

RETAIL & LEISURE

INVESTMENT PROSPECTUS



“Southport is one of the north’s premier leisure destinations serving a dual role as a key shopping location for the surrounding area and as major visitor destination for tourists throughout the year.

This prospectus highlights the wealth of retail and leisure investment opportunities available within Southport and the benefits that they could bring to your business.

Southport has already done well from investment. Over the last 20 years we’ve seen over £110 million from both the private and public sector invested in our infrastructure, our hotels, our visitor and leisure attractions, and in our retail economy.

Southport has a great story to tell and we are delighted to share it with you. The magnificent seaside setting, sense of place, architectural splendour and grandeur makes a visit to our wonderful coastal resort one to remember.

We’d be delighted to show you around, introduce you to the people that matter, and give you a taste of what you and your investors can expect from locating or relocating to our town.

And when you’ve made up your mind that our town is the place to be, we’ll work with you to make sure your move is as smooth as possible. We’ll put you in touch with the relevant statutory authorities, help you find the right staff, and generally make sure that everything works as well as it should.

Southport is growing, and we want you to be a part of that”.



A handwritten signature in black ink, appearing to read 'Rob Uffendell', written in a cursive style.

Rob Uffendell
Chair
Southport Business Improvement District

KEY FACTS AND FIGURES

9.1M VISITORS IN 2017

(4.2% INCREASE)



Direct trains from Liverpool and Manchester

Major Conference and Exhibition centre

3.4m people within 60 minutes' drive

Superb annual events programme

£724m retail comparison
expenditure

Primary retail catchment area of
268,000 people

£555m economic impact of
tourism and leisure sector in 2017
(7% increase over 2016)

Premier resort on
England's Golf Coast

£20m investment in
The Waterfront development

343,000 people within
30 minutes' drive time

755,000 staying visitors
in 2017 (4.6% over 2016)

Over
200,000

visitors To 2017
R&A Open Golf
at Royal Birkdale

Located approximately 20 miles north of Liverpool and 40 miles northwest of Manchester.

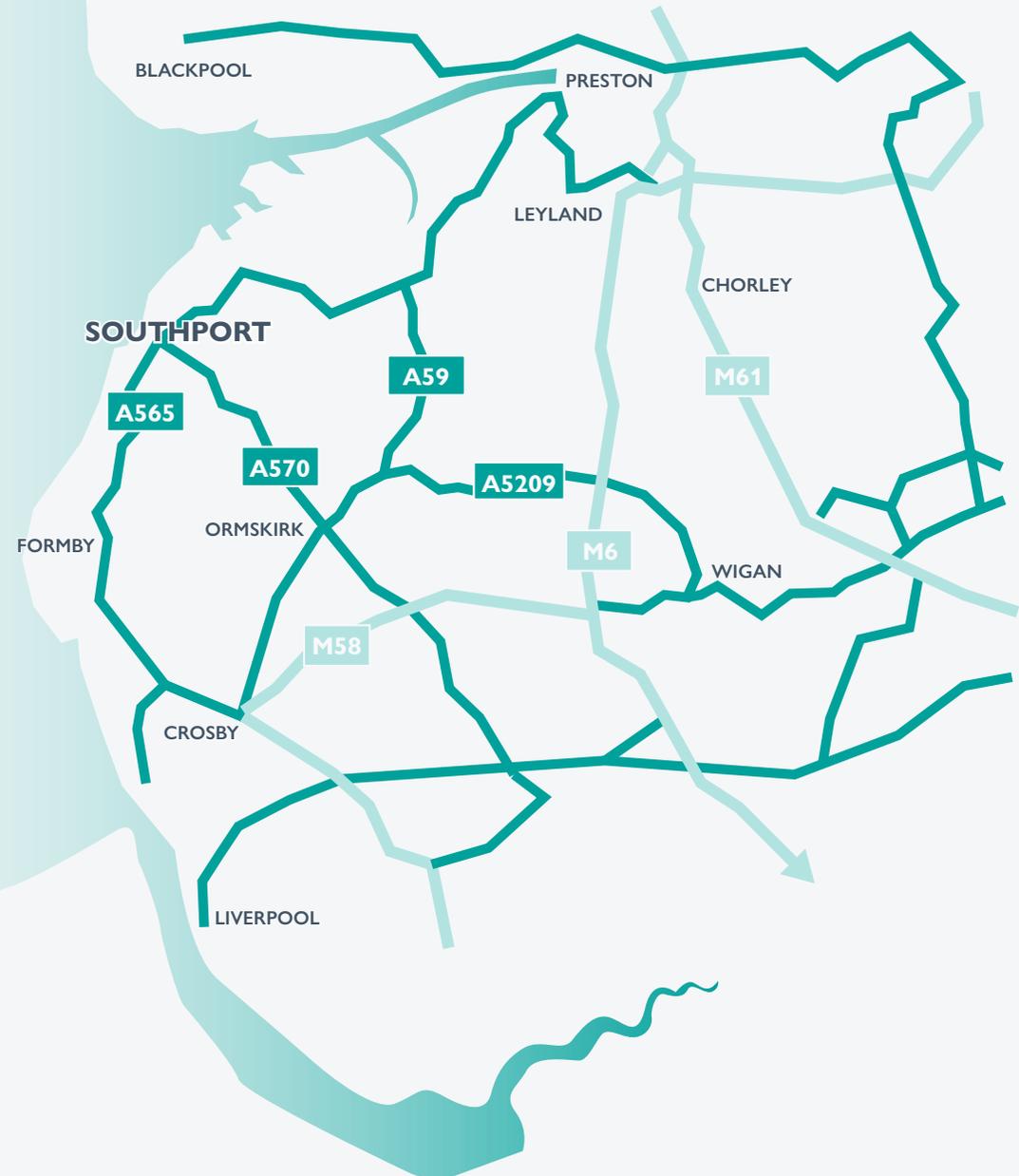
A Primary Retail Catchment population of approximately 268,000

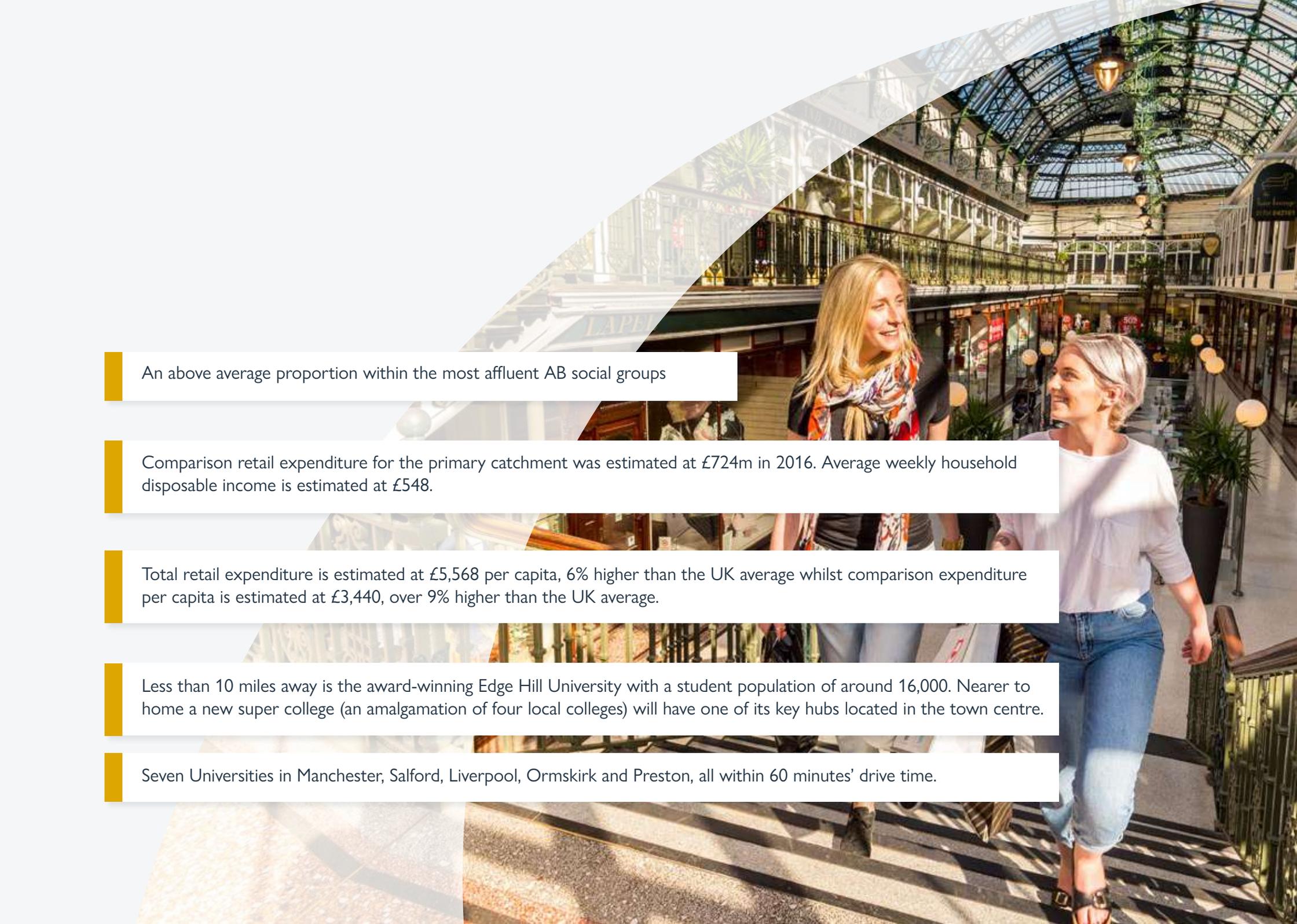
A further 343,000 people within 30 minutes' drive time rising to 3.4 million within 65 minutes' drive time.

Liverpool's international seaport and airport and Manchester's international airport within 65 minutes' drive time.

Easy accessibility to the motorway network with the M58 and M57 within 30 minutes' drive time.

Frequent train services to Manchester and Liverpool.





An above average proportion within the most affluent AB social groups

Comparison retail expenditure for the primary catchment was estimated at £724m in 2016. Average weekly household disposable income is estimated at £548.

Total retail expenditure is estimated at £5,568 per capita, 6% higher than the UK average whilst comparison expenditure per capita is estimated at £3,440, over 9% higher than the UK average.

Less than 10 miles away is the award-winning Edge Hill University with a student population of around 16,000. Nearer to home a new super college (an amalgamation of four local colleges) will have one of its key hubs located in the town centre.

Seven Universities in Manchester, Salford, Liverpool, Ormskirk and Preston, all within 60 minutes' drive time.

RETAILING AND LEISURE OPPORTUNITIES

Town centre hub totalling 1.4 million square feet of retail and leisure space

Two edge of town centre developments at Ocean Plaza and Central 12 totalling an additional 405,000 square feet of retail and leisure space

Wayfarers Shopping Arcade, a stunning Grade 2 listed building, located at the heart of Lord Street

Around two thirds of top retailers nationally already located here

Strong and proud independent retail sector

Multi-million pound investments underway at The Waterfront, a 54,000 square feet retail and leisure complex on the Promenade.







SUPERB EVENTS AND SPORTING PROGRAMME

The Southport Flower Show, Airshow, Food and Drink Festival and British Musical Fireworks Championships are major regional events attracting over 150,000 visitors annually

Over 500,000 annual visitors head to Southport Pleasureland, with new multi-million pound investment in the pipeline for the site

The Southport Arts Festival, Halloween Festival, Comedy Festival and great seasonal events attract tens of thousands of additional visitors to the heart of the town and retail centres

Unique position at the heart of England's Golf Coast

Six top golf clubs including Royal Birkdale all within 40 minutes of town centre

2017 Open at Royal Birkdale championship attracted over 200,000 visitors and a global television audience of around 80 million

Other award-winning sporting events include Mad Dog 10k, 24 hour yacht race, Southport Triathlon, and county cricket matches.



COME AND FIND OUT WHAT MAKES SOUTHPORT UNIQUE



Our town has all the benefits of a retail and leisure hub but with so much more to offer:

An unrivalled blend of Victorian heritage, grand design and modern contemporary architecture; a large and affluent area; a strong and growing visitor economy; and renowned attractions and events that keep people coming back to the town in ever growing numbers.

Simply put: Southport is a great place to visit, live and work, and a great location to grow your retail or leisure business. Make sure that you are a part of that success by investing with us.

If you would like further information, be put in contact with the relevant agents, arrange a visit, or simply talk through your initial interest contact the Business Improvement District team:

Southport Business Improvement District
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PR9 0DZ
T: 01704 538382
E: info@southportbid.com

Every effort has been made to ensure the accuracy of all the information within this Prospectus.
Southport Business Improvement District and its partners cannot be held responsible for any error or omission however arising.



SEE YOU IN SOUTHPORT!

