



## Sefton

Sefton is the northernmost Merseyside borough, including the strip of coastline that extends from Bootle to Southport. Sefton beach is a regional landmark as are Aintree racecourse, home of the Grand National, and Royal Birkdale golf course, part of the UK's 'golf coast'. Major companies based in the borough include Allied Bakeries, Experian, Alliance & Leicester and the HSE.



## Wirral

The western borough of Merseyside, Wirral, is a peninsula encircled by the Irish Sea, River Dee and River Mersey. Unsurprisingly, the local economy traditionally relied on aquatic industries. Birkenhead is famous for shipbuilding while Wallasey was the site of the world's first passenger hovercraft service. The borough remains the home of the Mersey ferries to Liverpool city while local businesses include Typhoo, Unilever, Shell and Vauxhall.