



FRATER PROPERTY PARTNERS  
YOUR PROPERTY INVESTORS

# Location Guide

River Walk, Persimmon Homes

# Economy & Population

- Situated in the highly sought-after Wirral, Bromborough offers a unique blend of village charm and metropolitan convenience. It's a strategic location that positions you perfectly to capitalise on the robust economic and population growth of the wider North West region.
- The Wirral is a key part of the Liverpool City Region, with a combined population of over 1.5 million people. This vibrant economic hub, with Liverpool at its heart, is the second-largest in the North of England, boasting a strong economy and ongoing regeneration.
- As one of the UK's most dynamic regions, the North West's growth is creating an increasing demand for quality rental properties. This provides an exceptional opportunity for investors to build a stable and high-performing portfolio, supported by a growing workforce and a thriving local economy.

# The North West



The North West offers everything you'd want in a strong investment location — a growing population, thriving economic hubs, and a constant stream of professionals and students looking for high-quality rental homes. It's a region that blends culture, opportunity, and infrastructure, and it's only getting better.

Major regeneration projects are transforming the skylines of key cities, new businesses are setting up shop every month, and the demand for well-located, well-finished property continues to outpace supply. The region's strategic importance, with excellent transport links connecting its major cities, gives investors real confidence. Whether you're investing for income, growth, or a long-term strategy — the North West has the fundamentals to support your property portfolio.

# Wirral Regeneration

## £1bn of institutional Investment

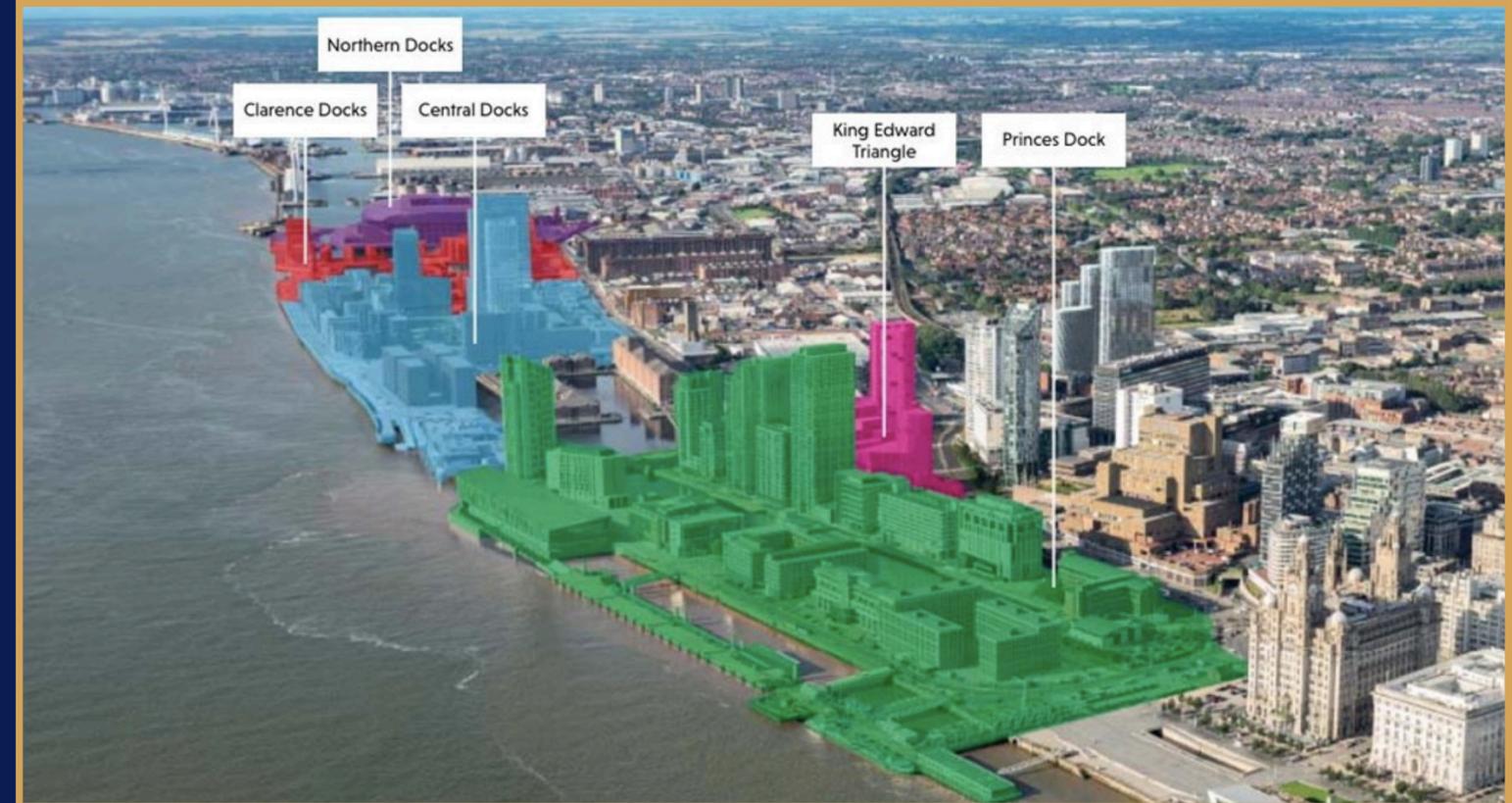
- **Wirral Waters:** A 30-year masterplan that aims to regenerate 500 acres of waterfront. This ambitious project is set to deliver **13,000 new homes and create 20,000 permanent jobs**, fundamentally transforming the area.
- **Birkenhead 2040 Framework:** A comprehensive regeneration plan focused on central Birkenhead. The framework aims to deliver **21,000 new homes and 6,000 new jobs**, breathing new life into the town center and attracting a new wave of residents.
- **Liverpool City Region Freeport:** The creation of a new Freeport is a major economic driver for the region. This initiative is expected to attract billions in private investment and generate thousands of new jobs, boosting economic activity across the Wirral and wider North West.
- **Infrastructure and Connectivity:** Significant investments are being made in transport infrastructure, including improved road, rail, and ferry links. This will enhance connectivity to major cities like Liverpool and Manchester, making the area more appealing for both residents and businesses.



# Liverpool Regeneration

## £5.5bn Institutional Investment

- **Five Distinct Neighbourhoods:** The ambitious £5.5bn Liverpool Waters scheme is transforming 60 hectares of historic dockland into five brand-new, mixed-use neighbourhoods. This phased, 30-year project is creating diverse new communities for residents and businesses.
- **Massive Residential and Commercial Delivery:** The masterplan has outline planning permission for up to **9,000 new homes** and **3.3 million sq ft of business space**.
- **Major Anchor Projects:** The regeneration is anchored by significant developments, including the **£500m Everton FC stadium** at Bramley-Moore Dock. This landmark project will serve as a powerful economic catalyst, drawing people and further investment into the area.
- **New Infrastructure and Public Realm:** The scheme includes substantial investment in new infrastructure, such as new roads and a **large 2.1-hectare Central Park**. These public realm improvements are crucial for creating a sustainable and desirable waterfront district that will enhance the quality of life for residents and drive long-term value.



# Growth Projections



Savills projects the North West to be the best-performing UK region for property capital growth over the next five years. This forecast is driven by three key factors:

**Affordability:** House prices in the North West remain significantly more affordable than in the South, offering greater value for money. This affordability attracts a wide range of buyers and investors, providing substantial room for future price appreciation.

**Economic Growth:** The region's economy is booming, particularly in cities like Liverpool and Manchester. Major investment in sectors such as life sciences, digital tech, and advanced manufacturing is creating thousands of new, high-value jobs, attracting a skilled workforce and driving up housing demand.

**Regeneration:** Large-scale regeneration projects, including Liverpool Waters and Wirral Waters, are transforming the landscape and creating new commercial and residential opportunities. This ongoing development underpins confidence in the region's long-term economic resilience and property market strength.

	2025	2026	2027	2028	2029	5 years total
North West	☁️ 2.5%	☀️ 5.0%	☀️ 7.0%	☀️ 7.0%	☀️ 6.5%	<b>31.2%</b>
Scotland	☁️ 2.5%	☀️ 5.5%	☀️ 6.5%	☀️ 6.5%	☀️ 5.5%	<b>29.4%</b>
Wales	☁️ 3.0%	☀️ 5.5%	☀️ 6.0%	☀️ 6.0%	☀️ 5.0%	<b>28.2%</b>
Yorkshire and The Humber	☁️ 2.0%	☁️ 4.5%	☀️ 6.5%	☀️ 6.5%	☀️ 6.0%	<b>28.2%</b>
West Midlands	☁️ 2.5%	☀️ 5.0%	☀️ 6.0%	☀️ 6.0%	☀️ 5.5%	<b>27.6%</b>
North East	☁️ 2.0%	☁️ 4.5%	☀️ 6.0%	☀️ 6.0%	☀️ 5.5%	<b>26.4%</b>
<b>UK</b>	☁️ <b>1.0%</b>	☁️ <b>4.0%</b>	☀️ <b>6.0%</b>	☀️ <b>6.0%</b>	☀️ <b>5.5%</b>	<b>24.5%</b>
South East	☁️ 1.0%	☁️ 3.5%	☀️ 5.0%	☀️ 5.0%	☁️ 4.5%	<b>20.4%</b>
South West	☁️ 0.0%	☁️ 3.0%	☀️ 5.0%	☀️ 5.5%	☀️ 5.5%	<b>20.4%</b>
East Midlands	☁️ -1.0%	☁️ 3.5%	☀️ 5.5%	☀️ 6.0%	☀️ 5.0%	<b>20.3%</b>
East of England	☁️ -1.0%	☁️ 3.0%	☀️ 5.5%	☀️ 5.5%	☀️ 5.0%	<b>19.2%</b>
London	☁️ 0.0%	☁️ 2.5%	☁️ 4.5%	☁️ 4.0%	☁️ 3.5%	<b>15.3%</b>

# The Location

River Walk,  
Bromborough, Wirral

12 minutes to Liverpool City Centre

22 minutes to Chester

55 minutes to Manchester

Distance to schools:

**Ofsted outstanding**

Brackenwood Infant School - 2 miles

Wirral Grammar School for Girls - 1.9 miles

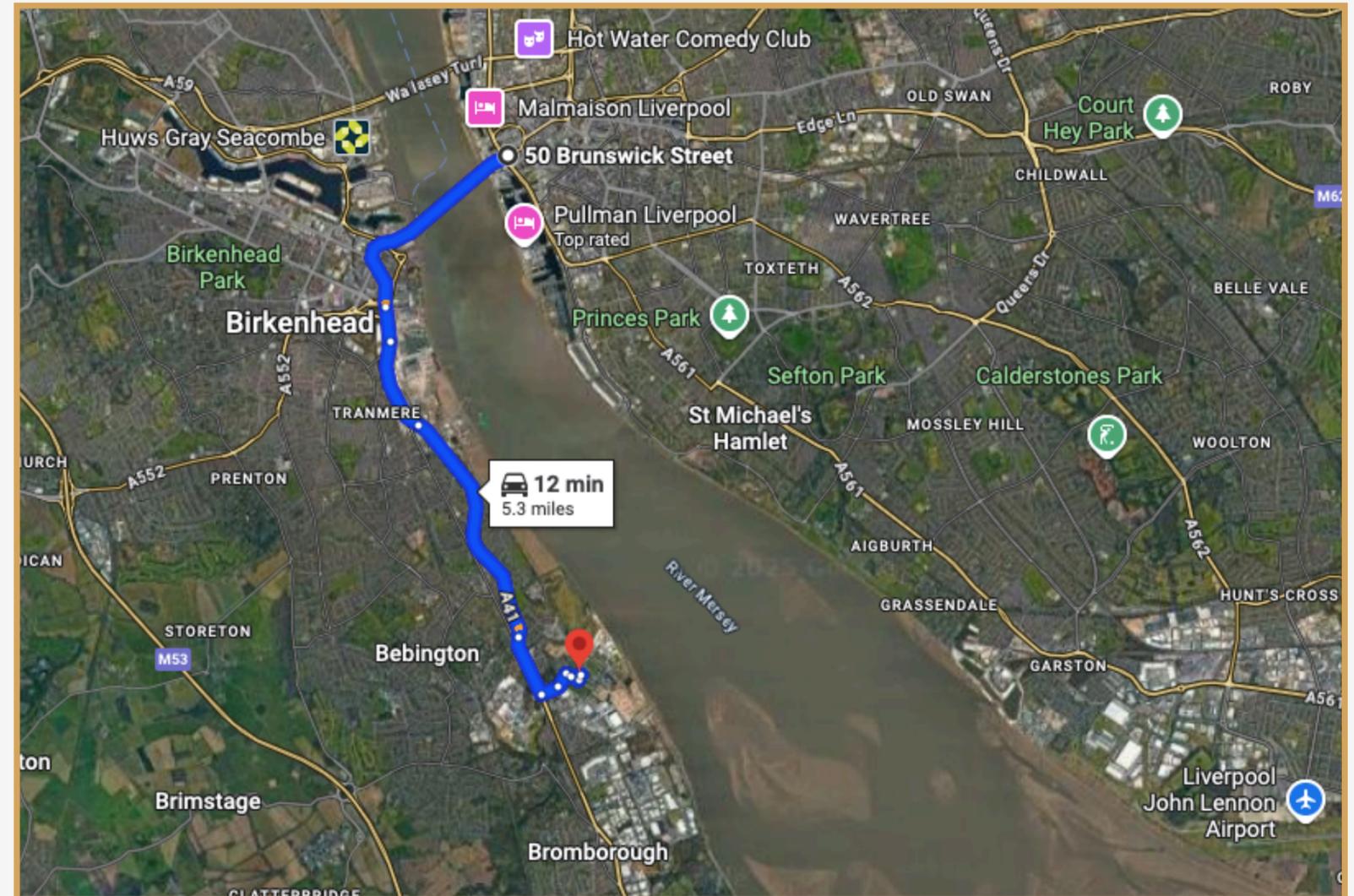
**Ofsted good**

Church Drive Primary School - 1.1 miles

Wirral Grammar School for Boys - 1.9 miles

Closest Motorway:

M56



# Employment

Key Drivers for growth:

- **Health and Life Sciences:** The Liverpool City Region is home to one of Europe's largest biomanufacturing clusters. The £800m Life Sciences Investment Zone is expected to create up to 8,000 high-value jobs, attracting a highly skilled workforce and boosting demand for high-quality housing.
- **Creative and Digital:** Liverpool's digital economy has been booming, with the creative and digital sector projected to grow by over 10% by 2028. This growth is driven by the city's status as a leading UK tech hub, especially in gaming and software development.

The strong and expanding job market has a direct and positive impact on Liverpool's property market. With more people moving to the city for work, tenant demand is high, supporting strong rental yields. This economic resurgence, combined with Liverpool's relatively affordable property prices compared to other major UK cities, makes it an increasingly attractive option for investors seeking long-term growth and stable returns.



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and Broadgreen  
University Hospitals  
NHS Trust



 Bristol Myers Squibb™



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# Connectivity & Transport

## Transport from River Walk

Bromborough's transport infrastructure is a key asset for residents and investors. The area is served by two Merseyrail train stations, Bromborough and Bromborough Rake, offering frequent and reliable services.

- **Train:** Direct trains to Liverpool take around 25 minutes, while services to Chester are approximately 20 minutes.
- **Road:** The M53 motorway runs directly through the area, providing fast access to the Mersey Tunnels for Liverpool and to Chester and the wider national network.
- **Ferry:** The historic Mersey Ferry, operating from nearby Birkenhead, provides a scenic alternative commute across the river to Liverpool's city centre.

## Liverpool

Liverpool boasts a comprehensive transport network that connects it to the rest of the UK and beyond. For road users, the city is served by a number of key motorways, including the M62, M57, and M58, which provide easy access to the M6 and the national motorway network. This makes Liverpool easily accessible by road from major cities across the country.

Liverpool Lime Street train station is a major hub providing **direct services to key cities including London, Manchester, and Birmingham**. Liverpool South Parkway, serves as a key interchange, connecting the city's rail network to the nearby airport.

**Liverpool John Lennon Airport (LPL)** offers flights to over 60 destinations across the UK and Europe. It serves as a vital gateway for business and leisure travel, further enhancing the city's connectivity.



# Education



- The globally recognised University of Liverpool and Liverpool John Moores University attract over 60,000 students to the city of Liverpool.
- Liverpool has a strong student retention rate (Top 3 in the country) with professionals attracted to more affordable rental homes than cities like Manchester and Southern locations.
- Large businesses, including Jaguar Land Rover, Cammell Laird, and Peel Ports, offer extensive apprenticeship programmes, developing talent locally.
- The University of Chester also plays a vital role in the local economy and property market. It has a student population of around 15,000, with a notable proportion of students from outside the local area, including over 1,900 international students from more than 100 countries





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