

# Designed and delivered for business

Sefton's prestigious location and profile make it an ideal site for investment and regeneration projects, many of which have an environmental agenda.

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Sefton's location north of Liverpool makes it easily accessible by air, road, rail and sea: not least due to it being home to The Port of Liverpool, the most successful Freeport in the UK. The borough features exceptional natural resources including 22 miles of coastline, sand dunes, woodlands and wetlands. Sefton also offers some of the most attractive properties and locations in the Northwest, including Birkdale, Formby, Crosby and Maghull. The south of the borough includes Bootle, the industrial and commercial heart of Sefton.

Over the past decade, with assistance from Europe and the Northwest Development Agency, approximately 350,000 sq ft of new speculative building has been completed in Sefton. From the Grade A Atlantic Park office buildings at Dunnings Bridge

Road, the gateway to north Liverpool, to The Investment Centre in Bootle town centre – developers are taking advantage of the opportunities available across the borough. Other developments include:

- A £40m redevelopment of **Southport's Floral Hall Gardens** sees restaurants, bars and new conference and exhibition space on a 174,000 sq ft site. A four-star Ramada hotel has been added while the town's first designer boutique hotel, The Vincent, opened on Lord Street.
- The new £8.5m **Splash World** aqua park has opened in Southport, doubling the size of the Dunes Leisure Centre and creating around 140 jobs. It complements recent improvements to Southport seafront

CGI: Floral Hall Gardens

