



TIME
SQUARE
WARRINGTON



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Time Square Warrington

Time Square is a £107 million mixed use development that is being carried out by Warrington Borough Council to revitalise the traditional retail and leisure heart of Warrington's town centre and the Bridge Street area. When completed in 2019, the scheme will create a new family-friendly shopping, restaurant and leisure experience with a newly developed, contemporary market hall and a state-of-the-art multiplex cinema at its heart.

The scheme has been driven and will be delivered by Warrington & Co. on behalf of Warrington Borough Council with development manager Muse Developments. It will create up to 400 construction jobs and 400 new permanent jobs in the leisure, retail and restaurant sectors when fully completed. Planning has been granted and construction of the project has commenced.

Key components of the Time Square scheme will include:

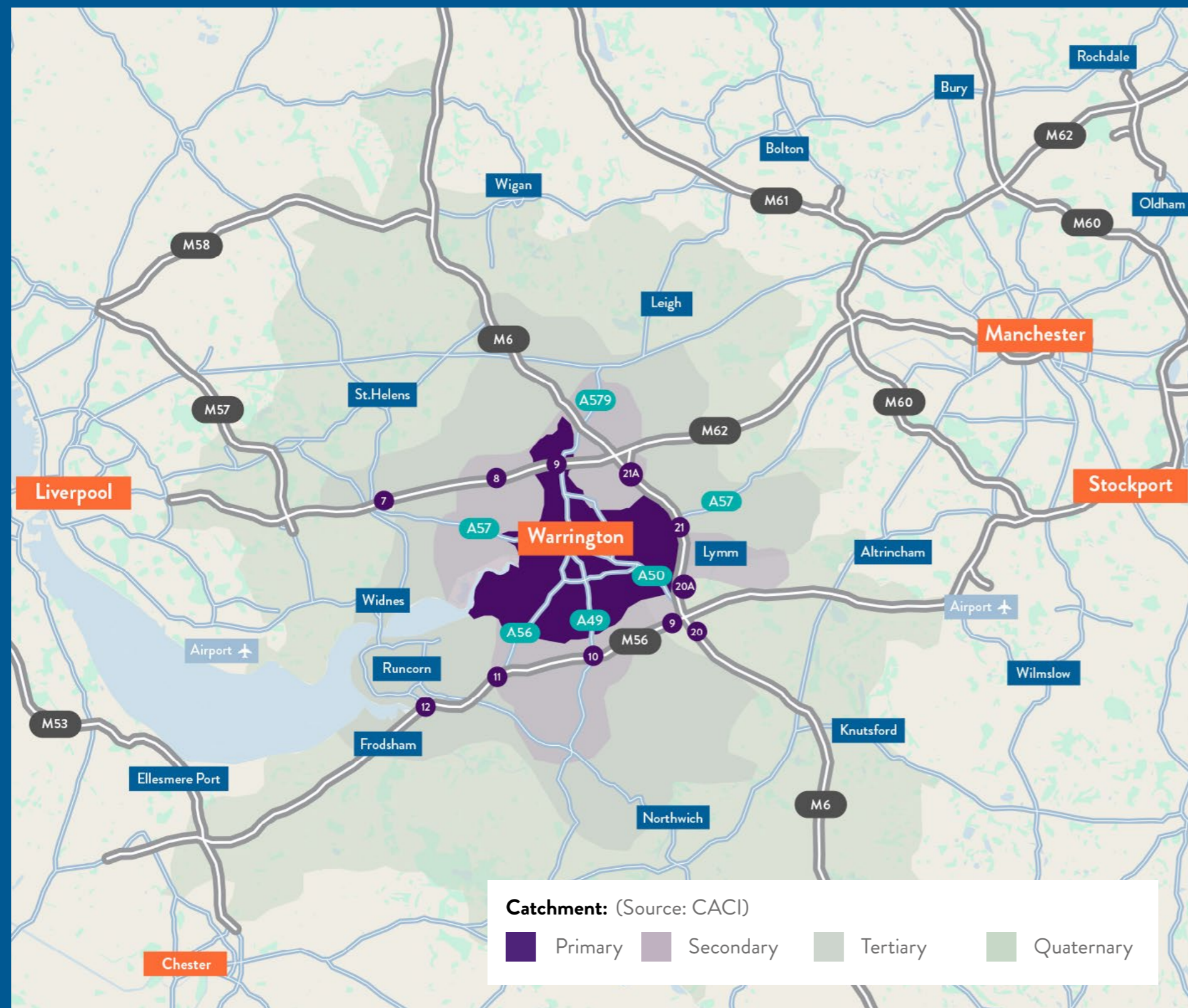
- A new state-of-the-art, **2,500 seat, 13 screen multiplex cinema** let to Cineworld, incorporating a Superscreen.
- New contemporary and vibrant city centre leisure and shopping destination with a **modern new market hall** replacing the current market building (due to be demolished March 2017).
- Nationally and regionally recognised family restaurants bringing exciting leisure facilities to the town centre currently lacking in Warrington.
- A **103,000sq ft office** and administrative facility to be occupied by Warrington Borough Council.
- A new public square providing an ideal location for events, pop up retail opportunities and leisure activities.
- A **1,160 car space** multi-storey car park to serve the scheme.



View towards the cinema and restaurants, across new public square

Location and Infrastructure

Map of the North West



Warrington town centre is readily accessible to the wider catchment via excellent road connections, two train stations and a bus network carrying almost 9 million passengers per year using a fleet of 102 buses.

Warrington is situated at the heart of the regional motorway network, with quick and easy access throughout the region and the wider UK via the M62, M6, M56, M57 and M58. This has been a key factor in making the town an important distribution hub. Rail links are also outstanding. There are frequent services to London via the West Coast Main Line, with a travel time of less than two hours. East-west rail links are also excellent, with the TransPennine Express service link the town to Liverpool, Manchester and Leeds. Travel times to both Liverpool and Manchester are just 30 minutes.

Warrington is 4th in the UK top ten cities for business and enterprise.

Municipal Journal findings



Warrington is ranked 7th in the UK in terms of both employment rates and private sector jobs growth.

The Centre for Cities -
UK Cities Outlook

Why Warrington

Warrington Borough Council has a vision to 'Grow a strong Warrington'. Within its four pledges to the community it sets out to 'Grow a strong economy' and 'Create a place to be proud of'.

There are very positive signs that Warrington can continue to build on its success of recent years, and achieve its stated aim that by 2030 the town will be recognised as one of the best places to live and work in the UK, where everyone enjoys an outstanding quality of life.

The nuclear and energy sector is an important sector within the Warrington economy. It is of strategic importance to the national policy framework. The UK's leading nuclear and energy supply chain businesses are located in Warrington.

Warrington also has strengths in other sectors, with Stobart Group stepping up their already significant investment in the town. Telecommunications is a growing sector in the town, with the likes of Talk Talk, Opal Telecom and Carphone Warehouse.

Other key employers in the town include California-based biotechnology specialist Life Technologies, the Bank of England, Vertex and Fujitsu.

Warrington offers a strong leisure and lifestyle business base with globally renowned companies including Asics and New Balance choosing to locate their head offices within the town.

Golden Square Shopping Centre continues to perform strongly and once the leisure offer at Time Square is added, the future for Warrington town centre looks very promising.

There is currently no cinema and a limited food and beverage offer in the town centre. The new 13 screen 2,500 seat Cineworld and family restaurants will become a stunning new focal point for Warrington. Time Square will attract visitors from the substantial catchment of Warrington and the wider region. Given the current undersupply, Time Square will provide an excellent opportunity for restaurant operators to thrive in the scheme.

Demographics/Source CACI

Warrington has a rich fabric of affluent shoppers, executive wealth and mature money which reside across the core and the wider catchment.

£68.5m

Warrington currently has the 4th largest catering market potential of retail footprint centres (£60.2m) classified as Medium Metropolitan Towns. Post development, **Warrington will have the third largest catering market potential (£68.5m).**



Warrington's **existing catering offer is skewed towards fast food/take away** (42%) and cafés (31%). Restaurants account for just 27% of the catering mix highlighting the headroom for more restaurants within the town.

£1,497

Household expenditure on catering at £1,497 is **3% above the regional average**, highlighting the high levels of demand for catering within Warrington's catchment.

Warrington's catchment reaches towards Liverpool in the West, Manchester to the East and Chester to the South.



The development will increase the attractiveness of the entirety of Warrington. Its focus on cinema, leisure and restaurant dining will provide a **complementary environment to Golden Square Shopping Centre.**

13th

Warrington currently has the **13th largest** catering market potential of retail footprint centres in the North West.

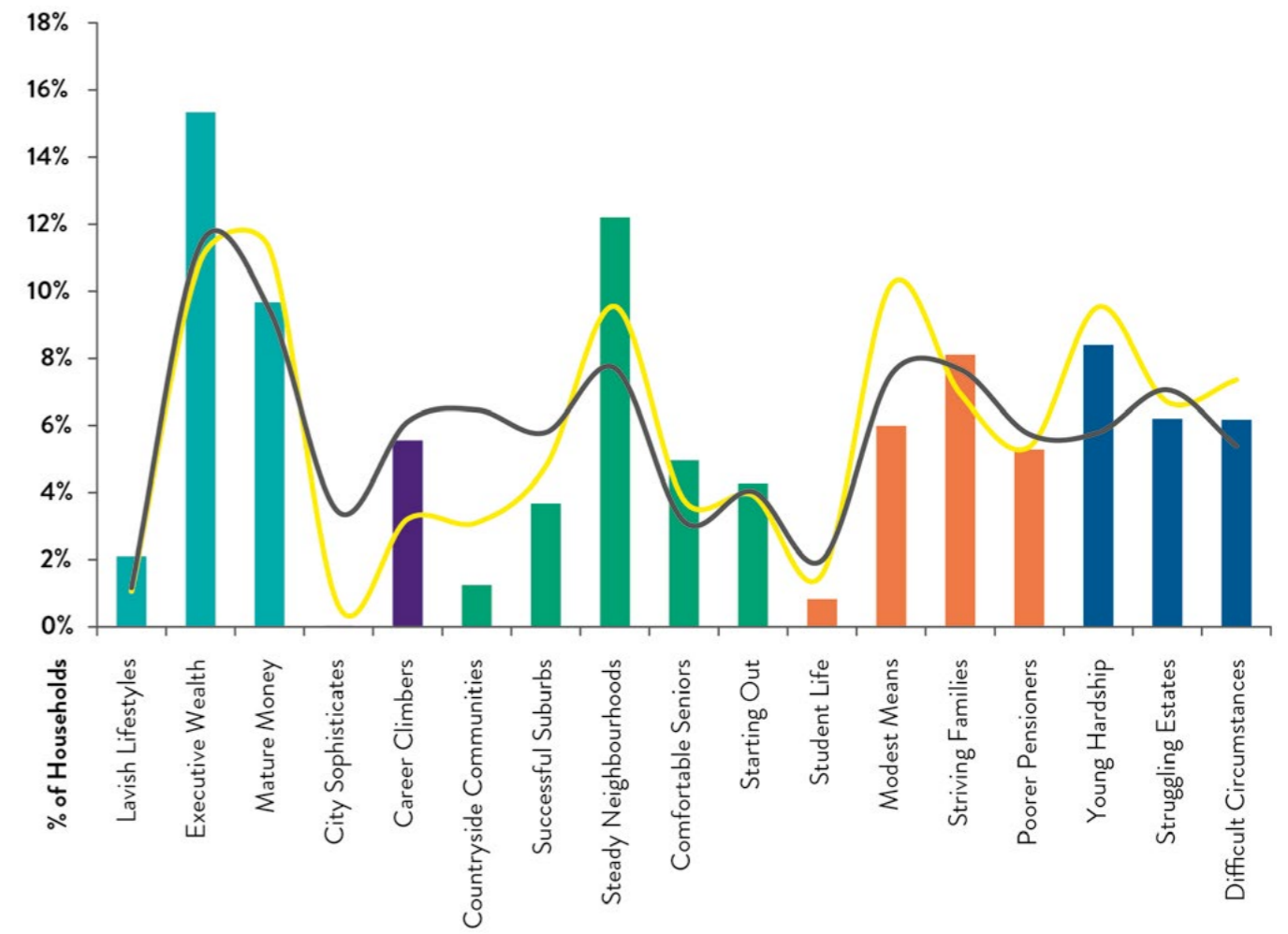


The Warrington catchment contains high concentrations of **affluent shoppers.**

Warrington has jumped from 54th place in (2008-09) to 10th in the Centre for Cities annual health check of UK cities, Cities Outlook



Warrington 2019 - Acorn Profile



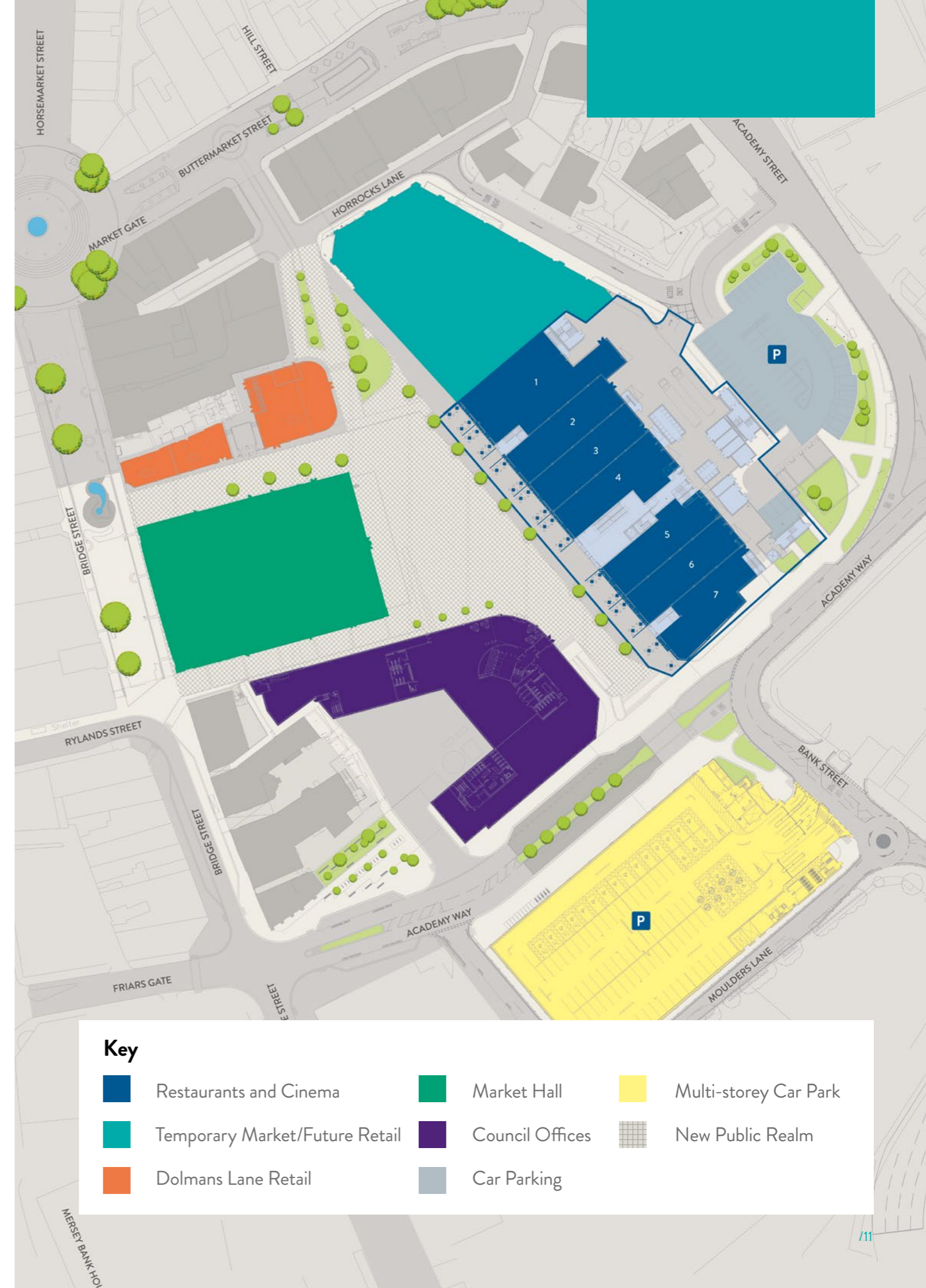
Key

- Affluent Achievers
- Rising Prosperity
- Comfortable Communities
- Financially Stretched
- Urban Adversity
- North West
- UK



Masterplan

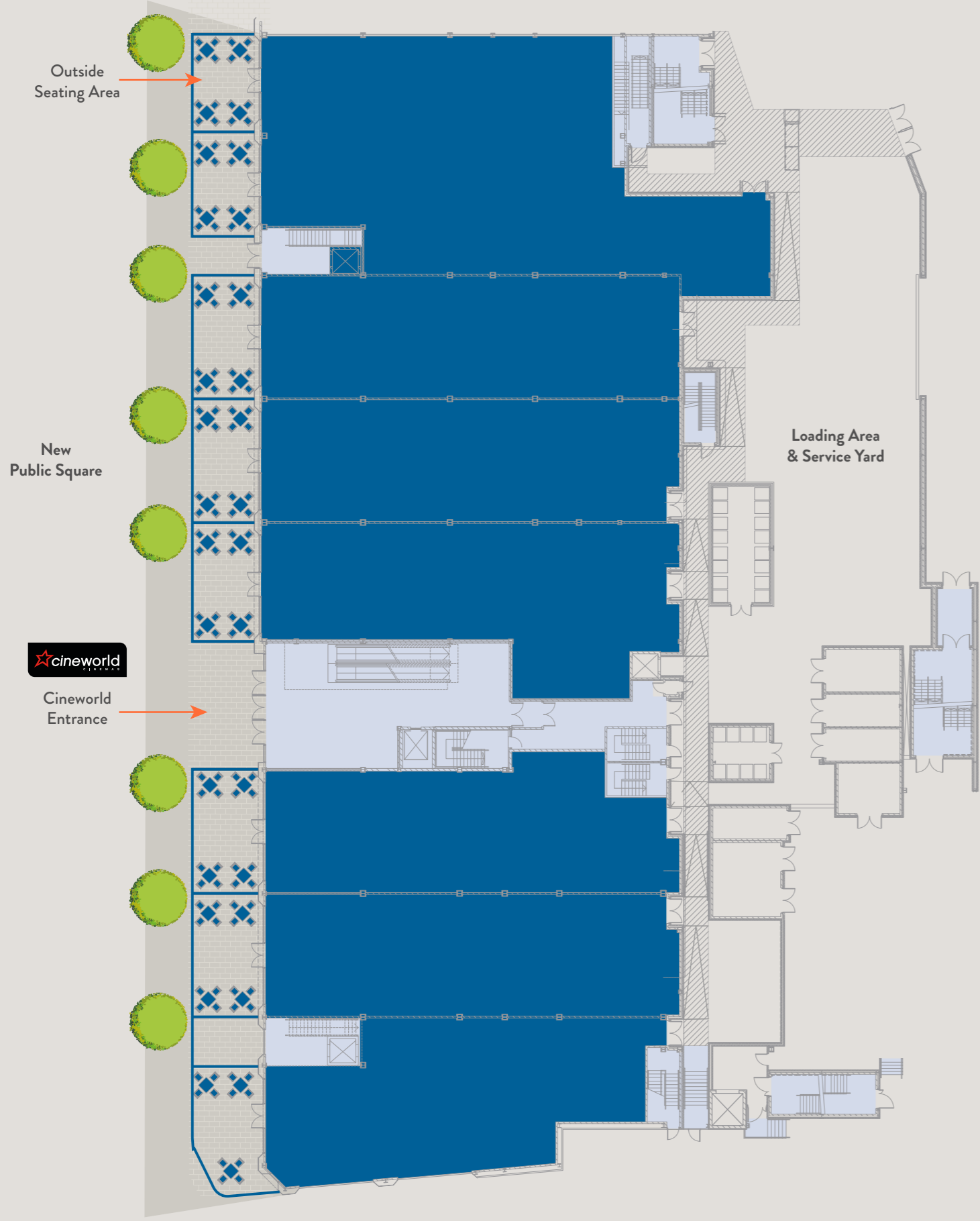
The masterplan for Time Square has been designed to integrate into the existing town centre and to accommodate a diverse mix of new leisure facilities, connected to a new public square. A thriving destination attracting people to meet and dwell.



Key

	Restaurants and Cinema		Market Hall		Multi-storey Car Park
	Temporary Market/Future Retail		Council Offices		New Public Realm
	Dolmans Lane Retail		Car Parking		

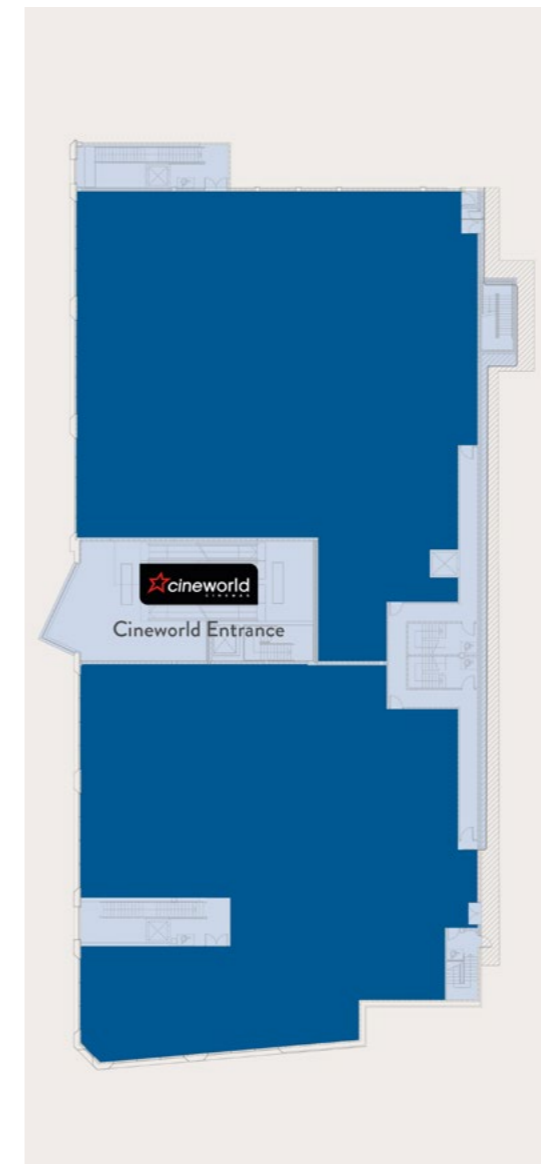
Ground Floor Plan



Schedule

Double height, regular shaped family restaurant opportunities sit beneath the cinema and overlook the new public square offering opportunities for high profile presence.

Mezzanine Level



Occupier/Unit	Ground Floor	
Restaurant 1	6,641 sq ft	617.0 sq m
Restaurant 2	3,591 sq ft	333.6 sq m
Restaurant 3	3,559 sq ft	330.6 sq m
Restaurant 4	3,972 sq ft	369.0 sq m
Restaurant 5	3,494 sq ft	324.6 sq m
Restaurant 6	3,524 sq ft	327.4 sq m
Restaurant 7	3,591 sq ft	333.6 sq m
Unit 1 (Mezzanine)	11,965 sq ft	1,111.6 sq m
Unit 2 (Mezzanine)	10,215 sq ft	949 sq m

Occupier/Unit	Outside Seating	
Restaurant 1	852 sq ft	79.2 sq m
Restaurant 2	538 sq ft	50.0 sq m
Restaurant 3	538 sq ft	50.0 sq m
Restaurant 4	517 sq ft	48.0 sq m
Restaurant 5	575 sq ft	53.4 sq m
Restaurant 6	573 sq ft	53.2 sq m
Restaurant 7	584 sq ft	54.3 sq m





Investment in Growth

Warrington Borough Council has set out its exciting vision for the future of Warrington. By 2030 it will have generated the following economic growth benefits for Warrington:

60,089

Number of new jobs created and safeguarded

5,985

Number of new homes enabled

1,496

Number of new affordable homes enabled

556.11 ha

Amount of land developed

The investment in Warrington can be seen across the town at a number of sites including The Stadium Quarter, Warrington Waterfront, Green Infrastructure and Omega. The regeneration of these sites demonstrates why Warrington is quickly becoming the new business and leisure hub in the North West. All key projects are identified in Warrington's framework for economic growth, Warrington Means Business. Warrington & Co. is the agency responsible for driving and implementing the growth projects and initiatives within the framework.

Alongside Time Square these are the major regeneration projects for the town:

Stadium Quarter:

The £190m project will connect the bus interchange with the Warrington Wolves Halliwell Jones Stadium and create a mixed used development comprising of education, business, leisure and residential property.

Warrington Waterfront:

Warrington Waterfront is an ambitious regeneration project which will maximise the development potential that Warrington's historic waterfront presents and open up new areas of hitherto water and rail line locked land for development. £4 million funding has been allocated from the local growth fund for an initial crossing across the River Mersey as a first phase.

Green Infrastructure:

Warrington's green infrastructure and network of green spaces and parks is an economic resource as well as a resource for nature conservation and wildlife. It is a key component of Warrington's quality of life and image.

Omega:

The Vision for Omega is to create a world class, sustainable and highly accessible mixed use development providing quality, bespoke commercial premises, alongside a range of new homes, and retail and leisure opportunities – all set within a huge network of green spaces and a 35 acres 'Green Heart'.







Developer/Funder



Delivery Team



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