



RWinvest

# The Baltic Triangle Investors Guide

## Liverpool's New Investment Hotspot

Since its former days as a maritime mercantile city, Liverpool has evolved into a truly dynamic UK destination infused with billion-pound investments and vast regeneration. From the £960 million Liverpool ONE shopping centre investment kicking things off in 2008, to the current £2 billion regeneration of the city's so-called Knowledge Quarter, there's now a new kid on the block in the shape of the Baltic Triangle.

Having had over £128 million invested to date, it's quickly gaining status as the fastest growing district in the UK and has a highly focused digital economy, sprinkled with unique shops, bars and some of the city's most appetising restaurants.



Among many things, the Baltic Triangle is now a strong contender when considering a Liverpool property investment. Property investors all over the world are recognising the area's convenient combination of regeneration, location and capital appreciation which work together in harmony to create a recipe for property investment success.

'Since 2012, £128 million has been invested in new developments within the Baltic Triangle with another £62 million worth currently on site.'



## The Perfect Location

The Baltic Triangle is an all-inclusive area that stands as a representation of the welcoming, varied and multi-cultural metropolis that Liverpool is and always has been. The Baltic Triangle is a living, breathing summation of the progress Liverpool has made, and the incredible growth it has achieved in such a short space of time. The city has shed its skin again and again, and the Baltic Triangle is a different, healthier and more durable beast, the likes of which has rarely been witnessed in the UK.



Occupying a central and vital location in Liverpool; defined as the great swathe of space ensconced within Liver Street, Park Lane, Parliament Street and Wapping Dock. Positioned at the southern tip of the city centre, the Baltic Triangle acts as an arterial catalyst for traffic coming in from outlying areas and serves the majority of the 500,000 people that fly into Liverpool John Lennon Airport every year.

Near to the Knowledge Quarter Mayoral Development Zone and the Liverpool City Enterprise Zone, which, combined, have over £3 billion worth of schemes either onsite or upcoming, it also resides next to sections of Liverpool's UNESCO World Heritage Site.



## Major Investment in the Baltic Triangle

Since 2012, £128 million has been invested in new developments within the Baltic Triangle with another £62 million worth currently on site. Over 130 private businesses ply their trade. The area has been responsible for the creation of 500 new private sector jobs with another 10% rise on that figure imminent thanks to current developments. Future projections of almost 800 new jobs will follow in the wake of the Baltic Triangle's upcoming schemes and developments.



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<b>£62</b>	MILLION ONGOING
<b>£128</b>	MILLION COMPLETE
<b>£600</b>	MILLION PLANNED

## An Industrial Landscape

Over 1,000 new apartments have been completed in the past six years, but it doesn't stop there. Nearly 500 apartments are currently in development and over 2,500 more are in the pipeline over the next few years. The Baltic Triangle has also brought supply to the ever-increasing student property demands of the city, with 350 rooms built, 150 in development and over 400 proposed and awaiting final permission. In among the raft of modern businesses, philosophies and modes of presentation, lies a wealth of small and medium-sized businesses that hark back to the hands-on, manual history of the Baltic Triangle.

A slew of mechanics, electricians, repair workshops, metal beaters and other independent companies and traders form the old school commercial backbone of the Baltic Triangle. Plans and schemes are already in place to take things further than ever thought possible. Liverpool and the Baltic Triangle are looking forward to the next decade to increase in capacity and scope, with an emphasis on the nurturing of more commercial power and a spike in residential properties. Up to 500,000 square feet of further commercial space is to be transformed and developed. Within the next three years, the Baltic Triangle will have trebled its overall area and will be home to even more businesses.



## A World-Class Destination

The Baltic Triangle has increasingly risen to prominence as one of Liverpool's coolest and most attractive destinations. New venues, restaurants and bars are launching every week and this dynamic neighbourhood is continually evolving.

Botanical Garden

Hobo

District

24 Kitchen Street

Black Lodge Brewing

Red Brick Hangar

Unit 51

Baltic Bakehouse

Siren

Camp and Furnace

Baltic Market

Baltic Social

Elevator Studios

Cains Brewery Village

Peaky Blinders Bar

Ghetto Golf



CAMP AND FURNACE

LEGENDARY  
ROASTS

LISTED IN THE  
TIMES AS

2<sup>ND</sup>  
COOLEST  
RESTAURANT  
IN BRITAIN

Elevator™

ELEVATOR STUDIOS USED BY:  
THE ZUTONS, CHRIS DE BURGH  
ECHO & THE BUNNYMEN,  
THE WOMBATS, THE CORAL  
SONY, WARNER BROTHERS,  
VIRGIN AND EMI

## Unique Locations

With award-winning restaurants, quirky theatres, international art projects and neon golfing, the Baltic Triangle has something for everyone. The Botanical Garden is the perfect sun trap, with a relaxed atmosphere and acoustic music attracting busy residents. Hobo Kiosk is another decidedly Baltic Triangle location. From painted mannequins to propaganda posters and a jukebox - this eclectic bar captures the creative soul of the Baltic Triangle. Cafes like Unit 51, The Baltic Bakehouse and Siren all offer distinctive menus and environments.

Camp and Furnace is a must-visit for anyone exploring the Baltic Triangle. It has become a Liverpool institution - recently included in The Times 20 Coolest Restaurants in the UK list - and this versatile space has hosted internationally acclaimed artists, exhibits, and festivals. District is another venue in this area with a creative mashup of workplaces and performance spaces. From warehouse parties to film screenings, District has a constant stream of quality events.

24 Kitchen Street is a mixed-use music and arts space which holds regular events, from raves to reggae to folk to comedy. These performance spaces and independent venues are a vital part of the Baltic Triangle, attracting thousands of visitors every year.

## Unique Experiences

The Peaky Blinders Bar is a quirky new destination in the Cains Brewery area. The themed venue has seen the restoration of a dilapidated area of Cains Brewery with period decoration inspired by the popular BBC show. Ghetto Golf has been a fun and unique addition to the Baltic Triangle. This bizarre twist on the game of crazy golf features unusual artwork, cocktails, BBQ food, an outdoor bar and a 'seriously twisted 18-hole mini golf experience'.

The list of spaces in the Baltic Triangle continues to grow, from the tiny Hobo Kiosk to the cavernous Camp & Furnace - there's something for everyone in the Baltic Triangle. It is a thriving and bustling community, with a huge variety of food, drink and social offerings. The area's quirky venues and distinctive food culture have been encouraging a young, independent generation to move in. New developments in the area are already making the most of the area's cool credentials and are appealing to property investors looking for young, professional tenants.



## Made in Liverpool

Shopping local is a cause that is close to the heart of many millennials, and from beer brewed in the Baltic Triangle to freshly baked bread and handmade pottery - there are a plethora of local businesses championing 'Made in Liverpool'.

Black Lodge Brewing offers experimental and creative beers brewed in the Baltic Triangle. H1780 Tap & Still also offers a unique drinks experience with a working brewery distillery, bar and eatery. Cains Brewery is a beautiful, imposing building which captures the Victorian red brick soul of the Baltic Triangle, built between 1896 and 1902. There is a new bar - Punch Tarmey's - and plans for a £7 million redevelopment. The Cains Brewery Village hosts a wide range of independent businesses as does Red Brick Hangar. From artists to crocheters to organic fruit and veg sellers, this warehouse-style project has been called Liverpool's answer to Camden.



### A Distinctive Destination

The Baltic Market is Liverpool's first street food market and this innovative concept has been spearheaded by Independent Liverpool. It has been one of the biggest success stories of the Baltic Triangle and this distinctive concept features pop up restaurants with a large communal dining hall. Providing small, new restaurants with a platform to launch, this buzzing venue is always a hive of activity at the weekends.



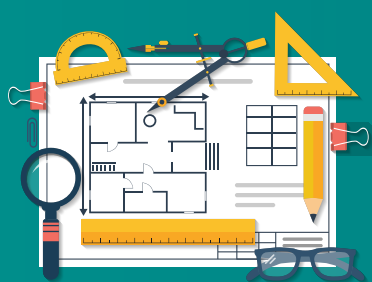
Famous for its Afternoon Punk Tea, the cool and quirky Baltic Social restaurant serves unique dishes plus regular music events like the Baltic Sessions. Elevator Studios boasts extraordinary working spaces plus a state-of-the-art recording studio and rehearsal space. The 200-year-old warehouses that used to store coffee, cotton and spices are now home to a range of creative businesses. Elevator Studios has played a considerable role in Liverpool's world-class musical reputation, with internationally acclaimed artists and producers recording here.



## Demographic

**Mark Lawler, Director of Baltic Creative**

HOME TO OVER 150  
BUSINESSES IN CREATIVE  
AND DIGITAL SECTORS



## BUSINESSES TO TRIPLE FOOTPRINT OVER NEXT 5 YEARS



## ATTRACTING TOURISTS FROM AROUND THE GLOBE



A COLLABORATION  
BETWEEN  
BUSINESSES AND  
INDEPENDENTS

"Look at us, look what we have achieved,  
and this is just the beginning".



## The People of the Baltic Triangle

The Baltic Triangle is a historic area experiencing a steady renaissance, making it a one of a kind destination, a melting pot for innovation and a collective beat of creative hearts. Envisage an area where artists paint their feelings on the side of old buildings, photographers enthuse over the potential for many intriguing snapshots and young entrepreneurs are enticed by the scope for unparalleled opportunity.

It may seem the offbeat culture throughout the intertwining streets have a taste for the unconventional, but if you scratch below the surface you will begin to realise a whole new world is home to a creative playground underpinned by the rich diversity of talent – which is why this area is the most exciting in Liverpool for independent business and culture.

This historic gem in Liverpool city centre is a hotbed of innovation that has experienced a revival through a talented pool of creative people, entrepreneurs and their combined business ventures. As the glorified old meets the ground-breaking new, the Baltic Triangle secures its reputation as an internationally acclaimed location giving a nod to its Nordic roots.

Attracting a wide demographic to the graffiti lined streets, this distinct quarter is a far cry from the once industrialised area standing strong behind Merseyside Police headquarters.

Hoping to triple its footprint over the next five years, more than 150 business across the creative and digital sectors call the Baltic Creative home, transforming this historic area into a rapidly evolving hub for creative enterprises. This is only the beginning of the radical revolution this prolific pocket of Liverpool is undertaking.



## An Evolving Community

Unlike other refined areas in Liverpool, the Baltic Triangle remains a raw, organic zone juxtaposed with cutting-edge facilities catering for a diverse selection of people from a wealth of different backgrounds and experiences. Key industries have helped strengthen the appeal of this multifaceted location to an assortment of demographics. This is the beauty of the Baltic Triangle. There is no specific target demographic, it is an eclectic amalgamation of ingenious businesses and people from all walks of life working in harmony to build an unrivalled community.



This flourishing district with restless creative spirit is a major attraction for those seeking to collaborate, cultivate and nurture their dynamism through the world class educational facilities on offer. The Studio is a space operating differently to that of a conventional school. Through developing expertise, this school prepares young people for unprecedented success in the digital sphere, for employment, entrepreneurship and opportunities in new business ventures.



### A Tourist Hotspot

Tourists and out of towners are fascinated by the intriguing exhibitions, workshops and festivals littering the bohemian boulevard, hence why it is essential we protect and nurture the birth of the Baltic's reenergised creative scenes.

Liverpool's cultural identity is strengthened because of the vibrant district. A place that once slipped below the radar has revolutionised its trendy hipster vibe to deliver a variety of ways for different people to access the arts.





Over 500  
Businesses



Over 2,000  
People



£359 Million  
Digital GVA



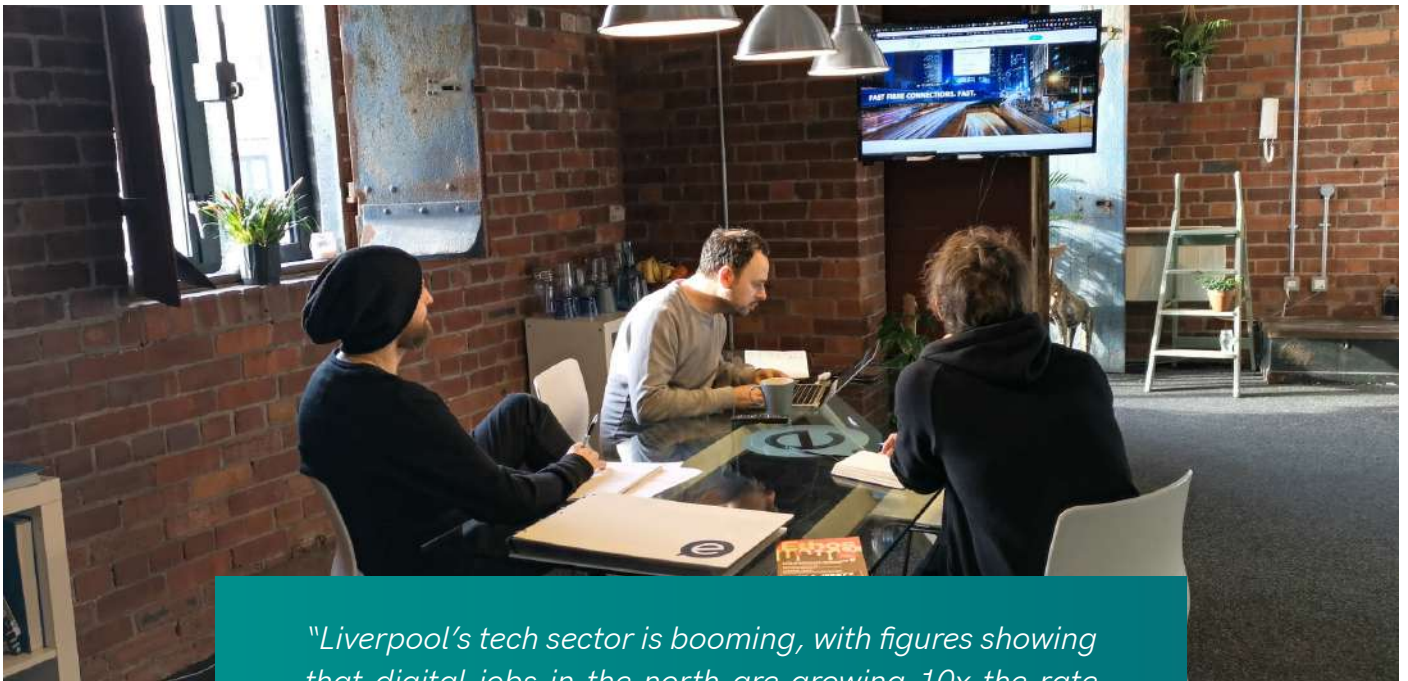
194 New Start Up  
Companies Between  
2011 and 2015



23,407 Digital Jobs  
Available in Liverpool

## A Hub for Innovation

Red brick warehouses and art-covered walls lead the way to one of the most exciting and innovative areas in the city of Liverpool. The Baltic Triangle has become a hub for enterprise and is becoming one of the best locations for digital start-ups. Liverpool has recently gained the prestigious status of a UK tech cluster which means that digital industries are more likely to grow faster and provide higher salaries. A range of innovative and unique start-ups are flourishing in the Baltic Triangle business environment, especially in emerging technology sectors. From video games to PR, small businesses are finding a home in this thriving post-industrial landscape.



*"Liverpool's tech sector is booming, with figures showing that digital jobs in the north are growing 10x the rate of non-digital jobs. Here at Baltic Creative, we are witnessing a huge demand for dedicated tech space"*

**- Mark Lawler, Baltic Creative**

## A Growing Digital Sector

According to a recent Tech City report, there are currently an impressive 23,407 digital jobs in Liverpool. Baltic Triangle jobs offer attractive salaries and opportunities, significantly higher wages. There has been a significant £359 million digital gross value added and correspondingly 194 start-up births between 2011 and 2015 which shows that the Baltic Triangle is a perfect home for the digital sector and new business. Substantial investment in the tech industry and the opportunities for digital companies have had a widely positive effect - Mark Lawler who is the Managing Director of Baltic Creative CIC said to GetIntoThis website "Liverpool's tech sector is booming, with figures showing that digital jobs in the north are growing 10x the rate of non-digital jobs. Here at Baltic Creative, we are witnessing a huge demand for dedicated tech space."



## Successful Residents

The success of the Baltic Triangle's digital sector can be seen in the growing collection of over 500 businesses and over 2,000 people. One example is vTime - the world's first virtual reality social network and there are also several software companies like Damibu, who specialise in digital health technology, Novoda who have engineered digital products for international brands and Citrus Suite who develop award-winning mobile apps. Milky Tea, a game development and animation production studio, opened in the Baltic Triangle in 2005 and has won major awards in its industry, including a BAFTA. Buildings like Hub Squared, Baltic Creative, Flux Studios and Northern Lights are home to a varied and vibrant business culture. These small independent businesses are working together and events such as Binary Festival and networking mornings are key to encouraging increasing levels of collaboration in the area.

### Baltic Triangle Jobs for the Future

Digital and tech companies require a highly specialised workforce, with specific skills and a complex understanding. Baltic Triangle businesses are implementing a long-term strategy to develop and grow skills in the area. The Studio School in the Baltic Triangle offers digital pathway options like coding, entrepreneurship and creativity. The school is also collaborating with local businesses to offer internships, mentoring and career advice to potential digital workers. The next generation of Baltic Triangle business leaders and innovators are being inspired and nurtured and this forward-thinking approach will provide long-term investment in the Baltic Triangle.

### Property Investment in the Baltic Triangle

Due to the Baltic Triangle's increasing reputation as one of the coolest neighbourhoods in the UK, demand for residential property has skyrocketed. Salaries in the digital and tech sector are higher than the UK average, meaning that they have greater disposable income to spend on their rental accommodation, and they are looking for modern, cutting-edge properties which offer great connectivity. One Baltic Square is the perfect example of the modern, high-end apartments that people are looking for in the Baltic Triangle. This up-and-coming area with its booming tech sector and successful residents is perfect for property investment.

*'The next generation of Baltic Triangle business leaders and innovators are being inspired and nurtured and this forward-thinking approach will provide long-term investment in the Baltic Triangle.'*

# SOUND CITY+

LIVERPOOL

250 Bands Perform at  
Liverpool Sound City

## binary— festival

Binary Festival is One of Liverpool's  
Most Recognised Festivals

B O N G O ' S  
B I N G O

Bongo's Bingo Now Live in Dubai,  
Australia and Ibiza



## Camp and Furnace

A dusting of twinkling bare bulbs, deep set sofas to schmooze on in front of warm open log fires and a sprinkle of Scandinavian spirit combines to create the brightest jewel in the Baltic Triangle's crown. The cavernous industrial warehouse of Camp and Furnace takes you on a whirlwind journey through different genres, tastes, feelings and emotions but leaves you with a heart full of love, admiration and a taste for good food and chilled vibes. From lobsters to street food, 70s disco to reggae jams, Spice Girls to Sex Pistols, the Camp and Furnace is one of Liverpool's most loved spaces. It is no surprise it was ranked second in the Times 20 Coolest Restaurants in Britain.

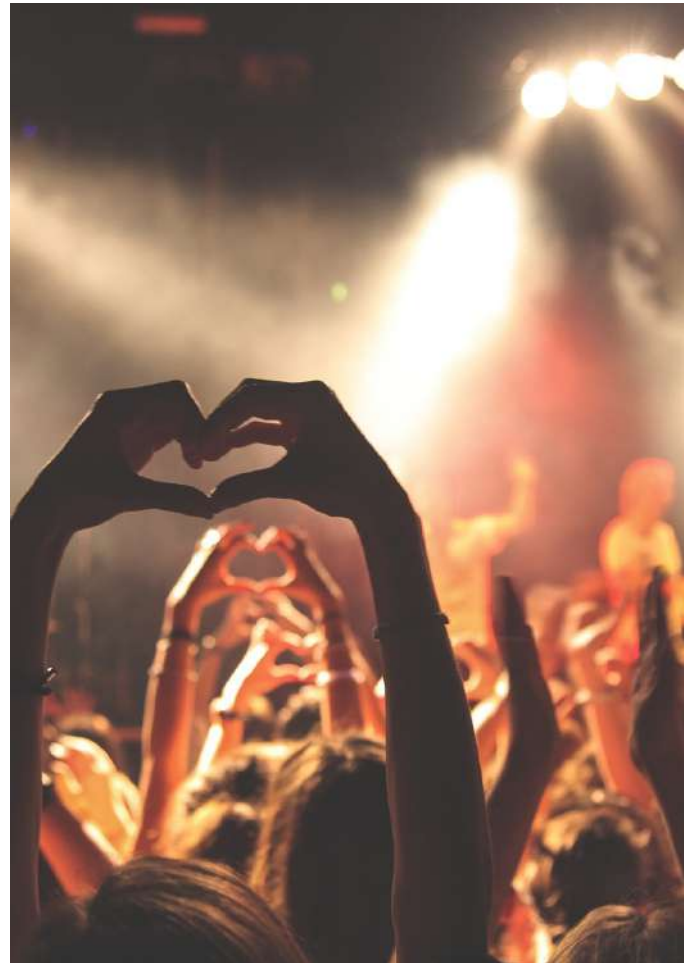
Liverpool Sound City One of Liverpool's most anticipated festivals is a vibrant assortment of music and arts from around the world. Approximately 250 hotly tipped new bands and headliners sets pulses raising to perform electrifying beats to the droves on a pulsating stage. Introducing a new wave, this musical epicentre of the Liverpool's Baltic Triangle will throw more genres into the mix.



## Liverpool Disco Festival

Liverpool's Baltic Triangle experiences a citywide explosion of riveting music, intriguing art and unforgettable culture. The Liverpool Disco Festival effortlessly blends together scouse spirit, determination and a city that isn't scared to try something a little different. Liverpool Disco Festival is a multi-venue takeover luring crowds from all over the country with a weekend that propels the Baltic Triangle into complete shutdown as roads become closed from sheer numbers of people. Celebrating the legacy of underground dance music inspired by Chicago and New York City leaves crowds feeling united with the heartbeat of disco rhythms.

Binary Festival Binary Festival was established in 2016, and two years later it still stands as one of the city's most recognised festivals placing Liverpool firmly on the map for leading the UK's digital revolution.



## Bongo's Bingo

The home of bingo! When you think of bingo you tend to imagine blindingly tacky carpets, rusty old machinery and a boring monotonous man at the front of the room calling numbers until you fall asleep. After you take a visit to Bongo's Bingo, those notions quickly become a distant memory. Bongo's Bingo is quite frankly like no other and is the exact opposite of your usual bingo expectations – brilliantly bonkers, wickedly wild and 100% berserk.





# RWinvest

LIVERPOOL

MANCHESTER

LONDON

LEEDS

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