

DEVELOPMENT OPPORTUNITIES METROPOLITAN BOROUGH OF SEFTON - SPOTLIGHT ON BOOTLE -



Sefton in Liverpool City Region Bootle in Sefton

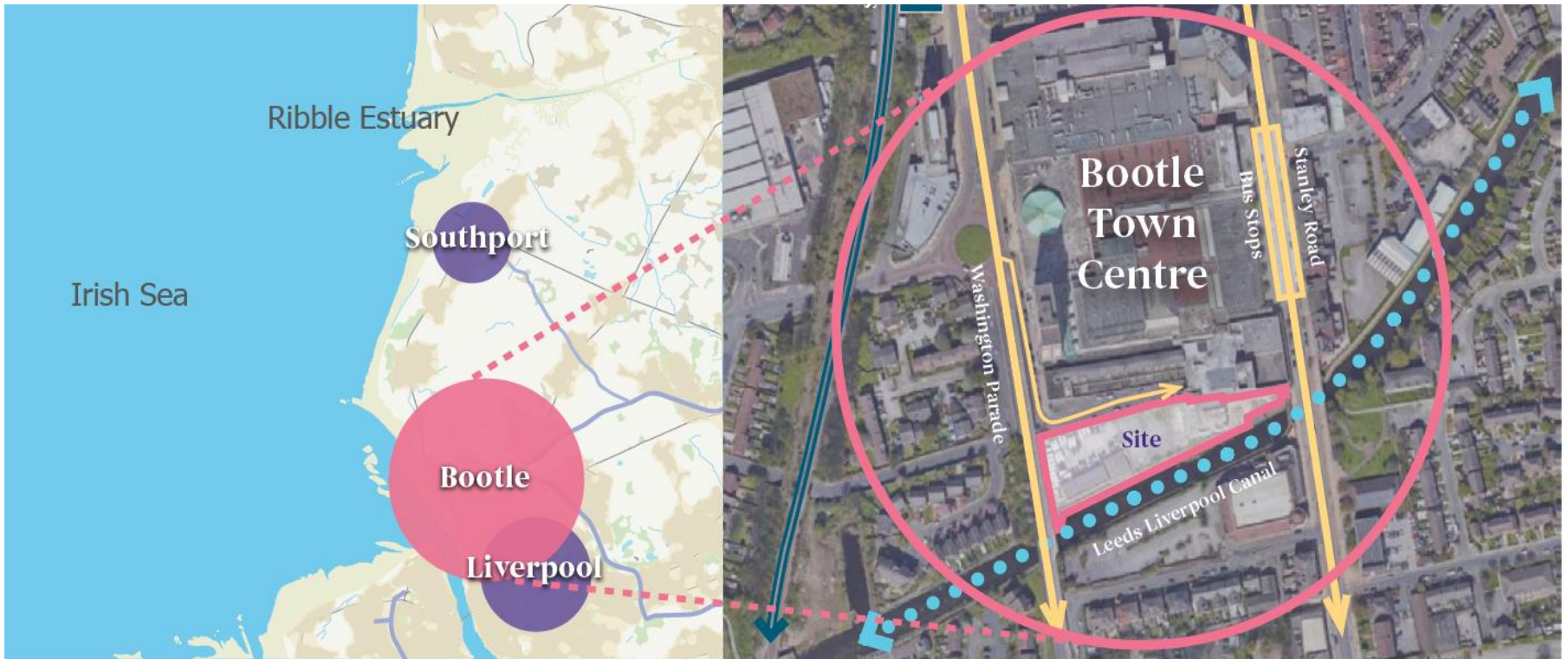


Bootle – A Great Location



K2

Council-led Town-centre Investment



The Strand – A Catalyst for Regeneration

Vision Statement

The repurposing of the Strand will catalyse development of a more sustainable and resilient town centre that provides improved opportunities for local communities, residents and businesses. It will raise pride and ambition of those in Bootle whilst improving perception and brand beyond Bootle.

Outcomes

Improved resident wellbeing

- Supporting mental health through improved outdoor space and amenity
- Improved public services, with better access to health, employment and learning support
- Supporting community activity and ventures

Inclusive growth

- Supports future inward investment into Bootle
- Increases residents' access jobs
- Opportunities across all skill levels

Connected & integrated town centre

- The re-purposed Strand is seen as the heart of Bootle
- It better connects with the town centre (visually, permeability and access to other assets)
- Mixes public services and community activity in the heart of the town, creating a more animated place

A sustainably repurposed asset

- Reduced level of retail space
- Creates a sustainable balance between commercial, public service and community uses
- Improved quality, configuration and flow of the asset
- Surplus space is positively repurposed
- Improved perceptions, pride and brand

A framework for success (principles to test options & shape evaluation criteria against)

Economic

- Jobs (number, quality)
- Investment attracted
- Levelling up & alignment to growth sectors
- Skills and training
- Future adaptability/ flexibility

Social

- Improved public services
- Access/ engagement with local communities
- New facilities/ amenities
- Health and wellbeing
- Bootle £

Environmental

- Quality of place
- Sustainable mix of use
- Sustainability
- Brand
- Heart of a connected Bootle (incl. Canal)
- Public realm/ space
- Gateway to Liverpool

Commercial

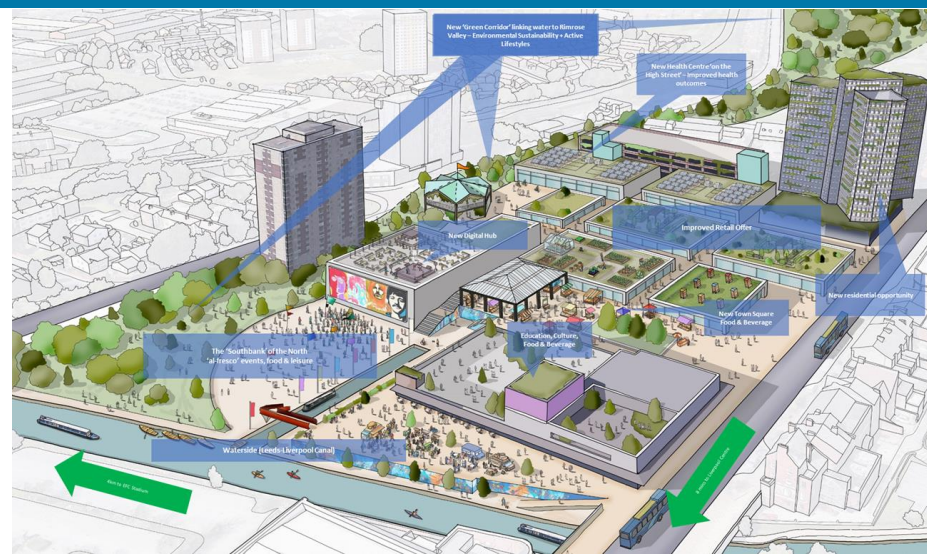
- Deliverability (incl. pace of change)
- Affordability/ VfM
- Risk exposure
- Market appeal
- Adaptability/ flexibility
- Resources/ commitment

The Strand - Council Unlocking Value

Evidence based forecast uplift in rental and asset values - through diversification with new uses:

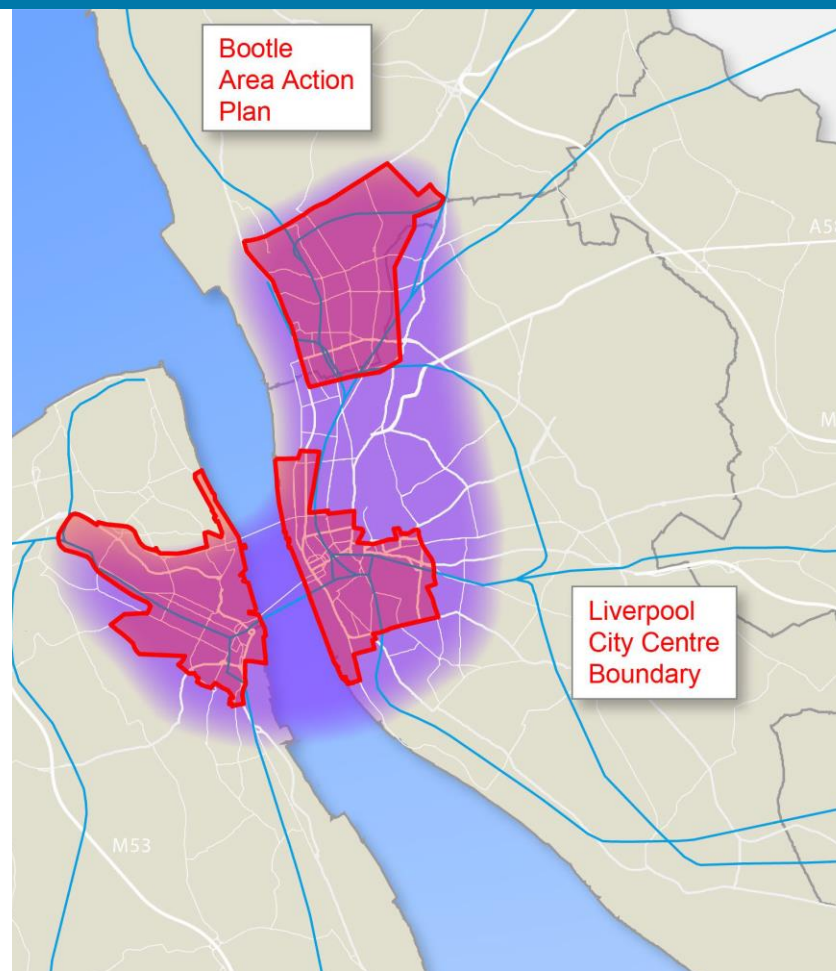
- Health: c.40,000 sqft, £10 psft
- Education: c.50,000 sqft, £17 psft
- Digital workspace: c.50,000 sqft, £20 psft
- Refurbished retail: c.150,000 sqft, £15 psft
- F&B/leisure: c.70,000 sqft, £19 psft

Forecast c.£170m uplift in land values overall



Enabling Development – Area Action Plan

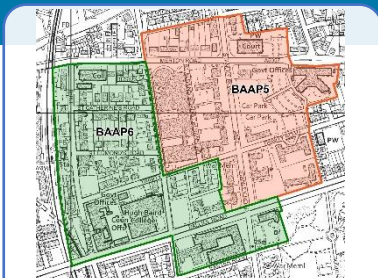
- New, high-quality housing; revitalised communities
- New employment floorspace with support for key growth sectors inc. ‘knowledge economy ‘
- High quality design and placemaking
- Addressing dereliction and contamination
- New/enhanced blue and green infrastructure (maximising waterfront locations)
- New sustainable transport/active travel (e.g. new train station, mass transit)
- Low carbon energy (e.g. district heating)



Wider Bootle Opportunities



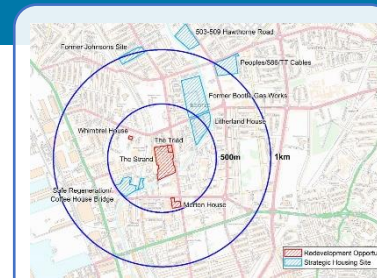
Current Residential Opportunities



Bootle Vacant Office Space Opportunities



Bootle Town Hall Options



Bootle Housing Strategy



Area Action Plan



Bootle Travel & Parking Strategy



SMBC Estate Rationalisation



Canalside Salt 'n' Tar



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FURTHER INFORMATION

Bootle Pipeline of Opportunities

RESIDENTIAL DEVELOPMENT OPPORTUNITIES

- **Triad building** – 20 storey iconic building at the northwest corner of the Strand with potential for 250+ residential units with gym, catering, resident social and other space. Contract parking adjacent.
- **Office Quarter** – 200,000+ sqft of vacant office space with potential for residential conversion adjacent to the town centre, 5 minutes along Stanley Road (the High Street)
- **Bootle Town Hall heritage complex** – potential for 60-70 apartments within the quadrangle of the 19th Century neo-Gothic Bootle Town Hall, sitting between the office quarter and the canal. (There is a wider development opportunity at the complex including a Heritage Centre and Heritage hotel).



EMPLOYMENT/DIGITAL DEVELOPMENT OPPORTUNITIES

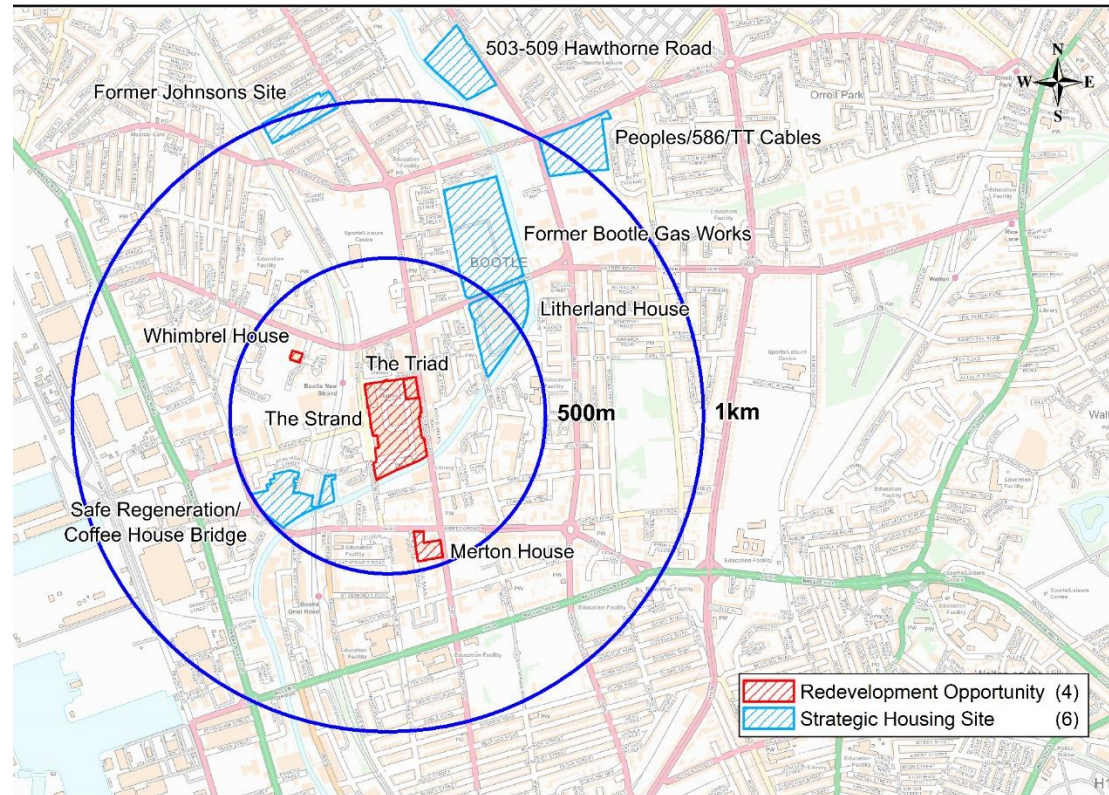
- **Atlantic Park** - 52 acre employment site with planning consent for 800,000 sq ft of B1,B2 & B8 uses – designated as a 'Customs Site' in the Freeport. All site infrastructure is in place for engineering/logistics uses (significant electrical power supply, gas, mains water, drainage and telecommunications) – supports e-commerce business.

Located less than 1 mile from Bootle Town Centre and less than 2 miles from the Liverpool2, Deep Water container terminal and the national motorway. Potential for links with the new Digital Hub development at the Strand to develop a Freezone e-commerce offer.



Bootle Housing Strategy

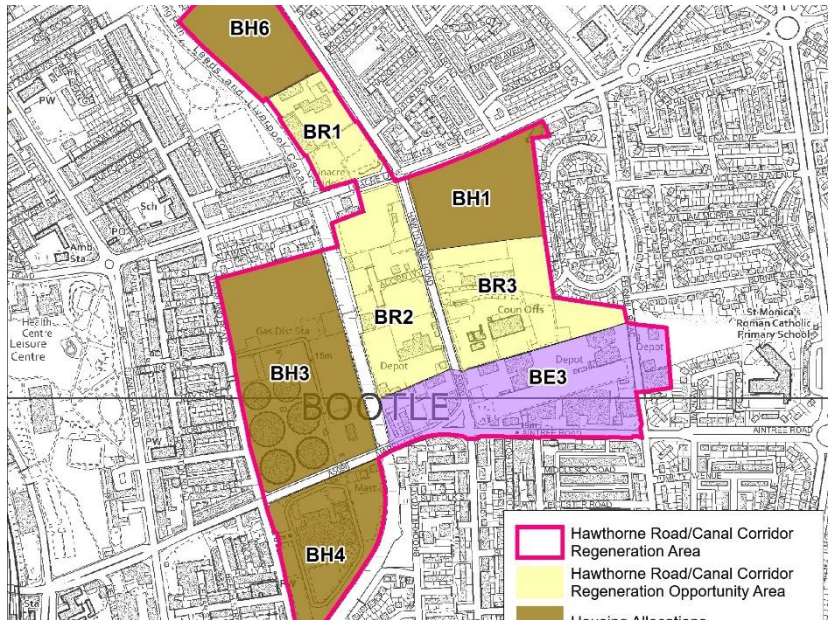
- Support to bring forward strategic housing sites / housing redevelopment opportunities
- Some complicated sites: post-industrial legacy, marginal viability but public funding opportunities: Brownfield Land funding; Homes England funding
- Active support from Combined Authority and Homes England
- Re-designation of current Selective Licensing Scheme in Bootle
- Aiming to achieve Net Zero via decarbonisation of privately-owned and social housing



Area Action Plan – Proactive Support

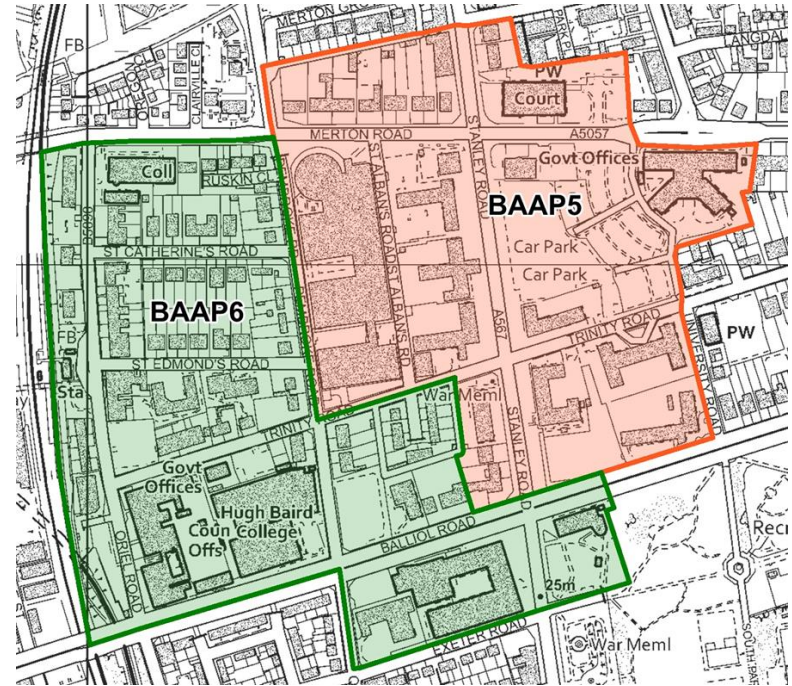
Hawthorne Road/Canal Corridor, Bootle

- 23 ha of land with a canal side setting
- Residential and commercial opportunities
- Less than 1km from Town Centre
- Bus, rail and road links to Liverpool & Southport



Bootle 'Office' Quarter

- Office, resi, education, leisure & community opps
- 13.5ha of land suitable for redevelopment/re use
- A few minutes' walk to rail station
- 10 mins travel time to Liverpool



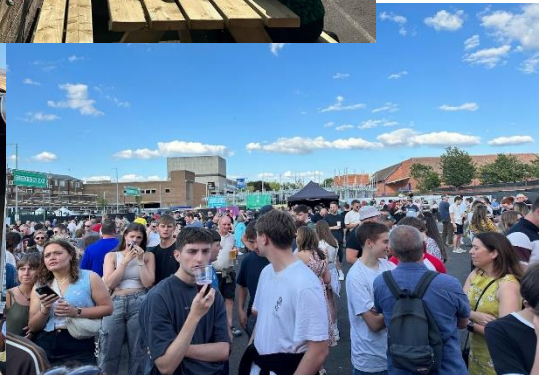
Sefton Estate Rationalisation & One Public Estate

- LCR Estate Review – estate place plans for Sefton, Liverpool and Knowsley; and St Helens, Halton and Wirral
- Integrated Care Board Place Partnerships initiative:
 - Move to place based, integrated health and social care delivery ‘on the high street’
 - Enhanced collaboration across organisations and improved access to services
 - Reduced operating costs, including through rationalisation of existing estate (especially via addressing poor utilisation and poor condition of some primary and community care estate)

Canalside – Salt and Tar

Reactivating the Town Centre

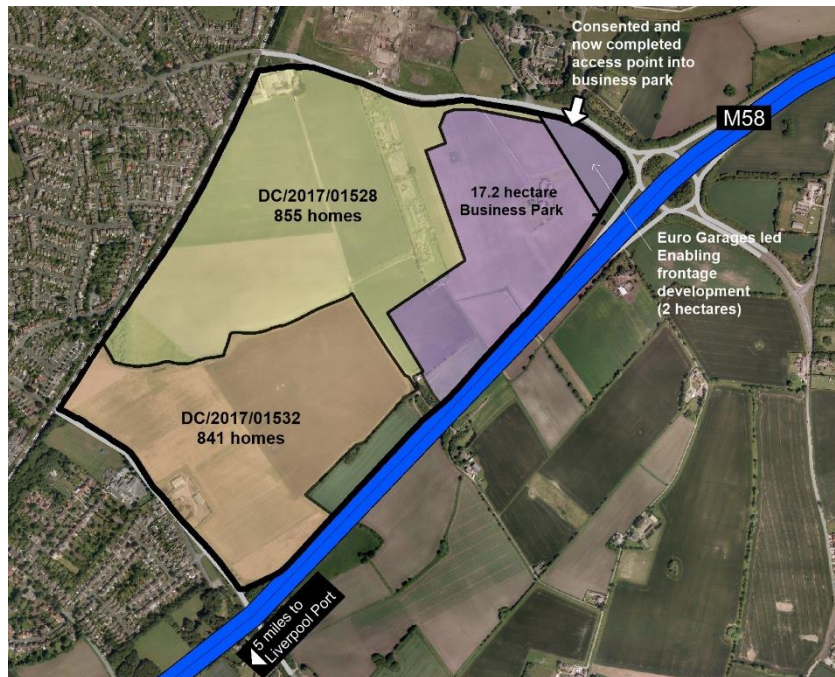
[Visit the Salt and Tar website to stay up to date with future announcements.](#)



Wider opportunities – Proactive Support

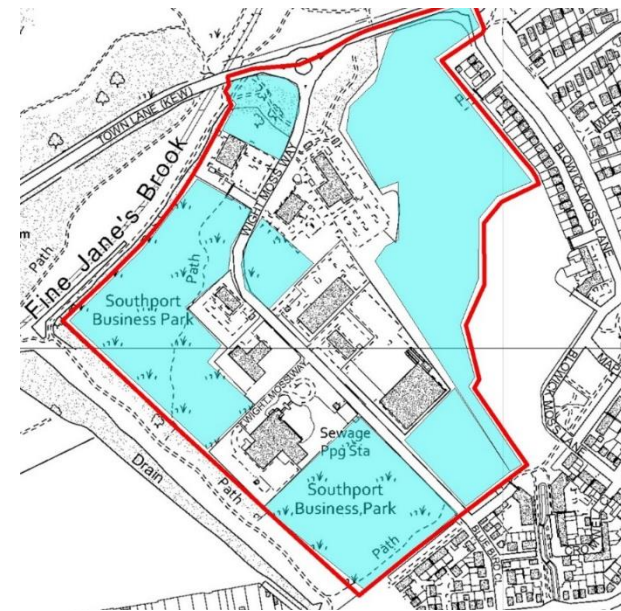
Land East of Maghull - Employment

- 17ha of allocated employment greenfield land
- Immediately adjacent to jcn 1 of M58
- <1km to Maghull North rail station
- Resi development underway on adjacent sites



Southport Business Park

- Further opportunity for Business Development
- 14ha of available land
- Established business park
- Attractive edge of town location
- Part of wider major urban development



February 2024