PEEL WATERS

UNIQUE LEISURE/RETAIL OPPORTUNITY

WIRRAL WATERS, LIVERPOOL CITY REGION
DAVID LLOYD LEISURE COMING SOON

UP TO 35 ACRES AVAILABLE
FOR LEISURE AND
ANCILLARY RETAIL USE

Wirral Waters

LEISURE OPPORTUNITY, BIDSTON,WIRRAL WATERS

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Wirral Waters

EXECUTIVE SUMMARY

The Bidston site forms part of Wirral Waters. Wirral Waters is located on the Left Bank of the River Mersey.

It is a priority project within the Liverpool City Region with the Metro Mayor, the Growth Platform, the Combined Authority and Wirral Council.

There are very few sites like Bidston 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 minute drivetime, the visitor market is > 6m. Within 90 minutes > 9m.

The site has direct motorway access (M53) and a rail station within 200m (Birkenhead North – 10 mins to Liverpool City Centre).

The site offers the opportunity for either a distinctive nationally important leisure project 'of scale' or a leisure 'campus' style of complementary uses potentially with ancillary retail.

The site is earmarked for Leisure uses in Wirral's emerging Local Plan.

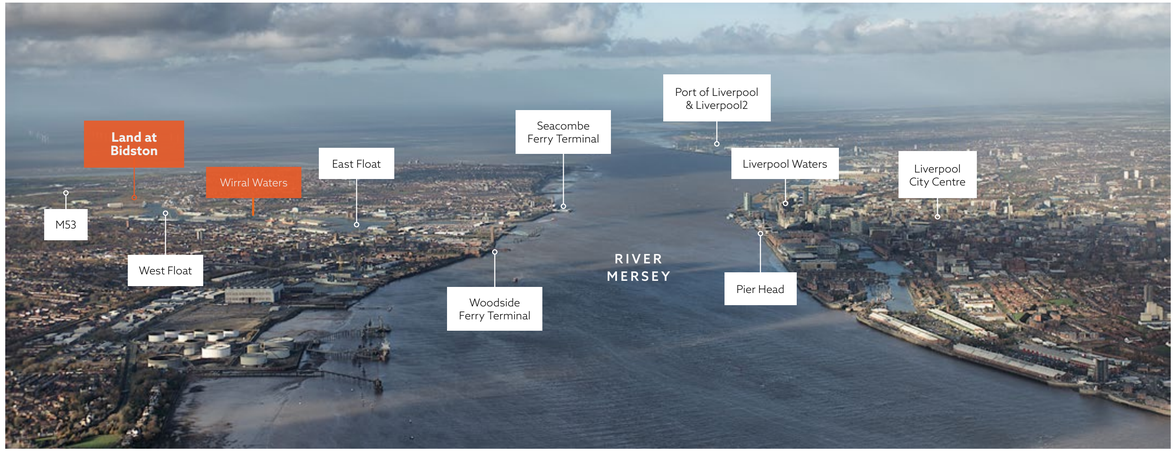
To this end, the regenerative opportunities – the training and employment offer of the project – will be vital.

SITE DETAILS

Sites of this scale (40 acres+) are rare in the UK.

The site comprises circa 47 acres gross. It 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 used by cyclists/ walkers/runners.



Aerial photograph of Liverpool and the Mersey Estuary showing Wirral Waters on the Left Bank of the River.

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 the Birkenhead Dock – part of the Port of Liverpool.

Peel Ports Liverpool is one of the largest, busiest and most diverse ports in the UK.

It is home to Liverpool2, a £400m+ deep-water container terminal located at Seaforth.

PASSENGER RAIL

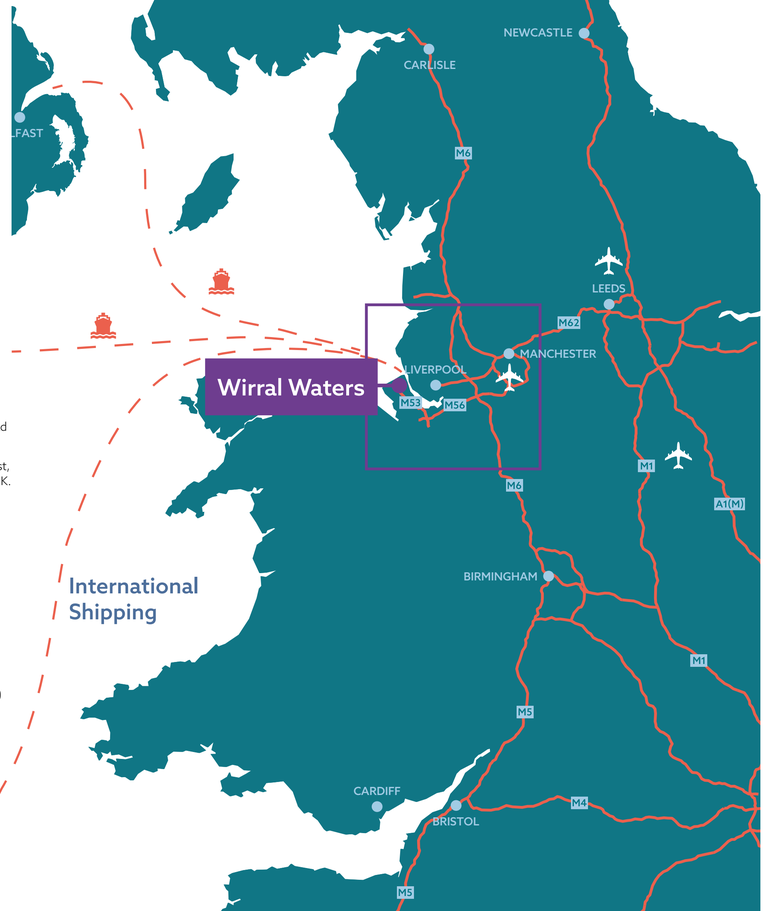
2 minute walk to Birkenhead North on the Merseyrail network.

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

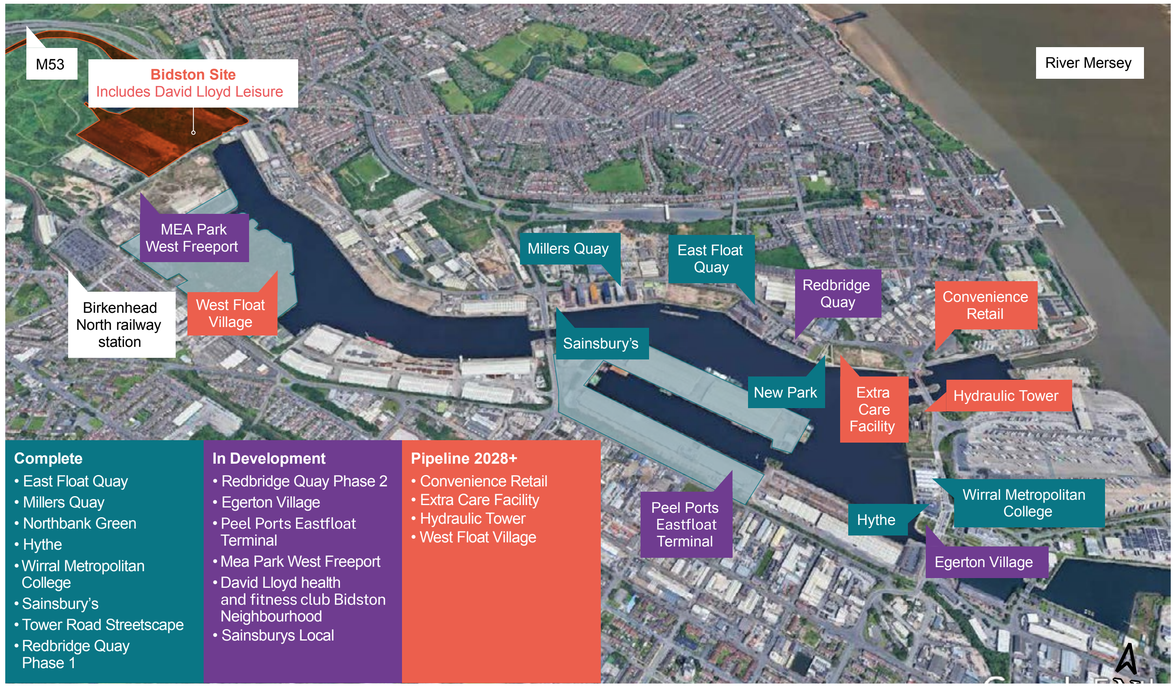
AIR

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

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



OVERALL MASTERPLAN



Complete
- East Float Quay
- Millers Quay
- Northbank Green
- Hythe
- Wirral Metropolitan College
- Sainsbury's
- Tower Road Streetscape
- Redbridge Quay Phase 1

In Development
- Redbridge Quay Phase 2
- Egerton Village
- Peel Ports Eastfloat Terminal
- Mea Park West Freeport
- David Lloyd health and fitness club Bidston Neighbourhood
- Sainsburys Local

Pipeline 2028+
- Convenience Retail
- Extra Care Facility
- Hydraulic Tower
- West Float Village

WIRRAL WATERS KEY PROJECTS

BIDSTON



DAVID LLOYD LEISURE

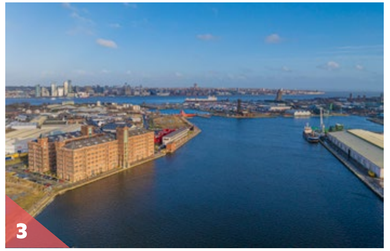
NORTHBANK



REDBRIDGE QUAY PHASE 1



REDBRIDGE QUAY PHASE 2



EAST FLOAT QUAY



MILLERS QUAY

MEA PARK WEST



MEA PARK WEST

FOUR BRIDGES



HYTHE



HYDRAULIC TOWER



EGERTON VILLAGE

WEST FLOAT VILLAGE



WIRRAL MET CONSTRUCTION COLLEGE



WEST FLOAT VILLAGE

A GREAT LEISURE OPPORTUNITY

WALLASEY BRIDGE ROAD



15 MINUTE DRIVE TIME RADIUS

DEMOGRAPHICS

HOUSEHOLD COMPOSITION IN TARGET AREA

Year	Count
One Person Household: Aged 66+	18,288
One Person Household: Aged Under 66	30,038
One Family: All Aged 66+	9,562
Married/Civil Partnership: No Children	10,358
Married/Civil Partnership: Dependent Children	12,623
Married/Civil Partnership: Non-dependent Children	6,870
Cohabiting Couple: No Children	7,282
Cohabiting Couple: Dependent Children	5,710
Cohabiting Couple: Non-dependent Childre	990
Lone Parent: Dependent Children	11,944
Lone Parent: Non-dependent Children	6,805
Other Household Types: Dependent Children	2,574
Multiple-Family: Dependent Children	2,575
Other Household Types: Other (Incl Full-time Students & Aged 66+)	7,282
Total	**130,361**

WHO LIVES IN THE AREA

Age	Count
Under 15	51,828
Age 16-64	202,278
Age 65+	56,750
Total	**310,856**

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

Social Grades	%
AB	16.6
C1	33.9
C2	19.9
DE	29.6
Total	**100**

EMPLOYMENT WITHIN THE AREA

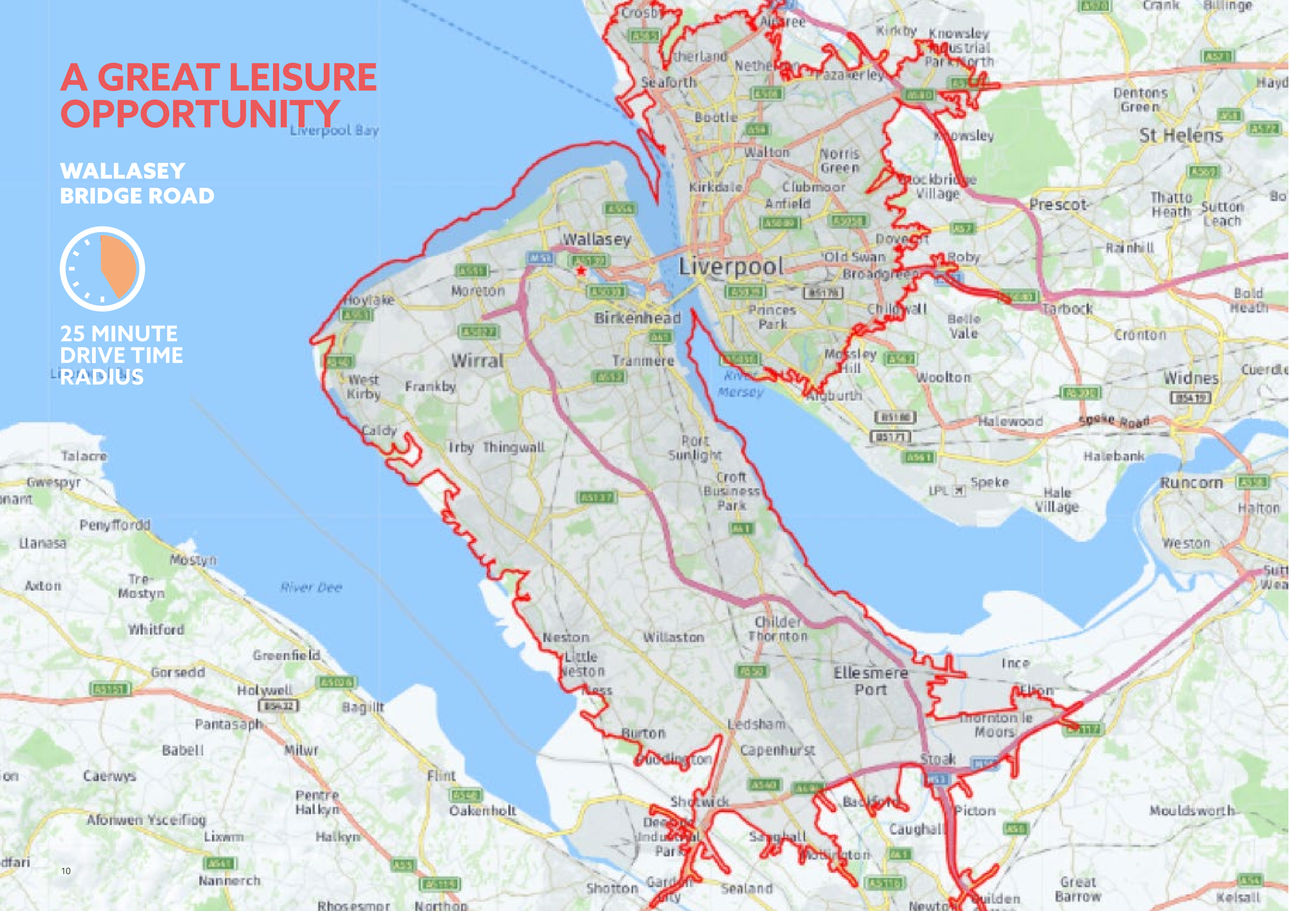
Employment Type	%
Full-time	30.36
Part-time	11.61
Self-employed	6.40
Total	**48.37**

Source – Local Insight England Custom Report July 2026

A GREAT LEISURE OPPORTUNITY

WALLASEY BRIDGE ROAD

25 MINUTE DRIVE TIME RADIUS



DEMOGRAPHICS

HOUSEHOLD COMPOSITION IN TARGET AREA

Year	Count
One Person Household: Aged 66+	50,256
One Person Household: Aged Under 66	83,336
One Family: All Aged 66+	26,757
Married/Civil Partnership: No Children	29,867
Married/Civil Partnership: Dependent Children	38,410
Married/Civil Partnership: Non-dependent Children	20,699
Cohabiting Couple: No Children	21,698
Cohabiting Couple: Dependent Children	16,652
Cohabiting Couple: Non-dependent Childre	3,089
Lone Parent: Dependent Children	33,217
Lone Parent: Non-dependent Children	20,411
Other Household Types: Dependent Children	7,904
Multiple-Family: Dependent Children	7,902
Other Household Types: Other (Incl Full-time Students & Aged 66+)	14,949
Total	**375,147**

WHO LIVES IN THE AREA

Age	Count
Under 15	153,509
Age 16-64	572,305
Age 65+	159,000
Total	**884,814**

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

Social Grades	%
AB	17.2
C1	33.8
C2	19.7
DE	29.3
Total	**100**

EMPLOYMENT WITHIN THE AREA

Employment Type	%
Full-time	31.42
Part-time	11.88
Self-employed	6.67
Total	**49.97**

Source - Local Insight England Custom Report July 2026



PLANNING

In Wirral Councils Local Plan, the Bidston site is earmarked for Leisure and associated uses. Spatially, the site could support circa 750,000-850,000 sq ft of leisure and ancillary retail use subject to planning. It could also support other uses including manufacturing, R&D and education, again, subject to planning. Peel Waters have retained Eden Planning as Planning Consultants should there be any queries regarding planning processes and specific uses.

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 centres, which will mean achieving a high quality and distinctive offer. Additionally, the education, training, employment and sustainability credentials of Bidston will be essential to create the right balance to 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 ancillary retail provision may be acceptable subject to planning.





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.

VISITOR ECONOMY

Driving growth also means capitalising on the Visitor Economy. The 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. Recent tourism research has found that in the Liverpool City Region:

- 7.8% increase in visitor numbers 61.5 million
- £6.834 billion economic value in 2025 up 9.3%
- Tourism supports 57,591 jobs up 4.2%

Wirral Peninsula's tourism sector is currently worth £547.5 million, employs 4,825 jobs and attracts 6.91 million day visitors each year.

Source: STEAM tourism research 2025

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 are 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 Lairdside 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 premiership 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.

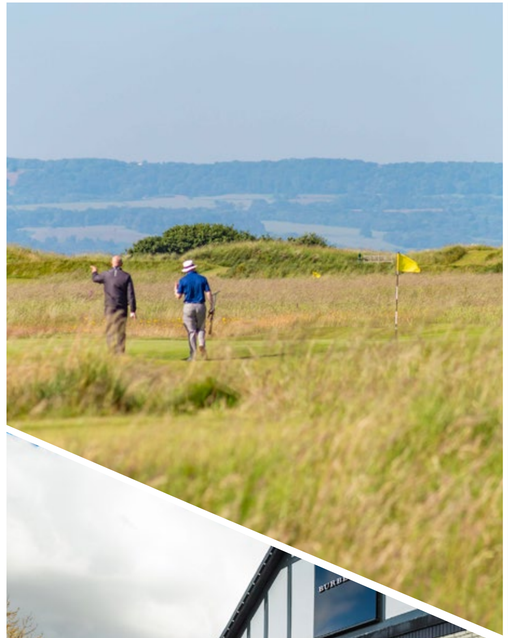
www.visitliverpool.com
www.visitwirral.com

The LCR LEP (Local Enterprise Partnership) have a leisure/Visitor Economy department who can assist with further demographic statistics.

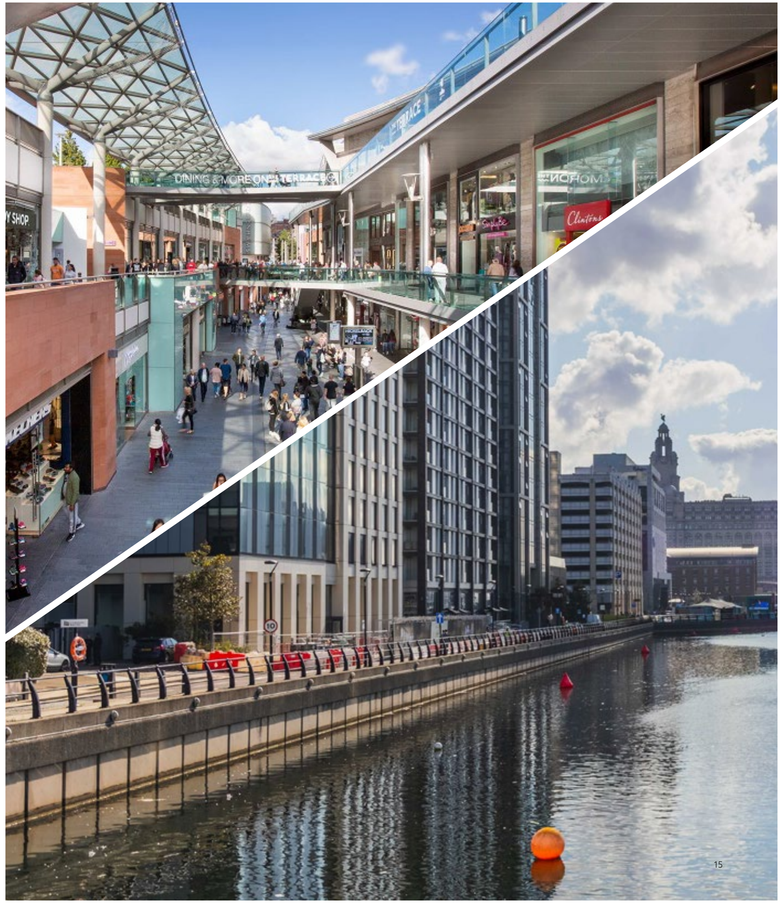
www.lepnetwork.org.uk/liverpool-city-region











A GREAT PLACE TO BE

Wirral Waters offers an opportunity to be part of one of the largest and most exciting regeneration projects 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 the first 5 star hotel in the region, 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.



PEEL WATERS

WIRRAL WATERS IS A PEEL WATERS AND PARTNERS PROJECT

Peel Waters 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, The Trafford Centre, MediaCityUK, Liverpool Waters and TraffordCity.

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

Wirral Met College Since 1855 · Homes England · Liverpool John Moores University · Wirral · Liverpool City Region · Metro Mayor Liverpool City Region · Project Part Financed by the European Union European Regional Development Fund · UK Trade & Investment · Enterprise Zones · wirralchamber of commerce · The Mersey Forest · Department for Business & Trade · Forestry Commission England · Ministry of Housing, Communities & Local Government · Liverpool City Region Local Enterprise Partnership · PIC · Peel Waters Waterside Regeneration

Wirral Waters

ABOUT PEEL WATERS

Peel Waters is a UK-wide portfolio of vibrant and innovative waterfront developments. Each site is carefully brought forward to regenerate its unique waterside setting, creating thriving, community-led destinations.

The portfolio began with the delivery of MediaCity at Salford Quays and now spans more than 900 acres across six UK locations. Developments focus on large-scale regeneration, delivering new homes, jobs, economic growth and high-quality public realm.

Peel Waters works in partnership with leading developers, designers, construction firms and investors to deliver sustainable, well-connected neighbourhoods.

Peel Waters is part of Peel Group, a family-run business that has operated across the UK for over 50 years.

THE PEEL WATERS PORTFOLIO:

Chatham Waters | Glasgow Waters | Liverpool Waters | Manchester Waters | Trafford Waters | Wirral Waters

www.peelwaters.co.uk









OUR VALUES

DELIVERY

We are committed to delivering long-term, high-quality regeneration. From new housing and commercial space to world-class public realm, our track record positions Peel Waters as a trusted regeneration partner.

Every Peel Waters site is designed to maximise its waterfront setting, unlock economic potential and create well-connected communities with excellent transport links.

PARTNERSHIPS

Collaboration is central to our approach. We work with leading developers, architects, construction partners, investors and local authorities to deliver sustainable, future-proofed regeneration schemes and offer a housing type for everyone.

Through strong public and private sector partnerships, we create neighbourhoods shaped around community needs and long-term social value.

PRIDE

We take pride in the places we create and the people who help us deliver them. Each Peel Waters destination celebrates local heritage while driving forward a bold future, reconnecting communities with their waterfronts and providing new opportunities for culture, wellbeing and education.

For more information please call, email or visit our website

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PEEL WATERS

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