



Wirral Waters

# NO.1

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**TOWER ROAD**  
**SOUTH**  
GRADE A OFFICES



**THE WIRRAL IS FAMOUS FOR ITS ENTERPRISING SPIRIT, CURRENTLY BOASTING THE HIGHEST RATE OF STARTUPS AND SME GROWTH WITHIN THE UK.**

**A NUMBER OF LARGE COMPANIES ARE ALREADY ON THE WIRRAL, INCLUDING UNILEVER WHICH HAS CARRIED OUT RESEARCH HERE FOR OVER 100 YEARS AND CAMMELL LAIRD, WHICH HAS BEEN IN BIRKENHEAD SINCE IT WAS SIMPLY LAIROADSON & CO.**





**TRANSFORMING 500  
ACRES OF DOCKLAND INTO  
AN INTERNATIONALLY  
RECOGNISABLE DESTINATION.**



**WE ARE ONE OF THE UK'S  
LARGEST AND MOST EXCITING  
REGENERATION PROJECTS**





# MASTERPLAN

Wirral Waters is a place led, neighbourhood driven city extension, comprising a mix of residential, manufacturing, office, retail and educational uses, along the former Wirral Dock system.

No.1 Tower Road South will sit within the Four Bridges neighbourhood and will provide new flexible and sustainable office space with views across the Liverpool waterfront.





# LIVERPOOL

- 1. Liverpool Waters
- 2. Liverpool Commercial District
- 3. Princes Dock
- 4. The Three Graces
- 5. Mersey Ferry Terminal
- 6. Museum of Liverpool
- 7. Liverpool Metropolitan Cathedral
- 8. Liverpool One
- 9. Albert Dock
- 10. Liverpool Anglican Cathedral
- 11. Echo Arena

# WIRRAL WATERS EAST FLOAT

East Float forms only part of the overall Wirral Waters scheme and this aerial outlines plans for the early projects.

- 1. Seacombe Ferry Terminal
- 2. Dong Energy O&M Facility
- 3. Northbank East
- 4. East Float Apartments
- 5. Northbank West
- 6. East Float Dock
- 7. Sky City Development Area
- 8. Tower Quays Offices
- 9. Birkenhead Tunnel
- 10. Egerton Village
- 11. No.1 Tower Road South
- 12. Wirral Met College Construction Campus
- 13. Hydraulic Tower building
- 14. Four Bridges Cluster







# LIVE, WORK AND PLAY

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 first Michelin star restaurant and the first 5 star hotel in the region. It has 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 offers are second to none.



# ECONOMY

Wirral stands on the threshold of a new era in its economic history.

The Liverpool City Region consistently has growth rates well above the national average and is well positioned to capitalise on the strengthening UK economy.

Wirral has been a key player in developing the Atlantic Gateway strategy which recognises the potential for growth linked to the maritime, port and energy sectors. By harnessing the unique natural qualities of the Mersey and linking assets, a broader economic growth programme can be delivered that reflects Wirral's position within the Northern Powerhouse.

One of Wirral's key strengths is its strong growth in both business start-up rates and its thriving small business population. Since 2011 Wirral has contributed some 33% of the total increase in enterprises across the Liverpool City Region and Birkenhead in particular is becoming an increasingly attractive place to do business.



Driving growth also means capitalising on the Visitor Economy. This 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.



**£13,589 GVA PER HEAD**

ENGLAND £25,367, NORTH WEST £21,011  
MERSEYSIDE £18,261, WIRRAL £13,589



**11% INCREASE**

GVA per head the last 5 years  
HIGHER THAN THE MERSEYSIDE AVERAGE



**3.9 BILLION**

Economic value in 2013

# BUSINESS SUPPORT



The Wirral Chamber of Commerce have the tools to support your business to grow. They will pair you with a suitably experienced Chamber of Commerce Business advisor who can provide:

- Intensive Business Diagnostics
- Access to an informed and managed brokerage service to connect you with additional, follow-on, commercial business support
- Support is also available in business planning, HR, marketing, funding, tender opportunities and business processes
- An Action Plan for Growth

# EDUCATION

Wirral Metropolitan College's new award winning construction facility is located on site at Wirral Waters and is the largest provider of 16-18 education, adult education, training and apprenticeships in Wirral. In neighbouring areas, further quality educational establishments include Liverpool University Leahurst Campus, Warrington Collegiate, Mid and South Cheshire Colleges and Manchester Metropolitan University Crewe Campus.



**LARGE GRADUATE CATCHMENT**

Businesses choosing to base themselves at Wirral Waters are perfectly placed to benefit from one of the largest graduate catchments in the UK.



**LOCATION LOCATION**

Located close to the universities of Manchester, Liverpool and Chester.



**160,000 STUDENTS  
APPROX 62,000 GRADUATES**

There are more than 160,000 students and almost 62,000 graduates per year within commuting distance.

Education providers include:  
Wirral Met College, North West Engineering College  
Liverpool John Moores University, University of Liverpool



# DEMOGRAPHICS

## WIRRAL



POPULATION OF  
**320,900**

WORKING AGE  
**60.8%**

CHILDREN & YOUNG PEOPLE  
**18.6%**

OLDER PEOPLE  
**20.6%**

## BUSINESS SECTORS OF THE WIRRAL



ENERGY



CIVIL  
NUCLEAR



HEALTH



MARITIME



FINANCIAL AND  
PROFESSIONAL  
SERVICES



AUTOMOTIVE



VISITOR  
ECONOMY



ADVANCED  
MANUFACTURING



## TOTAL ENTERPRISES

**8,220**



**88.2%**  
MICRO  
BUSINESSES  
0-9 EMPLOYEES



**10%**  
SMALL  
BUSINESSES  
10-49 EMPLOYEES



**1.6%**  
MEDIUM  
BUSINESSES  
50-249 EMPLOYEES



**0.2%**  
LARGE  
BUSINESSES  
250+ EMPLOYEES

## LIVERPOOL CITY REGION



Liverpool City Region  
population at 1,529,600 in  
2017, projected to increase  
to 1,542,300 by 2020



£7 billion of projects due to be  
delivered in the next decade



£10bn investment in Liverpool  
Waters and Wirral Waters  
mixed use waterfront projects



Regional economy worth  
more than £156.8 billion



Over 294,200  
businesses



Liverpool City Region's Visitor  
Economy is worth £4.3 billion



The creation of over 100,000  
additional jobs in the Liverpool  
City Region by 2040



A net increase of 20,000  
businesses over the next  
25 years



# STRATEGICALLY CONNECTED

The City of Liverpool complements the commercial potential of Wirral Waters and is easily accessible from the River Mersey by road, rail and ferry. Manchester and Chester are also within close proximity, with excellent transport connections to both cities.



## 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 corridor. Linked to Liverpool City Centre via two tunnel connections.



## PASSENGER AND FREIGHT 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.



## WIRRAL STREETCAR

A scalable, low cost, localised, light rail feeder system. The Streetcar connects Woodside Ferry Terminal, Hamilton Square Station and Seacombe to East Float, West Float, Birkenhead North Station and Bidston.



## PEEL PORT LIVERPOOL AND MANCHESTER SHIP CANAL

Wirral Waters sits within Peel Port Liverpool. Peel Port Liverpool is one of the largest, busiest and most diverse ports in the UK. Home to Liverpool2, a new £300 million deep-water container terminal completed in 2017.



## AIR

Liverpool John Lennon Airport (LJLA) is a 35 minute drive away. Manchester Airport is 50 minutes away, offering further international connectivity.



## SUPERFAST BROADBAND

With the Enterprise Zone status come benefits in superfast broadband. The site has 4G connectivity.



## FERRY

The site is 5 mins walk from the ferry terminal at Seacombe. The Mersey Ferry takes you to Pier Head at Liverpool's famous waterfront.



## CYCLE

We are working with Wirral Council, Sustrans and cycle organisations to create a cycle network connecting West Float to Bidston Moss, and the Millennium Cycleway links to West Wirral.

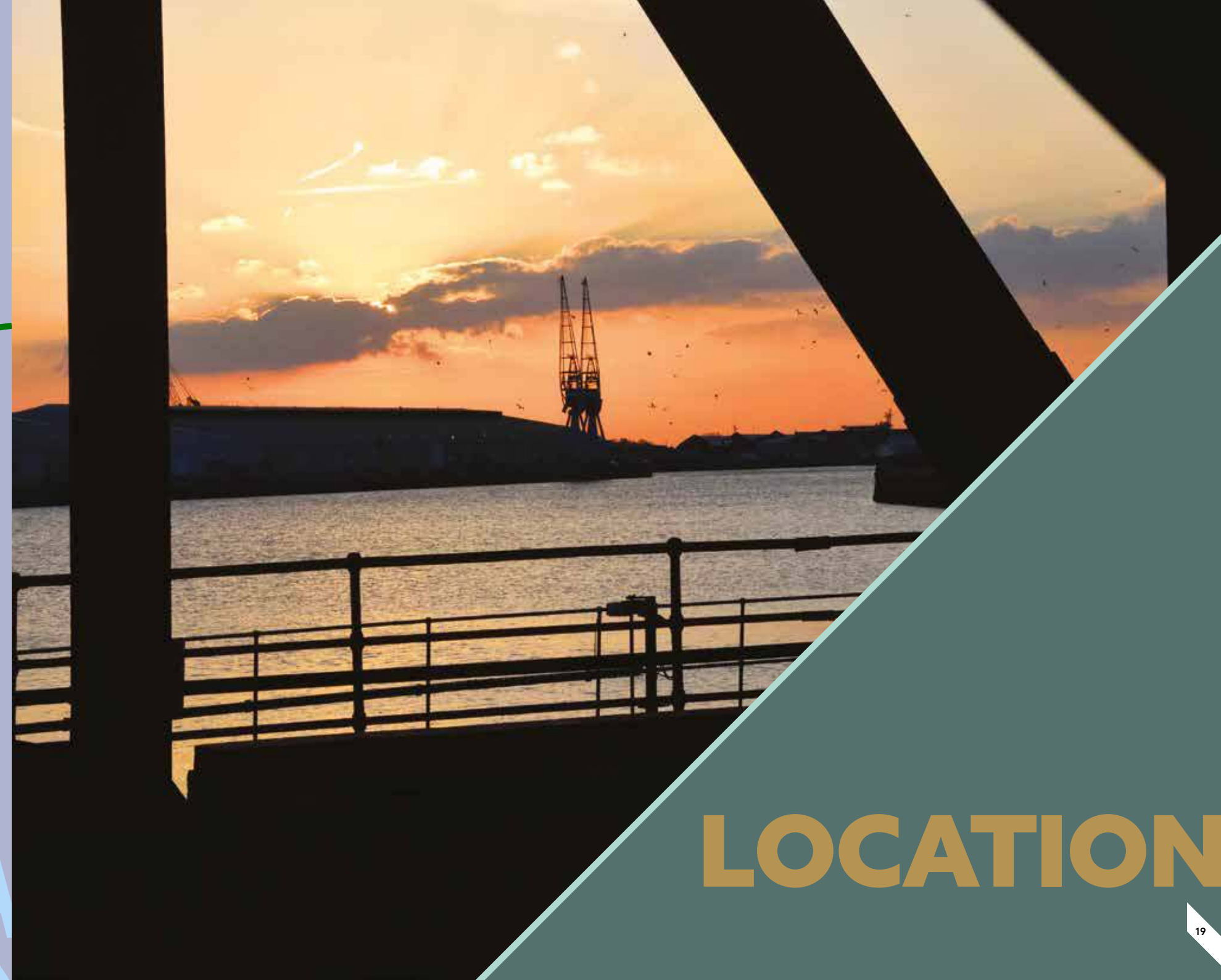
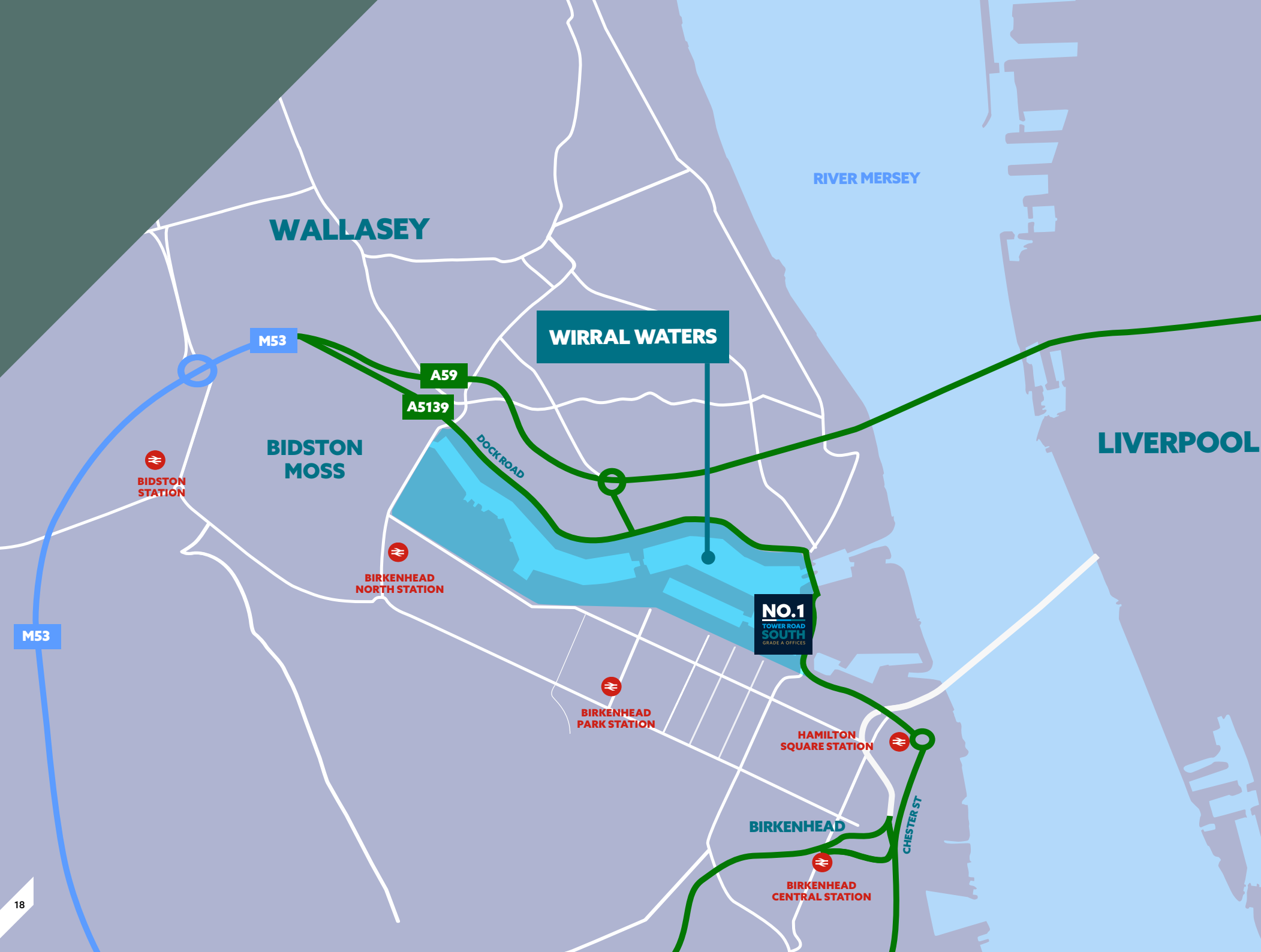


## CAR

Connected to all the UK's major energy, automotive and industrial hubs. 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 corridor





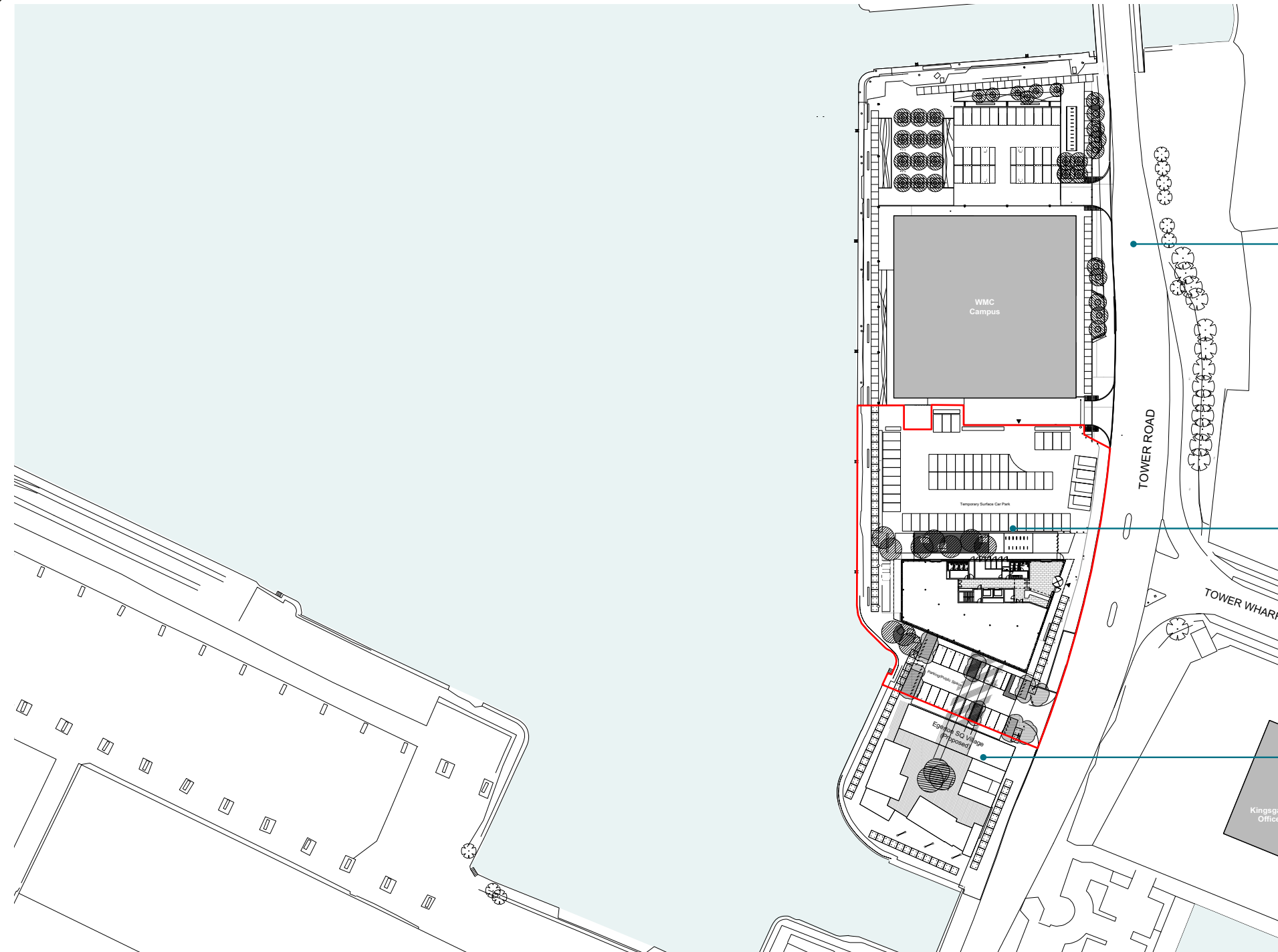


# LOCATION



# NO.1 TOWER ROAD SOUTH

No.1 Tower Road South will sit alongside educational, retail, leisure and existing commercial office developments within the Four Bridges Neighbourhood.



Tower Road South

**NO.1 TOWER ROAD SOUTH**

Egerton Square  
Amenity Village



**VIEW FROM  
THIRD FLOOR  
OF NO.1 TOWER  
ROAD SOUTH**



# AVAILABILITY

The building will be designed to Grade A specification with high quality finishes and will have flexible and efficient floor plates which will be capable of sub-division to accommodate smaller occupiers.

## Schedule of Floor Areas

Ground Floor Reception	400 sq.ft	(37 sq.m)
Ground Floor Office	8,416 sq.ft	(781 sq.m)
First Floor	8,816 sq.ft	(819 sq.m)
Second Floor	8,816 sq.ft	(819 sq.m)
<b>Total Net</b>	<b>26,448 sq.ft</b>	<b>(2,456 sq.m)</b>

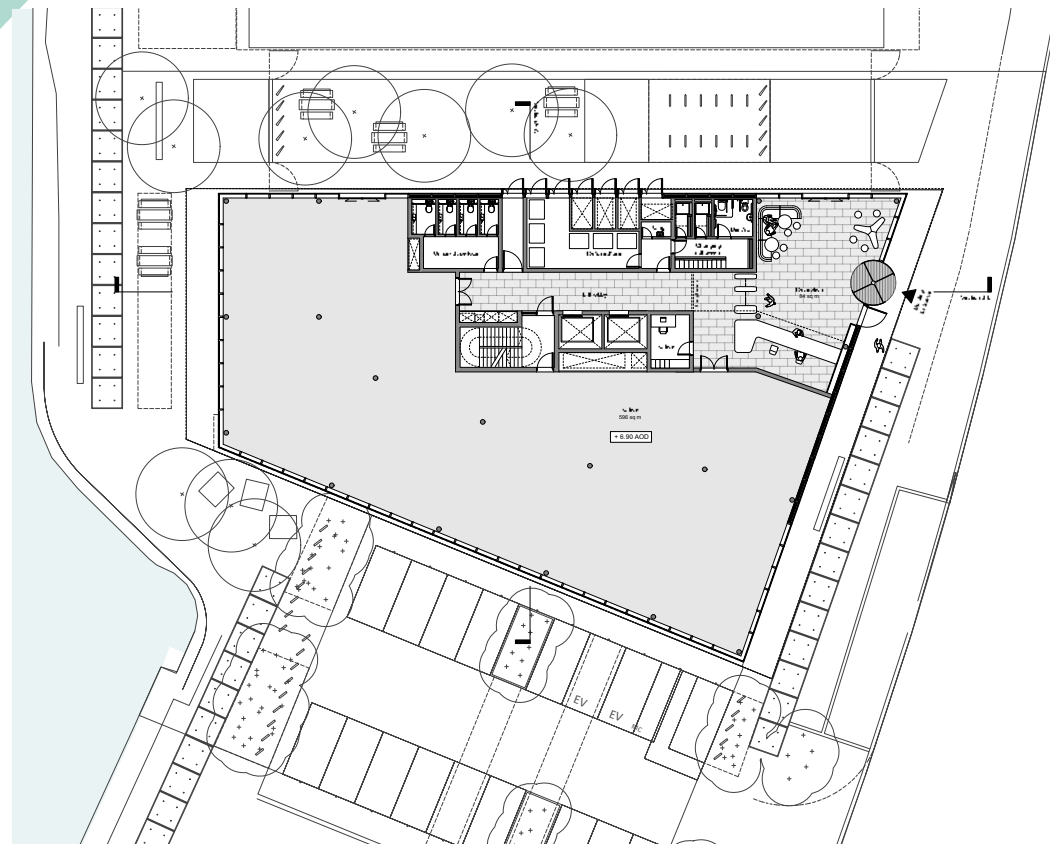
The above floor areas are net internal and have been taken from the architect's scale drawings in accordance with the relevant RICS Code of Measuring Practise.

Misrepresentation Act 1967  
At the time of publishing the contents of this publication were believed to be correct but cannot be guaranteed and are expressly excluded from any contract. April 2018.

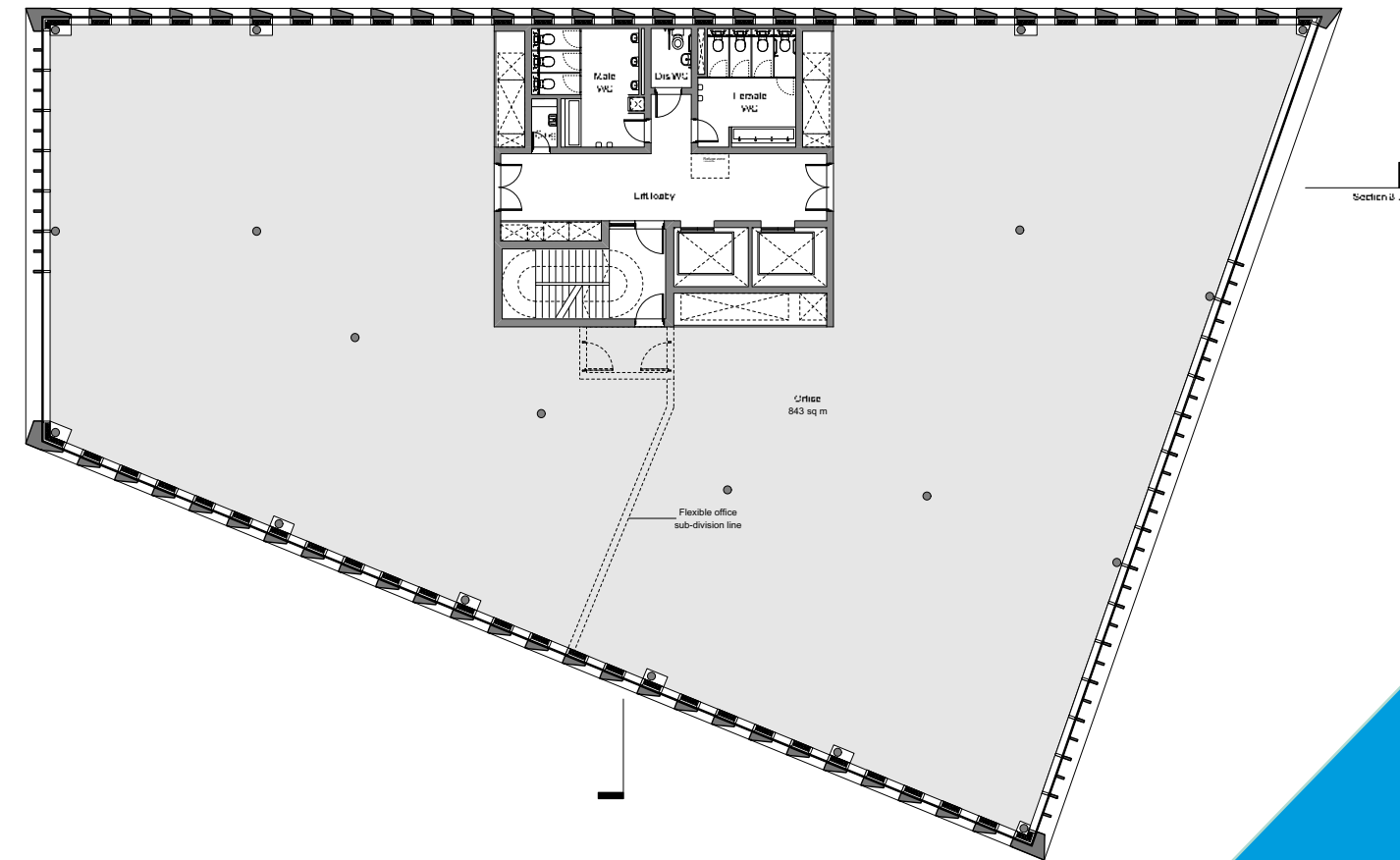




# FLOOR PLANS



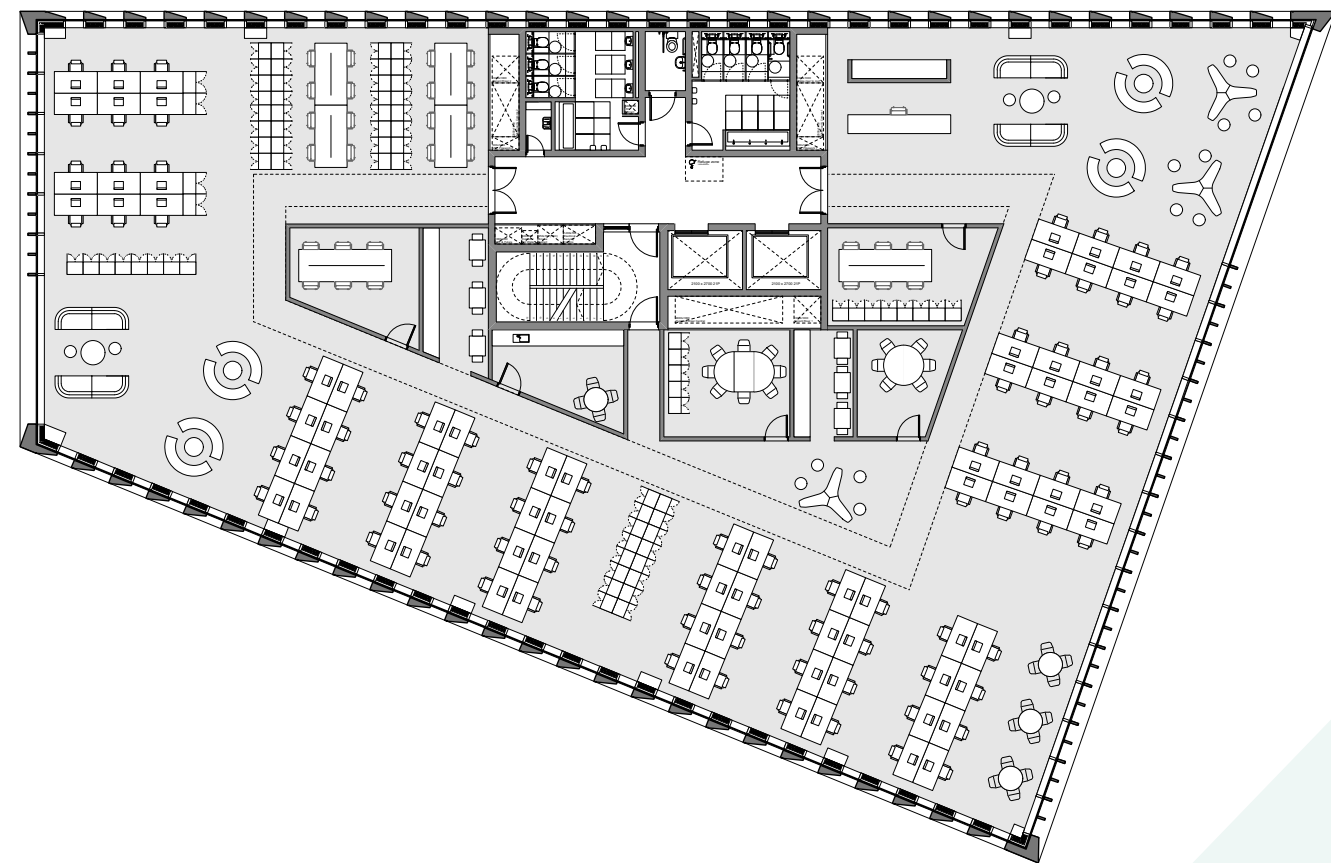
**Ground Floor Office**  
8,416 sq.ft (781 sq.m)



**Upper Floors**  
8,816 sq.ft (819 sq.m)

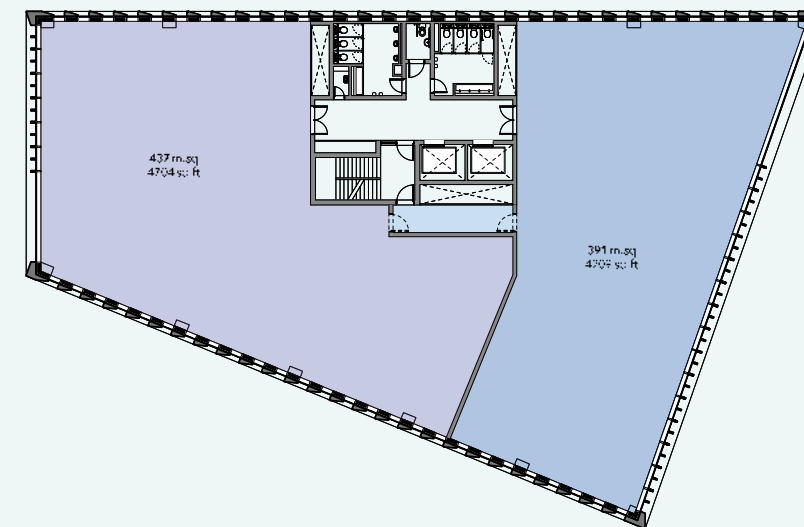
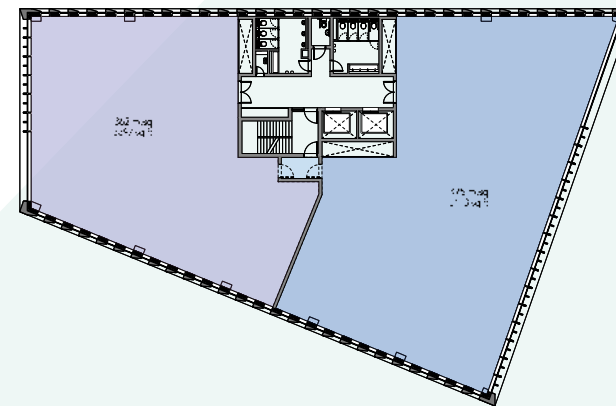


# INDICATIVE SPACE PLANS



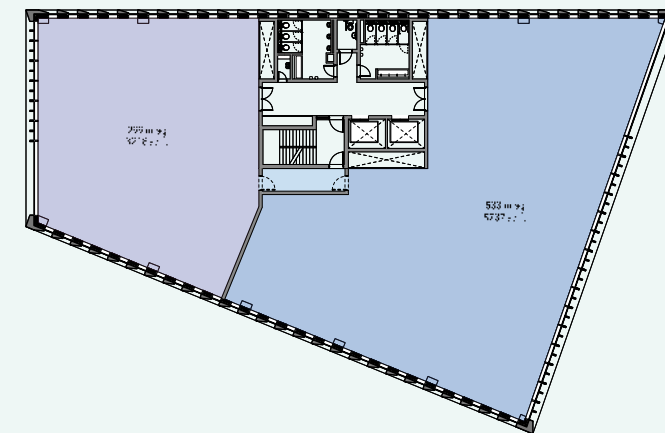
Upper Floors

**Suite A** 3,897 sq.ft (362 sq.m)  
**Suite B** 5,113 sq.ft (475 sq.m)



# POTENTIAL FLOOR SPLITS

**Suite A** 3,218 sq.ft (299 sq.m)  
**Suite B** 5,737 sq.ft (533 sq.m)



**Suite A** 4,704 sq.ft (437 sq.m)  
**Suite B** 4,209 sq.ft (391 sq.m)



# BUILDING SPECIFICATION



High quality working environment designed to BCO best practice principles



Panoramic views to Liverpool skyline and the East Float Dock



Fully accessible raised floors (150mm clear void)



24 hour security and building management service



Suspended ceilings



71 dedicated car parking spaces



Staff welfare facilities (cycle store, showers, changing room and secure storage)



Internal space planning / facade grid 1.5m



Electric car charging points



Wired Score rating (tbc)



Finished floor to ceiling height 2.7m



BREEAM Rating 'Excellent'



Lighting - 500 lux to office areas



Total 24,650 sq.ft NIA



Air conditioning designed to an occupational density of 1:10 sq.m



CCTV



# ENTERPRISE ZONE

- Up to 100% business rate discount worth up to £275,000 per business over a 5 year period
- Simplified local authority planning, for example through Local Development Orders
- Government support to ensure that superfast broadband is rolled out throughout the zone
- 100% Enhanced Capital Allowances (tax relief) to businesses making large investments in plant and machinery

Enterprise Zones are establishing themselves as the driving force of local economies as they unlock key development sites, consolidate infrastructure, attract business and create jobs.





# AMENITIES

As part of the Masterplan for Wirral Waters, there will be a dedicated amenity village located adjacent to No.1 Tower Road South. Egerton Village will house a bar, restaurant, and shops as well as a hub for the arts and creative industries.



Coffee shops



Convenience store



Business space



Bars and restaurants



Event space



Public space



# SUSTAINABILITY



Peel Land and Property's vision is to create sustainable environments where people and businesses can flourish.

## Sustainable features of the building

For Peel, this means delivering benefits to communities environment in everything we do.

Our buildings will be designed to the latest environmental standards, including the following features:

- A minimum BREEAM Rating of "Excellent"
- Design stage target EPC Rating "A"
- Solar control glazing
- On-site renewable energy
- Use of sustainable materials in construction
- Energy efficient lift technology
- Enhanced building fabric U values
- Building energy management system
- Intelligent lighting control systems
- Low energy T5 and LED lighting technology

We believe in being socially responsible to ensure that we look after the communities and environments we work with. Peel are committed to three pillars of sustainability.



**Economic Investment**



**Environmental Responsibility**



**Communities**

We have developed a range of sustainability policies to guide the way we work and these are available on request. For more information, visit

[peel.co.uk/responsibility](https://peel.co.uk/responsibility)





# DEVELOPER TRACK RECORD

Peel Land and Property's specialist teams have a proven track record in delivering high quality, sustainable projects where place making underpins its regeneration strategy.



One of the UK's leading property and transport enterprises with investments owned and under management around £5 billion



Five major gateways strategically placed around the UK including the Port of Liverpool



Environmental excellence is part of the fabric of our commercial development, working with occupiers to champion good practice



Seven key areas including offices, industrial, retail and business parks, outlet centres, leisure and sports venues, residential and agriculture land



Our UK portfolio consists of over 1.2 million sq.m of investment property and 15,000 hectares of land



Owners of four airports in the UK including Liverpool John Lennon Airport

**MEDIACITYUK**  
MANCHESTER



**LIVERPOOL WATERS**  
LIVERPOOL



**VENUS**  
TRAFFORDCITY



# CONTACT



**Richard Mawdsley**  
Director of Development,  
Wirral Waters  
E: [rmawdsley@peel.co.uk](mailto:rmawdsley@peel.co.uk)  
T: +44 (0)7818 036 147



**Ian Steele**  
Director  
GVA  
E: [ian.steele@gva.co.uk](mailto:ian.steele@gva.co.uk)  
T: +44 (0)161 956 4216



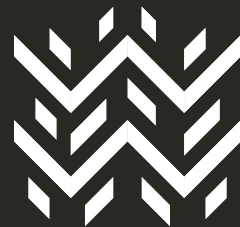
**Will Sadler**  
Director  
Legat Owen  
E: [willsadler@legatowen.co.uk](mailto:willsadler@legatowen.co.uk)  
T: +44 (0)1244 408 200

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**NO.1**  
**TOWER ROAD**  
**SOUTH**  
GRADE A OFFICES



Wirral Waters

[www.wirralwaters.co.uk](http://www.wirralwaters.co.uk)