

# REGENERATING LIVERPOOL



**LIVERPOOL  
HOTELS UPDATE –**  
May 2019





## Welcome

Welcome to the latest edition of the Liverpool Hotels Update.

Since 2004, this document has been published jointly between Liverpool City Council and the Local Enterprise Partnership. It contains detailed information about the range and location of hotels which have been completed, are currently under construction, or are in the pipeline both within the City Centre and outside it. It also looks at hotel performance in the City Centre.

We hope that the data included in the schedules will be useful to individuals and organisations involved in hotel provision.

Should you have any queries, require further information, or have comments on the content of the schedules, please contact:

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Front cover (clockwise from top): The £70m Epic Hotel & Residence, Chaloner Street/Watkinson Street (proposed); Hotel at Princes Dock/Cruise Liner Terminal (proposed); Travelodge, Edge Lane (completed January 2019).



## Foreword

Yet again, Liverpool's hotel sector has seen another year of steady growth in terms of new establishments opening against a continual and sustained upsurge in rooms sold, average occupancy and room rates. 2018 has smashed through the ceiling of 2 million rooms sold as it did in 2017, with almost every month showing increased numbers of visitors stay over in the city despite 6 new hotels having opened and two existing hotels having undergone significant refurbishment schemes.

I am particularly encouraged to see that our weekday occupancy figures have seen a welcome and healthy increase this year. We are keen to see this figure improve further, which it will as our Exhibition Centre continues to attract returning events who have already sampled the best the city has to offer and decided to come back. Liverpool has a very strong, powerful brand which – when we do well – can attract loyalty and all the benefits that this can bring.

We also like awards and recommendations, and every year Liverpool scoops a good handful. In April 2018, the 30 James Street Hotel was voted the best in Britain in the Travel Republic Hotel Awards, whilst in October, the iconic Titanic Hotel Liverpool was voted as one of the top 10 hotels in the UK outside of London by Conde Nast Traveller's People's Choice Awards. More recently, Liverpool has been voted the best staycation break to be enjoyed in 2019 by travel website Travelzoo.

2018 may have seen another 7 new hotels open and two major refurbishments take place, but as the Liverpool's guest accommodation sector continues to grow in terms of choice, price and offer, so do the number of serviced apartments and short term lets being advertised on third party websites. The number of rooms being let in different methods in a wide variety of property types has grown to the point that this document can no longer list and account for all of them.

As a result, the data included in this report will now only include and list serviced apartment accommodation where the number of units on offer is 15 or more. We will also only include "apart-hotels" with under 15 units where – when passed through the planning process – their designated use is C1 of the Town and Country Planning (Use Classes) Order 1987.

Please enjoy reading about what has been achieved in 2018, and about our plans and aspirations for the year ahead.

### **Councillor Wendy Simon**

*Assistant Mayor and Cabinet Member for Culture,  
Tourism and Events*

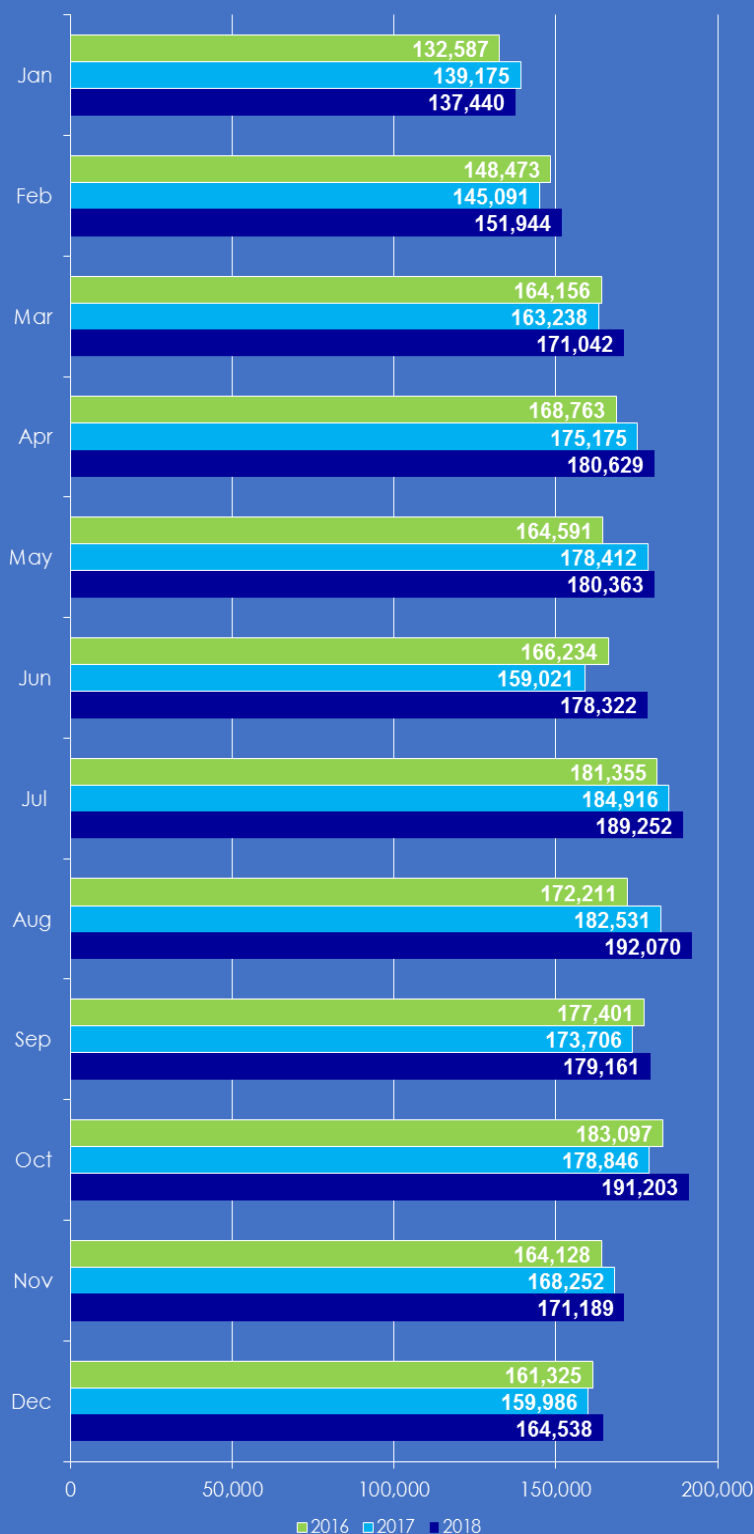


FIGURE 1:  
**Rooms Sold in Liverpool City Centre Hotels,  
January 2016 – December 2018**

Source: Based on figures supplied by Liverpool LEP based on occupancy figures provided by STR Global  
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## 2018 at a glance (city-wide):

£ £63 million invested in hotels and serviced apartments over 12 months

 7 new hotels opened, 2 major hotels refurbished

 130 hotel jobs created

 259 new bedrooms created and 361 serviced apartments

 2,087,153 rooms sold (Jan-Dec) (up from 2,008,349 = 3.9% more than Jan-Dec 2017)

% Average occupancy 81.8% (up from 78.7% in Jan-Dec 2017)

☐ Weekend occupancy 89.7% (up from 89.3% in Jan-Dec 2017)

☐ Weekday occupancy 80.7% (up from 76.7% in Jan-Dec 2017)

£  Average Room Rate £75.30 (up from £74.83 in Jan-Dec 2017)

☐ Average RevPar £63.15 (up from £59.05 in Jan-Dec 2017)

☐ Weekend Average RevPar £93.22 (up from £89.70 in Jan-Dec 2017)

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See! Street by Epic Hotel

## SIGNIFICANT RISE IN WEEKDAY OCCUPANCY

Whereas Liverpool hotels' performance during 2018 has yet again out-done previous years, the greatest improvement has been seen in weekday occupancy which rose from 76.7% in 2017 to 80.7% - a 5% rise. Despite 6 new hotels having opened – bringing 259 bedrooms - and new serviced apartments coming to the city, average room rates and revenues have also continued to climb.

The number of hotel rooms sold in 2018 has seen the 9<sup>th</sup> successive annual rise, with the end total by December reaching 2,087,153. The highest months were August (192,070 rooms sold) and October (191,203); this is the first time the city has sold over 190,000 rooms in any single month. Apart from January, all 11 other months of the year saw previous totals exceeded.

Over the last 4 years, the average occupancy rate in cities outside of London has remained static at around 76%. Liverpool's rise to 81.8% now puts it significantly above the national average.

It is, however, Liverpool's rise in average weekday occupancy which stands out; Liverpool having traditionally fared less well in this area than its fellow regional cities. This success is, in part, attributable to the developing ACC Liverpool Campus where the Exhibition Centre is now about to enter its fourth full year of operation, and the continuing growth in the number of film and television productions being shot in the city. However, 2018 was also a significant year that, nationally, saw people abandoning traditional holidays abroad for holidays in the UK. The figure will, no doubt, be welcomed by those who attended a conference organised in March

2018 by business lobby group Downtown in Business who argued that more needed to be done to attract blue-chip corporates during mid-week. The new end-of-year figures suggest that the city is moving in a positive direction.

Liverpool is excelling as a staycation destination, with visitors wanting to enjoy the city's attractions not just over weekends. Indeed, many of the cultural attractions organised by the city are not limited to weekends, with many taking place over several days, weeks or even months. This success has led to Liverpool having been voted the best staycation break for 2019 by travel website Travelzoo<sup>1</sup> who collate the best travel and entertainment deals into one place on the web and who have chosen Liverpool as one of its key places to visit over the coming year.

**FIGURE 2:**  
**Average Occupancy, Room Rates & Rev Par (Room Revenues) 2015-18**

	2015*	2016*	2017*	2018*
Average Occupancy Rate	76.7%	77.2%	78.7%	81.8%
Weekend Occupancy Rate	88.4%	88.6%	89.3%	89.7%
Weekday Occupancy Rate	74.8%	75.4%	76.7%	80.7%
Average Room Rate (£)	£70.03	£72.47	£74.83	£75.30
Average Revenue (Rev Par) (£)	£53.87	£56.16	£59.05	£63.15
Weekend Average Revenue (Rev Par) (£)	£78.62	£82.68	£89.70	£93.22

\* Based on January to December. Statistics © STR Global

<sup>1</sup> <https://press.travelzoo.com/travelzoo-reveals-best-destinations-for-value-seeking-brits-in-2019/>

# Liverpool City Centre hotel facts

(as at April 2019):

## Existing



69 hotels/apart-hotels/guest houses  
(up from 37 in 2008)



6,994 bedrooms and C1 apart-hotel suites  
(up from 3,481 in 2008)



2,750 hotel-related jobs in the City Centre  
(1,270 of which created since 2008)



£364 million invested in 45 new and refurbished existing C1 hotels/apart-hotels since January 2009

## Currently on site

8 new hotels/apart-hotels

804 hotel rooms & C1 apart-hotel suites

260 potential new hotel jobs to be created

£98 million currently being invested in new projects and refurbishments

FIGURE 3:

### Liverpool City Centre C1 hotel rooms by type, as at 30 March 2019

See Figs 4, 6 and 8 for breakdown by type.

Note: this chart only shows existing hotels. New hotels will be added in upon completion at next issue

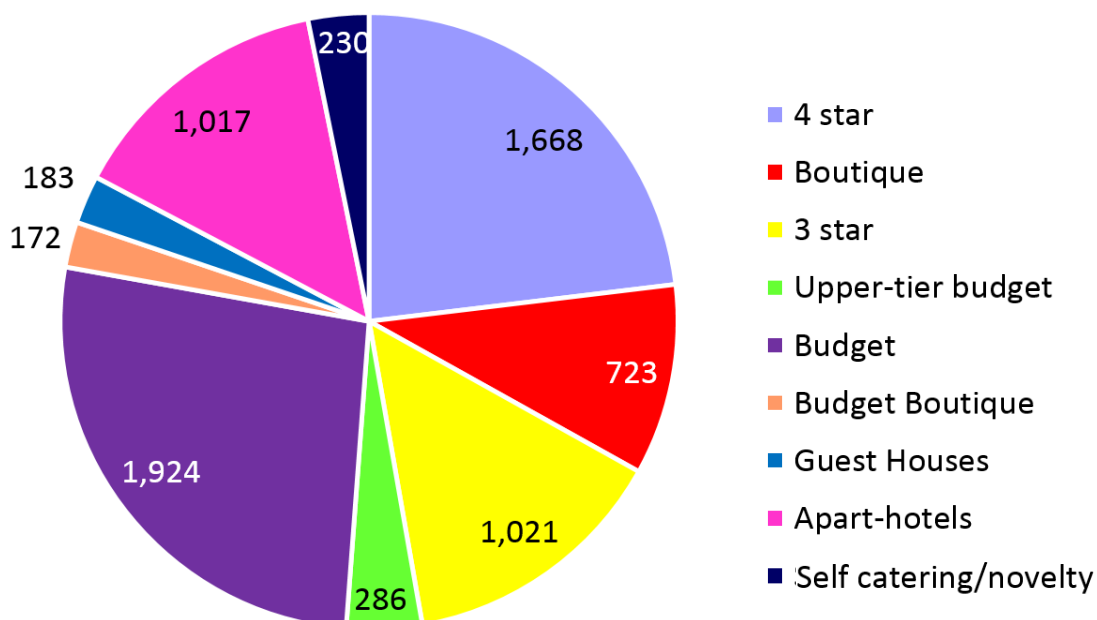


FIGURE 4:  
**Hotel/Apart-Hotel Provision in the City Centre as at 30 March 2019**

EXISTING C1 HOTELS/APART-HOTELS/GUEST HOUSES		
Hotel	Standard	Rooms
Crowne Plaza, Princes Dock	4 star	159
Hard Days Night, North John Street	4 star	110
Hilton, Canning Place	4 star	215
Marriott, Queen Square	4 star	146
Novotel, Hanover Street	4 star	209
Pullman, Kings Waterfront	4 star	216
Radisson SAS, Old Hall Street	4 star	194
Seel Street Hotel, 42-46 Seel Street	4 star	128
Shankly Hotel, Victoria Street	4 star	65
Mercure Atlantic Tower, Chapel St	4 star	226
<b>TOTAL 4 STAR:</b>	<b>10 hotels</b>	<b>1,815</b>
"Aloft Liverpool", North John Street	Boutique	116
62 Castle Street	Boutique	20
DoubleTree by Hilton, Sir Thomas St	Boutique	86
Hope Street Hotel, Hope Street	Boutique	82
Hotel Indigo, Rumford Pl/Chapel St	Boutique	151
Liverpool Racquet Club	Boutique	8
Lock & Key, 17 Duke Street	Boutique	14
30 James Street	Boutique	64
Malmaison, Princes Dock	Boutique	131
Podzzz@Parr Street Hotel	Boutique	12
Sir Thomas Hotel, Victoria Street	Boutique	39
<b>TOTAL BOUTIQUE:</b>	<b>11 hotels</b>	<b>723</b>
Britannia Adelphi, Lime Street	3 star	402
Hotel 46, Fenwick Street	3 star	16
Holiday Inn, Lime Street	3 star	139
Jury's Inn, Kings Waterfront	3 star	310
Liner at Liverpool, Nelson Street	3 star	154
<b>TOTAL 3 STAR:</b>	<b>5 hotels</b>	<b>1,021</b>
Express by Holiday Inn, Albert Dock	Upper-tier budget	135
Hampton by Hilton, Kings Dock Mill	Upper-tier budget	151
<b>TOTAL UPPER TIER BUDGET:</b>	<b>2 hotels</b>	<b>286</b>
Campanile	Budget	100
Dolby	Budget	65
Days Inn Liverpool, James Street	Budget	155
EasyHotel, Castle Street	Budget	77
Ibis (Dale Street)	Budget	122
Ibis (Wapping)	Budget	192
The Liverpool Inn, Mount Pleasant	Budget	7
Podworks Hotel, 34 Henry Street	Budget	19
Premier Travel Inn Albert Dock	Budget	186
Premier Inn City Centre (Vernon St)	Budget	165
Premier Inn, Hanover Street	Budget	183
Premier Inn, 4 Bolton Street	Budget	90
Travelodge, Exchange Street East	Budget	125
Travelodge Liverpool Central	Budget	105
Travelodge, Strand St/Red Cross St	Budget	141
Tune Hotel, Castle Street	Budget	100
Z Hotel, State House, Dale Street	Budget	92
<b>TOTAL BUDGET:</b>	<b>17 hotels</b>	<b>1,924</b>
Printworks, Renshaw Street	Budget (Boutique)	31
The Nadler, Seel Street	Budget (Boutique)	106
Heywood House Hotel	Budget (Boutique)	35
<b>TOTAL BUDGET (BOUTIQUE):</b>	<b>3 hotels</b>	<b>172</b>

EXISTING C1 HOTELS/APART-HOTELS/GUEST HOUSES (continued)		
Hotel	Standard	Rooms
Hallmark Inn	4 star guest accomm	81
Aachen	3 star guest accomm	17
The Liverpool Inn	3 star guest accomm	15
57 Rodney Street Hotel	3 star guest accomm	10
Lord Nelson	2 star guest accomm	27
Hanover Hotel	2 star guest accomm	27
Blackburne Arms	n/a	7
<b>TOTAL GUEST HOUSES:</b>	<b>7 guest houses</b>	<b>184</b>
Adagio, Central Village	Apart-Hotel	129
Arthouse, Arthouse Square	Apart-Hotel	41
Best Western Premiere Collection Richmond Hotel, Hatton Garden	Apart-Hotel	51
The Block, Keel Wharf	Apart-Hotel	96
Caro Short Stay, Parker Street	Apart-Hotel	105
Epic, 75 Duke Street	Apart-Hotel	26
Epic Apart-Hotel Seel Street	Apart-Hotel	14
Hilton Apartments, Hilton Hotel	Apart-Hotel	47
Posh Pads at the Casartelli	Apart-Hotel	31
Signature Hotel, 56 Stanley Street	Apart-Hotel	15
Shankly Serviced Apartments	Apart-Hotel	69
Staybridge Suites	Apart-Hotel	132
Staycity Aparthotels Corn Exchange	Apart-Hotel	205
Staycity, Duke Street	Apart-Hotel	56
<b>TOTAL APART-HOTELS:</b>	<b>14 Apart-Hotels</b>	<b>1,017</b>
<b>OVERALL CURRENT TOTAL:</b>	<b>69 Hotels/Guest Houses/Apart-Hotels</b>	<b>6,994</b>

FIGURE 5:  
**Other Accommodation Types in Liverpool City Centre**

Hotel	Rooms
<b>EXISTING</b>	
The Joker Boat, Salthouse Dock	2
Yellow Submarine, Salthouse Dock	3
Titanic, Salthouse Dock	5
Central Station Hotel (Hostel above Lanigans Bar), Hanover St	12
Embassie Independent Hostel, Falkner Square	6
Hatters (Hostel), 56-60 Mount Pleasant	72
Cocoon @ International Inn, South Hunter Street (Hostel)	23
Royal Chambers Liverpool, 29 Prescott Street (Hostel)	28
Euro Hostel, Stanley Street (former Hoax Hostel)	52
YHA Hostel, Tabley Street (Hostel)	27
<b>TOTAL EXISTING NOVELTY, HOSTELS &amp; SELF CATERING BEDROOMS</b>	<b>230</b>



# Schemes completed since January 2018

Investment in hotels across the city over the last year (£62 million) has almost doubled that seen in 2017 (£32.5 million), with 6 new hotels/apart-hotels having opened, bringing 259 new bedrooms and 296 serviced apartments. That investment included two major refurbishments, including £3.7 million upgrading of the Jury's Inn Hotel's 310 bedrooms on the waterfront, and the Malmaison's 130 rooms at Princes Dock at a cost of £2.5 million.

The start of the year saw Caro Short Stay Apartments arrive in the heart of the Main Retail Area, bringing 91 serviced apartments inside the former Reece's Ballroom which once provided the venue for the wedding reception when Beatles legend John Lennon married Cynthia. This was followed by the opening of Lanigan's Hostel situated above Lanigan's Irish Bar on Ranelagh Street.

The bulk of the remaining completions all came together in the autumn and winter. These included the £16 million StayCity Corn Exchange Apart-hotel which opened with 205 suites in October, the £3.7 million refurbishment of Jury's Inn, and the long anticipated 90 bedroom Premier Inn at Bolton Street, close to Lime Street Station.

November saw the Malmaison complete its refurbishment of 130 rooms, with the opening of Epic's Seel Street Hotel in the Ropewalks area finishing off another successful year for the city's growing hotel industry – the £20 million Seel Street Hotel. This latter building containing 128 bedrooms was part of the Elliot Group's scheme's £100m development around Wolstenholme Square.



## Caro Short Stay Apartments, Parker St

**COST:** £5 million

**ROOMS:** 105

**STANDARD:** Apart-Hotel

**OPERATOR:** Caro

**COMPLETED:** January 2018



## Lanigans, 35-37 Ranelagh Street

**COST:** £0.25 million

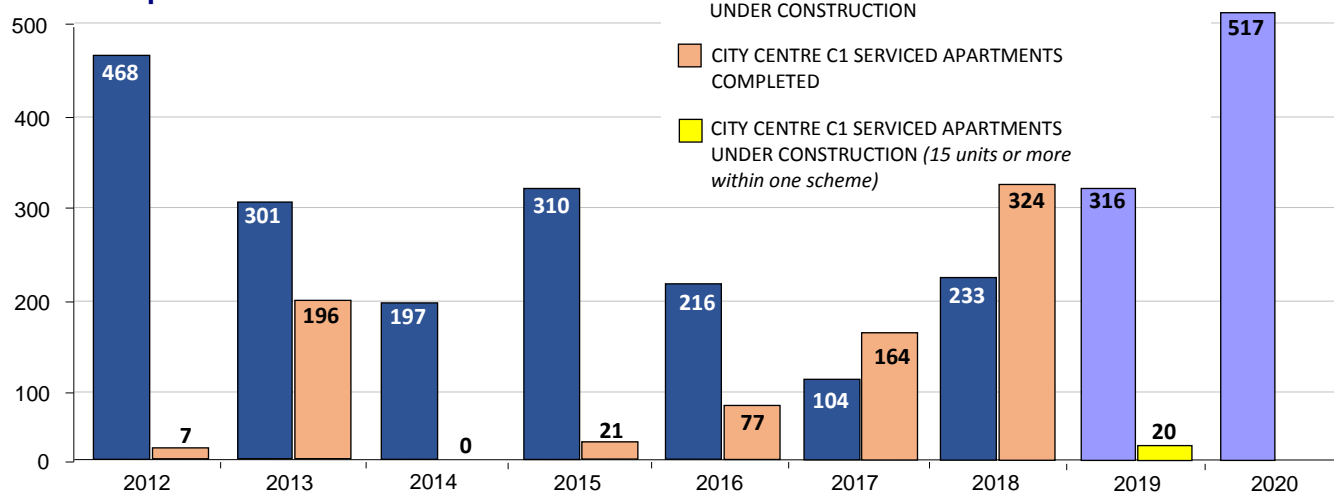
**ROOMS:** 12 bedrooms sleeping between 2 to 12 persons

**STANDARD:** 3 star hostel

**DEVELOPER:** Richard Lanigan

**OPENED:** February 2018

**FIGURE 6:**  
**City Centre C1 Hotels/Apart-Hotels – number of new bedrooms/suites/bedspaces completed since 2012 or under construction as at 30 April 2019**







### 31 Roscoe Street

**COST:** £0.3 million  
**ROOMS:** 6  
**STANDARD:** Apart-Hotel  
**OPERATOR:** Private independent  
**STATUS:** Completed August 2018



### Staycity Aparthotels Corn Exchange

**COST:** £16 million  
**ROOMS:** 205 (new build/conversion)  
**STANDARD:** Apart-Hotel  
**OPERATOR:** StayCity  
**COMPLETED:** October 2018



### Jurys Inn, Keel Wharf, Kings Waterfront

**COST:** £3.7 million  
**ROOMS:** 310 (refurbished)  
**STANDARD:** 4 star  
**OPERATOR:** Jurys Inn  
**REFURBISHMENT COMPLETED:** October 2018



### Malmaison Hotel, William Jessop Way

**COST:** £2.5 million  
**ROOMS:** 131 (refurbished)  
**STANDARD:** Boutique  
**OPERATOR:** Malmaison  
**STATUS:** Completed November 2018



### Premier Inn, 4 Bolton Street

**COST:** £11 million (part of a £39 million scheme)  
**ROOMS:** 90 (new build)  
**STANDARD:** Budget  
**OPERATOR:** Premier Inn  
**COMPLETED:** October 2018



### Seel Street by Epic Hotel, 42-46 Seel St

**COST:** £20 million  
**ROOMS:** 128  
**STANDARD:** 4 star  
**OPERATOR:** Epic  
**COMPLETED:** December 2018

# Current Investments

With the number of rooms sold growing year on year, and room rates and profits still showing healthy and sustained rises, at the start of 2019 there is currently an estimated £136 million worth of hotel schemes on site that will bring over 700 new rooms and 430 serviced apartments, creating over 250 new jobs.

Construction commenced on a new four-star Inside by Meliá hotel providing 207 en-suite bedrooms, a restaurant, conference facilities, gym and rooftop Skybar, along with four new retail units, one leisure unit and two floors of Grade A office space fronting Old Hall Street and Brook Street. The scheme is inside the former Daily Post & Echo office building and it will complete in 2020.

Schemes that will finish during 2019 include the extension to Hope Street Hotel (12 additional hotel rooms and 26 apart-hotel suites); Quest Aparthotel on Church Street (100 serviced apartments); and Signature Living's "Dixie Dean" Hotel which – together with its Shankly Hotel opposite – will form part of a "football-themed quarter".

Radisson is also set to open its second hotel in the city, and has recently commenced work on converting the North Western Halls at a cost of £30 million. Radisson plans to combine modern design and the ageless millennial mindset to this historic building that features Renaissance-style spires and turrets. Alongside its 202 guestrooms, the hotel will offer a restaurant and bar, a gym and a creative meetings and events space. It will open late Spring 2020.

FIGURE 7:

## City Centre Hotels on site

C1 HOTELS/APART HOTELS CURRENTLY ON SITE		
Hotel	Standard	Rooms
Hilton Garden Inn, Renshaw St	4 star	108
Inside Liverpool, Old Hall Street	4 star	207
Radisson Red, Lime Street	4 star	202
Baltic Hotel, 16 Jamaica Street	Boutique	38
Dixie Dean Hotel, Victoria Street	Boutique	100
Hope Street Hotel (extension)	Boutique	12
Hope Street Hotel (extension)	Apart-Hotel	26
42 Castle Street	Apart-Hotel	19
Quest Apart-hotel, 58-72 Church Street	Apart-hotel	100
151-155 Duke Street	Apart-Hotel	21
<b>TOTAL HOTELS/APART HOTELS ON SITE:</b>	<b>8 new hotels</b>	<b>833</b>



### The Baltic Hotel, 16 Jamaica Street

**COST:** £2.5m

**ROOMS:** 36

**STANDARD:** Boutique

**DEVELOPER:** Living Bricks

**STATUS:** On site for completion December 2019



### Hilton Garden Inn, 48-54 Renshaw St

**COST:** £25 million

**ROOMS:** 108

**STANDARD:** 4 star

**DEVELOPER:** YPG Renshaw St Ltd

**COMPLETION EXPECTED:** Spring 2020



### Inside Liverpool, Old Hall Street

**COST:** £10 million

**ROOMS:** 207

**STANDARD:** 4 star

**OPERATOR:** Meliá

**COMPLETION EXPECTED:** January 2020





### Radisson Red Hotel, Lime Street

**COST:** £30 million

**ROOMS:** 202

**STANDARD:** 4 star hotel

**OPERATOR:** Radisson

**COMPLETION EXPECTED:** Spring 2020



### Quest Aparthotel, 58-72 Church Street

**COST:** £10 million

**SUITES:** 100

**STANDARD:** Apart-Hotel/Service Apartments

**OPERATOR:** Quest Apartments

**COMPLETION EXPECTED:** July 2019



### Dixie Dean Hotel, Victoria Street

**COST:** £10 million

**ROOMS:** 100

**STANDARD:** 4 star

**DEVELOPER:** Signature Living

**COMPLETION EXPECTED:** April 2019



### 153-155 Duke Street

**COST:** £3.5 million

**ROOMS:** 21

**STANDARD:** Apart-hotel

**OPERATOR:** Epic Liverpool Ltd

**COMPLETION EXPECTED:** Summer 2019



### Hope Street Hotel extension

**COST:** £5 million

**SUITES:** 12 additional hotel rooms + 26 apart-hotel suites

**STANDARD:** Boutique 4 star

**OPERATOR:** Hope Street Hotel Ltd

**COMPLETION EXPECTED:** April 2019



# Imminent Starts and Recent Applications or Announcements

As Liverpool's tourism, culture and conferencing sectors continue to expand, Liverpool City Council is becoming more pro-active in hotel developments in the city. With two new hotels (Pullman Hotel and the new Premier Inn at Lime Street) already under its belt, the Council is now promoting another two major hotels at Paddington Village and Princes Dock.

Novotel has already been announced as the operator for the proposed 4 star luxury hotel at the £1 billion Paddington Village development on the eastern fringe of the City Centre, and where some £140 million investment in new Knowledge Quarter assets is currently underway. This will be Novotel's second venue in Liverpool; their first is on the edge of Liverpool ONE and opened 10 years ago.

In addition, the Council will soon be announcing the new operator of its proposed 200 bedroom 4 star hotel next to the proposed £70 million Cruise Liner Terminal to be built at Princes Dock. A planning application is currently being prepared, with the hotel, adjoining multi-storey car park and the cruise liner terminal itself all to be up and running by the end of next year.

Meanwhile, one of the Council's former assets – Municipal Buildings on Dale Street – is to be turned into a 4 star 189 bedroom hotel by the Frangrance Group. Permission was approved by the Council's planning committee in November 2018 subject to the signing of a legal agreement. Guests will have access to facilities including a spa, gym and top lit swimming pool. The hotel will also have conference and meeting facilities plus large guest suites and a restaurant adjoining the atrium.

NR Capricornus LLP submitted revised plans for the former Renshaw Hall off Benson Street in October 2018. The new application is seeking permission for an 11-storey hotel with 153 rooms. The operator has been revealed to be Moxy, part of the Marriott Group. Facilities will include a gym and meeting space, as well as free wifi and internet TV streaming capabilities in rooms. According to one online source, the 3-star hotel will be operational by late 2020.

Developer Living Bricks has announced two hotel schemes for the city. Plans for a new 30-room hotel to be known as "Duke Street Boutique" at 181-185 Duke Street within the Ropewalks area have been revealed. The building will sit on a vacant site that is between a nursery and French-style café bar Petit Café Du Coin. News of the project follows plans announced in August for another hotel from the developer on Jamaica Street in the Baltic Triangle. "The Baltic Hotel" – just commencing at 16 Jamaica Street – will be another boutique venue with 36 bedrooms, and the scheme will include a café, restaurant and a multi-storey roof extension.



## Novotel, Paddington Village

**COST:** £35 million

**ROOMS:** 160 plus 60 serviced apartments

**STANDARD:** 4 star

**OPERATOR:** Novotel/Accor

**STATUS:** Planning application anticipated Spring 2019



## Princes Dock / Cruise Liner Terminal

**COST:** £20 – £25 million

**ROOMS:** 200

**STANDARD:** 4 star

**DEVELOPER:** Liverpool City Council

**STATUS:** Planning application expected early 2019



## Trueman Court, 21 Trueman Street

**COST:** £1.5 million

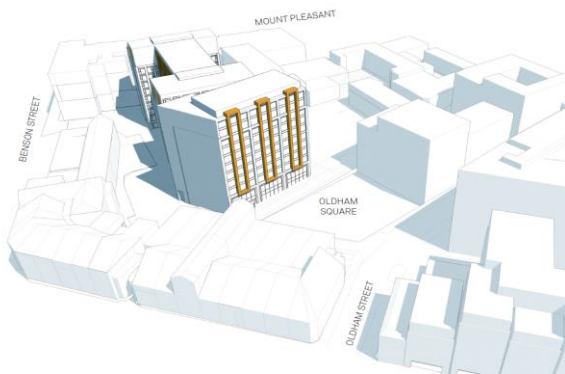
**SUITES:** 14

**STANDARD:** Apart-Hotel/Serviced Apartments

**DEVELOPER:** JAGA

**STATUS:** Permission granted September 2018

FIGURE 8a:  
**Current City Centre Hotels Proposals (1)**



### Moxy Hotel, Oldham Square

**COST:** £15 million  
**ROOMS:** 153  
**STANDARD:** 3 star  
**DEVELOPER:** NR Capricornus LLP  
**STATUS:** Application 18F/2751 submitted October 2018



### Nyx Hotel, Hanover Street

**COST:** £10 million  
**ROOMS:** 154  
**STANDARD:** 4 star  
**DEVELOPER:** Hanover Holdings Ltd  
**STATUS:** Application 18F/1162 awaiting legal agreement



### Urbanista Apart-hotel, 105 Wood St

**COST:** £1 million  
**SUITES:** 100  
**STANDARD:** Apart-Hotel/Service Apartments  
**OPERATOR:** Urbanista  
**STATUS:** Permission granted November 2017

HOTELS CURRENTLY PROPOSED (WITH NAMED OPERATOR)		
Hotel	Target Standard	Rooms
Cruise Terminal/Princes Dock	4 star	200
Epic Hotel & Residence	4 star	306
Municipal Buildings, Dale Street	4 star	189
Novotel, Paddington Village	4 star	160
Nyx Hotel, Gostins Building, Hanover Street	4 star	154
Duke Street Boutique	Boutique	30
Moxy Hotel, Oldham Square	3 star	153
Arthouse Hotel, Arthouse Square	Apart-hotel	30
Pembroke Studios, Lower Gill Street	Apart-hotel	33
Roomzzz, 53-57 Church Street	Apart-hotel	105
Trueman Court, 21 Trueman Street	Apart-hotel	14
Urbanista, 105 Wood Street	Apart-hotel	22
Podworks, 28-30 Henry Street	Budget	15
The Liverpool Inn, 1-11 Renshaw St	Independent	25
37 Hope Street	Not known	14



### Municipal Buildings, Dale Street

**COST:** Not known  
**ROOMS:** 189  
**STANDARD:** 4 star  
**DEVELOPER:** The Fragrance Group  
**STATUS:** Awaiting signing of legal agreement



### "Duke Street Boutique", Duke Street

**COST:** £2 million  
**ROOMS:** 30  
**STANDARD:** Boutique  
**DEVELOPER:** Living Bricks  
**STATUS:** Application 18F/3053 submitted November 2018



FIGURE 8b:

## Current City Centre Hotels Proposals (2)

HOTELS CURRENTLY PROPOSED (WITHOUT NAMED OPERATOR)		
Hotel	Target Standard	Rooms
Courthouse Hotel, Dale Street	4 star	90
Williamson Hotel, Basnett Street	4 star	153
Cains Brewery Village	Boutique	100
Hope Street/Maryland Street	Boutique	36
Russell Hotel, School Lane	Boutique	50
Baltic Square, Park Lane	Apart-hotel	200
11 Davies Street	Apart-hotel	24
Drury Lane/Brunswick Street	Apart-hotel	63
48-54 Renshaw Street	Apart-hotel	75
60 Duke Street	Budget/Pod	43
34 Marlborough Street	Budget	11
66 Bold Street	Not stated	23
Colonial Chambers, Temple St	Not stated	40
118-124 Duke Street	Not stated	118



### Courthouse Hotel, Dale Street

**COST:** Not known

**ROOMS:** 90

**STANDARD:** 4 star

**DEVELOPER:** YPG Developments

**STATUS:** Application 19F/0027 submitted January 2019



### Colonial Chambers, Temple Street

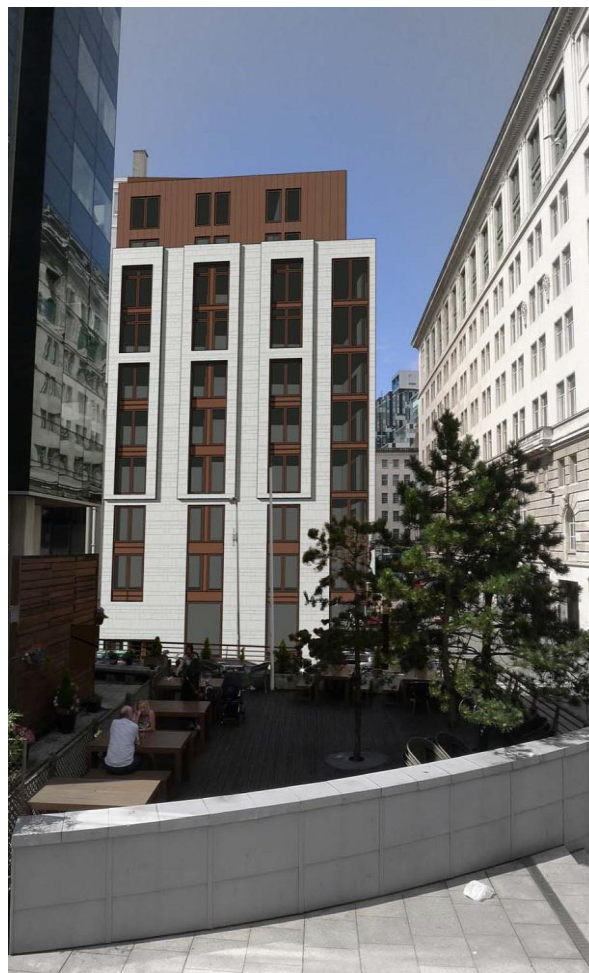
**COST:** Not known

**ROOMS:** 40

**STANDARD:** Not known

**DEVELOPER:** Forest Trinity Ltd

**STATUS:** Application 19F/0027 submitted January 2019



### Drury Lane/Brunswick Street

**COST:** £25 million

**ROOMS:** 126

**STANDARD:** Apart-hotel

**DEVELOPER:** Fold Architecture

**STATUS:** Permission granted March 2018



### Williamson Hotel, Basnett Street

**COST:** £10 million

**ROOMS:** 153

**STANDARD:** 4 star

**DEVELOPER:** Niboco Ltd

**STATUS:** Application 18F/3056 submitted November 2018



# SERVICED APARTMENTS



FM Living, 8 Victoria Street

**In tandem with traditional hotel developments, the number of serviced apartments in the City Centre whereby guests book online and collect a key from a different location to the actual apartment itself continues to grow – albeit, this year, more slowly.**

There are now so many small establishments in the city that this document can no longer list them all. The table on this page has been substantially reduced to only list establishments with a minimum of 15 suites which received planning permission for C3 use. All "apart-hotels" applied for as C1 use are listed in the main schedule before this.

The luxurious FM Living at 6 Victoria Street was the only major C3 serviced apartment scheme to complete during 2018. The £8 million development saw refurbishment of the Grade II listed former Produce Exchange, and included retention of a glass windowed arcade in the centre, and attractive stained glass windows on the main staircase.

The only substantial scheme known to be on site at the start of 2019 is an extension to L3 Living @ Irwell Chambers where a two-storey rooftop extension is under construction to add 30 more rooms. When finished, the total number of apartments in the building will rise to 82.

FIGURE 9:

## C3 Serviced Apartments

(of over 15 rooms at one location or designated Planning Use Class Order C3 in its planning submission)

EXISTING SERVICED APARTMENTS*		
	Operator	Units
Apple Apartments, Moorfields	Lifestyle by Apple	35
Base Serviced Apartments – Duke Street (Hudson Gardens/ Manhattan Place)	Base	19
Base Serviced Apartments – Spectrum (Duke Street)	Base	27
Bridgestreet at Liverpool ONE	Bridge Street	77
Bridpoint, Bridport Street	YourCityBase	27
The Castle Collection, 14 Cook Street	The Castle Collection	18
Dream Apartments, 2 Moorfields	Dream Apartments	25
Dream Apartments, 8 Water Street	Dream Apartments	50
Elysium, 3-5 Rodney Street	Not disclosed	25
FM Living, 8 Victoria Street	FM Living	54
L3 Living @ Irwell Chambers	L3 Living	25
L3 Living @ Merchant Quarters	L3 Living	40
Premier Apartments, Eden Square	Premier Apartments	61
The Printworks, Suffolk Street	City Pads	15
The Printworks 2 (Dakota Building)	City Pads	21
30-40 Seel Street	The Pax Group	33
StayCity - Lever Court , Duke Street	StayLiverpool	56
StayCity - Mount Pleasant Apartments	StayLiverpool	41
Union Bank Serviced Apartments	Union Bank Apartments	28
11-13 Wolstenholme Square	The Pax Group	15

C3 SERVICED APARTMENTS* ON SITE		
	Operator	Units
L3 Living @ Irwell Chambers, Union Street	L3 Living	20

\* NOTE: Designated C3 (residential) planning use for units of 15 and above. Apart hotels (granted C1) of any size are listed under hotels in Figure 4



River of Light



RISE (© Hannah Starkey)



River Festival



Liverpool International Music Festival



Chinese New Year



Netball World Cup



Bordeaux Wine Festival





# GIANTS' 2018 RETURN EXCEEDS PREVIOUS RECORDS

Liverpool is recognised as one of the leading major outdoor events and cultural destinations within the UK. In 2018, Culture Liverpool delivered a wide array of events, welcoming over 2.2 million visitors to the city and generating more than £85 million into the local economy. The Giant Spectacular Liverpool's Dream, alone, smashed all records, bringing in 1.3 million visitors and generating £60 million to the local economy.

Independent research across all 2018 events surveyed found that 83% of attendees were motivated to visit the city primarily due to the events themselves and that 60% of all attendees across the year stated the events had exceeded their expectations which was complemented by the very high levels of satisfaction, both in terms of quality and level of enjoyment. 65% of visitors originated from outside the city with a broad distribution across all age groups.

The majority of event attendees also engaged with the city on a wider basis which was shown in a month on month increase in visitors to local attractions and accommodation providers between February and October. Hoteliers saw their best ever summer, with average occupancy figures between those months up to 84.5% from the previous best of 80.6%

The 2019 programme features several new and returning highlights:

- **RISE** - This year-long programme of events and exhibitions throughout the city champions women who have made their mark - locally, nationally or internationally. Spanning the worlds of the arts, science, business, sport and politics, this season of events shines a light on inspirational women whose impact has been felt in their community, in their home city or town, or across the world;
- **Chinese New Year** - In 2019, Liverpool celebrates the Year of the Pig with a three day celebration which merges the city's Chinese cultural history with a contemporary twist, bringing together the always popular projections and closing with a pyrotechnic display. In addition to the projections, a range of traditional celebrations take place in Great George Square with a series of street performances, family workshops, art installations, parades and the ever popular Chinese Market.;
- **Rock 'n Roll Marathon** puts local bands and live entertainment along a marathon course to encourage runners as they make their way to the finish line. The event includes a finish festival and headline concert outside the M&S Bank Arena;
- **River Festival** returns for 2019 for an exciting programme of maritime entertainment, taking place on Liverpool's iconic UNESCO World Heritage Waterfront. Inspired by the city's maritime history as an iconic Port with historic and contemporary trading routes, the 2 day free festival celebrates the Port of Liverpool as an arrival and departure base for world class culture, music, food, wine and art;
- **Feis 2019** is an Irish Music Festival that will take place at the Pier Head and headline performances by Van Morrison, The Dubliners and Imelda May;

## Liverpool Cultural Events announced for 2019 so far:

07 February – October 2019

RISE

08-10 February 2019

Chinese New Year

25-26 May 2019

Rock 'n Roll Marathon

25-26 May 2019

Dacia Magic Weekend

31 May – 02 June 2019

Bordeaux Wine Festival

01-02 June 2019

River Festival 2019

06 July 2019

Feis 2019

12 - 21 July 2019

Vitality Netball World Cup

20-21 July 2019

Liverpool International Music Festival

27 July 2019

Let's Rock Liverpool

03-05 August 2019

CBBC Summer Social

November 2019 (date to be confirmed)

River of Light

*The list above is preliminary, and will be subject to additions and changes after publication of this document. See [www.cultureliverpool.co.uk](http://www.cultureliverpool.co.uk) for latest details of events.*

- **Bordeaux Wine Festival** - Winner of NOEA Award's Best New Event 2018, Bordeaux Wine Festival Liverpool is back for 2019 with world-class wine (from crisp Rosés through round Reds to sparkling Cremant) and delicious food.
- **Vitality Netball World Cup** - Sixteen teams from across the world will compete in Liverpool for Netball's ultimate prize; the Vitality Netball World Cup. This ticketed, ten day event sees women from across the globe compete for the coveted title. Broadcast on Sky Sports and the BBC, all eyes will be on the city to find out who will take the trophy this Summer.;
- **Liverpool International Music Festival** will return for the seventh time following five hugely successful years. LIMF brings together global acts, up-and-coming stars, radio favourites and also a platform for local artists to hone their skills, and for many, perform live in front of an audience for the first time;
- **Let's Rock Liverpool** has been added to the widely successful and incredibly popular series of retro festivals for 2019 celebrating all things pop and 80s. Taking place at Croxteth Hall Country Park it will feature a fabulous line-up of artists bringing you the very best of the 80's and an action-packed day of retro madness, there is plenty to do for everyone at this family friendly festival.



# ACC LIVERPOOL CAMPUS HAS ITS BEST EVER YEAR



2018 was an incredible year for ACC Liverpool and one of its busiest to date since opening in 2008. As well as staging entertainment, conferences and exhibitions throughout the year, every event generated economic benefit which helps the entire city region on its path to regeneration. Over the last 11 years, ACC Liverpool has held more than 2,000 events, generated £1.6 billion in economic impact, and welcomed more than 7 million visitors.

ACC Liverpool is looking forward to another busy year of events for 2019. The entertainment calendar for this year has already included Strictly Come Dancing with Mumford and Sons, George Ezra and Sir Rod Stewart among forthcoming highlights. Other major shows will be the X Factor Tour, Bryan Adams, Sheridan Smith, Killer Queen, Circus of Horrors and WWE Live! The entire city is gearing up to the Netball World Cup which takes place in July, continuing Liverpool's strong reputation for staging world-class events. Meanwhile, the arena has undergone a rebrand after announcing a new naming partner in January 2019. It will now be known as the M&S Bank Arena Liverpool.

Forthcoming conference highlights include the return of BBC Worldwide Showcase for the eighth time, Diabetes UK and the Royal College of Nursing. Exhibition Centre Liverpool, also part of the ACC Liverpool campus, continues to flourish with the Federation of Petroleum Suppliers, SIBA Beer Ex and the Gin to my Tonic Show among the many exhibitions coming to the venue in 2019.

The site continues to develop with the opening of a new multi-storey car park with 550 spaces over four floors which will support events for the next 18 months while a new permanent car park is built at nearby Monarch's Quay, adjacent to Exhibition Centre Liverpool. Enabling works have already started with the 1,450 capacity, nine-floor facility due to open in summer 2020. The old Liverpool Waterfront car park, damaged by fire on New Year's Eve in 2017, is currently undergoing demolition. The site will be levelled and made safe before being incorporated into a wider masterplan for Kings Dock.

**“ As we are now 11 years old, it is important that we don't stand still and that we continue to enhance and develop our facilities.**

**We are planning significant investments over the next five years and beyond which will ensure that we continue to provide world-class facilities for all our visitors.”**

*Bob Pratley, Chief Executive,  
The ACC Liverpool Group*

## Selected future events booked across the ACC Liverpool Campus

M&S Bank Arena Liverpool	
12 May 2019	WWE Live!
25 May 2019	Bill Bailey: Larks in Transit
25 May 2019	Wallace & Gomit's Musical Marvels
27 May 2019	Rita Ora
30 May 2019	Olly Murs
31 May 2019	The Drifters
02 June 2019	Mumford & Sons
02 June 2019	Chance2Dance
09 June 2019	House of Dance Live
22 June 2019	King of Pop Starring Navi
25-26 June 2019	Westlife
27 June 2019	Il Divo
30 June 2019	Eagles
30 June 2019	James Acaster
03 July 2019	Gladys Knight
12-21 July 2019	Netball World Cup
25-28 July 2019	British Gymnastics Championship Series 2019
24 August 2019	Country Superstars
07 September 2019	Mothership – Led Zeppelin Tribute
13-14 September 2019	The City of Liverpool Tattoo - 2019
14 September 2019	Luther
28 September 2019	Biggest 80s 90s Disco
29 September 2019	Bravery to the Bell
03 October 2019	Bradley Wiggins: An Evening With
04 October 2019	Adam Rowe
05 October 2019	Russell Howard
05 October 2019	Supreme Queen
12 October 2019	Roy Orbison & Buddy Holly – The Hologram UK Tour
19-20 October 2019	Can You Dance Super Convention
21-22 October 2019	Little Mix
27 October 2019	Russell Kane
31 October – 03 November 2019	Marvel Universe LIVE!
09 November 2019	80s Invasion Tour 2019
09 November 2019	Paul Smith: The Following Tour 2019
10 November 2019	Catfish and the Bottlemen
16 November 2019	Totally Tina (Tina Turner) 2019
22 November 2019	The Magic of Motown 2019

M&S Bank Arena Liverpool (continued)	
23 November 2019	Elvis Tribute Artist World Tour – Starring Shawn Klush & Dean Z
29 November – 01 December 2019	Mrs Brown's Boys D'Musical
29 November 2019	The Mersey Beatles
01 December 2019	Starman – The David Bowie Story
06 December 2019	The Chiacgo Blues Brothers – Christmas Party
07 December 2019	The Meat Loaf Story
07-08 December 2019	Elf: A Christmas Spectacular
10 December 2019	Rod Stewart
13-24 December 2019	Snow White (panto)
13-14 December 2019	Jack Whitehall: Stood Up
28-31 December 2019	Liverpool International Horse Show

More details at [www.mandsbankarena.com](http://www.mandsbankarena.com)

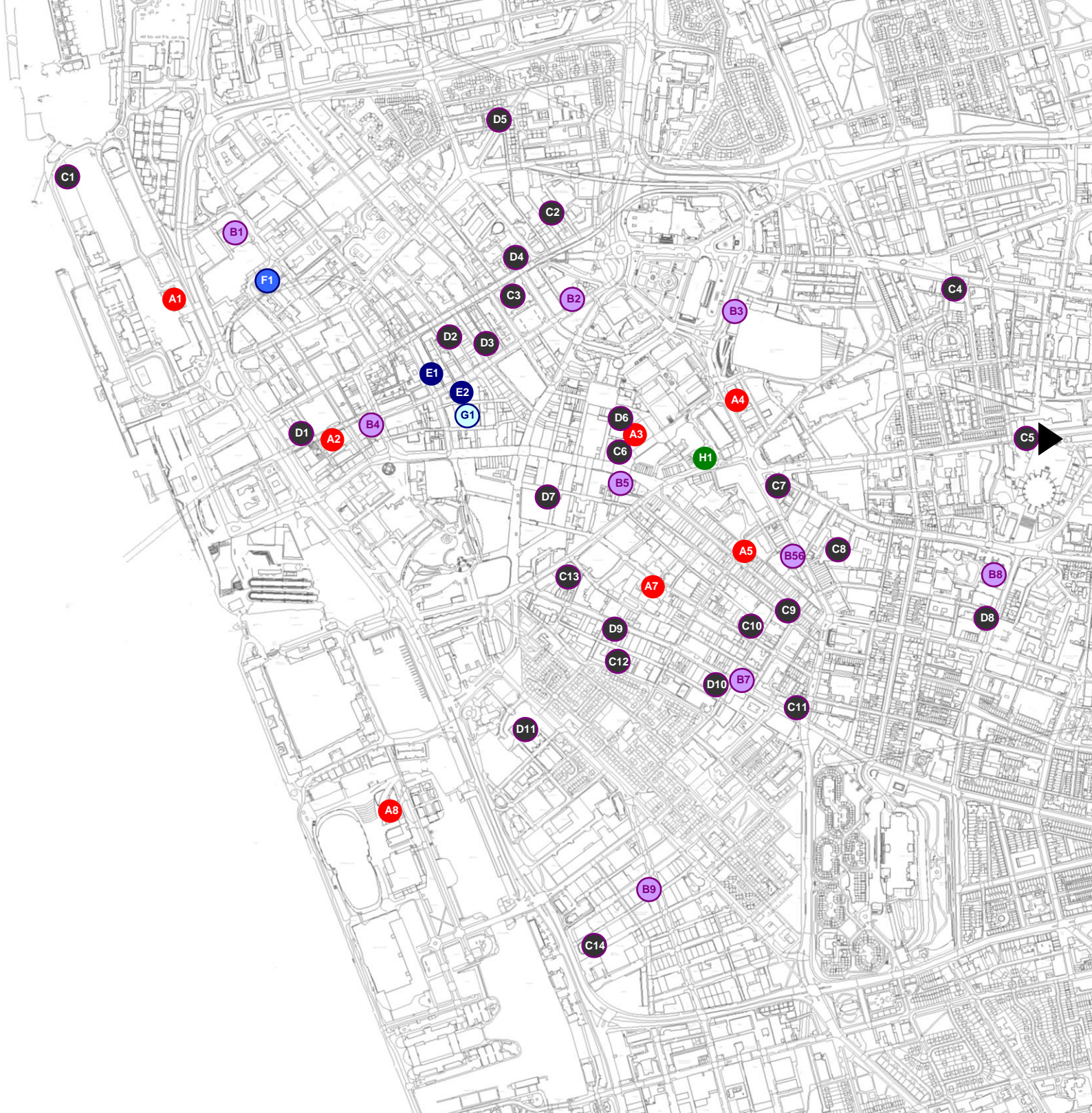
ACC Liverpool	
02-04 July 2019	99 <sup>th</sup> Annual meeting of British Association of Dermatologists
22-24 September 2019	Infection Prevention 2019 educational event
14-16 October 2019	Royal College of Radiologists Annual Meeting
05-06 November 2019	Drug Discovery 2019
29 November – 21 December 2019	Christmas Party World 2019

More details at <http://www.accliverpool.com/whats-on/>

Exhibition Centre Liverpool	
02 July 2019	The Big Bang North West 2019
10-11 August 2019	SunnyCon Anima Expo
23 August – 01 September 2019	Liverpool Indoor Funfair
06-08 September 2019	The Gin To My Tonic Show
21-22 September 2019	The Liverpool & North West Wedding Show
11-12 October 2019	The Foot and Ankle Show 2019
19-20 October 2019	Vape Jam UK
23-24 October 2019	Smarter Tomorrow
16 November 2019	The Curve Fashion Festival

More details at <http://www.exhibitioncentreliverpool.com/whats-on/>





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## City Centre Hotels January 2018 – March 2019

### C1 Hotel/Apart-Hotel Schemes

- A Completed
- B On site (as at March 2019)
- C/D Proposed with/awaiting planning consent

### C3 Serviced Apartments

- E Completed
- F On site (as at March 2019)
- G Proposed with/awaiting planning consent

### Other accommodation types

- H Completed
- J On site (as at March 2019)
- K Proposed with/awaiting planning consent



# PART 1: City Centre

## C1 Hotels/Apart-Hotels

Map ref	Address	Developer	Description	Cost	Operator	Hotel rating or type	Status
<b>Schemes Completed since January 2018</b>							
A1	Malmaison, Princes Dock	Malmaison	Refurbishment of 130 bedrooms and event rooms	£2.5m	Malmaison	Boutique	Completed November 2018
A2	Staycity Aparthotels Corn Exchange, Fenwick Street	BJ 201 Limited and BJ 202 Limited	Conversion of office building to 205 suite apart-hotel.	£16m	StayCity	Apart-Hotel	Completed October 2018
A3	Caro Short Stay, Parker Street, 11-17 Parker Street	Property Frontiers	Conversion of office floorspace on upper floors to 105 suite apart-hotel	£5m	Caro	Apart-hotel	Completed February 2018
A4	Premier Inn, 4 Bolton Street	Regeneration Liverpool and Ion Developments	90 bedroomed hotel in a mixed use scheme.	£11m	Premier Inn	Budget	Completed October 2018
A5	6 Newington Apart-hotel, 41 Bold Street/6 Newington	Zoe Newington Ltd	Conversion of upper floors into 8 serviced apartments	£0.7m	Newington	Apart-Hotel	Completed August 2018
A6	31 Roscoe Street	Mr Roy Glover	Conversion to 6 bedroom C1 apart-hotel	£0.3m	Private independent operator	Apart-Hotel	Completed August 2018
A7	Epic – “Seel Street Hotel”, 42-46 Seel Street	Wolstenholme Square Developments Limited	To erect 5-7 storey building containing 128 bedrooms, with ground floor restaurant	£20m	Epic Hotels	4 star	Completed December 2018
A8	Jurys Inn Hotel, Kings Waterfront	Jurys Inn	Major refurbishment of hotel	£3.7m	Jurys Inn	3 star	Completed October 2018
<b>Schemes On Site</b>							
B1	“Inside Liverpool”, The Echo Building, 95 Old Hall Street	Trinity Mirror North West & North West Ltd	Conversion of part of building from offices to a 207 bedroom hotel, including new roof top bar, first floor cafe, ground floor gym and bar/ restaurant/ retail units	£10m	Meliá	4 star	On site for completion January 2020
B2	“Dixie Dean Hotel”, 57-59 Victoria Street	Signature Living	Conversion of upper floors to 100 bedroom boutique hotel	£10m	Signature Living	Boutique	On site for completion June 2019
B3	Radisson Red Hotel, North Western Halls, Lime Street	Marcus Worthington Properties/ Radisson	Conversion from student accommodation to 202 bedroom hotel	£30m	Radisson	4 star	On site for completion April 2020
B4	42 Castle Street	The Castle Collection	Conversion of upper floors to 19 bedroom apart-hotel	£2m	The Castle Collection	Apart-Hotel	On site for completion April 2019
B5	Quest Apart-Hotel, 58-72 Church Street	Quest Apartments	Conversion of upper floors to apart-hotel with 100 suites	£10m	Quest Apartments	Apart-Hotel	On site for completion July 2019
B6	“Hilton Garden Inn”, 48-54 Renshaw Street	YPG Developments Limited	To demolish part of existing building and erect 7 storey building with 108 hotel rooms and ground level gym, offices, commercial units.	£25m	Hilton Garden Inn	4 star	On site for completion 2020
B7	151-155 Duke Street	Epic Apart-Hotels	To change use of 3 vacant commercial buildings to 21 self-contained apart-hotel units with café/restaurant at ground floor.	£3.5m	Epic Apart-Hotels	Apart-hotel	On site for completion July 2019
B8	Hope Street Hotel and former School for the Blind, Hope Street and Hardman Street	Hope Street Hotel	Refurbishment and extension to existing hotel into former School for the Blind to create 12 additional hotel rooms and 26 apart-hotel suites	£5m	Hope Street Hotel	Boutique	On site for completion Summer 2019
B9	The Baltic Hotel, 16 Jamaica Street	Living Bricks	To convert into 38 bedroom boutique hotel with ground floor restaurant/cafe	Not known	Living Bricks	Boutique	On site for completion Summer 2019

Map ref	Address	Developer	Description	Cost	Operator	Hotel rating or type	Status
<b>Anticipated Schemes with Named Operators Announced #</b>							
Map ref	Address	Developer	Description	Cost	Operator	Hotel rating or type	Status
C1	Cruise Liner Terminal/ Princes Dock	Liverpool City Council	New 200 bedroom four star hotel next to the proposed new cruise liner terminal	£20m	To be announced	4 star	Planning application awaited
C2	Trueman Court, 21 Trueman Street	Alexander Ware	Conversion from offices to 14 bedroom apart-hotel	£1.5m	Ware Serviced Apartments	Apart-hotel	Permission granted September 2018
C3	Municipal Building, Dale Street	Fragrance Group Ltd	Conversion and extension to rear to create a 189 bedroom 4* hotel	£50m	Fragrance Group Ltd	4 star	Application 18F/1627 submitted June 2018
C4	Pembroke Studios, 2 Lower Gill Street	YPG Developments Limited	To change use of 4th and 5th floor from student accommodation to aparthotel	£1m	YPG Developments Limited	Apart-hotel	Application 18F/2994 submitted November 2018
C5	Novotel, Paddington Village	Liverpool City Council	15 storey 250-bed hotel and serviced apartment scheme	£35m	Novotel	4 star	Planning application anticipated Spring 2019
C6	Roomzzz Hotel, former George Henry Lee Building, Church Street	The Broadley Group	Conversion of upper floors to 105 bedroomed 4 star apart-hotel	£7m	Roomzzz	Apart-hotel	Permission granted December 2017
C7	The Liverpool Inn (extension), 1-11 Renshaw Street	Mr Anthony Devine	To convert first floor into additional hotel accommodation of 18 bedrooms to form an extension of existing 7 bedroom Liverpool Inn at 10 Mount Pleasant with internal corridor link	£3m	Liverpool Inn (independent)	Budget	Permission granted September 2018
C8	Moxy Hotel, Oldham Square	NR Capricornus	To erect a part 10/part 11 153 bedroom hotel	£15m	Moxy	3 star	Application 18F/2751 submitted October 2018
C9	Urbanista Apart-hotel, Oliver House, 105 Wood Street	Evolve Developments	Conversion from student accommodation to 22 bedroomed apart-hotel	£1.5m	Urbanista	Apart-hotel	Permission granted May 2018
C10	Arthouse Hotel, Arthouse Square, 61-69 Seel Street	Signature Living	To erect 2 storey roof top extension to existing hotel, adding 30 additional bedrooms; creation of ground floor commercial units.	£2m	Signature Living	Apart-hotel	Application 18F/3072 submitted November 2018
C11	Podworks, 28-30 Henry Street	Yu Group	Conversion from basement parking to 15 bedroom budget/pod hotel rooms	£1m	Podworks	Budget	Permission granted July 2017
C12	"Duke Street Boutique", 183 Duke Street	Living Bricks	To erect a four storey building with basement level to provide a 30 bedroom hotel (C1)	£1.5m	Living Bricks	Boutique	Application 18F/3053 submitted November 2018
C13	"Nyx Hotel", Gostins Building, 32-26 Hanover Street	ETS Holdings	To convert from offices to 154 bedroom hotel with associated gym and restaurant	£10m	Nyx	4 star	Awaiting signing of legal agreement since Sept 2018
C14	Epic Hotel & Residence, Chaloner Street/Watkinson Street	Epic Hotels	15 storey mixed used development comprising 306 bed hotel and 50 residential apartments with associated gym, spa, restaurant, conferencing/ banqueting facilities, entrepreneurial hub, sky lounge and associated access, servicing, basement parking and landscaping.	£70m	Equity Group Limited/Epic	4 star	Permission granted June 2017

# NOTE: These are schemes where developers have sought planning permission for sites or buildings (or announced schemes in the local press). This is sometimes to enable them to market and sell sites or buildings with permission for a hotel even though they are not necessarily planning to build one. Proposed schemes with operators signed up are often more likely to proceed.



Map ref	Address	Developer	Description	Cost	Hotel rating target	Status
<b>Anticipated Schemes with No Named Operators Announced*</b>						
D1	Car park at Drury Lane and Brunswick Street	Fold Architecture	To erect 8 to 11 storey building creating 14 apart-hotel suites and 126 hotel rooms and ground floor commercial unit	£25m	Apart-hotel	Permission granted March 2018
D2	Colonial Chambers, 3-11 Temple Street	Forest Trinity Limited	To convert lower ground floor and basement from office and storage use to form 40 bedroom hotel	£1m	Not stated	Permission granted November 2018
D3	11 Davies Street	Mantra Homes	Conversion & extension to create 24 serviced apart-hotel suites with restaurant/bar, rehearsal space and recording studios.	£2m	Apart-hotel	Permission granted September 2018
D4	Courthouse Hotel, Dale Street	YPG Developments	Conversion of former magistrates court to 90-bedroom 4 star boutique hotel, leisure space and function rooms	Not known	4 star Boutique	Application 19F/0027 submitted January 2019
D5	34 Marlborough Street	Mr Steve Moule	To convert basement car park into 11 room Pod Hotel	£1m	Budget/Pod	Permission granted August 2018
D6	The Williamson Hotel", 20-48 Basnett Street/ Houghton Street/ Houghton Lane/Tyrer Street	Niboco Ltd	Conversion from retail to 157 bedroom hotel with restaurant, bistro, bar and event conference facilities, gym, spa, staff/office space, basement casino, restaurant, bar nightclub and events space	Niboco Ltd	4 star	Application 18F/3056 submitted November 2018
D7	The Russell Hotel, Russell Building, School Lane	Grosvenor Europe	Conversion to 50 bedroom boutique hotel over six floors with new entrance including canopy to School Lane.	£3.5m	Boutique	Permission granted August 2018
D8	10 Maryland Street/ 28-30 Hope Street	Mr B Ungi	To convert student accommodation to 36 bedroom hotel and erect two storey extension to rear.	£2m	Boutique	Permission granted January 2019
D9	60 Duke Street	Mr Hamid	Conversion from office to 43 bedroom pod hotel and restaurant	£2m	Budget/Pod	Permission granted January 2019
D10	118-124 Duke Street	Henry Space Development Ltd	Remodelling of 4 x listed buildings and erection of part 5/part 8 storey building to create a 200 bedroom hotel	£10m	Not stated	Application 18F/3220 submitted November 2018
D11	"Baltic Square", Park lane (former Heaps Mill)	Inhabit	To convert the existing Mill buildings into 138 residential apartments, and land around it with three blocks providing 194 residential apartments and <b>200 serviced apartments</b> (C1 use).	Part of £80m wider scheme	Apart-hotel	Permission granted December 2017

\* NOTE: These are schemes where developers have sought planning permission for sites or buildings (or announced schemes in the local press). This is sometimes to enable them to market and sell sites or buildings with permission for a hotel even though they are not necessarily planning to build one. Proposed schemes with operators signed up are often more likely to proceed.

## C3 Serviced Apartments\* (City Centre only)

\* of 15 units or more within the same building

Map Ref	Address	Developer	Description	Cost	Operator	Status
<b>Schemes completed since January 2018</b>						
E1	North House, North John Street	Park House Developments (NW) Limited	Conversion to 43 serviced apartments	£3m	Not disclosed	Completed January 2018
E2	FM Living, 8 Victoria Street	Foster Marlon Group	Conversion to 54 luxury serviced apartments	£8m	Not disclosed	Completed April 2018
<b>Schemes On Site</b>						
F1	Inwell Chambers, 9 Union Street	RDI Property	To erect 2 storey roof extension to provide 20 serviced apartments	£2.1m	L3 Living	On site to complete April 2019
<b>Proposed</b>						
G1	Cavern Walks, Mathew Street	Signature Living	Conversion from office to residential to accommodate 28 x 2 bedroom and 48 x 1 bedroom serviced apartments (C3)	£6m	Signature Living	Application 19PO/0529 submitted February 2019

## C1 Hostels & Other Accommodation (City Centre only)

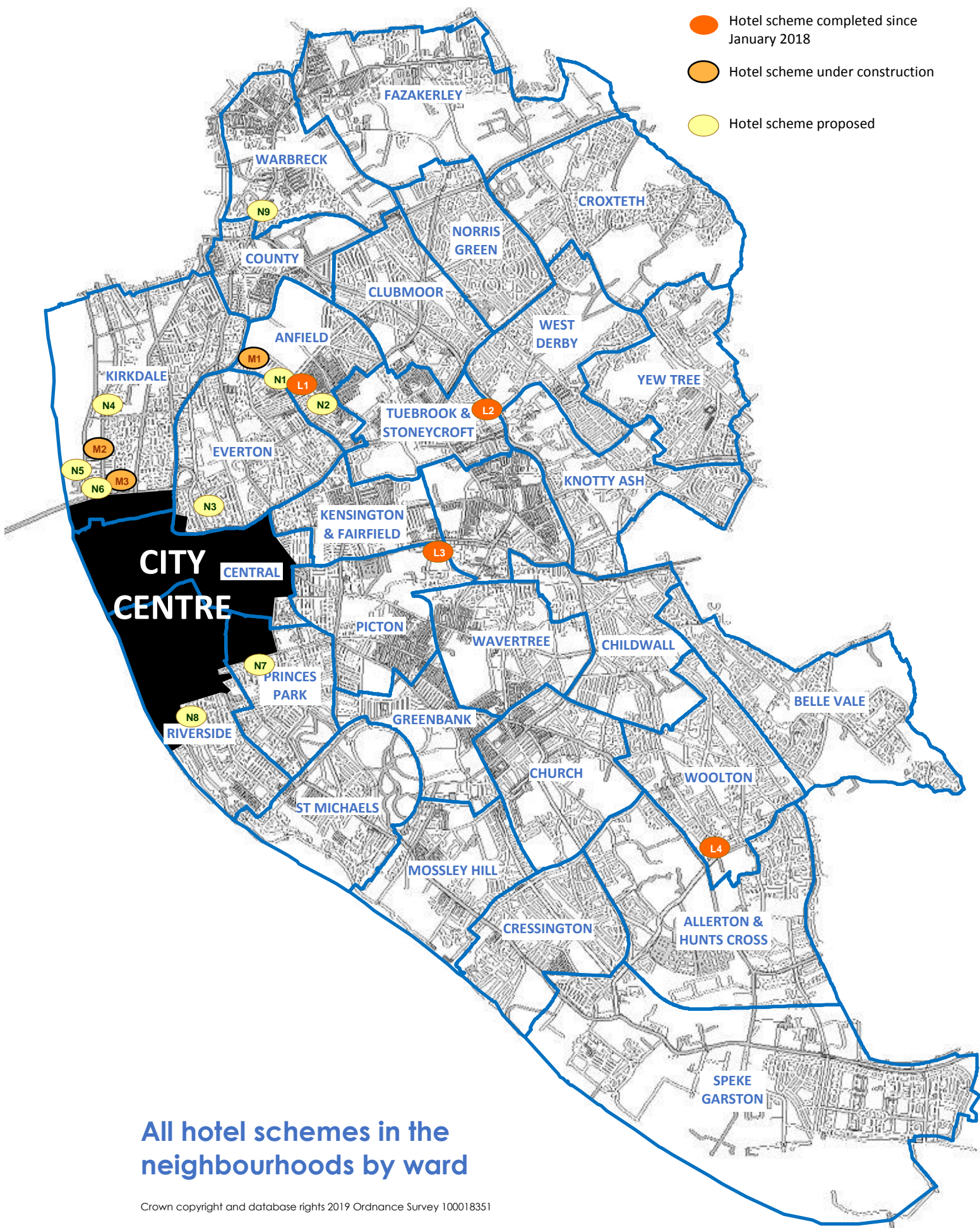
Map ref	Address	Developer	Description	Cost	Operator	Hotel rating or type	Status
<b>Schemes Completed since January 2018</b>							
H1	Central Station Hotel (Lanigans Irish Bar), 33-35 Ranelagh Street	Tipp Pool Limited	Conversion of vacant upper floors to pod-style hotel with 10 rooms	£1m	Lanigans	3 star hostel	Completed January 2018

# PART 2: Neighbourhoods

## C1 Hotels/Apart-Hotels/Guest Houses/Serviced Apartments/Hostels

Map ref	WARD and Address	Developer	Description	Cost	Operator	Hotel rating or type	Status
<b>Schemes Completed since January 2018</b>							
L1	<b>ANFIELD:</b> The Sandon Public House, 166-182 Oakfield Road	Katherine Stewart	To change use of upper floors to provide bed and breakfast facilities (105 beds over 16 rooms).	£1m	Private independent operator	Guest House	Completed October 2018
L2	<b>TUEBROOK &amp; STONEYCROFT:</b> Premier Inn Queens Drive, West Derby	Premier Inn Hotels Ltd	To extend existing hotel to provide 18 additional bedrooms. Extend reception area with associated car parking and landscaping.	£1.5m	Premier Inn Hotels Ltd	Budget	Completed August 2018
L3	<b>PICTON:</b> Travelodge, Liverpool Innovation Park, Innovation Boulevard, Edge Lane	Valedown Limited and CDS (Superstores International) Ltd	To alter and convert Building 19 to 79 bedroom hotel	£1.5m	Travelodge	Budget	Completed May 2019
L4	<b>WOOLTON:</b> 120A Allerton Road	Mr Neil Dolan	Conversion of dwelling to 2 bedroomed guest house	£0.1m	Private operator	Guest House	Completed September 2018
<b>On Site</b>							
M1	<b>ANFIELD:</b> 88 Anfield Road	Mr Anthony Court	Conversion to 5 bedroomed guest house	£0.1m	Private independent operator	Guest House	On site for completion Spring 2019
M2	<b>KIRKDALE:</b> Southern Warehouse, Stanley Dock	Stanley Dock Properties	Conversion of warehouse to a 254 room apart-hotel, restaurants and assembly/ leisure plus car parking.	Not known	Not known	1 x Apart-Hotel and 1 not known	On site for completion in 2020
M3	<b>KIRKDALE:</b> 143-145 Great Howard Street	Mr C Elliott	To convert public house to form guest house (13 bedrooms) with restaurant/ cafe at ground floor and carry out associated external alterations.	Not known	Private independent operator	Guest House	On site for completion in Summer 2019





## All hotel schemes in the neighbourhoods by ward

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Map ref	WARD and Address	Developer	Description	Cost	Operator	Hotel rating or type	Status
<b>Anticipated Schemes</b>							
N1	<b>ANFIELD:</b> "The Anfield Project" – Training Hotel	Not yet chosen	A new 100 bedroom hotel to be used as a training facility for people wanting to work in the hospitality industry	£10m	Not yet made public	Not known	Planning application expected
N2	<b>ANFIELD:</b> The Cabbage Hotel, 20 Breck Road	Dale Investments Ltd	To extend existing public house/ hotel to create 59 additional bedrooms with existing public house remaining on ground floor and function room on 1st floor.	£3m	Private operator	Guest House	Permission granted August 2017
N3	<b>EVERTON:</b> 168 Richmond Row, Everton	Gilkes Property Limited	To use building as offices and as 19 bedroom hotel	Not known	Not known	Not known	Application 18F/0894 submitted March 2018
N4	<b>KIRKDALE:</b> Bar Coast, 90 Regent Road, Kirkdale	Ryan Foley Coastal Developments	To erect first floor extension to the side and convert roof space to living accommodation in connection with re-instatement to a 21 bedroom hotel.	£0.25m	Bar Coast	Guest House	Permission granted November 2018
N5	<b>KIRKDALE:</b> "Liverpool Waters", North Docks	Peel Land & Property (Ports) Ltd	Mixed use development of 60 hectares with offices, apartments, retail, leisure, hotel, cafes, restaurants, conference facilities, and cruise liner facility	£5.5bn	Not known	Not known	Outline permission granted June 2013
N6	<b>KIRKDALE:</b> 50-60 Waterloo, Kirkdale	Atlantic Towers Developments Ltd	To erect 9 storey building comprising 56 apart-hotel suites, ground and first floor offices, car parking	£3m	Not known	Apart-hotel	Application 17F/2396 submitted January 2018
N7	<b>PRINCES PARK:</b> 142-144 Upper Parliament Street	Mrs Darta Viksna	To erect 3 storey annex building at rear, following excavation works, comprising an 11 bed hostel including parking, access and landscaping works.	£1m	Not known	Hostel	Permission granted September 2018
N8	<b>RIVERSIDE:</b> 79 Sefton Street	Ms Irene Bird	Conversion of upper floors to form a 7 bedroom (C1) aparthotel, incorporating loft conversion, internal and external alterations.	£2m	Not known	Apart-hotel	Application 19F/0077 submitted January 2019
N9	<b>WARBRECK:</b> "The Plough", 172 Rice Lane	Mr N Redmond	To erect 40 bedroom hotel (outline application)	Not known	Not known	Not known	Application 17O/2289 submitted August 2017



# NORTH LIVERPOOL: NEW HOTEL HOT-SPOT?

**When the new Titanic Hotel & Conference Centre arrived in the Northern Warehouse at Stanley Dock in 2014, some people were sceptical that it would work and that visitors would be happy to stay in a “worn out industrial area” well outside of the City Centre. The critics were wrong, and as more developments begin coming forward in the area (including Liverpool Waters and Ten Streets), investor confidence is growing and the seeds of North Liverpool’s future as a tourism hot-spot are being sown.**

Stanley Dock Properties commenced preparatory work on the Southern Warehouse at the Stanley Dock complex in early 2017. Initial works included repairing the roof to prevent ingress of water, and a restoration of the historic building has been underway ever since – in tandem with the works on the adjacent Tobacco Warehouse which is being converted to 538 apartments and office/exhibition space. The Southern Warehouse building is set to become a 254 unit apart-hotel. As of yet, no operator has been formally announced, whilst completion of the project is expected to be in 2020.

As part of the £260 million Anfield Project that has been transforming the Anfield and Rockfield areas around the famous Liverpool Football Stadium, one of the final phases of the scheme will see a £10 million 100 bedroom “training hotel” built next to Anfield Square. The project has been promoted as an opportunity to create a facility for local young and unemployed people to benefit from on-the-job training leading to a formal skills qualification for a career in the hospitality sector.

As can be seen on the map on page 24, there is also a cluster of smaller schemes proposed for the North Liverpool area, the majority of these being budget or guest houses. Approved in August 2017, one of the largest schemes will be at the existing 10 bedrooomed Cabbage Hall Hotel on Breck Road where a proposed extension will see an additional 59 bedrooms built.

Outside of North Liverpool, Travelodge have just completed a new 79 bedroom budget hotel inside part of a former 1950s office building at Liverpool Innovation Park off Edge Lane. This latest hotel will be the closest to – and is expected to benefit from – the proposed new Littlewoods Film & Television Studios that is to be developed nearby in the coming years.



## **Southern Warehouse, Stanley Dock**

**COST:** Not known but believed to be in excess of £25m  
**ROOMS:** 254 serviced apartments  
**STANDARD:** Apart-hotel  
**OPERATOR:** Not yet known  
**STATUS:** On site for potential completion in 2020.



## **“Training Hotel”, Anfield Square**

**COST:** £10 million  
**ROOMS:** 100  
**STANDARD:** Not stated  
**DEVELOPER:** Liverpool City Council  
**STATUS:** Planning application expected 2019



## **The Cabbage Hall Hotel, Breck Road**

**COST:** Not known  
**ROOMS:** 59 added to the existing 10  
**STANDARD:** Guest House  
**DEVELOPER:** Dale Investments Ltd  
**STATUS:** Permission granted August 2017

