



Hoylake: a unique International Golf Resort Opportunity



Hoylake...England's greatest links with golf



Wirral Council is seeking a development partner to help realise our ambition to create a world class golf resort at Hoylake on the Wirral Peninsula.



Wirral has a proud world class golfing history and is home to Royal Liverpool Golf Club, host of eleven Open Championships and chosen venue for the forthcoming championship in 2014.

Hoylake plays a key role at the heart of England's Golf Coast, home to no fewer than three world famous Royal links courses including the Liverpool, Birkdale and Lytham & St Annes who together have hosted The Open Championship no fewer than 30 times since 1897.

KEY ASPECTS:



- A **luxury hotel** with associated restaurant, health, leisure and conference facilities
- The creation of an **internationally acclaimed golf course**
- **Associated development** commensurate with a high quality golf resort

THE OPEN CHAMPIONSHIP IN HOYLAK IN 2006 ATTRACTED OVER 230,000 VISITORS





The Location

The proposed site is in close proximity to Royal Liverpool Golf Club and covers approximately 115 hectares. The development land sits on the edge of the coastal town of Hoylake and is only 2.5 miles from junction 2 of the M53 motorway.

ROAD: Hoylake is approximately 216 miles (349 km) northwest of London, 97 miles (157km) northwest of Birmingham and is at the hub of the UK motorway network - linking to the M6 via the M62, M57, M58, M56 and M53 - one of the most comprehensive and least congested motorway networks in the country.

DRIVE TIMES:

- Liverpool - 15 minutes
- Chester - 20 minutes
- Manchester - 50 minutes
- Birmingham - 1hr 30 minutes
- London - 2hr 10 minutes

Hoylake is connected to the city of Liverpool via two underground road tunnels, an underground rail line and the world famous Mersey Ferries.

AIR: The resort will also be within 45 minutes of two of the fastest growing airports in Europe, Manchester and Liverpool John Lennon.

RAIL: The railway station at Hoylake forms part of the Merseyrail network linking the town to Liverpool Lime Street. This in turn provides regular intercity fast trains to Manchester, Birmingham, London and Scotland.



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**14 MILLION
PEOPLE LIVE
WITHIN 2
HOURS OF
WIRRAL**





The Opportunity

Wirral Council's vision is to create a landmark destination for golf at Hoylake on the Wirral Peninsula - a location steeped in golfing history.

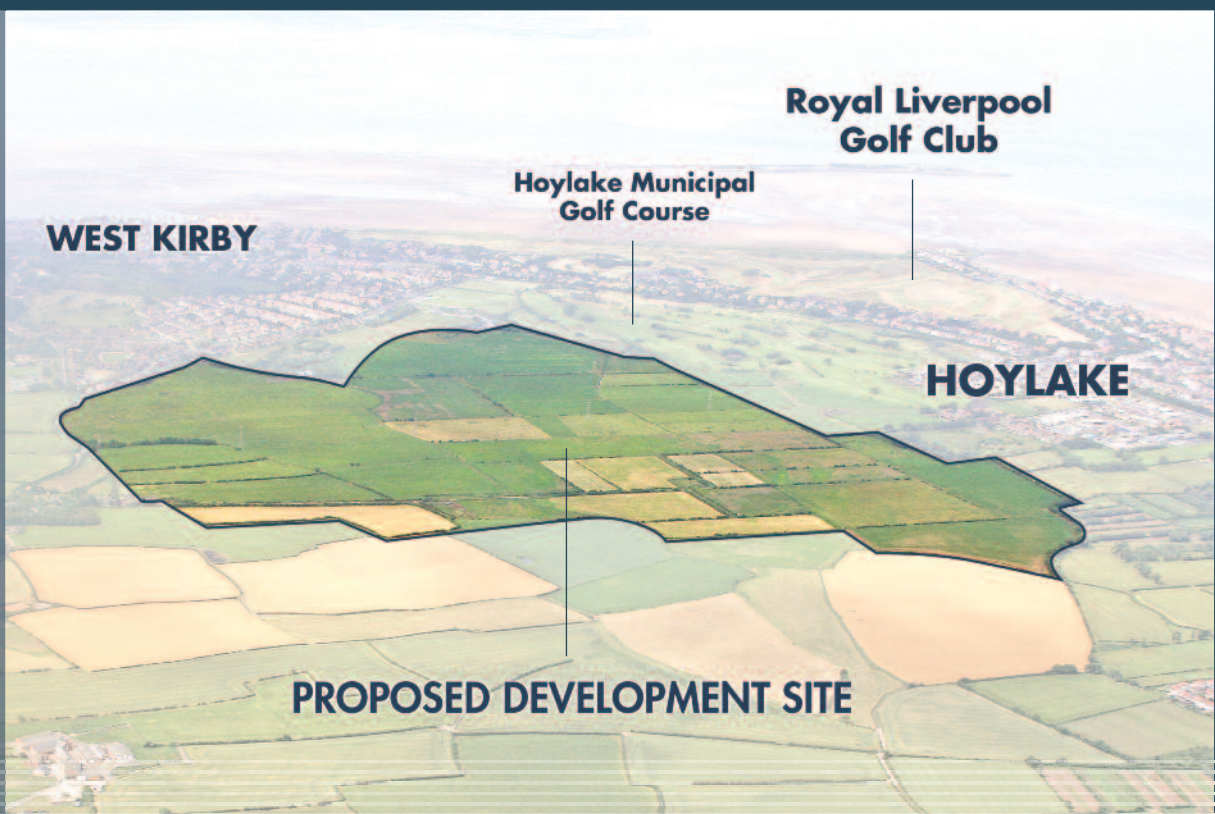
This unique resort will offer international class sports and hospitality facilities with the opportunity to regularly attract major golf competitions and leading corporate events in the region.

As part of England's Northwest, the third largest region in the UK with a population of 7 million people, Wirral's visitor economy has increased by 15% over the past 5 years and is identified as a major growth sector for the region. Its proximity to the tourism big hitters of Liverpool and the Lake District and its existing golfing pedigree mean it is a prime location for such a prestigious development, where limited quality hotel and conferencing facilities exist.

Wirral Council working with the project team DTZ, AECOM and IPW... is seeking to commence a procurement process for the selection of a development partner that will ensure the delivery of this vision over the next few years.



“LANDMARK DESTINATION”



WIRRAL'S VISITOR ECONOMY IS WORTH £310 MILLION AND EMPLOYS OVER 4,400 FULL TIME JOBS

The Bidding Process

The selection process will be conducted using the EU Competitive Dialogue procedure and a contract notice was issued on 4th October 2013 published in the Official Journal of the European Union. This process is being used to allow pre-qualified bidders to enter into detailed dialogue with Wirral Council in order to develop a viable and mutually beneficial development proposal that would form the basis of a legal agreement.

STAGE	ANTICIPATED DATE
Pre-Qualification Period	4th Oct to 13th Nov 2013
Pre-Qualification Response Deadline	13th Nov 2013 (fixed date)
Shortlist for Dialogue Period Confirmed	Dec 2013
Dialogue Period (two stages)	Dec 2013 to April 2014
Final Tender Submission	May 2014
Preferred Bidder Confirmed	June 2014

Further Information

To obtain a copy of the Information Memorandum and Prequalification Questionnaire please register on The Chest Portal: www.the-chest.org.uk

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