

24/30 Liscard Way **WALLASEY**

CH44 5TP

FMX.
Urban Property Advisers



HIGH YIELDING, UNBROKEN PRIME RETAIL PARADE

INVESTMENT SUMMARY

- Wallasey is a coastal town within the Metropolitan Borough of Wirral, which forms part of the wider Liverpool City Region.
- Wallasey has secured £10.78 million from the UK Government's Levelling Up Fund, with an additional £1.2 million committed by Wirral Council for local regeneration.
- The property is fully let to the undoubted covenants of Iceland Foods Ltd, McDonald's Restaurants Ltd and Superdrug Stores Plc.
- Total income of £151,600 per annum.
- Freehold.

PROPOSAL

We are instructed to seek offers in excess of **£1,500,000** (One Million Five Hundred Thousand Pounds), subject to contract and exclusive of VAT. A purchase at this level reflects a **net initial yield of 9.50%**, assuming standard purchasers' costs of 6.39%.





LOCATION

Wallasey is a coastal town located within the Metropolitan Borough of Wirral, forming part of the wider Liverpool City Region.

The subject property is situated in the heart of Wallasey. Wallasey benefits from its close proximity to Liverpool and is strategically positioned for access to the North West's key commercial centres. The town lies approximately 4 miles (6 km) west of Liverpool, 38 miles (61 km) west of Manchester, 82 miles (132 km) south-west of Leeds, and 199 miles (320 km) north-west of London.



Wallasey benefits from excellent road connectivity via the M53, which links directly to the M56 and M6 corridors. This provides convenient access to Liverpool (15 minutes), Manchester (1 hour), and Leeds (1 hour 45 minutes), placing the town within easy reach of three of the UK's most significant urban economies.



Wallasey is served by several Merseyrail stations, including Wallasey Village and Wallasey Grove Road, which offer regular services to Liverpool city centre in under 20 minutes.



Liverpool Lime Street station is the closest national rail station to Wallasey, facilitating direct connections to Manchester Piccadilly (50 minutes) and London Euston (2 hours 10 minutes).



Liverpool John Lennon Airport is located approximately 13 miles (21 km) south-east of Wallasey and offers domestic and international flights to over 70 destinations. Manchester Airport is the UK's third busiest outside of London, and is located 36 miles (57 km) east of the subject property. Manchester Airport is accessible within 45 minutes by car and facilitates travel for over 25 million passengers annually.

DEMOGRAPHICS

Wallasey has an estimated residential population of approximately 60,000 people (ONS). The town forms part of the wider Wirral Metropolitan Borough, which has a population of around 320,000. Wallasey is integrated into the Liverpool City Region, where over 1.5 million people live within a 30-minute drive time (Liverpool City Region Combined Authority).

The local economy is influenced by its proximity to Liverpool, benefiting from shared infrastructure, employment zones, and consumer base. The Liverpool City Region economy is valued at approximately £40.5 billion with key sectors including health and life sciences, maritime and logistics, advanced manufacturing, and digital and creative industries (Liverpool City Region Economic Strategy).



320,100

Wirral Metropolitan
Borough population

RECENT INVESTMENT IN WALLASEY

Wallasey has benefited from a range of public and private investment initiatives aimed at revitalising the town centre and enhancing the community infrastructure.



Wallasey Town Centre Regeneration

Wallasey has secured £10.78 million from the UK Government's Levelling Up Fund, with a further £1.2 million committed by Wirral Council for local regeneration (BBC News). The funding will support the demolition of the former municipal building on Seaview Road to enable the construction of up to 100 affordable homes, as well as the development of a new community facility. The wider scheme includes public realm enhancements, shop front improvements, and upgrades to key pedestrian routes (Wirral Council).

Public Realm and Safety Improvements

Complementing the regeneration scheme, Wirral Council began work in early 2025 on upgrading the public realm in Wallasey. New seating, planters, and bins are being installed at key locations, including Wallasey Road, Newton Road, and Liscard Village (Wirral View). Additional improvements have included upgraded lighting and CCTV installations along Liscard Way to improve safety and reduce anti-social behaviour (Wirral View).





RETAILING IN WALLASEY

Wallasey is a core retail destination within the Wirral Peninsula, with the town centre attracting 44% of main food shopping trips and 39% of top-up food shopping trips from its local zones (Wirral.gov). Wallasey caters to a large, predominantly residential catchment area and is anchored by the Cherry Tree Shopping Centre, which forms the commercial heart of the district.

The Cherry Tree Shopping Centre comprises approximately 120,000 sq ft of retail accommodation and is home to several national retailers, including Primark, B&M, Holland & Barrett, Home Bargains and Card Factory, alongside key service operators such as Specsavers, EE and Hays Travel. The centre benefits from a well-connected pedestrianised environment, affordable parking provision, and steady footfall from surrounding residential neighbourhoods.

Liscard Way is the prime retailing pitch in Wallasey. The pedestrianised high street runs directly adjacent to the Cherry Tree Shopping Centre, enhancing the prominence of the area as the dominant retail destination in Wallasey.

The retail sector remains a major employment driver in the area, accounting for a significant portion of jobs within the Liverpool City Region (Liverpool City Region CA).



SITUATION

The property is situated on the northern side of Liscard Way, at its intersection with Liscard Crescent, within Wallasey's 100% prime retail pitch. Liscard Way is a wide pedestrianised thoroughfare running east to west through the heart of Wallasey. The subject property is situated adjacent to the Cherry Tree Shopping Centre.

National multiple tenants in the immediate vicinity of the subject property include:

TESCO

PRIMARK®

b&m

Holland
& Barrett

DESCRIPTION

The property has a highly prominent corner frontage with ground floor sales accommodation and ancillary space at first floor level.

A large service yard at the rear fronts onto Liscard Crescent, providing dedicated servicing access to all tenants.



ACCOMMODATION

The property comprises the following approximate net internal area (NIA):

Description	Tenant	Floor	sq ft	sq m
24 Liscard Way	McDonald's Restaurants Ltd	Ground Floor	2,045	189.98
		ITZA	824 Units	
		First Floor	1,316	122.26
		Total	3,361	312.24
26 Liscard Way	Wirral St Johns Hospice	Ground Floor	1,812	168.33
		ITZA	882 Units	
		First Floor Storage	809	75
		Total	2,621	243.49
28 Liscard Way	Superdrug Stores PLC	Ground Floor	1,915	177.90
		ITZA	899 Units	
		First Floor Storage	361	33.54
		Mezzanine	216	20.07
		Total	2,492	231.51
30 Liscard Way	Iceland Foods Limited	Ground Floor Sales	3,922	364.35
		Ground Floor Storage	2,830	262.91
		Mezzanine	97	9.01
		ITZA	1,966 Units	
		Total	6,849	636.27
		Commercial Total	15,323	1,423.51





TENURE

Freehold.



TENANCY SCHEDULE

Address	Tenant	Term Start	Term End	Review Date	Rent pa	Comment
24 Liscard Way	McDonald's Restaurants Ltd	15/07/1985	14/07/2030	15/07/2025	£51,000	
26 Liscard Way	Wirral Hospice St John's	09/06/2017	08/06/2027	-	£26,000	
28 Liscard Way	Superdrug Stores Plc	11/10/2022	10/10/2027	24/12/2025	£24,600	The tenant did not serve their October 2025 break option.
30 Liscard Way	Iceland Foods Limited	01/06/2025	31/05/2030	-	£50,000	9 months' incentive of half rent. The vendor will top up any remaining rent free on completion.
30 Liscard Way	Sub Station				£0.01	Nominal rent of £0.01 for the substation.
£151,600.01						



COVENANT INFORMATION

Iceland Foods Limited (01107406)

Iceland Foods Limited are a leading supermarket chain offering affordable food, specialising in the provision of frozen foods. As of February 2025, Iceland Foods operates 979 stores across the United Kingdom.

A summary of the company’s most recent financial accounts is provided below.

Iceland	2024	2023	2022
Turnover	£4,118,000,000	£3,864,900,000	£3,605,200,000
Pre Tax Profit	£15,600,000	-£16,200,000	-£4,100,000
Shareholders’ Funds	£712,000,000	£701,000,000	£718,100,000

The company displays a CreditSafe rating of A-99, indicating a ‘very low-risk’ of default.

McDonald’s Restaurants Limited (01002769)

McDonald’s Restaurants Limited is the UK subsidiary of the global fast-food brand McDonald’s Corporation. Operating since 1974 in the UK, McDonald’s runs over 1,400 restaurants nationwide, serving millions of customers weekly and employing more than 130,000 people.

A summary of the company’s more recent financial accounts is provided below.

M	2023	2022	2021
Turnover	£1,835,618,000	£1,597,422,000	£1,459,442,000
Pre Tax Profit	£66,327,000	£170,875,000	£148,538,000
Shareholders’ Funds	£789,294,000	£776,757,000	£823,483,000

The company displays a CreditSafe rating of A-93, indicating a ‘very low-risk’ of default.

Superdrug Stores plc (00807043)

Superdrug Stores plc is one of the UK’s leading health and beauty retailers. Superdrug operates over 780 stores across the UK and Ireland, offering a wide range of health, beauty, and pharmaceutical products. The company is part of the A.S. Watson Group, the world’s largest health and beauty retailer.

A summary of the company’s most recent financial accounts is provided below.

Superdrug	2023	2022	2021
Turnover	£1,527,989,000	£1,366,924,000	£1,167,828,000
Pre Tax Profit	£111,638,000	£77,763,000	£45,282,000
Shareholders’ Funds	£378,774,000	£352,166,000	£345,407,000

The company displays a CreditSafe rating of A-80, indicating a ‘very low-risk’ of default.

Wirral St John’s Hospice (Charity No. 510643)

Wirral St John’s Hospice is a registered charity providing specialist palliative care services to adults with life-limiting illnesses across the Wirral. Operating since 1983, the hospice operates in 11 shops across the Wirral.





EPC

24 Liscard Way – D-85
 26 Liscard Way – C-73
 28 Liscard Way – C-57
 30 Liscard Way – D-84
 Copies of the energy performance certificates are available upon request.

VAT

We understand the property is elected for VAT. It is anticipated that the sale will be structured as a transfer of a going concern (TOGC).

ANTI MONEY LAUNDERING

In order to comply with anti-money laundering legislation, the successful purchaser will be required to provide certain identification documents. The required documents will be confirmed to and requested from the successful purchaser at the relevant time.



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WALLASEY
24/30 LISCARD WAY



FURTHER INFORMATION

For further information or to arrange an inspection of the property, please contact:

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