

Why Invest Northwest

April 2016



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The Northwest: A chequered history



www.alamy.com - ET0K6P

The Northwest: Some interesting facts

- £120 billion economy and a population of nearly 7 million
- One of the fastest growing economies in Europe
- Liverpool is a world heritage site and probably the only river based one developed on only one side of the river
- The 135km of coastline and unique environment make it a leading location for unique renewable energy sources (e.g. Burbo Bank)
- An excellent transport infrastructure results in an average commute to Liverpool City Centre of 35 minutes
- Liverpool handles nearly 35 million tonnes each year and has the largest Freeport Zone in the UK
- Birkenhead is providing the greatest property returns outside of London



The 3 Graces



Burbo Bank

The Northwest: Some recent developments

- The establishment of Media City in Manchester which now houses 5 BBC departments and 66,000 employees
- The creation of Liverpool Science Park which is one of the largest in Europe
- The Hibernia Atlantic is the most advanced trans-Atlantic fibre optic cable which directly links to the US
- Three top class universities provide access to 50,000 students and a unique link with the local business community
- Liverpool its now one of the top 10 European destination cities hosting events such as the Cunard celebrations and the Giants
- The Northwest has the fastest growing airport in the UK in Liverpool John Lennon Airport



Media City



Liverpool Science Park

The Northwest: Unique opportunities

- A Government commitment to create a Northern Powerhouse and their stated desire to make Merseyside the Gateway to this Northern Powerhouse
- An agreement to have a Merseyside Mayor for the first time and an investment of £130million for the region
- Unparalleled level of available investment from Westminster and the European Union both in terms of funding for projects and businesses as well as reduced business rates and other incentives
- A unique and non-reversible commitment from the private sector including Peel Ports, the developers of Media City and the Trafford Centre in Manchester, who have purchased many miles of shore line on both sides of the Mersey and the Manchester Ship Canal that links the two cities
- House prices which are one of the few regions in the UK which have not reached their pre financial crisis levels according to the Office of National Statistics

The Northwest: 5 transformational projects

1. Liverpool Waters – a £5.5 billion redevelopment of the Liverpool river front which will regenerate 60 hectares of historic dockland to create a world-class, high quality, mixed use waterfront in central Liverpool. Phase 1 is complete and outline planning permission has been given to extend 2km along the banks of the river Mersey producing 1.7 million square metres of new buildings



Liverpool Waters

2. Wirral Waters – a £ 4 billion redevelopment of Birkenhead docks which will regenerate 500 acres of historic dockland to create a centre of innovation, industry, marine excellence and high quality living. Land preparation is complete and Phase 1 has just commenced with Peel Ports and Liverpool John Moores University in partnership to produce a Maritime Centre of Excellence.



Wirral Waters

The Northwest: 5 transformational projects

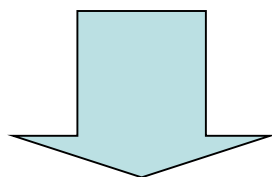
3. Liverpool 2 Port – a £300 million project to create a deep water container port at the mouth of the river Mersey which will form the gateway to central UK. Major infrastructure is complete and the first 5 giant cranes, of 11, have recently arrived in the river. Once complete Liverpool 2 will increase tonnage handled by the original port by 67% and reduce transport costs for overseas manufacturers by nearly 50%.
4. New China Town – a £200 million project to transform and extend the current China Town, home to the oldest Chinese population in Europe, to create a new urban quarter comprising of 1000 new homes and 200,000 square foot of commercial and retail premises. The project has created much interest in China and many sources of funding.
5. The “Golf Coast” – a multi million project to create the English Golf Coast Capital around the Royal Liverpool course at Hoylake which has been host to the British Open twice in recent years. Plans include the creation of another championship course and a municipal course surrounded by multi purpose housing and hotel accommodation. Plans have just been announced in partnership with Jack Nicklaus for consultation. The new resort together with the Royal Birkdale and the Royal Lytham Saint Annes will create a unique destination for the golfing world.

Investing in the Northwest: Considerations

- Wide range of investment opportunities
- HMO opportunities are lucrative but with hidden challenges
- Beware of cheap investment deals
- Councils are increasingly taking greater interest in the housing market
- Big developments but the trick is knowing what is next
- Scarcity and reliability of local trades people
- Challenging valuations in the city centres
- Over supply of student accommodation
- Availability of European funding

Investing in the Northwest: Summary

- Government drive to create the gateway to the Northern Powerhouse
- Exceptional amounts of private infrastructure investment
- One of the fastest growing economies in Europe



- High likelihood of capital appreciation
- Low property values – easy buy in
- High gross yields
- Wide range of property types available