



On The Map

BOXPARK Liverpool

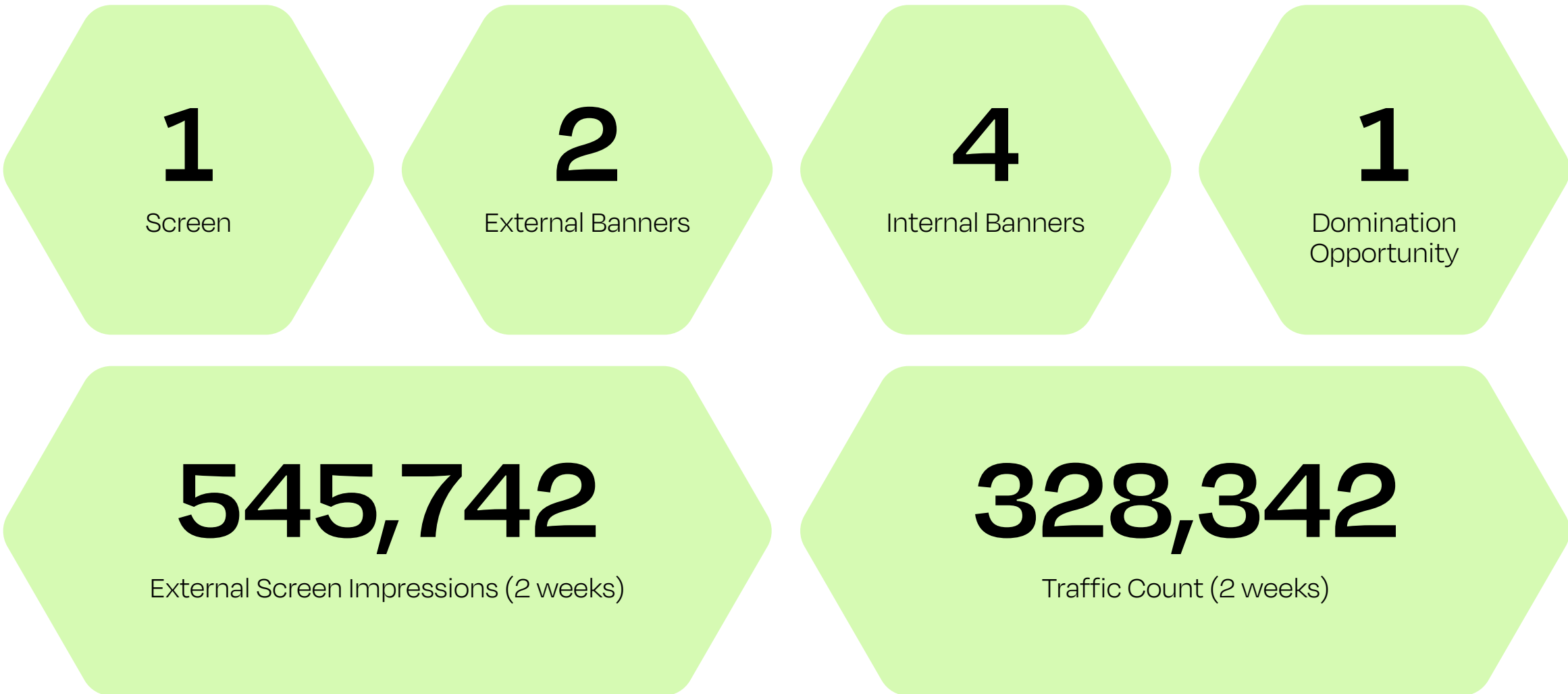
there's no place
like out of home



BOXPARK Liverpool in numbers

BOXPARK Liverpool is the brand's first site outside of London. This cutting-edge leisure destination is a welcome addition to the city's already buzzing cultural scene and is located right in the centre of the Baltic Triangle.

The Baltic Triangle is the city's creative district where you can find a thriving hub of independent businesses such as bars, restaurants, clothing stores, tech brands and agencies. Known to be compared to London's Shoreditch and Manchester's Northern Quarter, in this quirky corner of the city you will find a myriad of people residing, working and socialising.



Reasons to Believe

When bought as a domination, BOXPARK Liverpool is one of the biggest OOH opportunities within the North West, providing a real chance to amplify your brand.

Plug into live events, all year round. BOXPARK Liverpool is a destination in its own right, situated within a city filled with a rich historical legacy of music and football.

Reach a large vehicular audience from a prime location on a main road with a high dwell time.

328,342

Traffic Count
(2 weeks)



BOXPARK Liverpool Location

With a capacity of 1,000, BOXPARK Liverpool welcomes a sizeable audience each week, while the venue itself is also conveniently located near to some of Liverpool's biggest event venues and leisure destinations, which guarantees a strong weekly footfall across the surrounding area.

This part of the city is among the fastest growing, with new developments being added each year to this buzzing area of the city.

Since 2012, over £190 million has been invested into the Baltic Triangle area, including money for development and transportation projects.

Source: Invest Liverpool, Liverpool City Region Combined Authority



Connecting the South to North of Liverpool

BOXPARK Liverpool is situated on Upper Parliament Street. This road serves as a primary arterial route into and out of the city centre, seamlessly connecting to the main road leading from the motorway's endpoint. It attracts a diverse range of users, including commuters, tourists, and shoppers.

The location benefits from long dwell times due to traffic lights positioned just outside, making it highly visible to passing traffic. During rush hour, the road often experiences significant congestion, with traffic nearly at a standstill.

As it runs along the waterfront, this route is a preferred choice for many visitors travelling to and from the city. It also serves as a vital link between the southern and northern ends of Liverpool, providing direct access to key destinations like Liverpool One car parks, shopping centres, and other attractions.



The Baltic Triangle: New Developments

There are several new developments in the Baltic Triangle area:

1. One Baltic Square: A residential development with five buildings, rooftop gardens, and a grand piazza.
2. Central Park: A £35 million development with 174 apartments, roof terrace and piazza.
3. Four-star Hotel: A £20 million development which will included a 202-bed hotel.
4. The Vaults: A £9.8 million development that includes 64 apartments and commercial space.

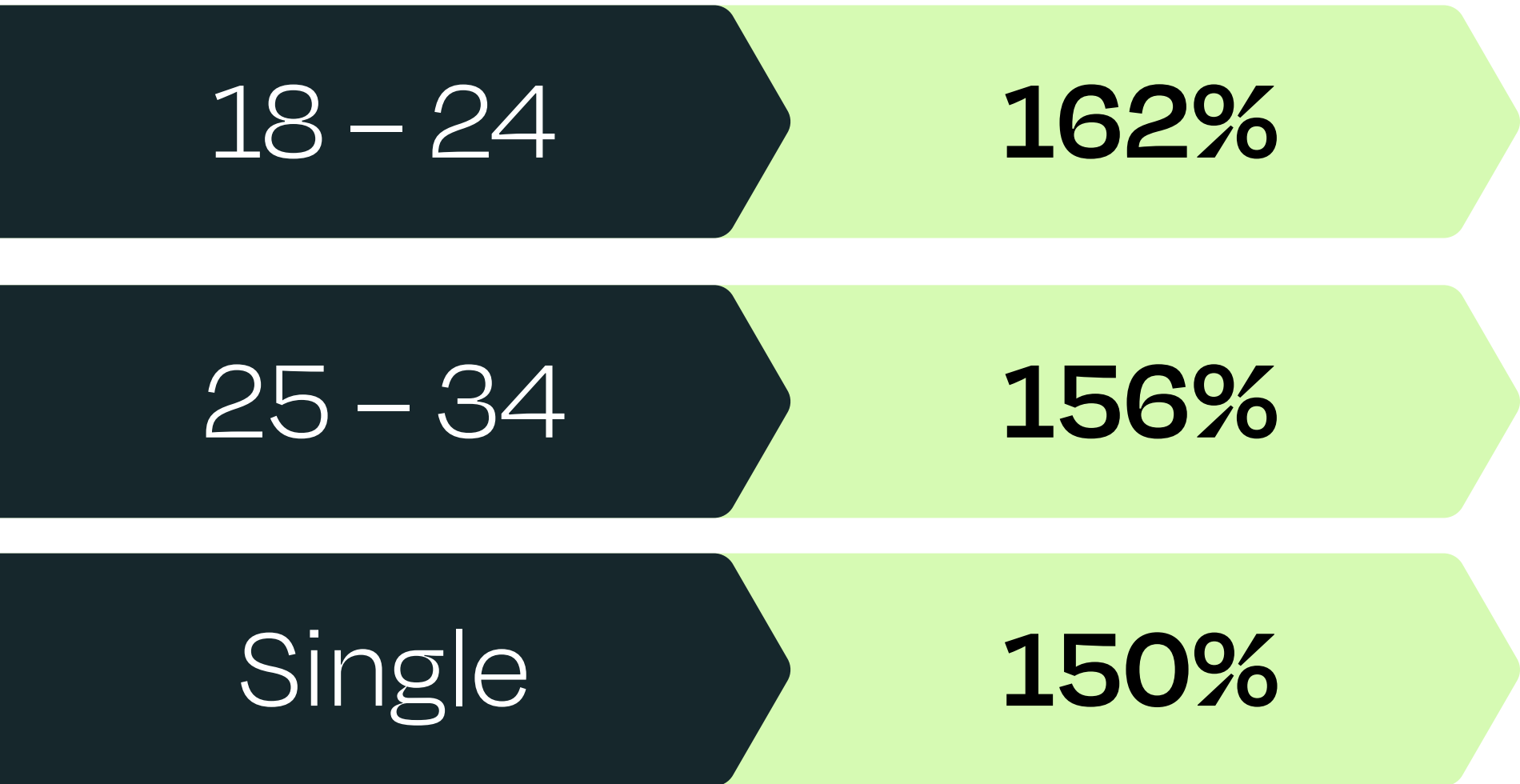


BOXPARK Liverpool Audience

BOXPARK Liverpool draws an audience of young professionals and social butterflies who spend a large amount of their time out of home with their friends. With keen interests in lifestyle and leisure activities such as shopping, visiting museums and dining out, they are a collective of individuals who love to be out and about, trying new experiences and enjoying themselves.

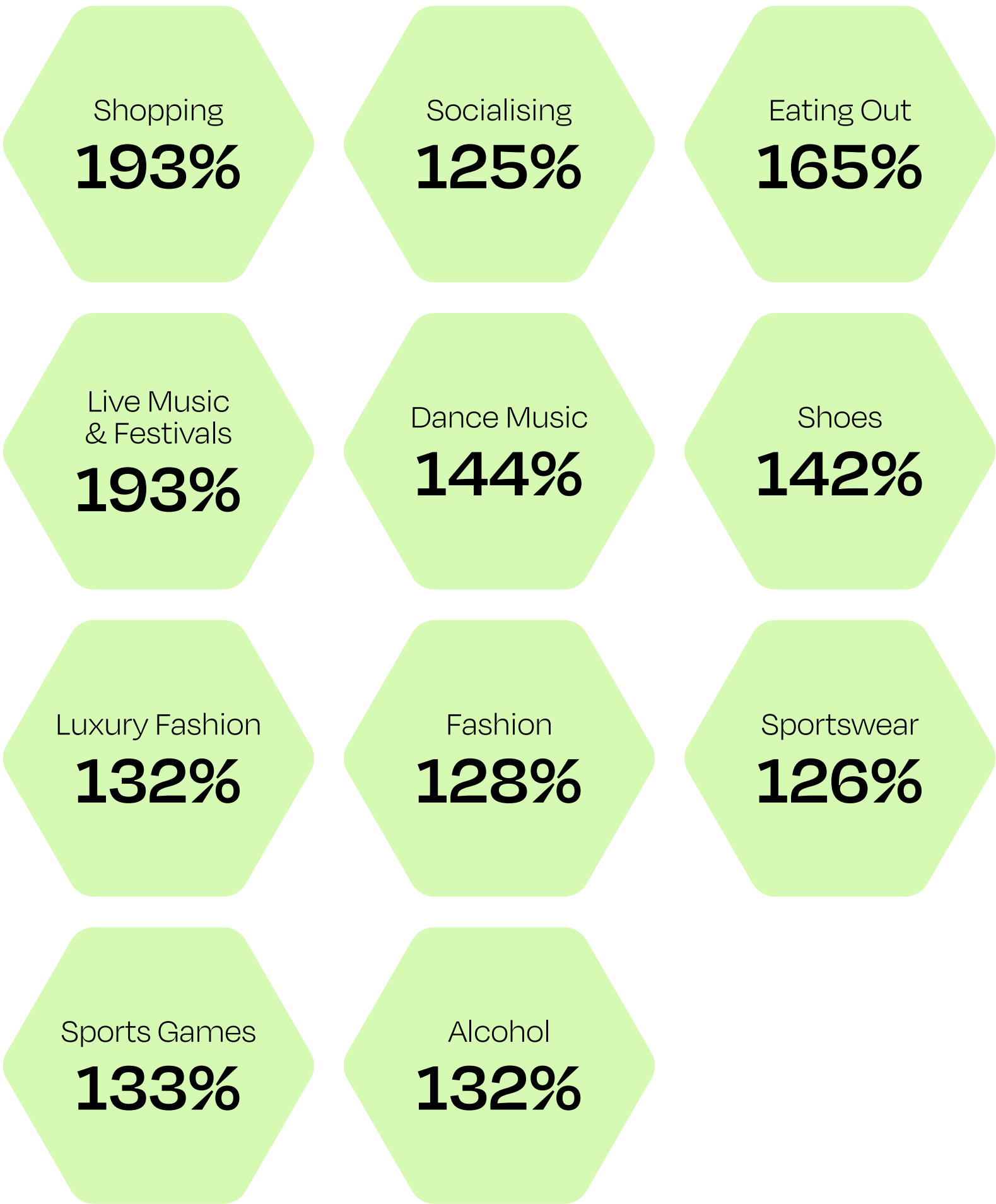
The preferences of this audience show a mix of social engagement, entertainment and value-conscious consumption. They seek experiences and products which not only add to their lives but also offer affordability.

Demographics



BOXPARK Liverpool

Audience Interests



LIVErpool

Liverpool has earned a strong reputation for being one of the best cities in the UK for live entertainment, joining its fellow North West region, Manchester. The city has long been known for its role in supporting culture, with a legacy of live events across music, sports and the arts, spanning decades and continuing to this very day.

Music Moves This City

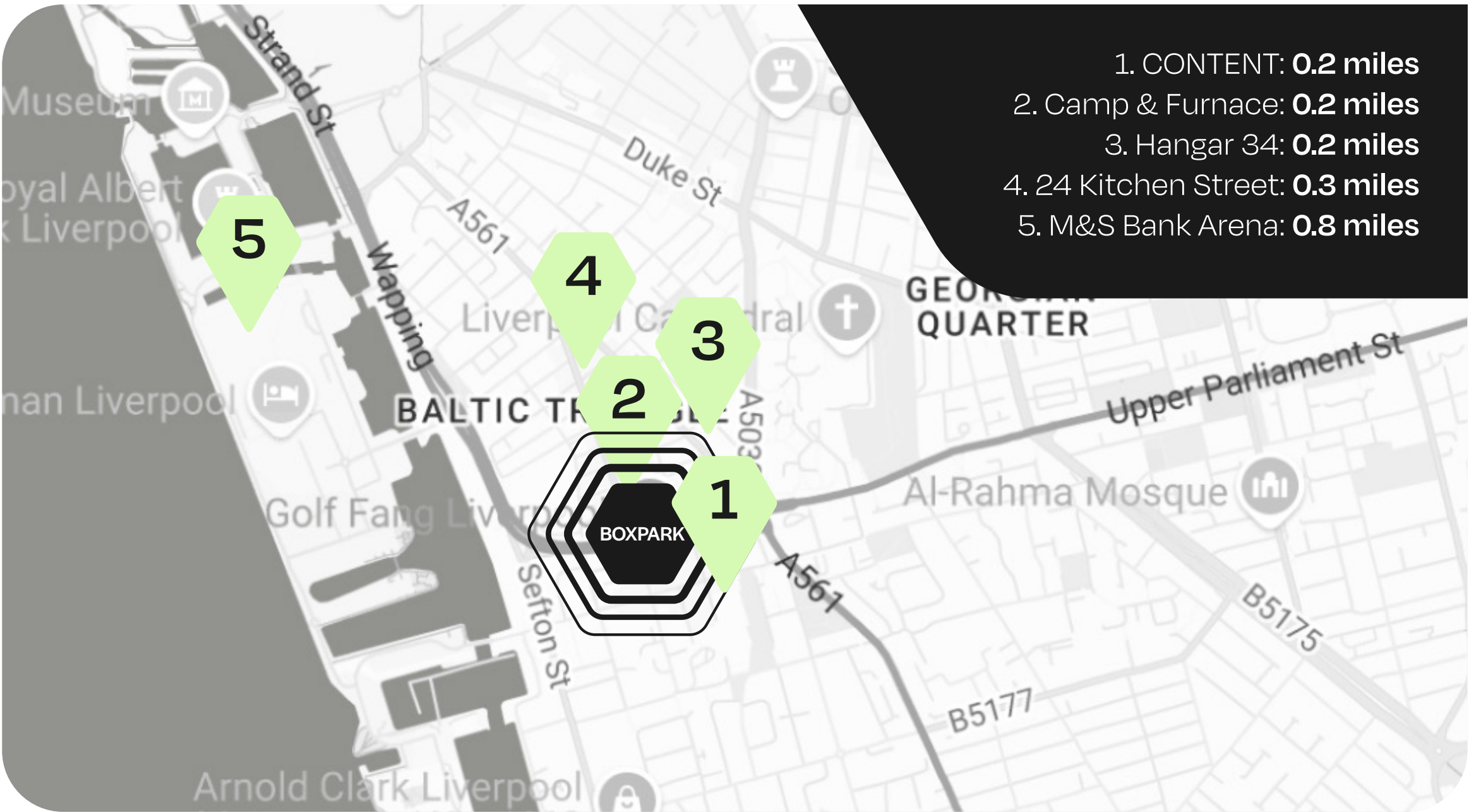
With some of the world's biggest music acts originally hailing from Liverpool, including The Beatles and The Coral, Liverpool has earned its place on the world's stage. In 2015, the city was designated as a UNESCO city of music, while in 2023 the city played host to the world-famous Eurovision Song Contest, becoming its 67th host.

The city is also well known for its contribution towards supporting local and independent music venues, with BOXPARK Liverpool's home, the Baltic Triangle, presenting various exciting independent venues, including Hangar 34, MILAP and District.

Situated less than 5 minutes drive from the BOXPARK Liverpool site, Liverpool's Pier Head is also home to the M&S Bank Arena, which hosts an exciting calendar of year round events welcoming an audience of up to 11,000 per event.

Approximately 17 minutes drive from BOXPARK Liverpool is Anfield Stadium, which has become a destination for live music during the summer months. In 2025, this will welcome events from Lana Del Rey and Bruce Springsteen & The E Street band as part of its summer music schedule.

Source: CIA Landlords



LIVERpool:

What's on in 2025

This year there are plenty of exciting events in the pipeline for brands to be part of and activate around:



M&S Bank Arena, Exhibition Centre & The Auditorium Liverpool

January

24th: Killer Queen (The Auditorium)

25th/26th: Hot Wheels Monster Trucks (M&S Bank Arena)

28th/29th: Strictly Come Dancing Live Tour (M&S Bank Arena)

31st: The Drifters (The Auditorium)

February

9th: Papa Roach & Wage War (M&S Bank Arena)

15th: Jurassic Takeover (M&S Bank Arena)

March

1st: Queenz: Drag Me to The Disco (The Auditorium)

6th-9th: Disney on Ice presents 100 years of wonder (M&S Bank Arena)

7th/8th: Bongo's Bingo 10th Birthday (Exhibition Centre)

8th: Bon Jovi Experience (The Auditorium)

15th: Queensberry Boxing presents Nick Ball vs TJ Doheny (M&S Bank Arena)

20th-23rd: Artistic Gymnastics Championships (M&S Bank Arena)

29th: Amy Dowden & Carlos Gu: Reborn (M&S Bank Arena)

April

4th: André Rieu (M&S Bank Arena)

5th: Michael Ball & Alfie Boe (M&S Bank Arena)

9th: Jeff Wayne's The War of The Worlds (M&S Bank Arena)

11th/12th: Murder Trial Tonight - The Doorstep Case (The Auditorium)

15th: The Harlem Globetrotters (M&S Bank Arena)

24th: 2025 BetMGM Premier League Darts (M&S Bank Arena)

25th: Joe Bonamassa (M&S Bank Arena)

May

3rd/4th: Comic Con 2025 (M&S Bank Arena)

8th/9th: Torvill & Dean Our Last Dance (M&S Bank Arena)

10th: Hawkwind (M&S Bank Arena)

15th: Olly Murs (M&S Bank Arena)

16th: Bryan Adams (M&S Bank Arena)

18th: Manchester Thunder vs Birmingham Panthers (M&S Bank Arena)

22nd: Kylie (M&S Bank Arena)

31st: The Celine Experience (The Auditorium)

LIVERpool:

What's on in 2025

M&S Bank Arena, Exhibition Centre & The Auditorium Liverpool

June

28th: Miss Americana (M&S Bank Arena Auditorium)

July

6th: The Ultimate Show (M&S Bank Arena Auditorium)

19th: PAW Patrol Live (M&S Bank Arena)

September

4th-14th: World Boxing Championships
(M&S Bank Arena)

19th: Deacon Blue (M&S Bank Arena)

20th: Peter Kay (M&S Bank Arena)

October

3rd: Simply Red (M&S Bank Arena)

3rd: rePunk'd! (M&S Bank Arena Auditorium)

7th/8th: Busted vs McFly (M&S Bank Arena)

10th: Björn Again (M&S Bank Arena)

24th/25th: John Bishop (M&S Bank Arena)

November

1st: The Mersey Beatles 2025 (M&S Bank Arena Auditorium)

21st/22nd: Peter Kay (M&S Bank Arena)

23rd: The Big Christmas Assembly (M&S Bank Arena Auditorium)

27th: Queen of the Night - A Tribute to Whitney Houston
(M&S Bank Arena)

December

4th: Ricky Gervais (M&S Bank Arena)

6/7th: Elf: A Christmas Spectacular (M&S Bank Arena)

11th: Jimmy Carr (M&S Bank Arena)

12th-28th Snow White and the Seven Dwarfs
(The Auditorium)

LIVERpool:

What's on in 2025

Anfield

January

25th: Liverpool vs. Ipswich

February

6th: Liverpool vs. Tottenham (Carabao Cup)

16th: Liverpool vs. Wolves

26th: Liverpool vs. Newcastle

March

8th: Liverpool vs. Southampton

April

2nd: Liverpool vs. Everton

12th: Liverpool vs. West Ham

26th: Liverpool vs. Tottenham

May

10th: Liverpool vs. Arsenal

25th: Liverpool vs. Crystal Palace

June

4th/7th: Bruce Springsteen & The E Street Band

21st: Billy Joel

24th/25th: Dua Lipa

28th: Lana Del Rey



LIVERpool:

A new era for Everton

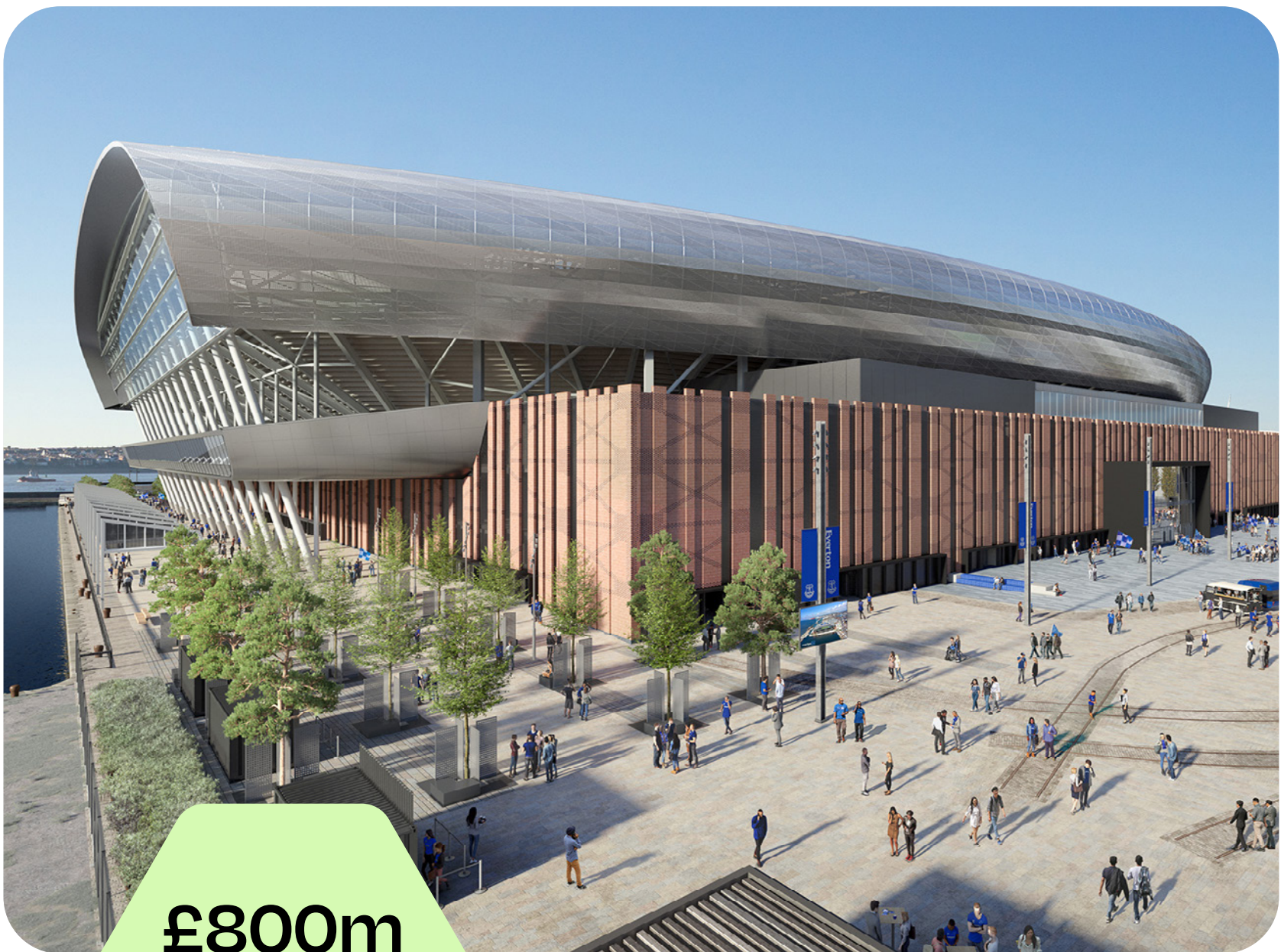
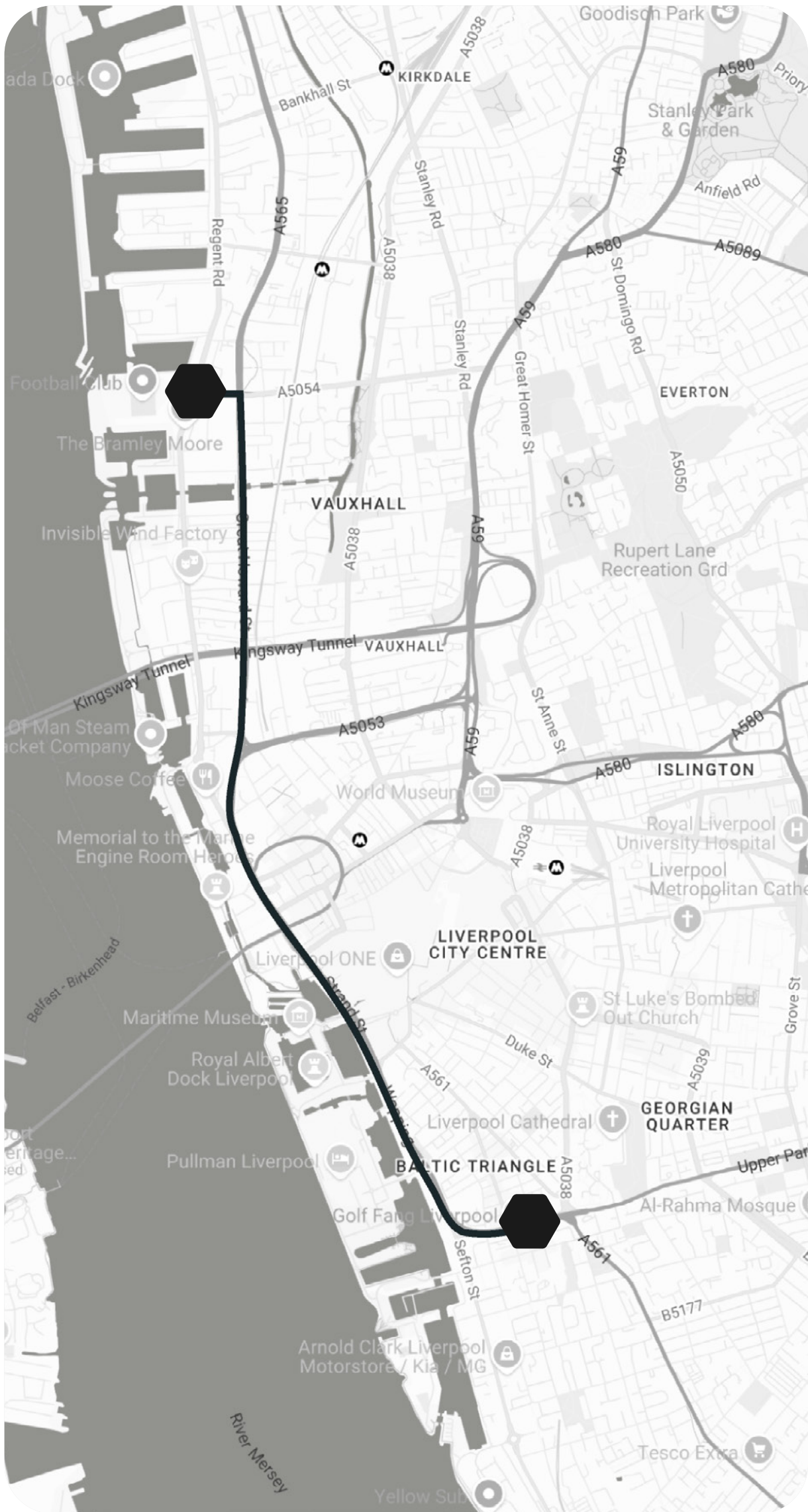
Next football season (2025/2026) will mark one of the most eagerly anticipated stadium openings in the region, as Everton FC move to their new home at Bramley-Moore Dock Stadium.

Located in a prime location on the waterfront, this new state-of-the-art stadium will welcome crowds of over 52,000 becoming a new and exciting sporting destination for the city.

The introduction of this new site will provide plentiful opportunities for the club's founding partners and affiliates to activate year-round as well as on match days to a highly engaged audience, offering ideal moments for brands looking to get a slice of the sporting action.

Location
Vauxhall, Liverpool

14 Minutes
Drive from BOXPARK Liverpool



£800m
invested into the
new stadium



Ready to find out more?

Please contact **jamie.fisher@openmedia.uk.com** for more information.