

# 2025 BIRKENHEAD FOOTBALL CLUB

## Project Proposal

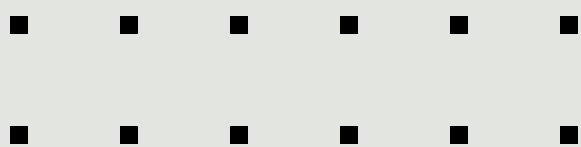


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# WHO WE ARE

**The Premier League's unprecedented collection of expansion franchise RFP's has reinvigorated a long-standing desire for a top-flight team in Birkenhead**

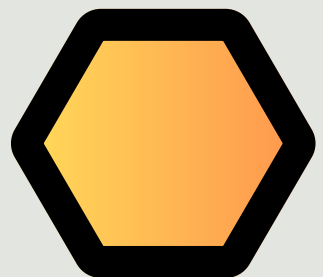
**Birkenhead FC aims to prove itself as a legitimate contender for that spot**



# OUR MISSION

To build our city to provide world class entertainment for our fans. We strive to not only create opportunities to aid the community by giving back to our city, but to also create a fun atmosphere for all patrons, leveraging the power of football to make a positive impact.

# MARKETING OBJECTIVES



**AS A FRANCHISE, OUR OBJECTIVE IS TWOFOLD, CREATE AN ACCESSIBLE ENTERTAINMENT EVENT, AND A VIBRANT SENSE OF COMMUNITY AND IDENTITY WITHIN THE TOWN OF BIRKENHEAD.**



**WE AIM TO EXPAND OUR MARKET REACH BY STRATEGICALLY CULTIVATING A NEW FAN BASE THROUGH THE DEVELOPMENT OF COMPELLING PROMOTIONAL CAMPAIGNS AND EXCLUSIVE EVENTS. OUR OBJECTIVE IS TO INCENTIVIZE ATTENDANCE AT GAMES THROUGH ENTICING DEALS AND PROMOTIONS.**

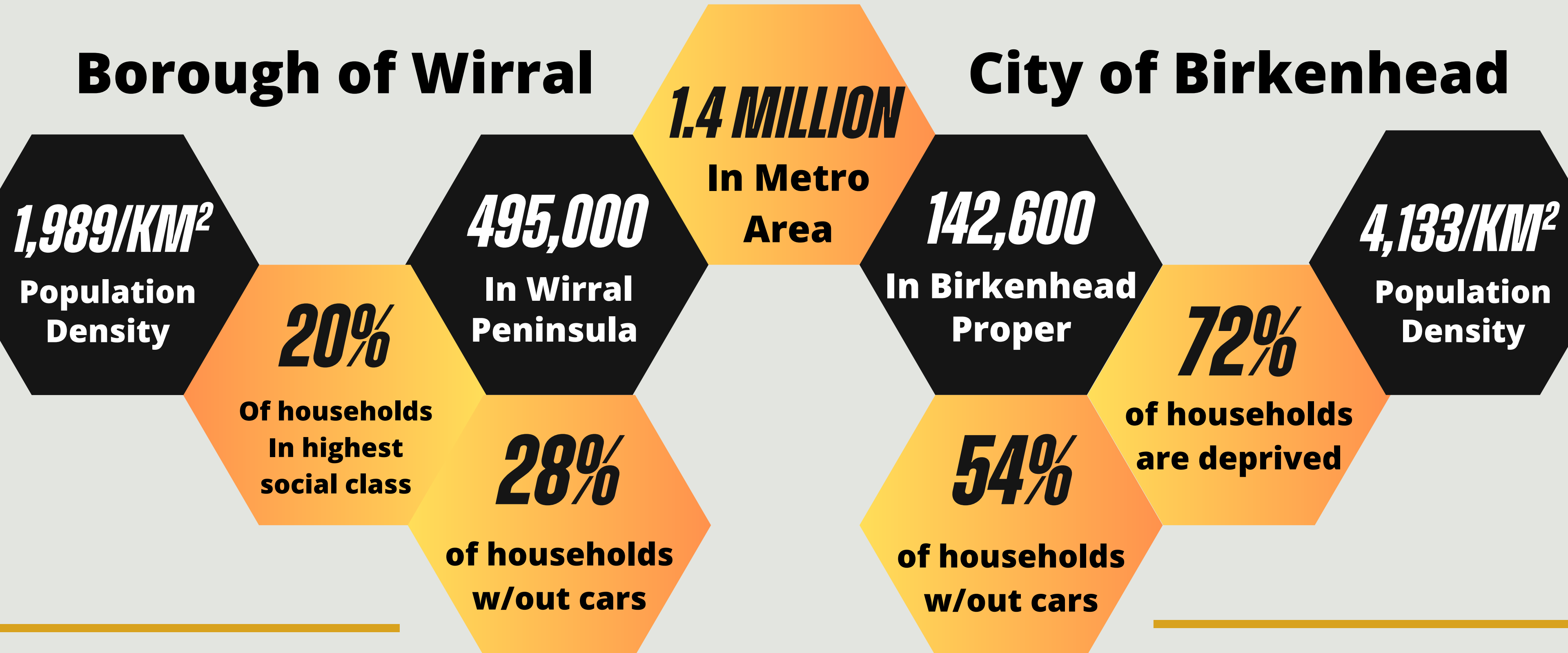
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# POPULATION DEMOGRAPHICS

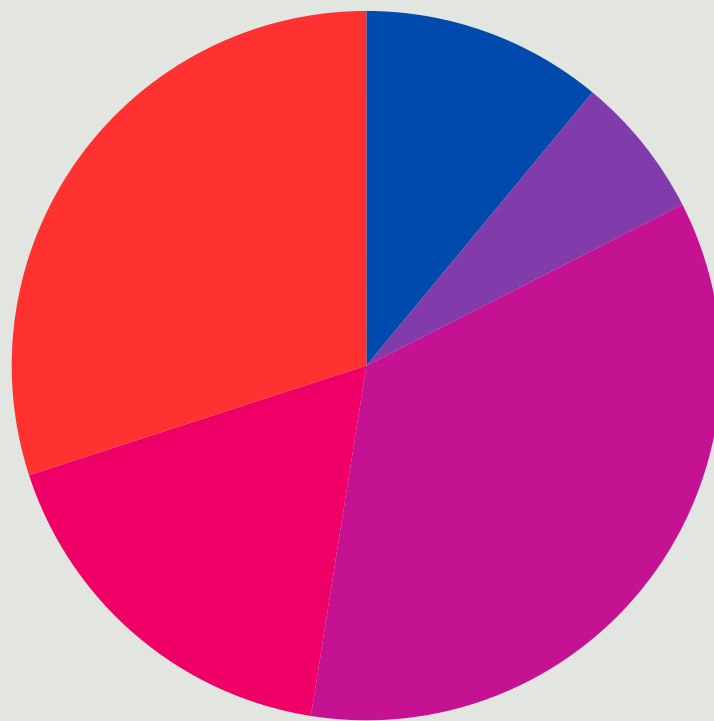
## Borough of Wirral

## City of Birkenhead

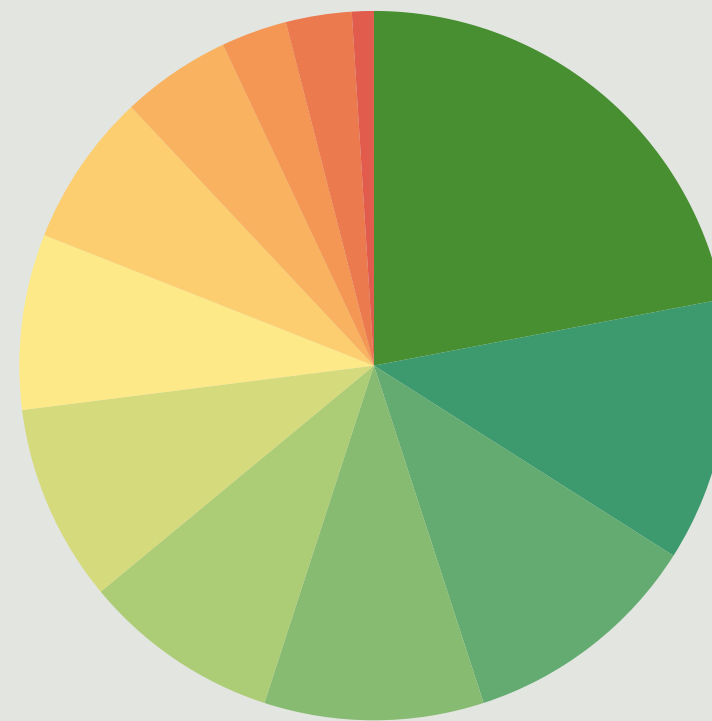


# POPULATION DEMOGRAPHICS

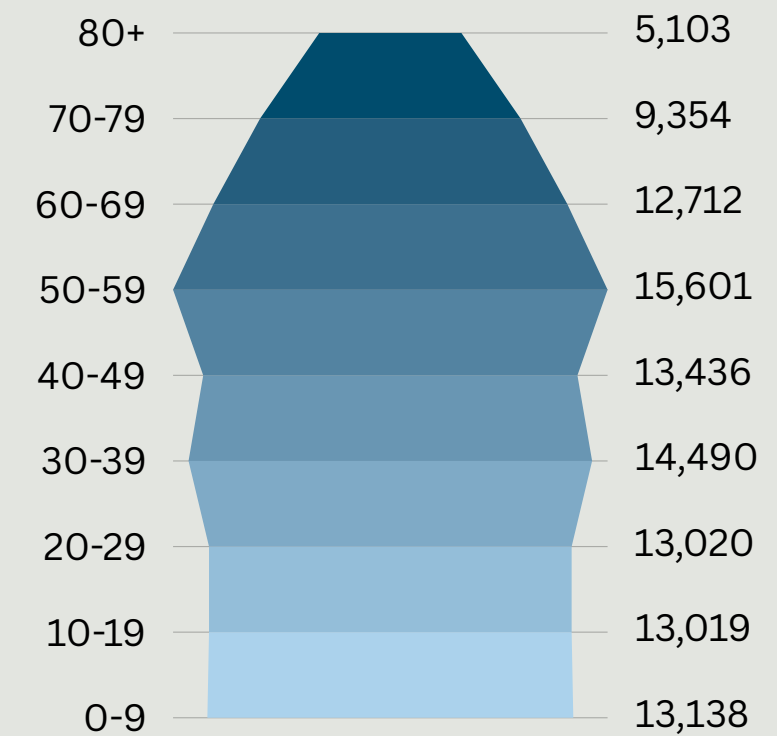
## Income Distribution



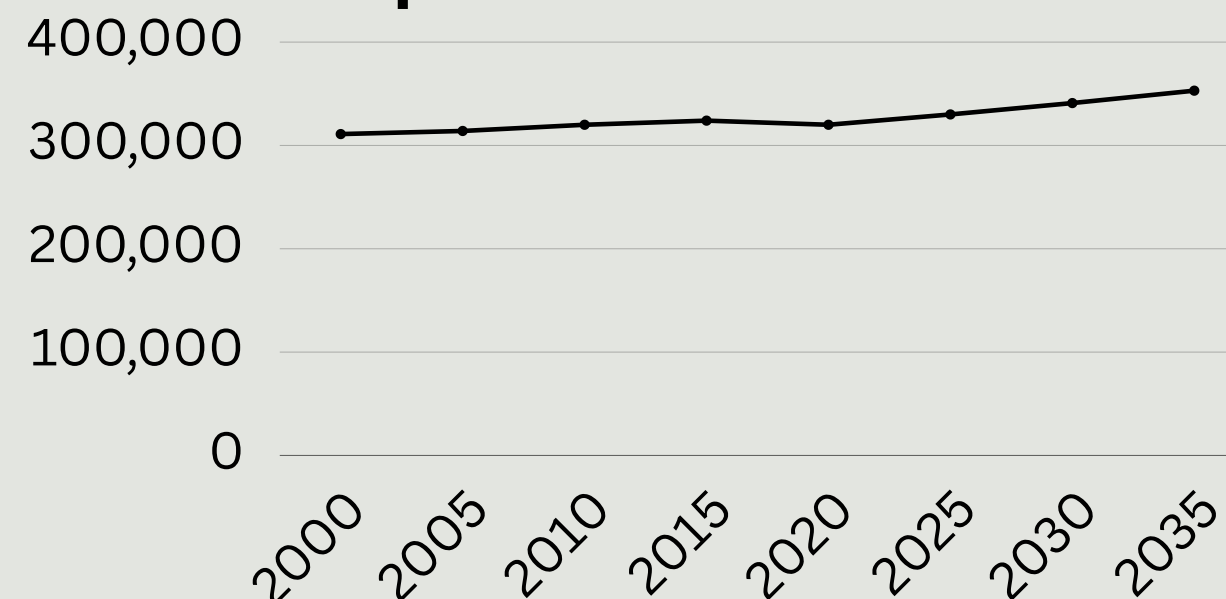
## Housing Demographics



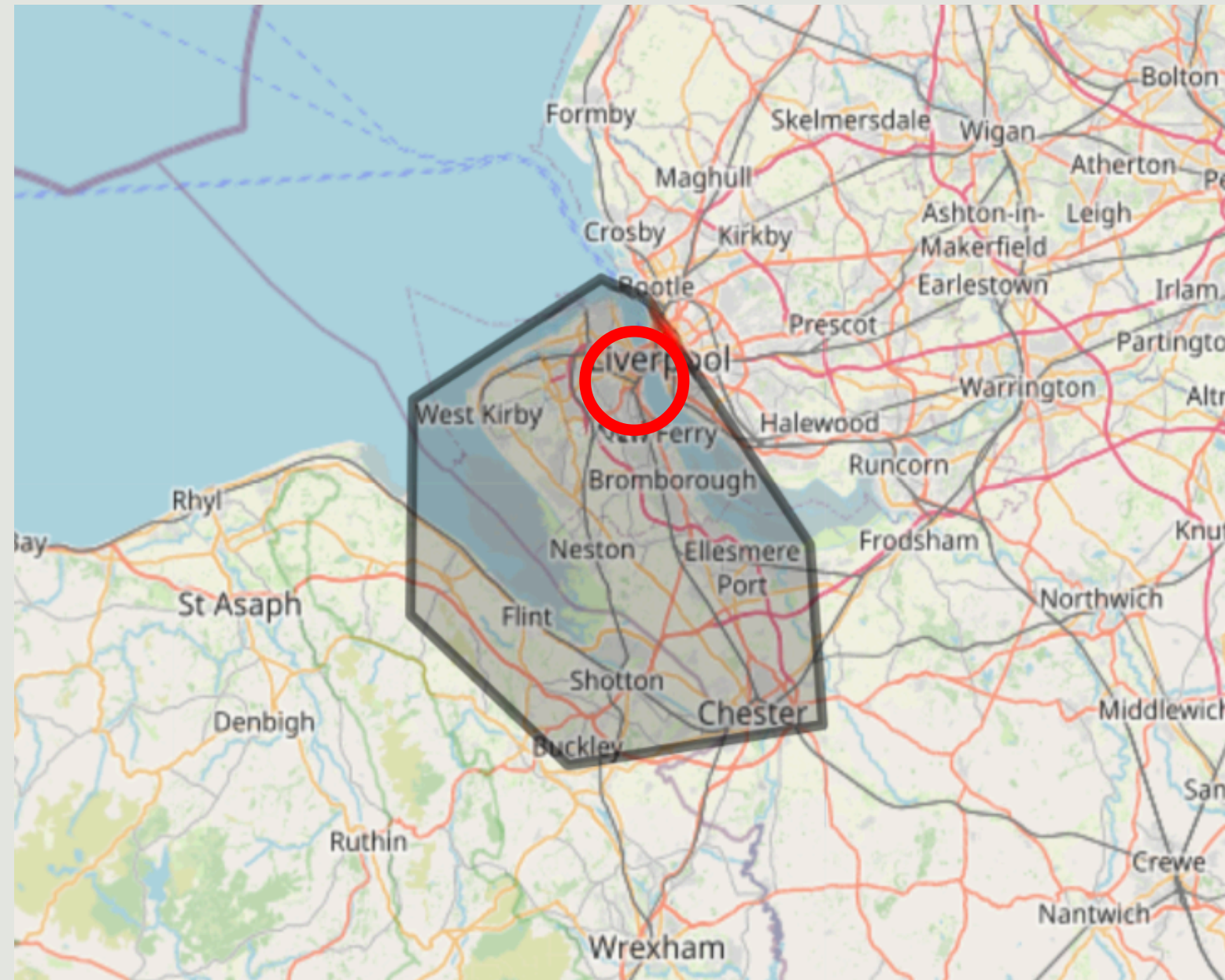
## Population Distribution



## Population Growth



# POPULATION DEMOGRAPHICS



684,988 people live in the **GREY** highlighted area.  
~142,600 people live in the **RED** circled area alone.

# CONSUMER BUYER INFO

**Out of 63 of the most populous cities in the United Kingdom, Birkenhead ranks**

52nd in Gross Value Added (£5.3 Billion)

52nd in Employment Rate (70.5%)

34th in Average Home Price (231,800)

4,500 private sector jobs added over the span of 2021 (3rd largest increase of cities in the UK.)

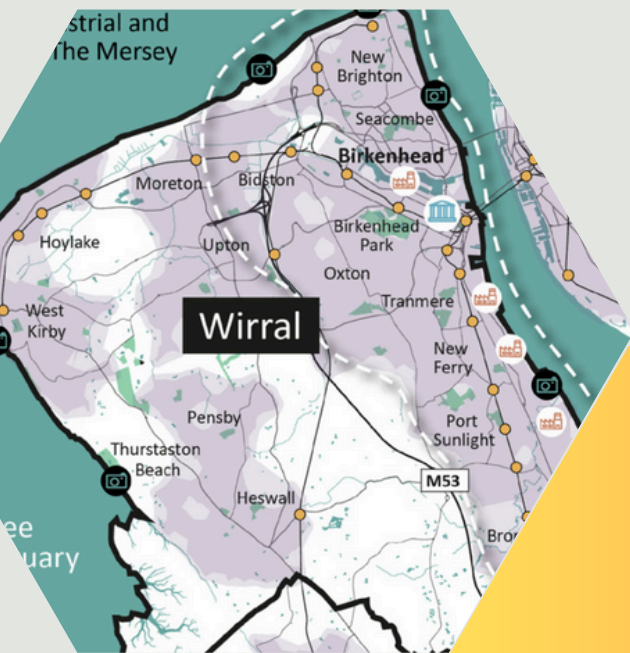
Similar pricing to live in Birkenhead as it is to Liverpool (Comparable wages and housing prices)

Plenty of local support for live entertainment; the Birkenhead music scene holds many opportunities in terms of building relationships and hosting live events



# CONSUMER BUYER INFO

## Wirral's growing economy



**14%**  
Wage  
increase  
since 2021

**15%**  
YoY Growth  
since 2022

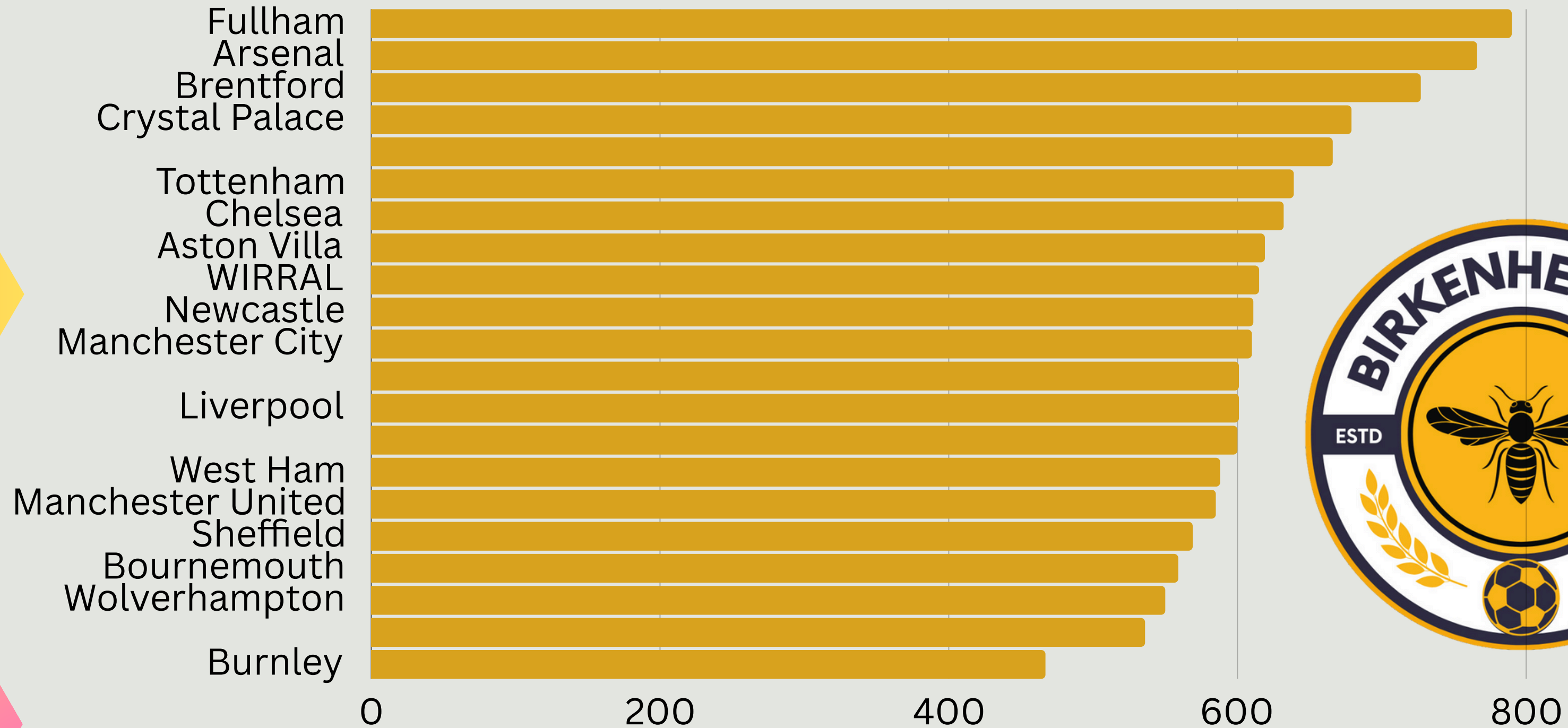
**16%**  
Growth in  
GDP since  
2021

**50%**  
Drop in  
Unemployment  
since 2021

**93%**  
Business  
Satisfaction



# CONSUMER BUYER INFO





# PARTNERSHIPS

**The Merseyrail** is a railway that connects the Wirral Peninsula to Liverpool.

- Our stadium is located a block away from Hamilton Square Station, Wirral's central hub and closest stop to Liverpool
- Annual Ridership- **25.5 Million**
  - Hamilton Square- 1.4 Million Riders per year
  - Plan to raise that number 20% by 2026



ASDA



CASTORE



# SPONSORS

## **Asda Birkenhead Grocery Store- Official grocery of Birkenhead FC**

-Birkenhead is a food desert so we want to have Birkenhead's largest grocery store as one of our main sponsors to work with them to build more grocery stores in the community!

## **Castore- Official Kit & Gear Manufacturer**

Castore is a sportswear brand founded three miles outside Birkenhead and has immense popularity in the Liverpool Metro Area. They're already a kit manufacturer for eleven clubs across the country and are proven to be one of the fastest growing sports wear brands in the world.



**ASDA**



**CASTORE**





# FACILITY

- Placing up against Wirral Peninsula. Along with the addition of our stadium, we will also be building corner stores.
- Birkenhead is in a food desert right now and we want to be able to provide for the community in any way possible. Whether that be provide more business to the local taprooms, cinemas, and other small businesses by creating foot traffic from the metro area; or, by building establishments from our profits as a part of our initiative to help the people of Birkenhead
- Birkenhead Park was the world's first public park, and many other parks and trails/river walks have been created. We want to create a river walk around our stadium to give people opportunities to walk around the stadium and overlook the Wirral Peninsula: We will also build gardens around the stadium!





# BEFORE & AFTER





# AREA MEDIA MARKET

## Major media players in Birkenhead

Wirral Globe: The local daily newspaper

- Birkenhead News: the online-only news website
- Sky Sports: Television station that airs over 60% of Premier league games
- BBC North West: Television region of Birkenhead
- North West Tonight: produces current affairs and still has sports output including the flagship nightly news program

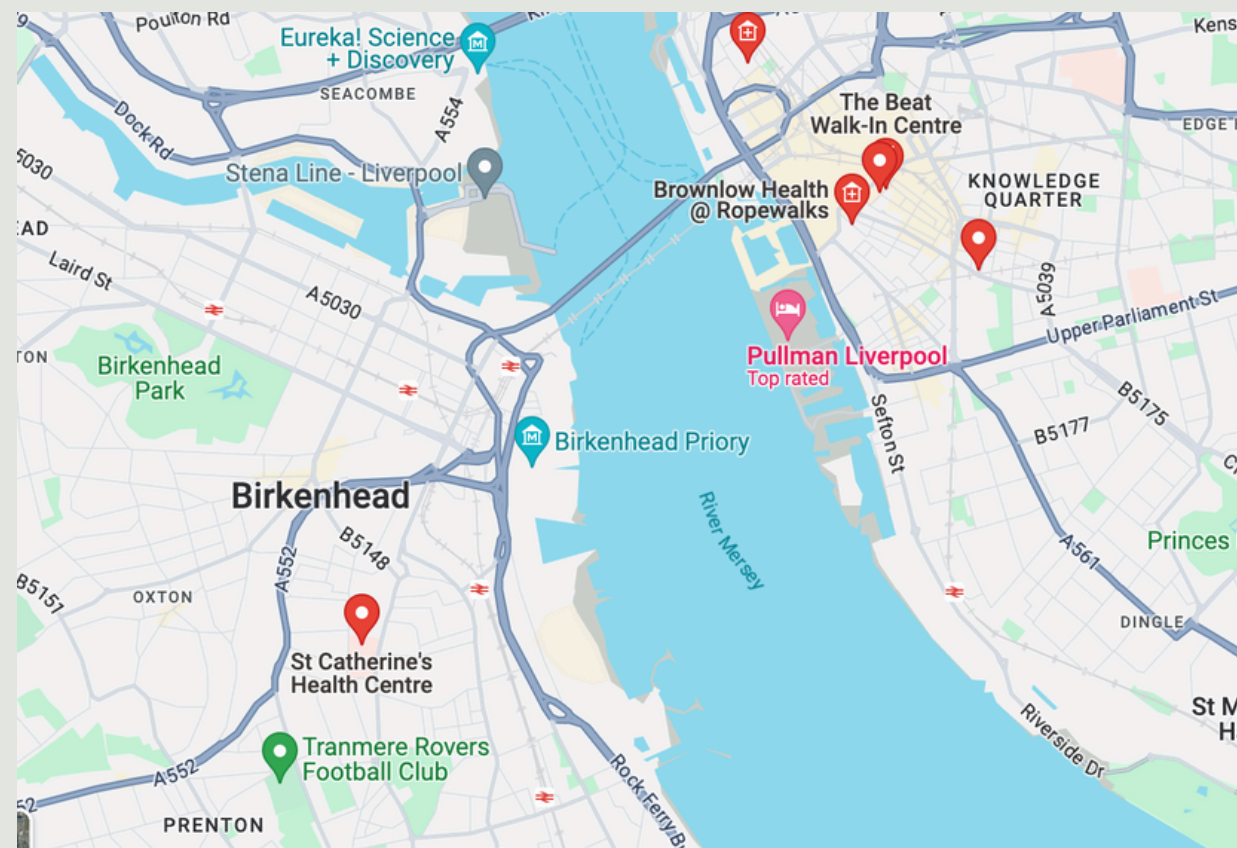
**WG**

**Birkenhead News**

**sky sports** 

# COMMUNITY RELATIONS

- Partner with the University of Liverpool and Healthwatch to create Birkenhead's only walk-in Clinic
  - Provides healthcare and incentivizes people to check in by providing fantastic views of the pitch.
    - Birkenhead's population spends 25% of their life in poor health

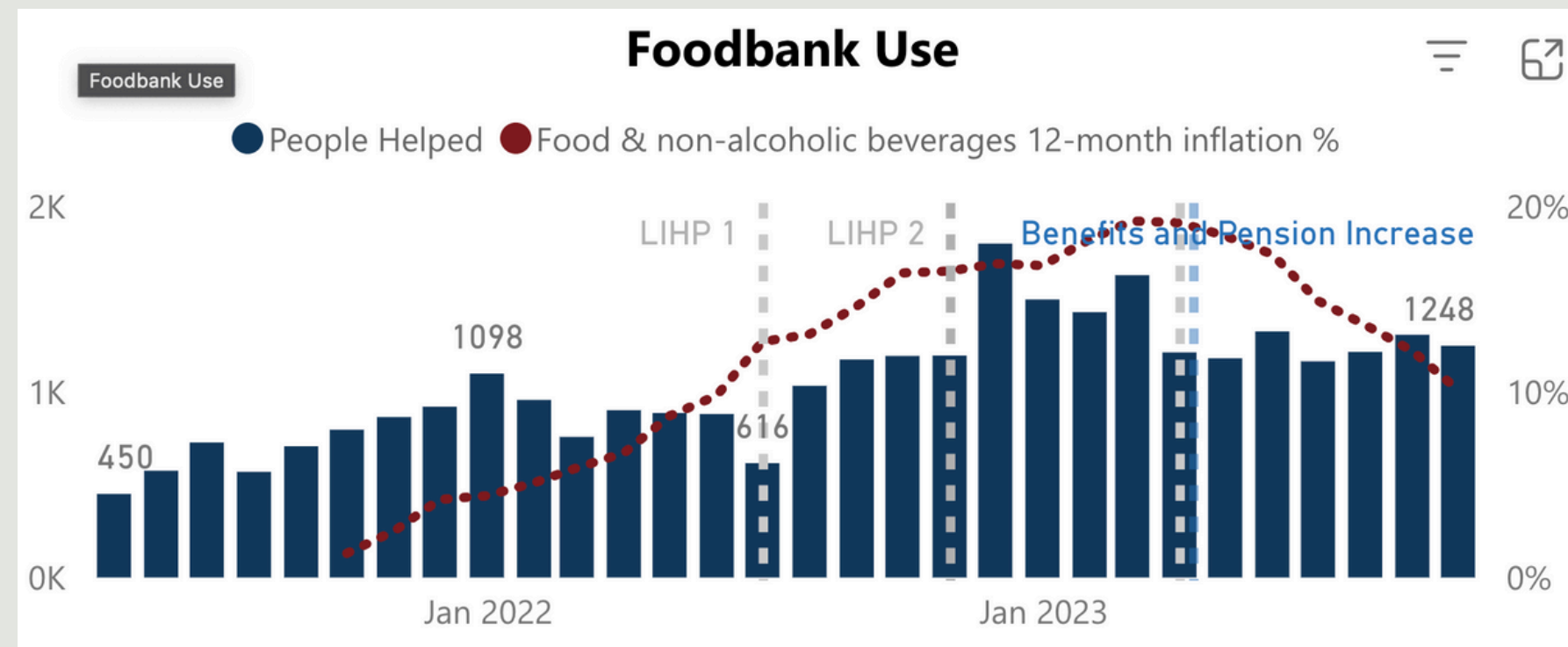
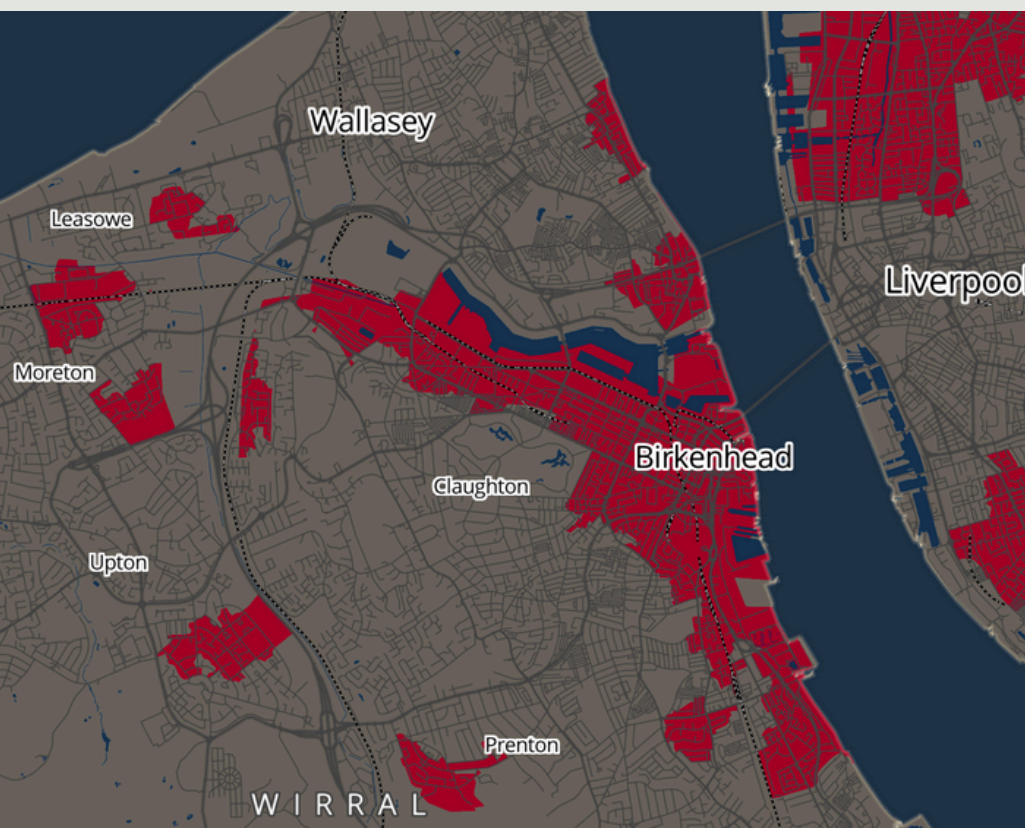




# COMMUNITY RELATIONS

# ASDA

- Connect 20,000+ people in a food desert to the only grocery store within a two mile radius.
- Build first permanent location for the Liverpool non-profit 'Fans Supporting Food Banks'.





# COMMUNITY RELATIONS

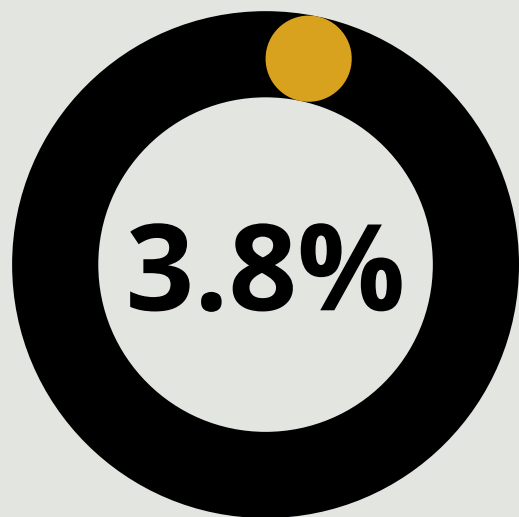
ASDA



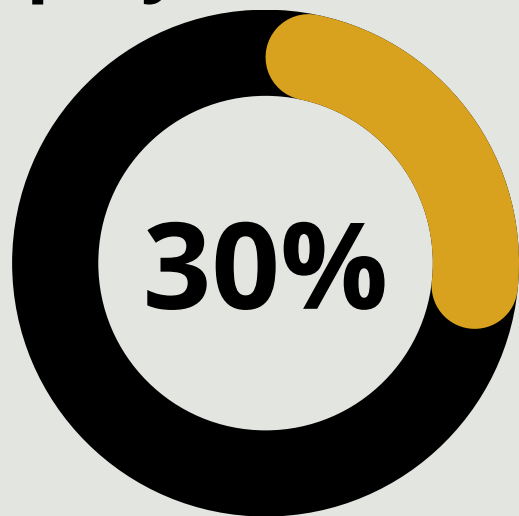
# COMMUNITY RELATIONS

ASDA

## Our 2026 Goals

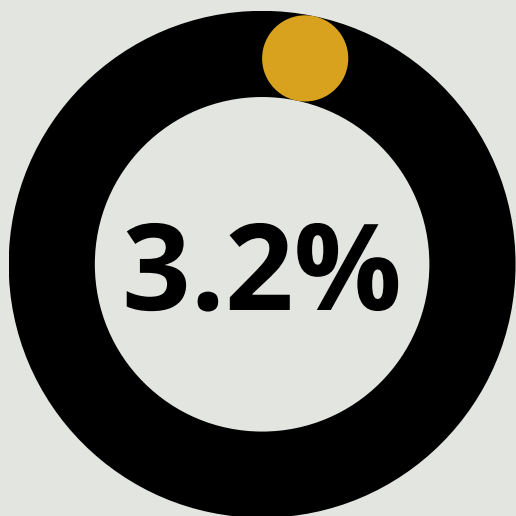


6,840 residents collecting unemployment in Wirral

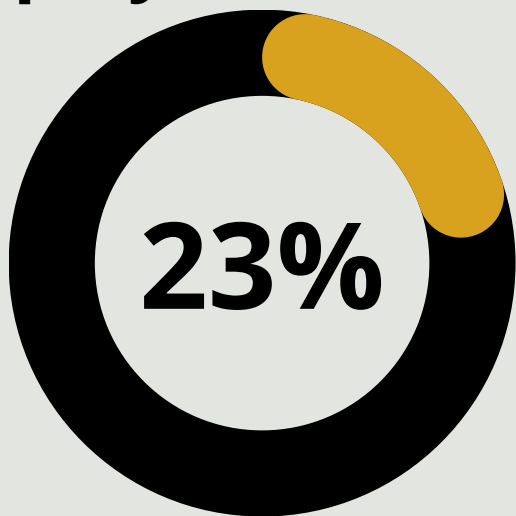


Mortality Rate above average

+700 employees



6,140 residents collecting unemployment in Wirral



Mortality Rate above average

Emphasis on healthcare



# CONTACT US



**0151 556 1878**



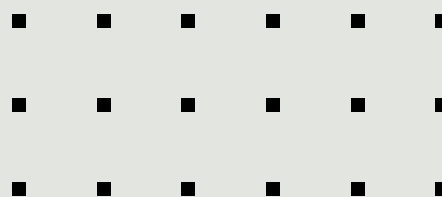
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# THANK YOU

