



## LIVERPOOL ONE CELEBRATES SECOND ANNIVERSARY

[Liverpool ONE](#), the 42-acre retail and leisure destination in the heart of Liverpool city centre, celebrates its second anniversary this week, with a programme of events to compliment the city's first ever Pageant of Power.

Commented Estate Director, Chris Bliss: "It's a great week to be celebrating our second anniversary, we're thrilled to be a part of such a dynamic event for the whole of the city.

There is a lot to celebrate from the past 12 months, with numerous award wins, including those from prestigious organisations BURA and RIBA, along with impressive sales and footfall figures, despite a nationwide recession."

Continues, Mr Bliss: "We're happy to report a strong start to the year with sales up 37% compared to the same period in 2009 and footfall also up by 11% for the year to date. We expect an estimated 26.6 million people will visit by the end of 2010."

However it's the impact Liverpool ONE has had on the whole of the city that makes Mr Bliss and the team most proud, "Since opening two years ago, the city has seen an increase in footfall of 18%, along with the news that Liverpool has been named in the top three UK city break destinations for the second successive year by readers of travel bible, Condé Nast Traveller Magazine.

"At Liverpool ONE specifically, late night trading now accounts for 20% of our overall footfall, a real sign that the culture of shopping and leisure in the city is changing. The restaurants and bars on the Leisure Terrace overlooking Chavasse Park have had a great 12 months, with sales in excess of £36million." Said Mr Bliss.

Two years on and Liverpool ONE has 137 shops, bars and restaurants open, and has to date brought 87 new brands to the city, from big names like Debenhams, Mango and Lipsy to boutique brands such as Ollie & Nic, Cath Kidston, GiVE and Kirsty Doyle.

Liverpool ONE also managed to attract Habitat back to the city after a 20 year absence.

"Other new store openings in the last 12 months have included Jaegar, Pandora, Reiss, Radley and the Hilton and Novotel hotels. We're proud of the fact that twelve pc of our retailers are new to the North West (or were when they opened) and of the number of new brands we've attracted to the city. Our next big opening will be Jamie's Italian in mid-June."

Aside from the Liverpool Pageant of Power, Liverpool ONE is also marking its second anniversary with a charity bike ride. A group of 50 riders will cycle from Grosvenor's London offices to Liverpool ONE in two and a half days to raise money for The Liverpool ONE Foundation, arriving in Liverpool ONE on 29 May.

There are eight members of staff riding on behalf of Liverpool ONE including Mr Bliss, "We've been training as a group, going out about 3 times a week covering 20 to 30 miles each time. It's actually been rather enjoyable – although one ride we managed to get four punctures between six of us! However, our team spirit throughout has been immense.

"We are hoping to raise a minimum of £15,000 for the Liverpool ONE Foundation through the ride. More than that, however, we want to raise awareness of the ongoing need for such funds within Liverpool, so that more people and organisations contribute on an ongoing basis."

For more information about the bike ride and the week long events for the Liverpool Pageant of Power visit [www.liverpool-one.com](http://www.liverpool-one.com)

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#### Notes to Editors

Liverpool ONE is a £1 billion shopping, residential and leisure development in Liverpool city centre, led by urban property specialist Grosvenor.

Liverpool ONE's stores are open for late night shopping until 8pm every weekday, with restaurants open all evening (closing times vary).

Built around the existing streets of Liverpool, the development includes over 100 shops, plus 24 cafes, restaurants & bars, two new hotels, a 14-screen ODEON cinema, 600 apartments and a five-acre park.

Parking for Liverpool ONE is located at three secure Q-Park car parks. The multi-storey Q-Park John Lewis offers 580 spaces and links direct to the John Lewis store via an eye-catching bridge; Q-Park Liverpool ONE (previously known as Strand Street) is a 2000-space underground car park beneath Chavasse Park; and Q-Park Hanover Street, a 560-space multi-storey car park on the edge of Liverpool ONE, opposite BBC Radio Merseyside.

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