



Sefton Council 

VICTORIA BATHS

For future generations.

Investment Opportunity

OVERVIEW

An exciting and flexible opportunity

Southport is one of the UK's leading leisure and retail destinations, attracting over 9 million visitors annually. It is a beautiful place to live and location of choice for those seeking a work life balance, where living well is important.



Located on the historic seafront promenade, the regeneration of Victoria Baths offers an exciting and flexible opportunity for investors of imagination and flare. This beautiful grade II listed building, iconic in its role in shaping the town, is now ready to play a key part in reimagining Southport's future. Victoria Baths is just a short walk from Southport Train Station, with direct trains from Liverpool and Manchester. There is plenty of nearby parking and the site is well located for cycling and walking links throughout the town centre, the coast and the region.

Southport and Victoria Baths have the right ingredients for successful investment and sustainable growth.



Beautiful grade II listed building

We are looking for investors of imagination to bring new life to this much-loved historic building, whose history of nearly two centuries has seen it time and again taking a central place in shaping the life of one of the country's most vibrant coastal resorts.

We invite you to reimagine Victoria Baths in new and creative ways, to encourage new communities, support the local economy, generate local employment opportunities, skills development and support existing and emerging local businesses.

We welcome investors with a vision that complements our wider ambitions for Southport as a leading national visitor destination and a place to Live Well.



LEGACY

A timeless classic

Victoria Baths was originally opened in 1839, a luxurious new facility for the exciting new coastal resort of Southport.



Over a million litres of fresh seawater were pumped in every morning.

After the arrival of the railway and the UK's longest iron Pier, visitor numbers in Southport rocketed, the rebuilding of the baths was even grander with the best of everything. The baths six pools (the most in any British bathing centre before or since) were filled with over a million litres of fresh seawater, pumped in each morning and heated to a balmy 31°C by 11am. The Baths provided social facilities, too, and reopened with a celebratory festival in 1871.

The new building was designed by the respected Manchester firm Horton and Bridgford, who gave it a timelessly elegant classical façade in the same blonde sandstone that covers Southport's other leading buildings of the period, including the Atkinson Library and Art Gallery, and Cambridge Hall. A French renaissance-style roof completes the external fanfare, whilst inside the best of robust and elegant Victorian engineering allowed beautiful glazed roofs to admit lots of daylight to every part of the building.

Elegant iron trusses let roofs span the broad spaces of the pools, and were themselves a key architectural feature.



The brilliance of the architecture was recognised at the time, with Horton and Bridgford being asked to design more baths around the region, and has been appreciated ever since, achieving

Grade II listing in 1976. The authoritative Pevsner Buildings of England architectural guide describes the Victoria Baths as the best in the region, and the finest building on the Southport front.

This beautiful building is a key part of Southport's past. Its ready to become the heart of Southport's future.



LOCATION

A vibrant, forward-looking seaside town

Southport is a leading UK leisure destination, attracting over 9 million visitors annually. Its magnificent coastal setting, beautiful architecture and excellent retail, hospitality and visitor attractions make it a loved and popular location.

Now with a population of over 90,000, Southport grew rapidly during the Victorian Era, becoming 'a fashionable watering place' with the Victoria Baths at its heart. It boasts 22 miles

of beautiful coastline, tree-lined streets, parks and gardens all of which serve to reinforce the opportunity to create something unique and special with the reborn Victoria Baths.

One of Southport's most celebrated attributes is Lord Street, a Victorian canopied boulevard edged with scenic gardens. With a charming, unique style all of its own, Lord Street has been a favourite shopping and leisure destination for over a century.

Unemployment in Southport has been historically low when compared to more challenged UK seaside towns and there is an above average proportion of people within the most affluent AB social groups. Educational attainment is higher than the national average.

This is a town full of opportunity, and Victoria Baths is a key part of that offer.

Key Southport facts

- A Guardian top 10 UK coastal resort
- Strong independent restaurants, bars, coffee shops and tearooms
- Over 500,000 visitors per year enjoy Southport's Pleasureland
- Primary retail catchment area of 268,000 people 250k visitors come to southport for the events programme each year
- £724m retail comparison expenditure
- 2.8m staying visitor days
- 9.2 m visitors per year
- 3.4m in a 60 min drive catchment
- 765k staying visitors
- £597m economic impact
- Town Deal funding £37.5m investment
- 343,000 people within 30 minutes' drive
- Direct rail links to Manchester and Liverpool and second busiest station on the Merseyrail Network
- 1.4m sq ft of retail and leisure space in the town centre hub

The area boasts 22 miles of beautiful coastline and coastal access.

LOCATION

A town with major investment

Southport is set to receive £37.5m in government funding for a range of exciting projects across the town centre and seafront, following approval of a Town Investment Plan (October 2020).

The £37.5m awarded to Southport is one of the largest Town Deals that the government has agreed nationally and across 101 towns.

This success is a clear sign of confidence in the town, the quality of the projects put forward as part of the Town Investment Plan, the involvement of local people and businesses and the work of the Town Deal Board.

The funding will help to invest in existing attractions and the creation of new all-weather attractions in the sea front area, as well as the creation of new enterprise hubs to help attract and grow businesses in the town centre.

Plans are already underway, including creating new public spaces to hold events, The Enterprise Arcade project, Southport's first digital incubator space for start-up businesses, The Marine Lake Events Centre, and 'The Lights Fantastic' a Water and Light Show project.

The Town Deal will help create a significant number of employment opportunities including construction jobs, and an extra 1 million visitors per year are expected to visit.

The aim is to give people a reason to visit Southport more often, and to stay longer, to see Southport transformed into a thriving, vibrant visitor destination.

Southport and Victoria Baths have the right ingredients for successful investment and sustainable growth.

Tourism is a major part of the Southport economy generating over £597 million per year for the local economy and employing over 6,000 people.



LOCATION

An amazing sequence of events

Southport is a town that always has something going on. A key driver for tourism is our highly successful events programme.

Victoria Baths is in a prime location for leisure and tourism. It is just a four-minute walk from Victoria Park, where key events are held throughout the year, and it is the welcoming face of Southport as visitors arrive in the town from the scenic coastal road.

Food and Drink Festival June

This free annual festival is a delight for foodies. A range of street food and other vendors line up with plenty to offer everyone.

Air Show July

Our annual Air Show is a ticketed event that attracts over 200,000 visitors for a weekend of spectacular flying displays.

Flower Show August

Southport Flower Show has been running for almost a century and is the biggest independent flower show in the country, with an abundance of entertainment.

British Musical Fireworks Championship September

At the fireworks festival (3 nights) competitors battle for their displays to be crowned the ultimate winner. It is spectacularly choreographed to music throughout.

Comedy Festival September - October

Our comedy festival runs in multiple venues across Southport. It has been running to great acclaim for over ten years and attracts many famous comedians and large audiences.



Our events draw over 200,000 visitors each year.

LANDMARK

The best is yet to come

Victoria Baths' regeneration offers an exciting and flexible opportunity.

We are looking for investors to bring new life to a much-loved historic building, in a way that complements our wider ambitions for Southport as a leading national visitor destination. We'd like you to focus on rethinking Victoria Baths in new and creative ways, generate new communities, support the local economy, generate local employment opportunities and support local business.

As an elegant and loved historic building, Victoria Baths has been adapting and changing throughout its long life. Only years after the 1871 rebuilding it was adapted to add a Turkish bath, then again in the 1920s significant changes were accommodated by the flexibility of its wide internal spaces.

From the 1980s the Victoria Baths were converted for a wide range of uses including a health club, a nightclub, bars, and a squash club. The spacious, adaptable building has survived all the changes with surprisingly little loss of original fabric.

Today's Victoria Baths presents a magnificent opportunity to a developer with vision. The long-lost beauty of the interiors are there to be rediscovered and enhanced by bringing new purposes and new life to this much-loved architectural gem at the heart of Southport.

Beautiful original features are just waiting to be revealed.

It's all about creating places where people want to be.

LANDMARK

A great historic building with potential

1,320 sqm + basements

Works undertaken to March 2021, £395,000:

- External repairs to roof
- Masonry
- Rainwater goods and general external fabric to make shell water-tight.



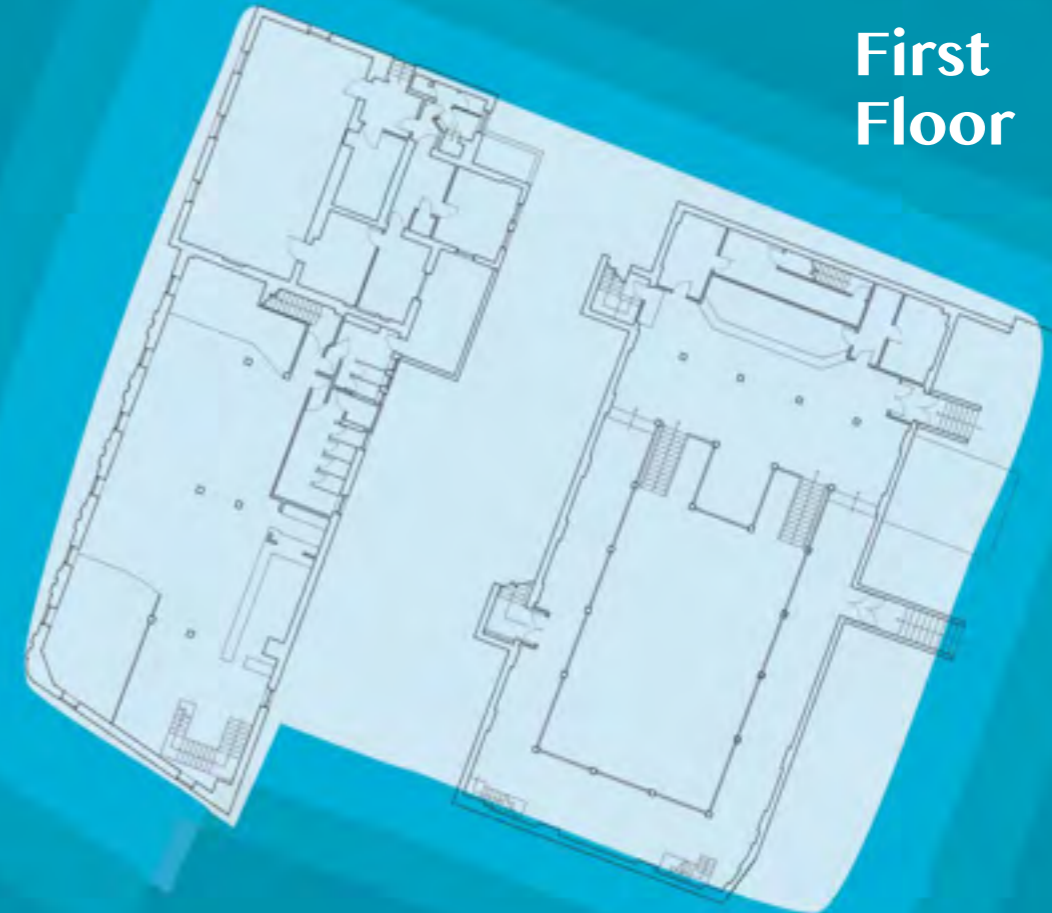
Leaseholder terms

Victoria Leisure Club (indicated on floorplans) is let to Saltarch Trading Ltd for a term of 125 years (May 1980). This lease is full repairing and insuring, and the rent passing is one peppercorn. You can request to see a copy of the lease from our sales team.

Ground Floor



First Floor



INSPIRATION

We believe in the power of reinvention...



Ashton Old Baths: A digital community in an iconic landmark

Almost exactly the same age as the Victoria Baths' building, Ashton Old Baths is an impressive building which served a variety of functions for nearly a century before its closure in 1975.

Empty for 40 years, Tameside MBC and Oxford Innovation stepped in with a new vision for this remarkable space.

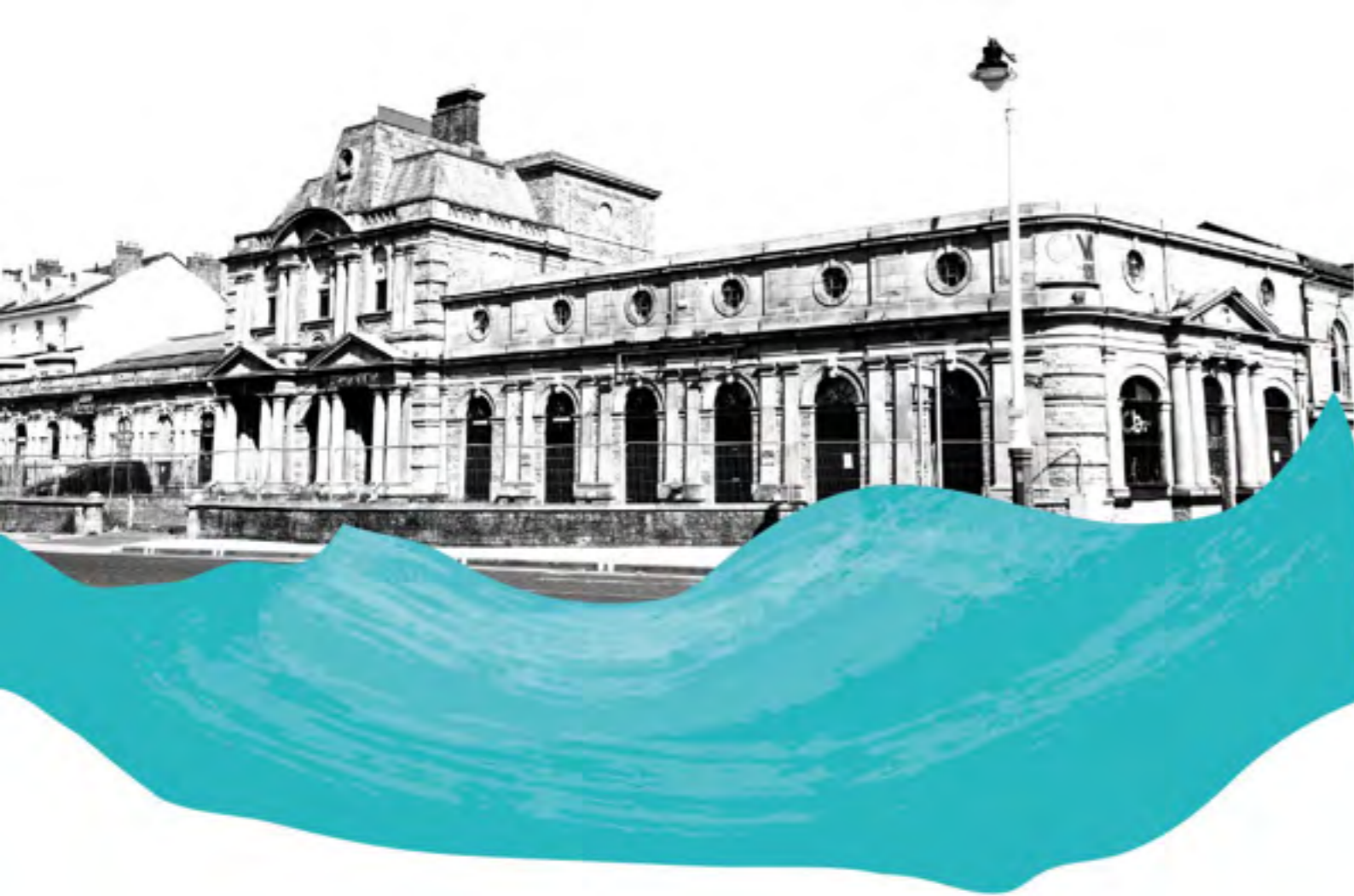
Inside the building is a newly constructed core (made using sustainable materials) which houses a range of office, meeting and conference space, and the Baths' stunning arches have been transformed into stylish meet-up spaces. Now a thriving digital hub with workspace for businesses in the Greater Manchester Area, the new insertions respect the existing building but have an exciting, contemporary appearance.

Hastings: Creating the world's largest underground skate park

Hastings's White Rock Baths had a much more mixed history than the Victoria Baths, falling derelict repeatedly and undergoing very substantial redevelopment repeatedly over its 130-year history. The underground building beneath the seafront promenade in Hastings has now been converted by Source BMX and University of Brighton into an underground skate park. It was the first of its kind in the UK with the cradle and the old school pool there drawing a lot of interest from skaters across the UK.

Victoria Baths could play a key role in Southport's future, bringing new spaces for work, life and culture.

For further inspiration on bringing new life to old bath houses, see our website.



Get in touch:

To find out more, or to arrange a viewing please contact the sole agents, Fitton Estates:



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Great location

Southport benefits from excellent transport links by road and rail with direct links to Liverpool and Manchester.

Victoria Baths is conveniently located just a 15-minute walk from Southport Train Station, which has direct rail links to Liverpool and Manchester. By car its less than an hour's commute from Liverpool and Manchester. There are also plenty of bus routes nearby, bicycle-friendly roads and plenty of parking.

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Visit our website:
victoriabathssouthport.co.uk