

# Invest in Your Future



# Luxury Community Affordability

Heritage Park is the culmination of a 5-year planning and design process. Due to the historic nature of this site, its importance within the local community and its proximity to the park, the developers have worked closely with the local authority, Historic England, Sports England and many other interested parties. Together we have conceived this luxurious and affordable scheme, with a view to preserving the remarkable heritage of Birkenhead for future generations and, in particular, the unique history of Sandy Irvine's former home. The backdrop of the internationally renowned Birkenhead Park is the 'icing on the cake'.



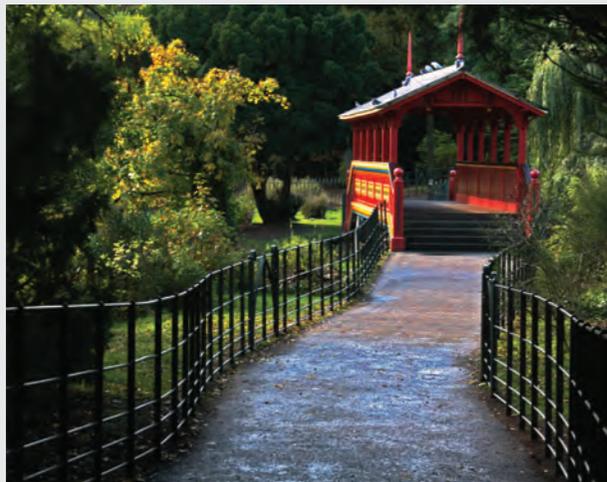
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# The Park

**Birkenhead Park is the jewel in Wirral's crown and its protected status, character and charm will continue to provide an idyllic backdrop to the Heritage Park development for generations to come.**

The Park's recent submission to Unesco as a World Heritage Site underlines its historical importance and the significance of its global reputation.



# The Location

**10 seconds from the park, 10 minutes from the city.**

Wirral is the hidden gem of the North West.

In 'Rightmove's 2017 'Happy at Home Index' Wirral was ranked as third happiest place to live nationally and the happiest place to live in the North West. It scored highly for residents feeling a sense of belonging and a place where they can be themselves, as well as having good local amenities.

The Wirral peninsula is sheltered between the River Mersey and the River Dee and benefits from its own microclimate, moderated by shelter from the Welsh hills and its extensive coastline is protected from the worst winters.

A 15 minute drive across the Wirral peninsular can take you from clean sandy beaches through wooded country parks and open farm land to picturesque and quaint rural villages. And yet you are only just across the river from one of the world's great cities, Liverpool, with its magnificent skyline of truly iconic buildings.

As one of the country's few remaining Grammar School areas, the Sunday Times School Guide 2018 judges that six of the best performing secondary schools in Merseyside are Wirral schools.

Famed as the 'Leisure Peninsula', Wirral boasts world class golf courses, extensive sailing and water sports facilities, riding stables, cycle paths and its own professional football team. Alongside all of this you will find award winning hotels, bars and restaurants and the beautiful Blue Flag beach of New Brighton, Wallasey. Only minutes away from major cities such as Liverpool, Manchester and Chester, it is no wonder that there is such a demand to live, visit and work in Wirral.



**Heritage Park will create a vibrant new community, in a unique and exclusive parkland setting.**



# The Heritage of Heritage Park

**The centre of Heritage Park is the redevelopment of 54-56 Park Road South, the home of mountaineer Andrew (Sandy) Irvine.**



Sandy possessed natural engineering acumen and was able to improvise fixes or improvements to almost anything mechanical. During the First World War he created a small stir at the War Office by sending them a design for a synchronisation gear to allow a machine gun to fire from a propeller-driven aeroplane without damaging the propeller blades. He also designed a gyroscopic stabiliser for aircraft and made major and crucial innovations to mountaineering oxygen sets, greatly improving their functionality, lightness, and strength. It was this technical ability and his amiable personality that appealed to mountain climber and fellow Birkonian, George Mallory. George chose Sandy to partner with him on his third attempt to conquer Mount Everest in 1924. Ironically, this would ultimately cost him his life.

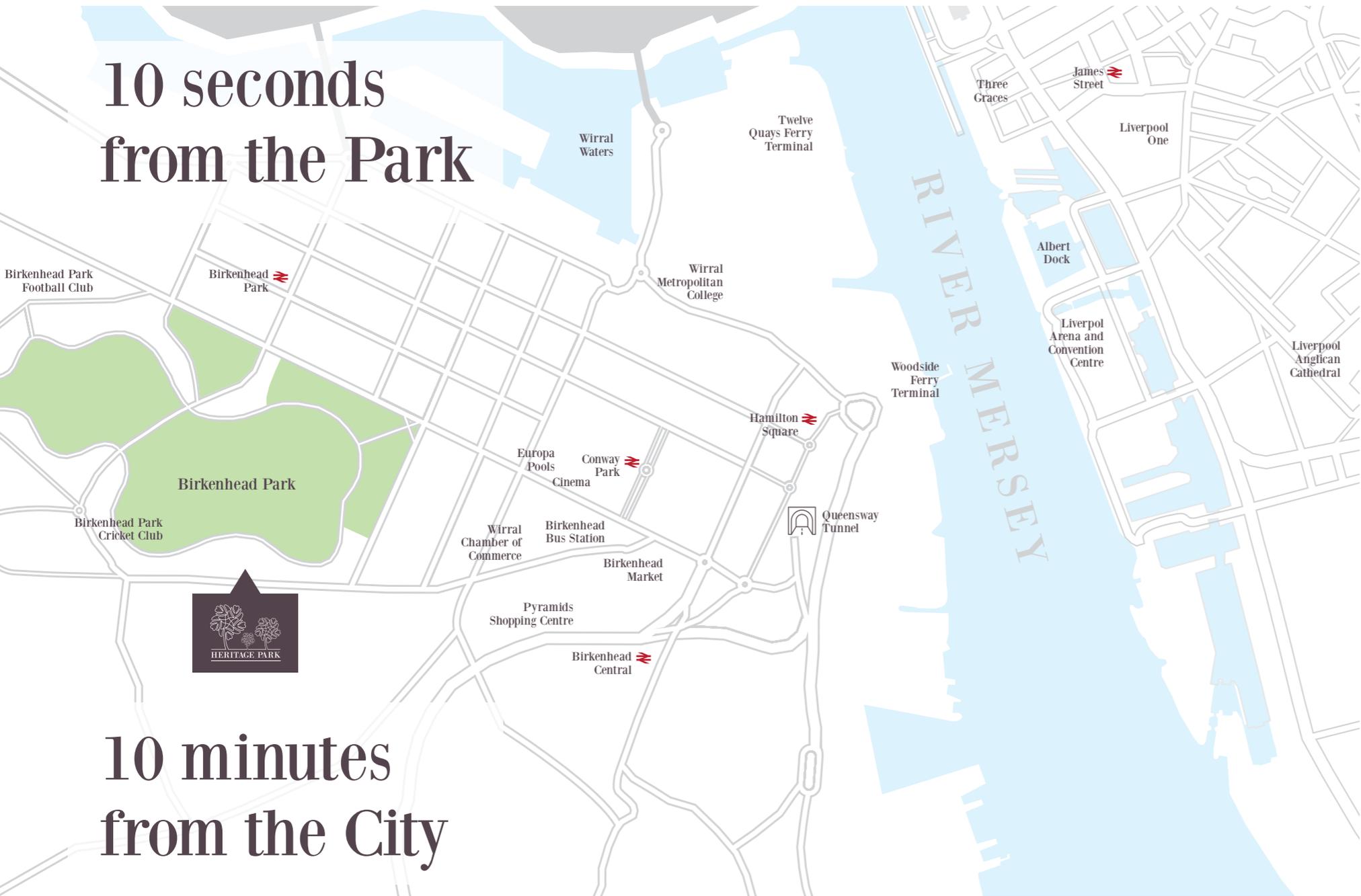
It is still a matter of fierce debate as to whether they died before reaching the summit or whilst descending from it. Mallory's daughter had always said that Mallory carried a photograph of his wife on his person, with the intention of leaving it on the summit when he reached it.

When his body was discovered in May 1999, almost exactly 75 years later, no such photograph was found. Given the excellent state of preservation of the body and the artifacts recovered from it, the absence of the photograph suggests that they may have reached the summit and deposited it there. It is possible that Mallory and Irvine were the first team to conquer Mount Everest, a full twenty-nine years before Sir Edmund Hillary and Tenzing Norgay achieved this world famous feat.

Sandy's mum, Lillian, continued to live at 54 Park Road South until her death. It is said that she always left the hall light on for Sandy, hoping one day he would come home. There will be a plaque commemorating this over the front door of the sensitively-restored building at the place where the light was hung. We have named the building 'Irvine House' in honour of his memory.



10 seconds  
from the Park



10 minutes  
from the City

# The Best of Both Worlds

Sir Arnold Henry Moore Lunn, a family friend of Sandy Irvine, wrote: "Irvine did not live long, but he lived well. Into his short life he crowded an overflowing measure of activity which found its climax in his last wonderful year, during which he rowed in the winning Oxford boat, explored Spitsbergen, fell in love with skiing, and – perhaps – conquered Everest. The English love rather to live well than to live long."

When you buy a home in Heritage Park you are purchasing more than just a place to live well and stay long. You are wrapping yourself up in the past and the future at the same time. Did you ever dream of living in a brand new home overlooking one of the world's oldest and most beautiful public parks? Birkenhead Park is a Grade 1 listed landscape and few others can match its beauty. You are 10 seconds to the park or you can sit back and simply spoil yourself with the view. And yet, only 10 minutes away, there is the city of Liverpool. A short journey by car, bus or train can transport you to the vibrant and bustling city centre. Life in Heritage Park is most definitely the best of both worlds.

When you buy a home in Heritage Park you will experience 21st century luxury at its best whilst being a part of Birkenhead's remarkable 19th century history.

Birkenhead Park was the first civic park in the world; established at public expense in 1847. Plots of land on the edge were sold off to finance its construction and Irvine House, where Sandy Irvine was later to live, was one of the houses built on this land. The designer of the park, Joseph Paxton, also designed two large villas to be built between the house and the park. Lack of financing prevented any further building work – until now. On this land we are now sensitively building 7 townhouses and 2 small blocks of apartments. Whichever home you choose in Heritage Park you will be fulfilling Paxton's vision.

Sir Joseph went on to design the magnificent 'Crystal Palace' in London a few years later and the American architect Frederick Law Olmstead was so impressed with what he saw in Birkenhead that it influenced his design of a new park, Central Park, for the rapidly growing city of New York. Both these visionaries would be astonished if they could see the results of their legacy now!

# Overview



## Irvine House

11 unique one and two  
bed apartments.  
2 three bed penthouses

## Mallory Mews

7 four / five bed  
contemporary town houses

## Park Side West & East

21 one and two bed  
new build apartments

# 39 New Homes

All Available Under Help to Buy

Typical Example  
of a 1 Bed Apartment  
at £100,000

**£100,000**

For an Irvine House  
1 bed apartment

**£155**

Per  
square foot

Move in  
with just

**£5,000**

5% deposit.

Mortgage  
amount

**£75,000**

75% mortgage

Government  
Equity Loan

**£20,000**

Payment free for 5 years



# Heritage Park

**The development will be completed in two phases.**

## **Park Side - West & East**

Twenty One 1 and 2 bed new built apartments. The first floor apartments will benefit from private terrace with views overlooking historic Birkenhead Park. These form part of the Phase 2 development.



## **Mallory Mews**

Seven 4/5 bed three storey townhouses which can be configured to the buyer's choice for early reservations. These form part of the Phase 2 development and are offered for sale freehold.



## **Irvine House - Phase 1**

54-56 Park Road South, including the childhood home of Sandy Irvine, is being sympathetically converted into 11 spacious, well-appointed 1 and 2 bedroom apartments and 3 bedroom penthouses. These 1850's imposing Victorian villas are of substantial proportions and will provide spacious and desirable accommodation.



All images and CGI's used are for illustrative purposes only.

### One Bedroom - Front facing

- Choice of Garden Floor, Ground Floor or First Floor
- Garden Floor includes Terrace
- One Bedroom
- Family Bathroom
- Lounge with Modern Kitchen
- Appliances Included\*
- Storage Cupboard
- Spacious Living
- Allocated Parking Space
- Cycle Storage Available



### One Bedroom - Rear facing

- Choice of Garden Floor, Ground Floor or First Floor
- Garden Floor includes Terrace
- One Bedroom
- Family Bathroom
- Lounge with Modern Kitchen
- Appliances Included\*
- Storage Cupboard
- Spacious Living
- Allocated Parking Space
- Cycle Storage Available



### Two Bedroom Dual Aspect

- Choice of Garden Floor, Ground Floor or First Floor
- Garden Floor includes Terrace
- Two Bedrooms
- Master Bedroom with En-suite
- Family Bathroom
- Lounge with Modern Kitchen
- Appliances Included\*
- Spacious Living
- Storage Cupboard
- Allocated Parking Space
- Cycle Storage Available



- Choice of kitchen and bathroom finishes for early reservations**
- Onsite CCTV security (accessed via smartphone)**
- Membership to unique Heritage Park community scheme**

\*Please see detailed specification sheet.

### Three Bedroom - Top Floor Penthouse

- Unique Character Apartment
- Three Bedrooms
- Mezzanine Level
- Magnificent Vaulted Ceiling
- Master Bedroom with En Suite & Walk-in Wardrobe
- Lounge with Modern Kitchen
- Appliances Included\*
- Separate Dining Room
- Family Bathroom
- Storage Cupboard
- Incredibly Spacious Living
- Stunning Views Overlooking the Park
- Allocated Parking
- Cycle Storage Available

Penthouse  
Floor



Penthouse  
Mezzanine  
Floor



134m<sup>2</sup> - 1442sq ft

\*Please see detailed specification sheet.



## Four / Five Bedroom Townhouse

Four / Five Bedrooms

1st Floor includes additional Living Room or 5th Bedroom

Master Bedroom with En-suite and Walk-in Wardrobe

Lounge with Modern Kitchen

Appliances Included\*

Family Bathroom

Downstairs Toilet

Ground Floor Living Space Open Plan

Storage

Car parking to the rear

**Choice of room formats and kitchen / bathroom finishes for early reservations.**

\*Please see detailed specification sheet.

Ground Floor



First Floor



Second Floor



128m<sup>2</sup> - 1379sq ft

### Ground Floor Two Bedroom Apartment

- Two Bedrooms
- Master Bedroom with En-suite
- Family Bathroom
- Lounge with Modern Kitchen
- Appliances Included\*
- Spacious Living
- Storage Cupboard
- Parking Available



### First Floor Two Bedroom Apartment

- Two Bedrooms, Master with En-suite
- Family Bathroom
- Lounge with Modern Kitchen
- Appliances Included\*
- Spacious Living
- Outdoor Terrace
- Storage Cupboard
- Parking Available



### Second Floor One Bedroom Apartment

- One Bedroom
- Bathroom
- Lounge with Modern Kitchen
- Appliances Included\*
- Spacious Living
- Huge Outdoor Terrace
- Storage Cupboard
- Parking Available



- Magnificent floor to ceiling windows facing the park**
- Choice of kitchen and bathroom finishes for early reservations**
- Onsite CCTV security (accessed via smartphone)**
- Membership to unique Heritage Park community scheme**

\*Please see detailed specification sheet.

# Why Help to Buy?

The government has created the Help to Buy schemes including Help to Buy: Equity Loan and Help to Buy: ISA to help hard-working people like you take steps to buy your own home.

With the Equity Loan scheme the Government lends you up to 20% of the cost of your Heritage Park home and you won't be charged loan fees on the 20% loan for the first five years of owning your home.

The Help to Buy: ISA pays first-time buyers a government bonus to help you save your deposit quicker.



# Help to Buy

## Purchase with just a 5% deposit

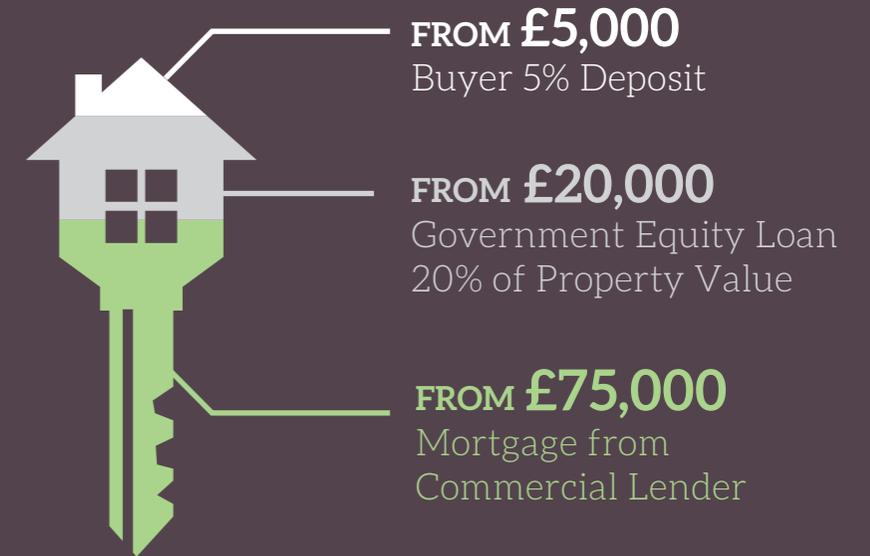
The government-backed way to make owning your own home affordable.

Buy a home in Heritage Park with just a 5% deposit.

Government lends you 20% of the property value.

Apply to participating lender for a 75% mortgage.

For first time buyers and existing home owners.



BACKED BY  
HM GOVERNMENT

*Example based on  
a 1 bed apartment  
at £100,000*

*Terms and conditions apply, enquire for more details*

# Frequently Asked Questions

## WHO ARE THE DEVELOPERS?

ASI (Birkenhead) Ltd is a locally based development company that is proud to have been given the chance to build an exciting new community on the borders of the Grade 1 listed Birkenhead Park. We are aware of the history and heritage of Birkenhead and have taken this responsibility seriously. Our vision statement is: 'Building the future; Respecting the past' and our company was named as a tribute to Andrew 'Sandy' Irvine who lived in the house on this site.

## WHAT SETS THIS DEVELOPMENT APART?

Heritage Park is a mix of modern and traditional building, designed for a mix of family and single residents. It is a small community bordering the park with its own access road off Park Road South, giving it a secluded nature whilst retaining town centre convenience.

## WHAT IS THE STAMP DUTY ON THE PROPERTIES?

For first time buyers there is no stamp duty on any of the properties in Heritage Park. If your Heritage Park property is not your first property purchase, there is no stamp duty on the apartments up to £125,000. Above £125,000, stamp duty is 2%.

If you already own one or more properties when you buy in Heritage Park, the Stamp Duty rate is 3% more.

## WHAT COMMUNAL OUTSIDE AREAS ARE THERE?

Heritage Park has an abundance of outside space, all set on a 1.5 acre site, located around the perimeter of Irvine House and Park Side Apartments. We are also on the doorstep of Birkenhead Park! Heritage Park will contain a site office at the rear of Irvine House, which will be the base for the Heritage Park Services Company. As well as **extensive** parking facilities there will also be cycle storage facilities.

## ARE THE HOUSES FREEHOLD OR LEASEHOLD?

The houses are bought as freehold properties. The apartments will be available on a leasehold basis.

## HOW LONG ARE THE LEASES FOR THE APARTMENTS?

The leaseholds will be for 250 years.

## WHAT IS THE GROUND RENT FOR THE APARTMENTS?

The ground rent is set at 0.1% of the purchase price. The ground rent on a one bed flat at £100,000 is just £100 per year. The ground rent for the 2 bedroom flat (priced £120,000) is just £120 per year.

## WHAT ARE THE SERVICE CHARGES?

Escalating service and ground rent charges are a cause of great concern when purchasing a new property. The developers are committed to keeping a personal interest in Heritage Park and to keep these charges under control. The service charges will be split into two types of charge:

1) An estate charge which covers the common external grounds maintenance for the whole of Heritage Park, including the development road, lighting and cctv. This will be divided equally amongst all 39 units of Heritage Park. It is estimated that this charge currently will be £27.50 pcm.

2) A service charge relating exclusively to the apartments, which are all being purchased leasehold. This charge is for the upkeep and maintenance of the apartment blocks and also includes buildings insurance. The charge is being fairly apportioned, based upon the size of the apartment and whether it is in Irvine House or Park Side Apartments. It is currently estimated that this charge will vary from approx £50 pcm for the smallest apartments to £115 pcm for the Irvine House penthouses. Estimates for your apartment of choice are available on request.

Mallory Mews Townhouses are not subject to this service charge as they are being purchased freehold. This means that the purchaser will be responsible for their own buildings insurance together with maintenance of their own property including roof, garden and external facades etc.

However, through the unique Heritage Park Services Company it is anticipated that a database of local and approved services will be available to all members of the Heritage Park community and that these services will be available at a specially negotiated rate. The developers really do wish to make your life as easy as possible when you come to live in Heritage Park!

## WHAT TO DO NEXT?

Go to our website [www.heritageparkhomes.com](http://www.heritageparkhomes.com) and click "Register Your Interest". In the comments box please feel free to ask any questions you still have and our team will be happy to answer. They will also be happy to put you in touch with one of the developers personally if you wish for further clarifications.



# Our Partners







**Heritage Park,  
54-56 Park Road South,  
Birkenhead, Wirral  
CH43 4UY**

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