For retail, there is a large amount of 'leakage of trade' out of the Wirral that needs to be clawed back so an element of retail provision would be acceptable.



## SETTING THE SCENE FOR GROWTH

Large scale tree planting is creating safer, more attractive approaches to West Float from the M53 and Birkenhead North Rail and Park and Ride Station. 1,500 trees have been planted in and around the dock estate thanks to £1.4 million BIS/Forestry Commission SSFG project funding.





# WIRRAL WATERS KEY PROJECTS

## MEA PARK



1  
MEA PARK

MEA Park (Marine, Energy and Automotive Park) is a proposed new, multi-unit, 1m sq ft waterside manufacturing, logistics, R&D and assembly campus.



2  
SKILLS FACTORY

The Skills Factory is a new Government Catapult centre operated by the MTC (Manufacturing Technology Centre). It is a training facility focused on modular construction, automation and digital design. The 60,000 sq ft project addresses skills shortages in the area by bringing 'industry', R&D and academia together in one facility. The project will sit at the heart of the MEA Park development.



3  
MODULAR DEVELOPMENT CENTRE

Located in the high-bay element of the Mobil building this 30,000 sq ft project provides an industry led prototyping and testing centre for Modular Construction in the marine, maritime, energy and construction sectors. Part funded by MHCLG and BEIS, the project compliments the adjoining Skills Factory.

## FOUR BRIDGES



1  
KINGSGATE

A 48,000 sq ft office project designed for and delivered by local business, the Contact Company. The New BREEAM Excellent office building currently accommodates over 400 jobs with a capacity to go to 1,200. Assisted in the creation of the transformational Wirral Waters Investment Fund.



2  
NO 1 TOWER ROAD SOUTH

A waterside, BREEAM Excellent, Grade A office building of 30,500 sq ft with views across to Liverpool's iconic skyline. The £7m Tower Road South project is due on site in 2019 with suites available from 6,000 sq ft and above.

## NORTHBANK



1  
BELONG VILLAGE

Proposed Extra-Care facility located in the Northbank neighbourhood. South facing, and overlooking the water, in partnership with Care operator, Belong, the project will provide circa 38 apartments and 12 dementia care 'households' with high quality services and amenities.



2  
EAST FLOAT

A south facing, waterside residential neighbourhood adjacent to the converted East Float apartments. The project will be delivered under JV with Urban Splash. The £58m modularly constructed project proposes 350 units and creates new ways of high density living to attract a mix of residents.



3  
LEGACY FOUNDATION

A 500 unit, catalytic, south facing, waterfront housing project with views across to Liverpool. The project is a JV between Peel, the Council and the Legacy Foundation. The £90m scheme is expected on site in 2019.



3  
MARITIME KNOWLEDGE HUB

A £20m nationally significant education, R&D, innovation and commercial hub focused on the marine & maritime sector. The MKH will also accommodate the Manufacturing Technology Centre 'front of house'. Partners include Peel, Liverpool John Moores University, Mersey Maritime and Wirral MBC.



4  
EGERTON VILLAGE

A waterside amenity and arts 'hub' to support new occupiers and visitors to the Wirral. The project will comprise a restaurant, managed studio and workspace, ancillary retail units and a new public square for events. The project will provide a tourism draw to the area.



# A GREAT PLACE TO BE

Wirral Waters offers an opportunity to be part of the largest and most exciting regeneration project in the UK, in one of the most beautiful parts of the country. It's a place where industry is growing, communities are regenerating and workforces will thrive.

Placed between Liverpool and North Wales, overlooking the River Mersey, the River Dee and the Welsh Hills, the Wirral Peninsula is a popular place to live for those looking to enjoy both the culture of a thriving European port city and the active outdoors on their doorstep.

The Wirral Peninsula provides a wide choice of high quality homes, with excellent schools, colleges and universities and access to country parks, promenades, coastal paths and the cultural and retail quarters of Liverpool City Centre.

From refined golf courses to wild and unspoilt coastline, it is a unique part of the world. It is an award-winning area with the first Michelin star restaurant and the first 5 star hotel in the region. It has 8 award-winning beaches, 22 green flag parks and a whole host of award-winning tourism businesses it is a hidden gem.

Great cycling, fabulous views, championship golf, sunsets, fascinating history – the quality of life, the culture and the leisure offer is second to none.



# WIRRAL WATERS IS... A PEEL AND PARTNERS PROJECT

Peel L&P has a proven track record in transforming former docks and industrial land into exciting new destinations where our communities can work, live and grow.

Our track record of sustained investment in the North West has delivered successful projects including Liverpool John Lennon Airport, Intu Trafford Centre, MediaCityUK and Port Salford.

Regeneration can only be taken in true collaboration with public and private sector partners. Wirral Waters partners include:





# PEEL L&P

## Realising Possibility.

We are an ambitious regeneration business with generations of history, heritage and expertise in our DNA. First established in 1971, Peel L&P is now responsible for some of the most transformational development projects in the UK today.

Owning and managing 12 million sq ft of property and 20,000 acres of land and water, our holdings are concentrated in the north west of England but we also own and manage significant assets throughout the UK with a total portfolio value of £2.6 billion.

As a part of the Peel Group; we are integral to a business that strives to make a positive impact on people's lives.

Our legacy matters. We take great pride in the outcomes we achieve, the people we work with, the way we go about our business and the transformational projects we deliver.

Our specialist teams have a proven track record in delivering high-quality, legacy projects across land, property, water and airspace. This includes airports, hotels, waterways, media hubs, event spaces, leisure facilities, retail, workspaces, residential development, industrial & logistical space, public realm, historic gardens and the renewable energy sector.

Peel L&P is an agile and ambitious business with a legacy of success for a long-term, sustainable future.

We see possibility.







## Wirral Waters

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