

REPORT:

Economic Development and Investment Support Material

 SEFTON COUNCIL | JUNE 2024

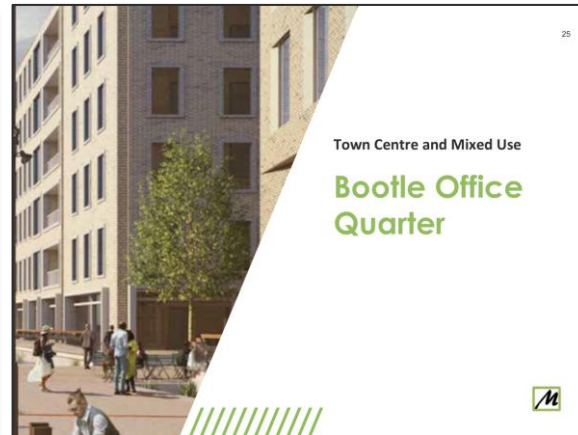


INTRODUCTION

- Nigel Wilcock
- Mickledore supporting the Council:
 - Economic strategy
 - Post-Covid Recovery
 - Data and Narrative for Investment



WORK PROGRAMME COMPLETED



EXEC SUMMARY DASHBOARDS



Part of the Liverpool City Region, Sefton is central to the UK with national road and rail connections, has access to two international airports and a major port



Sefton has huge potential in Health—190,000 people work in the industry in the commuting area



Sefton is an integral part of the LCR Investment Zone focussed on Life Sciences with Maghull Health Park as a key component of it.



Financial and Digital businesses can benefit from ultrafast, super low latency globally connected fibre network.



There is a potential to collaborate with Mersey Care, recognised as a national leader in digital mental health innovation, to create new, more effective models of care.



Located in close proximity to the Port of Liverpool and Liverpool City Region Freeport, presenting international investors a compelling opportunity to benefit from tax incentives.

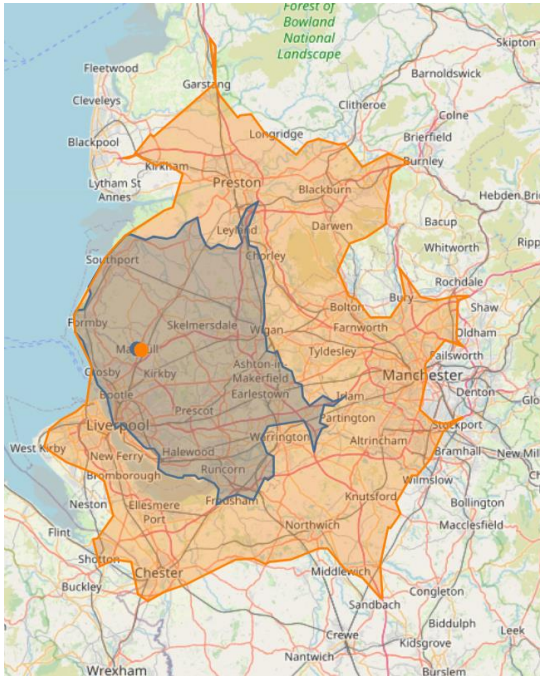
Sefton has nationally significant and differentiating assets in Mental Health and Digital connectivity.



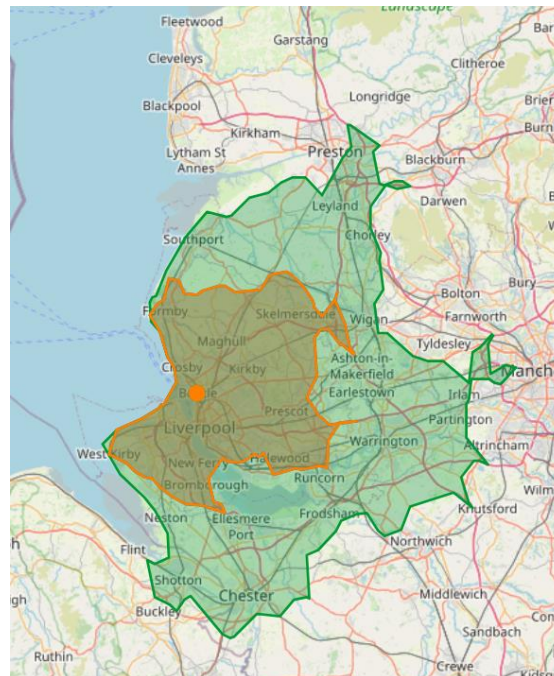
DRIVE TIME DATA

30 and 45 minute drive times from:

Maghull



Bootle

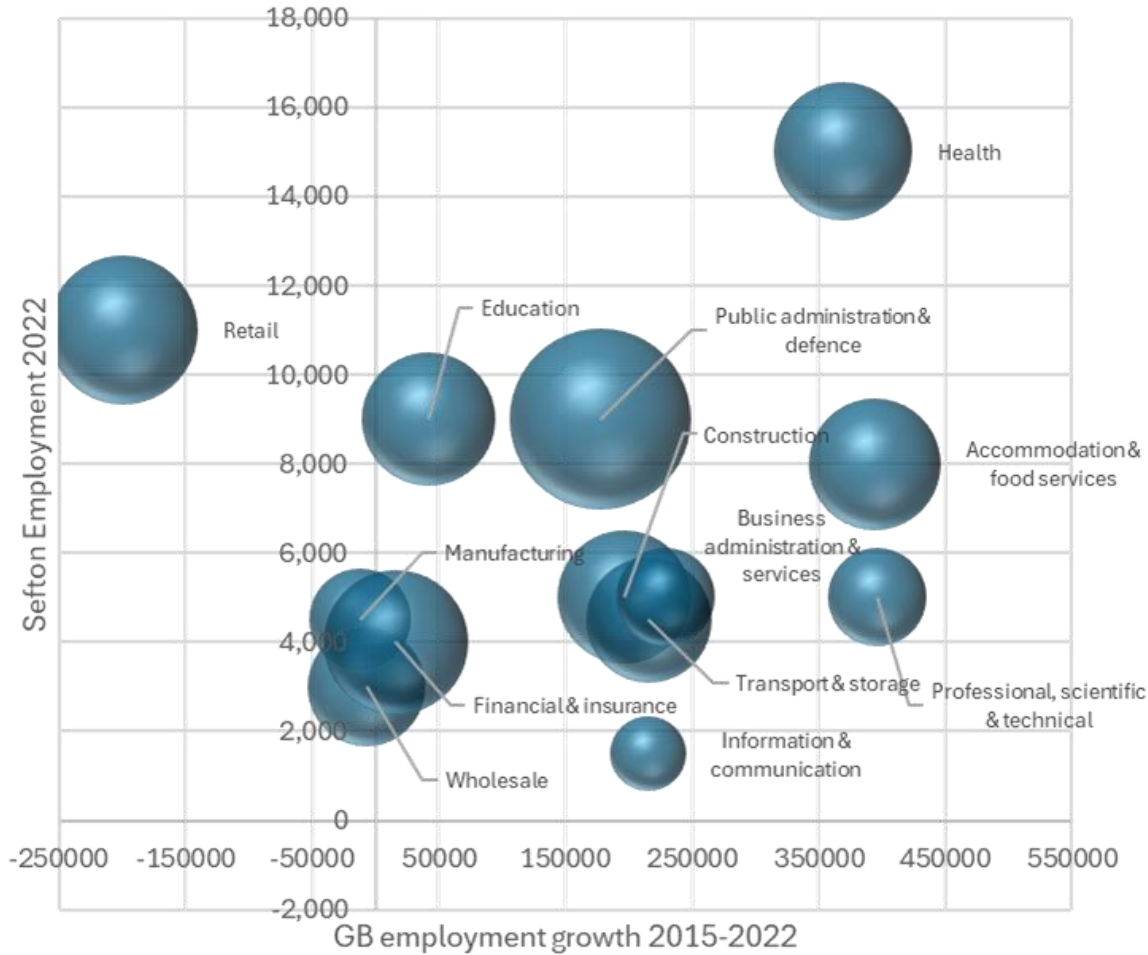


Southport



SECTORS DETERMINED BY DATA

Sefton sector characteristics



SUGGESTED INWARD INVESTMENT APPROACH

Life Sciences

Subsector

- Mental Health

Opportunity

- AI, Big data, Data Analytics, AR, VR

Key Assets

- Maghull Health Park
- Life Sciences Investment Zone

Key Message

- Europe's largest concentration of complex secure mental health service and sector leading clinical excellence for serious mental illness

Example Target occupier

- Ginger/Headspace
- Lyra Health
- Woebot Health

Suggested routes to market

- Work with LCR Life sciences cluster to promote the opportunities
- Establish links with DBT to support Life Sciences vision

Digital and Creative

Subsector

- Fintech, Gaming, Data centres.

Opportunity

- AI, Data analytics, online gaming

Key Assets

- GTT communications cable

Key Message

- Ideal location for companies reliant on ultra-low latency, resilience and speed of connectivity.

Example Target occupier

- Revolut
- Checkout.com
- King Digital Entertainment

Suggested routes to market

- Work in partnership with EU Networks / GTT – Gary Jordan (EU Networks) based in Scarisbrick

Advanced Manufacturing

Subsector

- Healthcare and Mental Health supply chain, Hydrogen, Renewable energy supply chain.

Opportunity

- Healthcare supply chain

Key Assets

- Maghull Health Park
- Investment Zone
- The port of Liverpool

Key Message

- Supporting the supply chain to multimillion investments in Healthcare and Hydrogen.

Example Target occupier

- Medtronic
- Strycker Corporation
- Plug Power

Suggested routes to market

- Work closely with Mersey Care NHS trust to understand their supply chain needs
- Explore Hydrogen supply chain needs in LCR



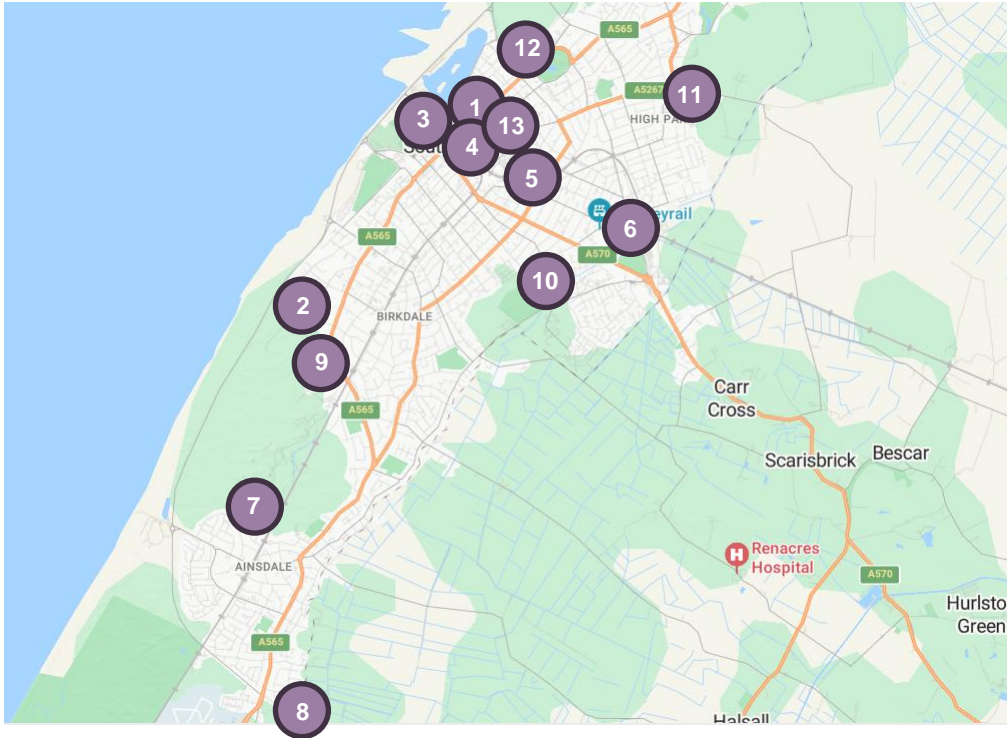
LCR ECONOMIC OPPORTUNITES AND SEFTON SECTORS

The table below illustrates how the LCR economic opportunities and the Sefton economic opportunities align and how the key site opportunities in Sefton can support this.

LCR Opportunities/ Sefton opportunities	Advanced Manufacturing	Health and Life Sciences	Digital and Creative
Mental Health and life sciences		Maghull Health Park	Maghull Health Park
Advanced Manufacturing (Port and Maritime)	Land East of Maghull Land North of Formby		
Fintech/ Big data/ AI, Quantum		Maghull Health Park	Southport Business Park Bootle Strand Bootle Office quarter
Visitor economy			Bootle Office quarter Southport seafront



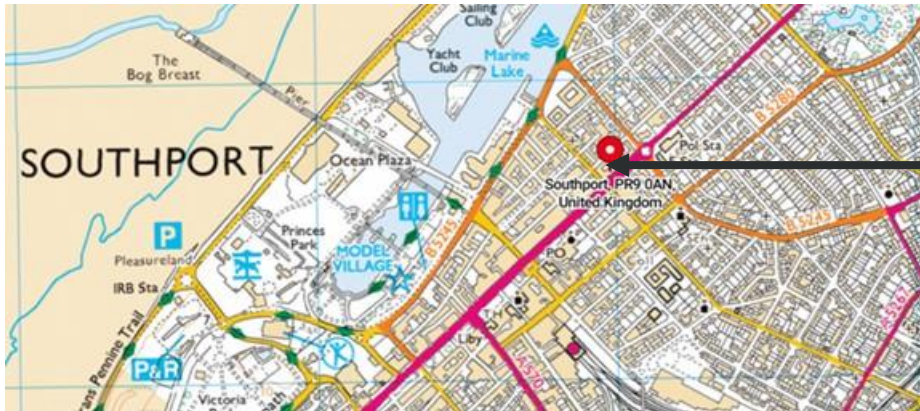
SOUTHPORT HOUSING SITES



No.	Site name
1	Former Debenhams, Southport
2	40 Lancaster Road, Birkdale
3	Kingsway Southport
4	Iceland, King Street, Southport
5	Back Forest Road
6	Land at Crowland Street, Southport
7	Former Ainsdale Hope School
8	Land at Moor Lane, Ainsdale
9	Lynton Road, Southport
10	Benthams Way, Southport
11	Land at Moss Lane, Southport
12	Hesketh Centre, Southport
13	Former BHS, Chapel St.



FORMER DEBENHAMS, SOUTHPORT



Former Debenhams Building



Site Size and Capacity	0.18ha / 30 units
Ownership	Private
Description	located in the Lord Street Conservation Area in central Southport and the property has remained vacant since being vacated by Debenhams in 2020. The department store occupied five buildings running from Lord Street in the east to Stanley Street in the west developed at various stages
Notes	Phase 1 work to ground-floor retail/F&B uses has begun. On the upper floors, a mixed-use scheme (e.g., residential/apart hotel units) is proposed for Phase 2.





Town Centre and Mixed Use

Bootle Strand



SITE DESCRIPTION & LOCATION

Description

The Bootle Strand is a c.400,000 sq ft shopping centre at the heart of Bootle Town Centre, which is a 10 minute drive from Liverpool City Centre and adjacent to the Port of Liverpool / Liverpool Freeport and is well connected to UK mainline rail stations.

The Centre and surrounding land next to the Leeds and Liverpool canal is wholly owned by Sefton Council who have brought forward plans for a major redevelopment that will transform the town centre - physically, economically and socially.

Bootle Strand plans seek to refurbish and repurpose existing buildings through an enhanced retail offering and new health and education amenities, as well as digital facilities.

A digital creative hub will be built to offer office space and high-tech facilities, while an integrated health and social care facility will consolidate a range of easy-accessible services.

Improvements to the public realm will include the removal of major parts of Bootle Strand's roof and the introduction of "green corridors" in the area.

The project will also see the introduction of Bootle Canalside, which was granted planning permission in August 2021. Canalside will introduce a food, drink, and events space next to the Leeds & Liverpool Canal.

In March 2023, Sefton Council was awarded £20m from the government's Levelling Up fund. This will fund the scheme.

In addition, the Liverpool City Region Combined Authority has invested £500,000 from its Mayoral Towns Fund and £1.8m of strategic investment funding into the Bootle Canalside project.

Location

Located on the west side of Bootle town centre, the Strand is adjacent to the Liverpool to Leeds canal and is located within a short distance of the main arterial routes in Bootle.

Accessibility

Bootle bus station is located on the Strand, and New Strand trains station provided a 13-minute link to Liverpool Central station, and therefore to the UK mainline rail stations.



BOOTLE STRAND: THE OPPORTUNITY

Sector of opportunity

The Bootle Strand Re-purposing Programme is a c.£100m regeneration programme in 4 phases over 10-years with plans for Phase 1 already well developed and underway with ‘Salt and Tar’ meanwhile event space next to the canal.

The programme will re-purpose and refurbish the shopping centre for a wide variety of new uses, including food and beverage, leisure and entertainment, health and education as well as high quality retail.

Bootle is already benefitting from enhanced digital connectivity (including LCR Connect) and would be of interest to data intensive businesses who require a high speed of connectivity and low risk of supply disruption.

This might include digital port related businesses given the proximity to the new Liverpool Freeport.

Sefton Council are interested in talking to potential investors across a range of investment types and uses including additional public sector services and residential.

Access to workforce

Bootle has a catchment of 1.8 million people of working age within a 45 min drive.

Size	400,000 sqft (42 ha wider town centre)
Ownership	Sefton Council
Developer	Investments partners and developers sought.
Suitable uses	Town centre uses including leisure, F&B, Health, Residential, Hotel, Education, Digital IT and Data services
Delivery timelines	2023-2033 (10 years)

45-minute drive time from Bootle

