

LIVERPOOL

Cushman & Wakefield

Global Cities Retail Guide

Liverpool is one of the largest cities in the North West of England. Historically an important manufacturing city and a major global shipping hub, Liverpool has transitioned into an economy dominated by the services sector. As a result of its rich heritage as a major port, its 2008 status as the European Capital of Culture, and being the home of six UNESCO World Heritage areas, Liverpool has become an important tourist destination.

Some 64 million people visited Liverpool in 2018, and it also moved up the rankings to become the 5th most visited destination for overseas visitors. This is supported by hotel occupancy data which shows that in the same year there was a near 2% growth. Liverpool is an important cruise port and will welcome more than 57 vessels, with 100,000 passengers and crew in the coming 12 months.

Although activity remains reliant on the public sector, the city can boast favourable demographics, with a high percentage of the population under the age of 30.

The retail landscape has been invigorated by the addition of new developments such as Liverpool One, which has transformed the city centre and substantially boosted the retail provision. The city now houses a range of international retailers, including: Apple, JD Sports, Victoria's Secret, Arket, Zara, New Look and Topshop. Other high-profile additions, a large proportion of which are situated in Liverpool One, include Harvey Nichols, Michael Kors, Ted Baker, and The White Company, highlighting the city's enduring attractiveness.

Liverpool city council remain committed to re-developing the heart of the city. Planning for the 60ha Liverpool Waters scheme has been granted. The £5.5 billion development by Peel Holdings will include 400,000 sq.m of retail, 9,000 new homes and 350,000 sq.m of leisure and office space.



LIVERPOOL OVERVIEW

LIVERPOOL

KEY RETAIL STREETS & AREAS

CHURCH STREET

Alongside Liverpool One, Church Street remains one of the most important shopping destinations in Liverpool. Cutting across the city centre, the street houses retailers such as River Island, Topshop, Primark, Marks & Spencer and Next.

LORD STREET

Since Grosvenor carried out extensive refurbishment of their facias and the BHS closed, refurbished and re-let to H&M, the street has seen a bit of a revival.

ROYAL ALBERT DOCK

Situated at heart of Liverpool's historic waterfront. The Albert Dock's product mix continues to grow and develop alongside anchor tenants, which include the Beatles Story, Merseyside Maritime Museum, International Slavery Museum and Tate Liverpool. These are supported by the bar and restaurant offer together with gift shops and cafés.

MET QUARTER

The Met Quarter is located in the city centre and is undergoing a repositioning strategy. The vision brings together high quality leisure and restaurants coupled with luxury retail. New entrants include Everyman Cinema and Kids Cavern who will join names such as L.K. Bennett, MAC and Diesel.

BOLD STREET

Situated adjacent to Liverpool Central Railway station, Bold street has become a sought after retail location, attracting the likes of Ellis Brigham and Cow Vintage. Bold Street offers retailers a quirkier alternative to newer developments such as Liverpool One.



LIVERPOOL

MARKET OVERVIEW

KEY AREAS/ STREETS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL RENT FOR UNIT OF 2,000 SQFT	RANGE OF UNIT SIZES SQFT
Church Street	Mass market	Topman, Next, M&S, Primark, Kurt Geiger, Natwest.	£275,000 pa	1,000 - 100,000 sqft
Met Quarter	Premium, high end	MAC, Jack Wills, and TM Lewin	N/A	500 - 7,000 sqft
Royal Albert Dock	Tourists	The Beatles Story, Tate Modern, Merseyside Maritime Museum, Gusto, Revolution De Cuba	£45,000 pa	300-6,000 sqft
Bold Street	Student, Young Professionals	Leaf, Moss Brothers, Tesco, Cafe Nero, Cow Vintage, Ellis Brigham	£90,000 pa	500-3,000 sqft

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SHOPPING CENTRES

LIVERPOOL ONE SHOPPING CENTRE

Liverpool One is a unique retail and leisure destination at the heart of Liverpool. Its virtually invisible boundaries connect the city with the impressive waterfront and the inspiring architecture of the commercial district.

Spread over three levels, Liverpool One is the region's destination of choice for consumers and brands alike. Its offer includes over 170 high street names anchored by John Lewis, Beauty Bazar Harvey Nichols, Debenhams and a new 40,000 sqft JD Sports. Other recent additions include Nespresso, Molton Brown, COS and Guess. Footlocker recently opened its largest store in Europe and Zara have created a new regional flagship. In total, 20 brands committed in 2017. This year also saw a 2% increase in footfall, above the UK average. Liverpool ONE is the most recommended retail and leisure destination in the UK by consumers (source: CACI).

ST JOHNS SHOPPING CENTRE

St Johns Shopping Centre is the largest covered shopping centre in the city of Liverpool, located in the heart of the city home to more than 100 retailers, including Argos, Matalan and Supercuts. The centre is ideally situated for transport links, with Liverpool Lime Street and Liverpool Central railway stations both situated less than ½ km away.

CLAYTON SQUARE SHOPPING CENTRE

Situated less than ½ km south-west of Liverpool Lime Street railway station, Clayton Square is Liverpool's fourth largest shopping centre. The centre is retail driven, with occupiers including Boots, The Gym Group and Costa.

MET QUARTER

Metquarter is located in the heart of Liverpool and is home to brands such as MAC, Hugo Boss and Jo Malone London. The centre has an emphasis on up-market, boutique brands and attracts affluent an affluent customer base. Based in Whitechapel, and in close proximity to all three of Liverpool's main railway stations.

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MARKET OVERVIEW

KEY SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL RENT FOR UNIT OF 2000 SQFT	RANGE OF UNIT SIZES SQFT
Liverpool One	Mass and premium market shoppers	John Lewis, Debenhams, Superdry, JD Sports (upsized), New Look, Michael Kors, Footlocker, Levi's, Zara (upsized), Victoria's Secret, Cath Kidston, The White Company, COS, Jack Wolfskin, Guess and Nespresso.	£275,000 pa	150 - 160,000 sqft
St Johns Shopping Centre	Mass market	Argos, Home Bargains, Poundland, Wilko, The Fragrance Shop	£50,000 to £80,000 pa	30 - 10,000 sqft
Clayton Square Shopping Centre	Mass market	The Gym Group, Boots, Costa, EE, Peacocks, Sky	£60,000 to £80,000 pa	500 - 20,000 sqft
Met Quarter	Upper-mass to premium	House of CB, Sassoon, Jo Malone London, Kurt Geiger	N/A	1,000 - 8,000 sqft

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FOOD & BEVERAGE

Part of the designated UNESCO World Heritage sites, the Royal Albert Dock has been transformed into a major tourist destination, with over six million visitors every year, and is now home to a number of well-known restaurants and bars.

The Baltic Triangle, close to Albert Dock is an historic city central area, which is enjoying a steady renaissance making it one of 'the' places to set up shop and spend time. It has been dubbed: "the cultural quarter", "the city's workshop", "Liverpool's answer to New York's Meat-Packing District", "the creative playground".

Liverpool One also provides a large number of bars, restaurants and leisure anchors. Restaurants can be found between The Terrace and Hanover Street, ranging from casual to fine dining and a multitude of cuisine types including Wagamama, Bill's Byron's, Five Guys, Wahaca, Browns and Turtle Bay.

The former Cains Brewery has also been transformed into a plethora of independent and Quirky F&B and competing socialising operators.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 3,500 SQFT UNIT
Liverpool One	Locals, shoppers, tourists	Browns, TGI Friday, Côte, Bill's, Red's True BBQ, Wahaca	£200,000 pa
Albert Dock	Tourists	The Pumphouse, Gusto, Revolución de Cuba	£70,000 pa
Castle Street	Tourists, locals	San Carlo, Viva Brazil, 62 Castle Street, The Alchemist, RBG and Neighbourhood	£100,000 pa
Rope Walk	Locals evening	Red Door, Chez le Coq, Blind Tiger, Jacaranda	£100,000 pa
Moorfields	Affluent locals, tourists	The Vincent Cafe & Cocktail Bar, Fazenda	-



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RETAIL WAREHOUSING/BIG BOX RETAIL

NEW MERSEY SHOPPING PARK

Size – circa 480,000 sq ft with 28 units.

Tenants include – Laura Ashley, River Island, H&M, Boots, DFS, Harveys/Bensons, Smyths Toys, Tessuti, Leisure/F&B offer includes – Cineworld, Zizzi, Pizza Hut, TGI Friday's.

AINTREE SHOPPING PARK

Size – circa 300,000 sq ft with 17 units.

Tenants include – B&Q (c.100,000 sq ft), ScS, DFS, Next, Furniture Village, Hobbycraft, Topps Tiles, Pets at Home

LIVERPOOL SHOPPING PARK

One of the newest retail parks in the UK, completed in 2017 with further phases to follow.

Size – circa 215,000 sq ft with 27 units currently delivered and a further 17 proposed to follow

CENTRE	CONSUMER PROFILE	RETAILERS PRESENT	F&B AND LEISURE TENANTS	TYPICAL RENT FOR UNIT OF 10,000 SQFT
New Mersey Shopping Park	Mass market	Laura Ashley, River Island, H&M, Boots, DFS, Harveys/Bensons, Smyths Toys, Tessuti	Zizzi, Pizza Hut, TGI Friday's, Bella Italia	£16.50 psf – £52.50 psf p.a.
Aintree Shopping Park	Mass market	B&Q (c. 100,000 sqft), ScS, DFS, Next, Furniture Village, Hobbycraft, Topps Tiles, Pets at Home	Frankie & Bennys, McDonalds	£13.00 psf – £47.50 psf p.a.
Liverpool Shopping Park	Mass market	Foot Asylum, The Works, Clarks, Regatta, River Island, Next, JD Sports, TK Maxx	Chiquito, McDonalds, Frankie & Benny's	N/A



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REDEFINING THE LANGUAGE OF
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