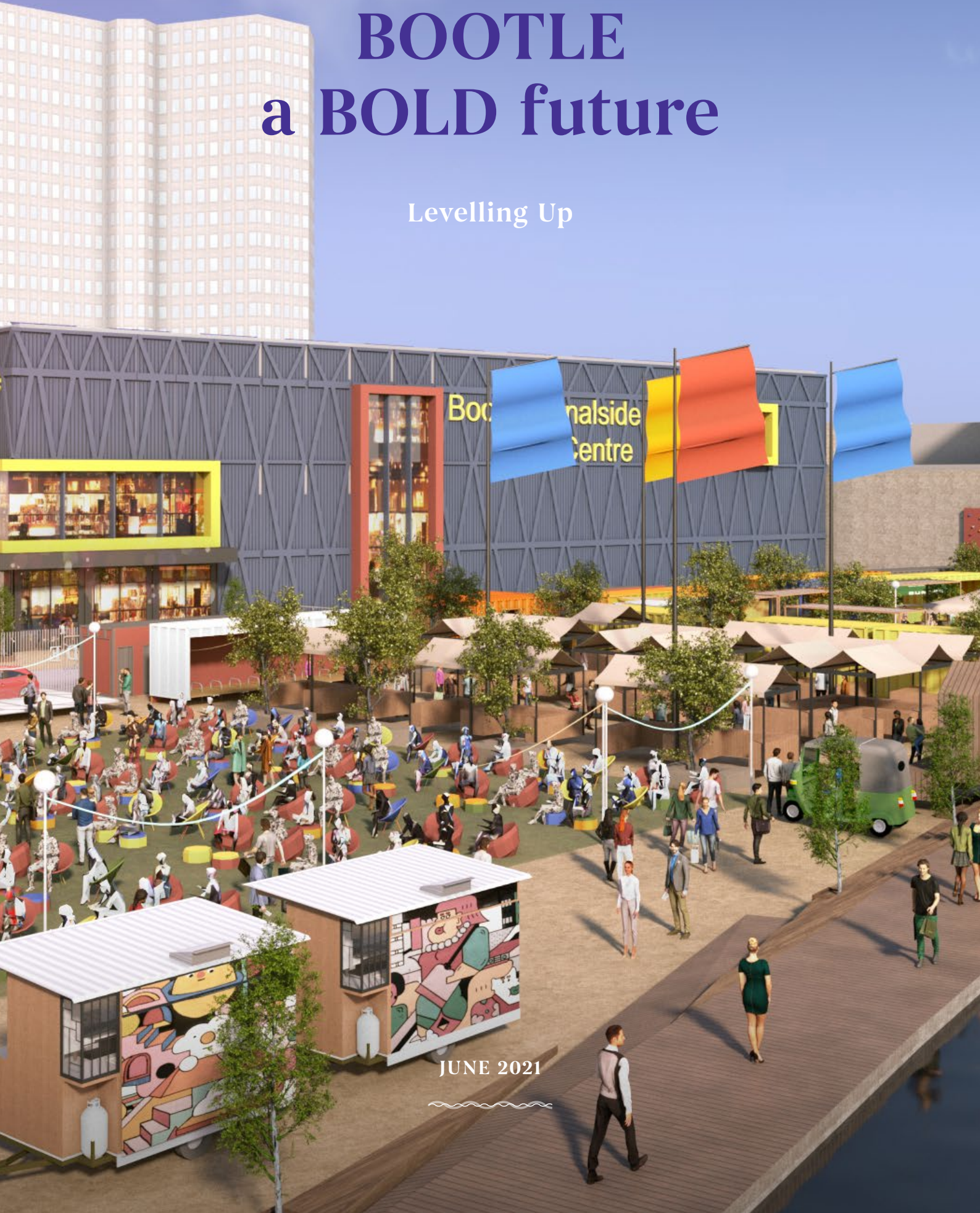


BOOTLE a BOLD future

Levelling Up



JUNE 2021



a BOLD future Bootle Canalside

a unique Virtual Reality visitor attraction – the first in the North of England, hi-tech leisure offerings, restaurants and a vibrant bar, urban gardens, markets, makers' spaces, events spaces for live performances and match day experiences



For the community

For living

For business

For visitors

For learning

For the environment

For health & wellbeing

For Bootle and beyond

BOLD

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Foreword / Introduction

We are delighted to have the opportunity to submit a bid for Levelling Up funding for Bootle – not only on behalf of Sefton Council, but on behalf of the whole town. In Bootle Canalside, we are confident that our submission comprises a transformative project unlike any other town, or any other bid.

The rationale for levelling up is recognised, and we would passionately argue that there is no place in the country where such need is greater than Bootle, an area which includes some of the most deprived wards in the UK. This is an economy with severe existing challenges, exacerbated not only by the COVID-19 pandemic, but also by the loss of more than 3000 HMRC jobs and more than 2,200 Santander jobs to the town.

The etymology of the name Bootle derives from the Anglo-Saxon Bold. This succinctly articulates our intent – to be bold, innovative, distinctive, and reflective of our town and its proud and passionate community.

The response of communities to the Bootle Canalside project has been incredibly positive. This is part of an ongoing conversation with partners and communities across Bootle about the town and its future, and we remain committed to continued consultation and engagement as project development and implementation continues.

Our objective is to deliver a scheme that supports the transformation of Bootle’s town centre. Recognising the employment opportunity and footfall lost to the town centre in recent years, this project delivers a destination for local people and visitors alike, making better use of assets such as the Leeds – Liverpool Canal, diversifying the town centre offer, and delivering an anchor project to catalyse increased footfall and inward investment. However, most importantly, it will reflect the distinctiveness of this town. This project is bold, innovative, and reflective of our town and its proud and passionate community.

Our mixed-use scheme is anchored by a unique leisure offer for residents and visitors to the town and to the Liverpool City Region. The “Fly Over Britain Flying Theatre” will be a unique proposition, forming an important part of the region’s visitor offer with the city being only 10 minutes away by train. This immersive experience will provide customers with a birds-eye view of our wonderful country.

Moreover, it will capture and celebrate the history of Bootle and the Liverpool City Region, telling the story of the impact of the Blitz on Bootle for example in an engaging and interactive manner that engenders

local pride and helps preserve and share important parts of our local history.

Thirdly, this leisure offer will include entertainment and virtual reality experiences linked to Everton Football Club, who are supportive partners of this bid and project. The Bootle Canalside site on which this scheme will be based is within walking distance, along the Leeds – Liverpool Canal, of the new Bramley Moore Dock Stadium. Bootle Canalside will provide a food, beverage and leisure offer for matchday supporters and visitors, while being located alongside a green transport hub that could be transformative for the football club’s carbon footprint.

One could argue that this type of destination and attraction could be anywhere – so why not Bootle?

However, this could only be in Bootle – a unique proposition, for a proud and passionate community, in an area in significant need of Levelling Up funding support.

On behalf of Sefton Council, and all residents of this wonderful town, we look forward to starting a conversation with Government about co-investment in our town through the Levelling Up Fund.

The Place - Bootle

Until the Victorian era, Bootle was an area of scattered villages and hamlets with an 18th century (Leeds-Liverpool) canal running through it, and close to the sand dunes and beaches of the River Mersey Estuary.

The expansion and development of Liverpool’s docks northwards in the 19th century led to the rapid urbanisation and development of the areas of Bootle, Litherland and Seaforth to house the new, largely Welsh and Irish immigrant workforce. As a result the area has a legacy of large numbers of high density Victorian and Edwardian terraced housing. The Liverpool, Crosby and Southport Railway also arrived in the 1840s and Bootle experienced rapid growth. By the end of the 19th century the docks had been constructed along the whole of the river front as far as Seaforth Sands to the north, and the town became heavily industrialised.

The area continued to grow and change through the 20th century. This typically included major postwar redevelopments of housing and commercial areas and new lower density, mostly Council, housing built at the edges of the urban area during the 1960s. The heart of the town was redeveloped (replacing the extensive legacy of WW2 bomb damage) and the 'Bootle New Strand' indoor shopping centre was opened in the late 1960s. At the same time, a new office sector was developed across the new town centre.

Most of the Port of Liverpool is situated in the Bootle constituency, including

the Seaforth container terminal and the Freeport. Bootle is therefore an important gateway for trade with Ireland, America and the Far East. The Port of Liverpool has delivered plans for further expansion including the new £400m Liverpool2 deep river berth for ‘post-Panamax’ vessels which opened in 2016 (doubling the Port’s container capacity) and was recently announced by Treasury as one of the successful Freeport locations.

Bootle has a robust community and a strong local identity, it is one of Sefton’s two town centres, is both a municipal and administrative centre, home to a residential community of over 80,000, and a population of over 200,000 living within the town’s immediate catchment area. With its diverse economic base Bootle is a key commercial and office hub with over 5,000 office-based staff located in major employers within the office quarter. HSE, Office for Nuclear Regulations, Sefton Council and Hugh Baird College are amongst the biggest employers within the town centre.

Hugh Baird FE College occupies a campus of multiple sites, located on the edge of the town centre and circa 0.5 mile from the Canalside along the Stanley Road corridor. This provides a significant daily

influx into the town centre, with a wide range of courses and apprenticeships to around 5,000 learners, via its University Centre, A-Level College, SEN College, 14 to 16 Career College. Partnership with the Council is strong, and integral to the delivery of the town’s regeneration. Adjacent to the Hugh Baird campus sits the Grade II listed Bootle Town Hall, and Town Hall complex, which is the municipal base for Sefton Council. Plans to repurpose redundant parts of the complex (both the buildings and external spaces) remain under development as the Council also seeks to provide further investment at the southern end of the town centre.

The town is well connected, being 8 miles to the M57 and wider motorway network, has two stations with 9 minute/2 stop journey to Liverpool City Centre (on the Hunts Cross to Southport line), and a major bus interchange under the New Strand Shopping Centre which provides services to places such as to Liverpool City Centre, Southport, Maghull, Aintree, Crosby, Penny Lane and Allerton. It is also 10 minutes drive to Liverpool City Centre and cycle routes along the canal and main arterial routes provide a choice of means of transportation.

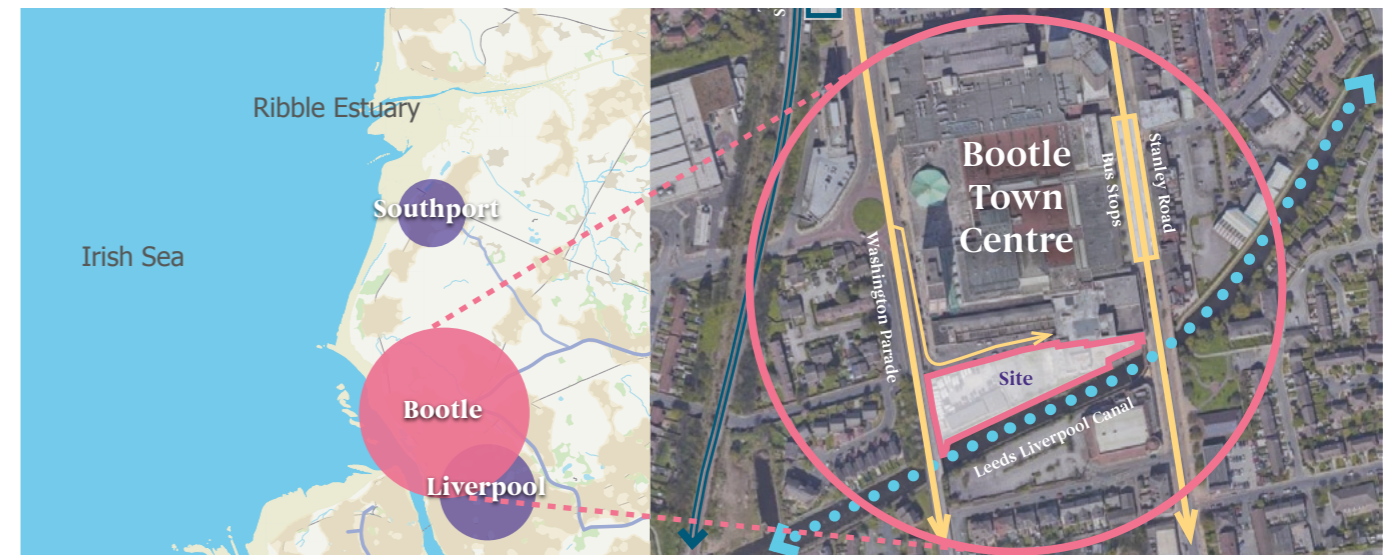
People First	Connected	Resilient	Green
A vision and strategy developed by Bootle’s community, for Bootle’s community, delivering positive economic and social outcomes.	Building on and strengthening transport and digital infrastructure, maximising the region’s existing assets, encouraging walking and cycling.	Supporting diversification of Bootle’s economy, building economic resilience and creating quality career opportunities for local people.	Aligning to Sefton’s climate emergency, and helping create and sustain an attractive environment in which to live, work, visit and invest.



Dwayne Johnson
Chief Executive
Sefton Council



Cllr Ian Maher
Leader of
Sefton Council



Why Now?

Bootle is a key strategic town in the Metropolitan Borough of Sefton, but concerns are great at this time given current economic circumstances.

Bootle is one of the most deprived towns in the country, and suffers significant health inequalities and poverty. Since the pandemic we have seen a number of businesses in the Town decide they will not re-open, and we have recently been informed that the HMRC, a major strategic anchor organisation in the town centre, will relocate to its Regional Hub in Liverpool. Their staff who have been working from home since the start of the pandemic will not now be returning to the Bootle office before the move to Liverpool. This means that circa 3,000 jobs will be lost to Bootle.

Furthermore, Santander have this year cancelled their proposed £75m investment in a new office campus for Bootle, which would have doubled their workforce in Bootle. Regrettably, they have determined to close their offices, with more than 2,200 further jobs lost to the town as well.

In 2019 Bootle was identified by the Customs and Brexit team as a key location

for their staff and circa 2,500 staff were to move into the area. However, we have recently been informed, albeit unofficially, that they are likely to locate elsewhere in the sub region. Therefore, close to 340,000 sq ft of floorspace will be vacated in 2021 across 3 large offices, one of which can take up to 6,500 staff. Overall, 64% of office floorspace (approx. 600,000ft²) within the centre is currently vacant. On 2019 take up rates, this is almost 40 years of office supply.

With more than 5,000 jobs lost to the town, many more besides in terms of future opportunity, and ¼ of retail units within the town centre now lying vacant, this has been a catastrophic impact upon the town centre economy in one hit, and we believe that it would be one of the worst-hit Covid towns in Great Britain.

Whilst the Council is doing everything in its power to mitigate these impacts it can't do it alone.

Already we have seen:

83.6%

at April 2021, the claimant count in Sefton was 83.6% higher than it was in March 2020, showing very slow signs of improvement.

15.1%

at April 21, 15.1% of claimants 18-24 yrs old

This is unquestionably a town that should be a priority for Levelling Up Funding. Significant support is required, and the opportunity to further discuss these challenges, and to share some of the ideas and opportunities we'd envisage to support recovery and retention of key businesses would be welcomed. The Bootle Canalside scheme is a vital opportunity in this respect.

Wider Challenge



Economic Recovery



Diversify & Broaden the Offer



Bootle claimant count
10% against 7.3% in Sefton
and 7.2% UK

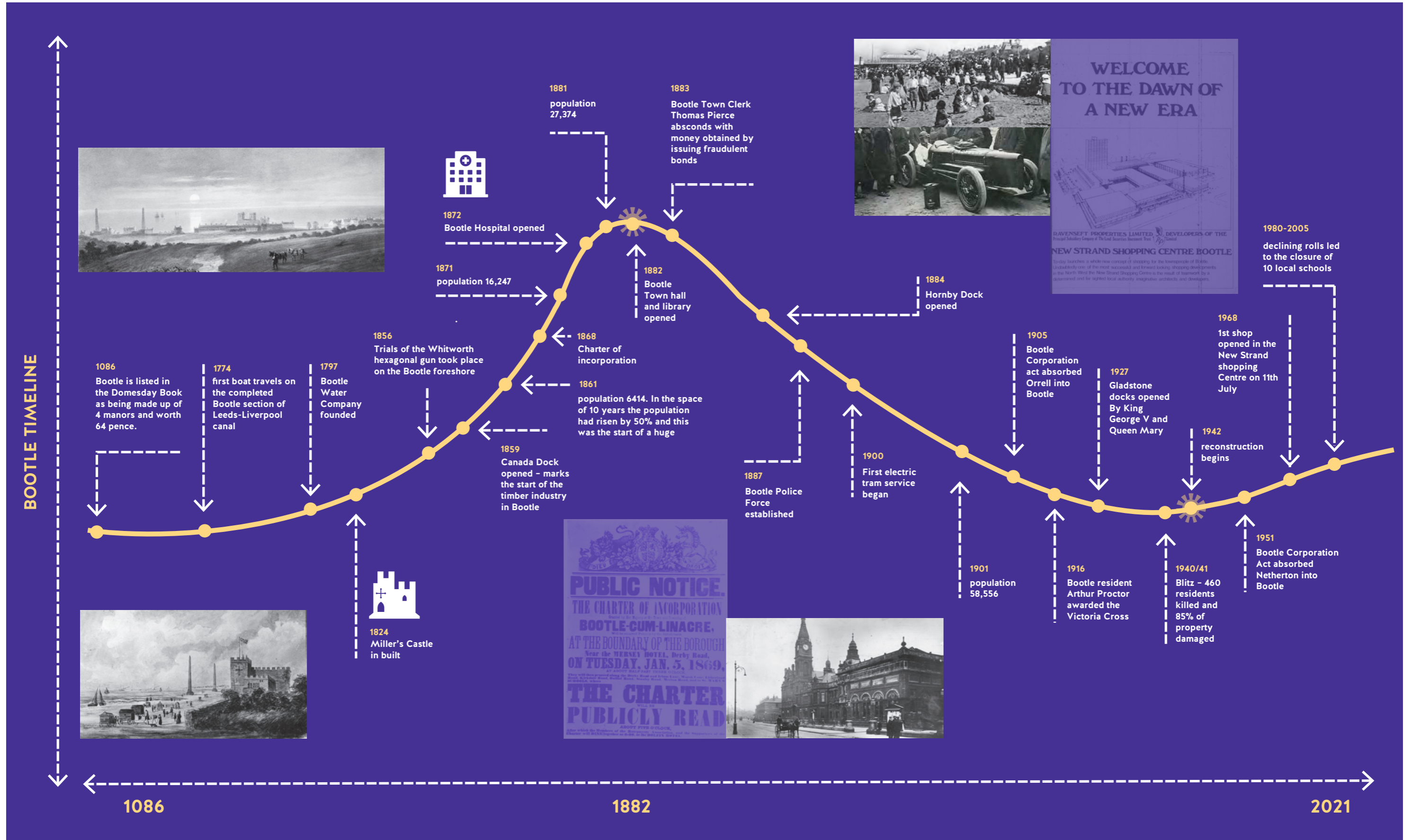


c.30% over supply of
retail space in Bootle
Town Centre

28.9%

with NVQ4+ -
aged 16-64 = 28.9% in Bootle
against 43% in UK

History of Bootle



The Future

The current proposals for Bootle’s town centre will see the built environment and public realm transformed, with a new look and feel from a diverse mix of retail, leisure, food and beverage and recreation offers underpinning a vibrant, growing local economy with easily accessible local services and a unique and thrilling visitor attraction bringing new people in to the town and the wider City Region.

The fantastic natural community asset of the canal will be brought back in to full use, providing a wonderful natural environment for quiet recreation, walking and cycling as well as for water based leisure activities encouraging active travel and healthier lifestyles.

The canal will add to the town’s already excellent public transport connectivity providing a ‘blue-green highway’ between Bootle and the new Everton Football Club

stadium at Bramley Moore Dock, making the new recreation and leisure facilities an easy choice for football fans on match-day.

Bootle will have a fresh vibrant feel, a greener, more sustainable environment which encourages biodiversity and supports the different communities which it serves.

The Canalside development will act as a catalyst for further longer term investment in the physical environment and in business and people. The vision for Bootle of the future

People First

A vision and strategy developed by Bootle’s community, for Bootle’s community, delivering positive economic and social outcomes.

will fully reflect the pride and innovation of its people and communities. There will be new residential neighbourhoods and new businesses, especially around the growth area of the Freeport. Educational opportunities and facilities will follow the economic recovery and growth, making full use of the new technology facilities available. The Strand Shopping centre, a cornerstone of the town centre, will be transformed to diversify its offer with more leisure and food and beverage, supporting a night-time economy, as well as town centre

living, education, health and other community services to accompany the retail, all tailored to the needs of local people.

Bootle of the future will have a thriving centre serving and supporting its many neighbourhoods and roles as a centre, where services are easily accessed.

This investment, development and growth will be designed to be as green as possible, making a BOLD leap forward towards Sefton’s net-zero carbon targets.



- Enhanced and improved quality shopping environment
- New employment in growth sectors, including the maritime sector and Liverpool Freeport.
- Extensive and fun recreation and leisure events and activities for local people and visitors.
- A place with a thriving daytime and evening economy.
- Taking full advantage of the canal corridor and three central public parks.
- Ideal for walking, cycling and active travel - a sustainable and well-connected town centre.
- Digitally connected exploiting the local data centre and city region digital ambitions.
- Engaged with its local communities, who play a central role in the town’s transformation
- Known for its community cohesion and resilience.

A BOLD step forward

Bootle Canalside is a BOLD, unique project to help transform Bootle Town Centre in a town already in the top 1% of highest deprivation in the UK that has been one of the hardest hit by COVID. The pandemic has severely impacted local business and people; and with the departure of major government and private sector employers Bootle will see the loss of c.5,500 local jobs.

The Bootle Canalside initiative will quickly generate new energy and optimism attracting more visitors to the town (and the wider City Region), increasing footfall on the High Street and creating new jobs.

The scheme will also provide a cornerstone and catalyst for a much larger, longer term programme of transformation in Bootle,

which will see further diverse offers in the town centre driving new inward investment and positive economic and social outcomes in a place of great need.

The 'First Stage' of this project is already underway to help kick-start Bootle's recovery. This early work will quickly bring the fantastic natural asset of the

canal back in to full use, for water-based leisure activities, walking and cycling. It will create a new 'blue-green highway' along the canal to the new Everton Football stadium at Bramley Moore Dock. The First Stage will also regenerate a derelict area of brownfield land that has blighted the town centre for years.



£1.6m

Co-funding from Sefton Council and LCR

5,470 sqm

New public realm and flexible community and event space and a major new hi-tech facility

£16m

Estimated total investment

The First Stage Waterside Leisure & Recreation



Status: Complete by Xmas 2021

Underway: demolition pre-development complete and ready to move quickly to delivery with funding. Complete by Xmas 21

Investment: £4.4m

£1.6m already invested by SMBC for land assembly, design, demolition and making good of the derelict brownfield site.

£2.8m LUF funding required to deliver new public realm, urban gardens, pedestrian access from Stanley Road, canal footpaths, infrastructure for food and makers markets, informal food and beverage venues

The 'First Stage': complete by Xmas 2021

The creation of a vibrant recreation and leisure area by the waterside of the Leeds and Liverpool canal, transforming a derelict site and bringing back in to full use the use the fantastic natural asset of the canal.

The 'Second Stage': complete by Xmas 2022

The construction and launch of a new hi-tech digital and Virtual Reality venue hosting a unique visitor attraction and providing places for technology enhanced 'competitive socialising' as well as delivering an indoor food and beverage offer that will complement to the gaming activities inside and the more informal F&B offer along the waterside.

The scheme builds on and strengthens the transport and digital infrastructure of Bootle, has a strong focus on the natural environment and has great support from local communities.



Land assembly, design, demolition and making good of the derelict brownfield site: c.£1.6m investment funded by Sefton Council and the Liverpool City Region Combined Authority

Development of new public realm, urban gardens, pedestrian access from Stanley Road, canal footpaths, infrastructure for food and makers markets, informal food and beverage venues: c. £2.8m investment to be funded by Levelling Up Fund.



Beautiful new public realm throughout the year



Informal food and drink offers will complement hosted events:

- food and beverage markets / makers ('farmers') markets;
- 'pop-up' cinema nights (mostly in summer) with inflatable screens;
- music and comedy events (in temporary 'Big top' facilities in the events space);
- 'pop-up' big-screen cinema and 'match-day' events to complement the new Everton football stadium at Bramley Moore Dock, just a short cruise or pleasant walk down the canal;
- Xmas market and temporary ice-rink.



The waterside site when developed will provide beautiful new public realm throughout the year, including urban gardens and a climbing wall. These will be accompanied by new facilities for informal food and drink, complementing hosted events that align with the seasons and weather.

The offer will be curated by working with local traders to ensure there is a net additionality and the waterside offer is complementary to established local businesses and targeted with appropriate price points whilst ensuring a high quality offer and facilities.

The council has established a Partnership Charter with the Canals and Rivers Trust to maximise the value gained from bringing the canal back in to full use as a fantastic natural local asset. This will help to deliver a step change in the quality of the environment in the town centre and provide a new / improved 'blue and green infrastructure' in the centre of town for the benefit of the community and visitors.



Working with the Canals and Rivers Trust there are plans to improve the tow-paths and the navigability of the canal all the way from the moorings to the north of Bootle to the '4-locks' by Bramley Moore Dock, enabling a 'blue-green' highway between the facilities in Bootle and the new Everton Stadium, including improved walk-ways, cycle-ways and 'canal-taxi' services.

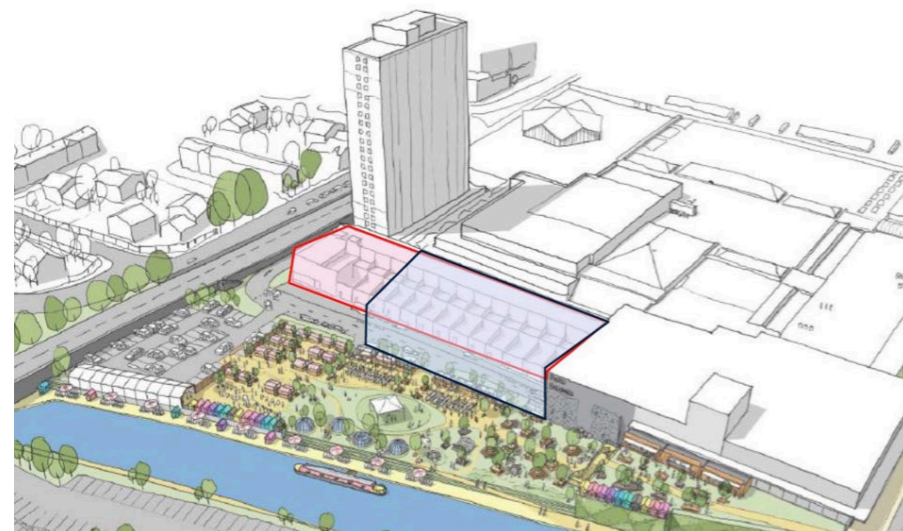
Rapid delivery to 'kick start' the recovery – complete by Xmas 2021.

The First Stage waterside component of the scheme has been designed to be implemented quickly to help 'kick-start' Bootle's recovery following the pandemic, with an initial offer available from summer 2021 subject to planning and funding for implementation.

Bootle Canalside - Task	2020					2021											
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Levelling up Funding Bid & decision																	
First Stage																	
Canalside site acquisition																	
Canalside site demolition & basic make good																	
Concept development (including Soft Market Testing)																	
Commission & develop designs																	
Planning Application																	
Detailed design (including content programming)																	
Contractor Procurement																	
Construction																	
Mobilise and Go-live																	

Unique, Hi-tech digital venue (complete by Xmas 2022)

The ‘Second Stage’ of the Bootle Canalside Project, which is ready to move to more detailed design then delivery will clear other derelict buildings adjacent to the waterside site to make space to develop a unique digital and Virtual Reality (VR) facility.



This will provide an exciting hi-tech venue for visitors, local people and local business that will be a major new attraction helping to drive even greater footfall and economic activity in Bootle and the wider City Region.

The scheme builds on and strengthens the transport and digital infrastructure of Bootle, has a strong focus on the natural environment and has great support from local communities.

This Stage of the Project includes the demolition of the now derelict ‘Palatine’ building, opening up access to the First Stage waterside site and the canal from The Strand Shopping Centre and the west of the town (area shown in red).

The demolition will also create a site on which a new hi-tech facility will be constructed (area shown in blue).

This new venue will be exciting and extraordinary, putting Bootle on the map

for visitors and businesses and reflecting the pride and innovation of the Bootle community. Unique to the North of England (there is only one other ‘Flying Theatre’ in the whole of the UK, in Windsor), the proposed development will include three complementary components designed to maximise the number of visitors to the venue and their dwell time, generating economic activity and reanimating the town.

Component 1: a unique, hi-tech visitor attraction

Using the latest ‘Dome and Projection’ systems and hydraulic robotics, the visitor attraction will provide visitors with an ultra-high quality 3D Audio Visual experience totally immersing them in a technology simulated realist experience.

The attraction will include a ‘Flying Theatre’ and a ‘Time Travel Tunnel’.

Second Stage



Flying Theatre

The Flying Theatre attraction uses a robotic hydraulic platform to create the feeling of flying through over and through a place, projected on a huge dome screen wrapped around the participants who are moved up and down, back and forth and sideways to both sides, with their legs dangling free, creating a sensation of genuinely flying.

The first audio-visual offer from the Bootle Flying Theatre will be a ‘Fly-over Britain’ experience showcasing the geographic and cultural beauty and diversity of the British Isles.

Over-time, new audio-visuals can be created for use in the flying theatre to ensure the offer remains fresh and exciting.

This technology also provides the potential for non-leisure uses, for business and education, such as, for example, ‘flying through’ a range of different urban environments as part of business training or a college course on urban design and master-planning.



Time Travel Tunnel

The Time Travel Tunnel

The ‘Time Travel Tunnel’ is a dynamic, totally immersive experience that takes sensory and physical simulation – and stimulation – to a new level! Visitors take their seats on a simulator vehicle and are taken on a virtual journey through places and through time with additional sensory stimulants including physical drops, dynamic motion, blasts of air, water spray, vibrations, dramatic light, all encased in surround sound and wrap around 3D film projected to the front and both sides of the vehicle combining to give the most realistic experience.

The first audio-visual offer from the Bootle Time Tunnel will be a ‘Journey through the History of Bootle and Liverpool’, including an experience of the Blitz.

As with the Flying Theatre, over-time the audio-visual journeys can be changed to ensure the offer remains fresh. Also, like the Flying Theatre, the technology lends itself to non-leisure uses, including as a highly engaging and impactful way of teaching subjects, especially history, geography and astronomy.

Component 2: fun and exciting digital and VR ‘Competitive Socialising’

The proposed second element of Bootle’s new hi-tech venue is a vibrant space and events to bring people together to play games enhanced by digital and VR technology to enable ‘Competitive Socialising’.

The ‘Competitive Socialising’ spaces will include areas for ‘Digital and VR Gaming’ and a ‘Bar and Game’ hospitality space.

Digital and VR Gaming

This element of the new competitive socialising offer will cater particularly well for the younger demographic. Social environments equipped with VR simulator-based gaming technology will offer fun games that lend themselves to friendly competitions, such as:



- ‘VR treadmills’ for competitive adventures in exotic and fantasy places
- 5D racing simulations
- Vehicle and machine driving and operating simulations

Digital and VR Gaming is growing in popularity and represents a good prospect for landlords and operators appealing to a wide range of customers from students to millennials and young urban professionals as well as families on a fun day out.

As well as representing a popular attraction that will bring local people and visitors in to the town centre, and help to keep those who visit there for longer, the games generate a strong revenue stream to underpin the investment case.

To celebrate the area’s sporting heritage, cater for ‘match-days’ and to link the venue thematically (as well as physically via the canal) to the new Everton Football Club stadium being built on a similar timescale at Bramley Moore Dock, the technology will also be used to host a variety of football events, including 4D screenings of the match alongside football related quizzes and other games.

Again, this digital and VR gaming concept has been designed with the potential to use the technology not only for leisure and entertainment but also to support education and business wherever possible. Whilst certainly fun, vehicle and machine simulators, for example, have the potential to be used as part of the training of new operators, perhaps for the early stage training of crane drivers at the growing Liverpool Docks.

The ‘gaming spaces and equipment will be fully flexible, allowing alternative offers to be rotated to maintain interest and repeat



custom, including other fun, digitally enhanced game formats:

- VR enhanced ‘against the clock’ escape rooms where teams of people try to escape from being ‘locked’ in a room that is presented on a theme, such as a nuclear bunker or a sinking pirate ship, by solving clues and puzzles. These offers are proven to appeal to all ages, genders and physical abilities that can be enjoyed by the whole family.
- Mini ‘urban indoor golf’ with imaginatively themed layouts, neon lighting, technology, music, which when combined with an adjacent food and drink offer caters for both family and night time customers.

Hi-tech ‘Bar and Game offer

To cater for the more mature demographic, especially the after-work and evening customer, enabling the growth of a night-time economy in Bootle, the hi-tech venue will include a fun, lively bar with digitally enhanced social games available in a vibrant environment, providing an option for a whole evenings’ entertainment with extended dwell times.

The new trend for ‘Bar and game’ formats is a growth market with innovative new operators coming on over in the past few years providing cool environments and digital facilities for bringing together groups of friends to play a game over a drink rather than just standing in the bar. Popular games include digital table tennis, shuffle board, table-top curling and axe throwing! With individual operators constantly innovating to attract and retain custom, this kind of offer would significantly enhance and help to diversify the retail dominated offer that has been the mainstay of Bootle Town Centre for years, which has been decimated by COVID with household names in administration and rising numbers of vacancies.

Component 3: complementary food and beverage offer

The final element of the new venue is to provide an appropriate food and beverage offer to complement the hi-tech visitor attraction and the digital and VR gaming. This will also complement the more informal and al-fresco food and beverage offer to be launched as part of the the First Stage waterside part of the development, providing an indoor alternative for the occasional days when the sun is not shining in Merseyside!

The venue will include fully flexible spaces with all of the required mechanical and electrical fittings for between 4-6 food and beverage partners. This could include national brands such as Costa, Nandos, Wagamama, etc. as well as local traders.

The Benefits / Outcomes

£16 million investment into Bootle including LUF circa £14.4 million

Co-funding (Public Sector) £1.6 million

Jobs Created

Full Time	Part Time	Construction
125	50	266

Outputs



5,470 sqm

of new Canalside public realm and flexible community and event space;



1,000 sqm

of leisure and evening economy uses;



4,000 sqm

of Immersive technology and other VR leisure uses

The Impact

From recovery to reform, this project will be signifying the start of transformational change, reinventing a bold new future for Bootle. Delivered with and for the community, this project will help build strong partnerships that deliver real and lasting change.

The impacts of this project will be wide ranging from broadening out town centre uses and activities to utilising Bootle's Canal and waterside for the benefit of the local community. Encouraging wellbeing and more active lifestyles to address health inequalities it will also create a cleaner, greener and safer town centre for people to live, work and visit. It will enhance Bootle's environment, attract investment and help business recovery and growth as well as provide much needed jobs. More importantly, it will help Bootle's identity, change perceptions, improve cohesion and resilience.



Celebrating Bootle's history and identity



Creating amenity space which will support community growth, wellbeing and resilience



Creating an amenity space which will support residential development and community growth



Drive footfall, activity and vibrancy of town centre – increased spending in the town

A step change in the quality of the environment in the town centre. Working with the local community and creating strong partnerships

New / improved blue and green infrastructure in the centre of town for the benefit of the community

Flexible space to host businesses and events – eg. Relocated markets; makers markets; 'Match Days'; live music, community festivals

Creating an amenity space which will support residential development and community growth

Creating an evening economy and amenities which will attract business occupiers and potential support the current flagging office sector

Act as a catalyst for further development as part of the AAP / revised masterplan. As part of wider town centre Area Action Plan

Capture opportunities associated with the Freeport, tourism from Liverpool and the new cruise terminal, businesses and office workers who currently don't come to the town, new Everton stadium at Bramley Moore Dock, while also improving the lives of the existing community

Improved access and quality of public realm – pride in place, increased land values

Diversification of town centre uses

Drive footfall, activity and vibrancy of town centre – increased spending in the town

Improved cycling, walking, accessibility and town centre cohesion and improved public safety

Supporting Quotes

"I am writing to you to confirm my priority support for the Levelling Up Fund bid submission herein for Bootle town centre. Having considered the bid in the context of the Government's aims for the Levelling Up Fund, I would therefore like to commend to you the submission prepared for Bootle.

This submission comes to you with support from a wide range of local stakeholders who passionately believe that this bid could potentially have a significant and transformational impact on the prospects for Bootle, its residents and local communities, and help drive the much-needed change this area deserves to help bring it level with the rest of the UK and contribute positively to the regional economy"



Peter Dowd
Member of Parliament,
Bootle Constituency

"This ambitious and transformational project will create a high quality, public realm area adjacent to the currently underused canal, enabling a variety of flexible uses for the community. The LCRCA is investing match funding into this project to enable site acquisition and clearance and is also financially supporting the masterplanning and strategic proposals for the wider town centre regeneration.

Town centres are a key strand of our LCRCA economic strategy, and I am excited by the opportunities arising from this project. Not only will it provide an immediate boost to the local economy through job creation, but it will act as a catalyst for wider investment. We have seen through our investment in for example, the Shakespeare North Playhouse in Prescot, how investment in culture and community facilities reshapes perceptions of a locality and brings forth investment. Bootle lies adjacent to key investment opportunities including Liverpool Waters and Bramley Moore Dock Everton Stadium, as well as being only 10 minutes by train from Liverpool City Centre. The town is undergoing economic change but has strong fundamentals to enable it to revitalise its offer and thus benefit its community."



Steve Rotherham,
Metro Mayor
Liverpool City Region
Combined Authority

"The social and economic challenges in Bootle are severe and in the last 2 years made more severe through relocation of Government office out of the town and the challenges in the retail market - all exacerbated by the covid pandemic. Collectively we are determined to build on the strong fundamentals of the town to enable it to revitalise and benefit the wider community and this project will not only provide an immediate boost to the local economy through job creation, but it will act as a catalyst for wider investment."



Asif Hamid MBE,
Chair Liverpool LEP

"Within an increasingly competitive investment market, there is a need to diversify and optimise opportunities available both to address vacancies and generate additional market opportunities.... We are acutely aware of the challenges the town centre faces both in terms of viability and longer term sustainability, particularly in face of changing times for retail and commercial investment. We therefore wish to support Sefton Council's bid for additional government support for Bootle.."



Ruth Moorhouse,
Director, Ellandi

"As a key Stakeholder in Bootle and home to over 5000 students within the town centre, we are a substantial and significant investor and education provider in Bootle which provide support to many local residents as well as students from all over Merseyside. Hugh Baird is also a partner on the Bootle Task Group and are supportive of the Council's ambitions to transform Bootle and help provide a more inclusive and sustainable town centre which serves the communities - residential, business and educational around it."



Rachel Hennigan,
Hugh Baird College,
Port Academy and
University Centre



"Sefton Council's wider town centre transformation ambitions will require all town centre stakeholders to work together and it is in this vein we are supporting this LUF bid submission for government assistance to help Bootle's ambitions for change."

Angela White OBE FRSA, Sefton CVS

"Known as 'The People's Club', Everton and our official charity has a long-track record of working with our supporters, partners, stakeholders and local communities to invest in and improve our localities and, ultimately, better people's lives. [Bramley-Moore Dock stadium] a new home for Everton presents a key opportunity for partnering with Sefton Council given the proximity and key linkages into Bootle and South Sefton (direct rail and bus routes, key road corridors, cycle lanes and pedestrian routes along the Leeds Liverpool Canal). With many of our supporters residing in Sefton, we are keen to develop fan-based support, engagement, community learning and development facilities which could benefit residents and businesses in South Sefton.

Everton Football Club and Everton in the Community would like to wish Sefton Council success in bidding for levelling-up funding and hope Government consider Bootle a qualifying case for support."

Richard Kenyon,
Director of Marketing, Communications and International,
Everton Football Club
Chief Executive, Everton in the Community



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For living

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