

ODEON CINEMA

Bringing entertainment to the city centre in Liverpool.



TYPE OF DEVELOPMENT

14-screen Odeon cinema with a Sky Bar on the top floor offering excellent views across Chavasse Park.

The cinema is situated above two floors of retail space and is accessed from a leisure galleria into the foyer which is the sales point for tickets and confectionery.

The cinema screens are accessed from an architecturally stunning bridge.

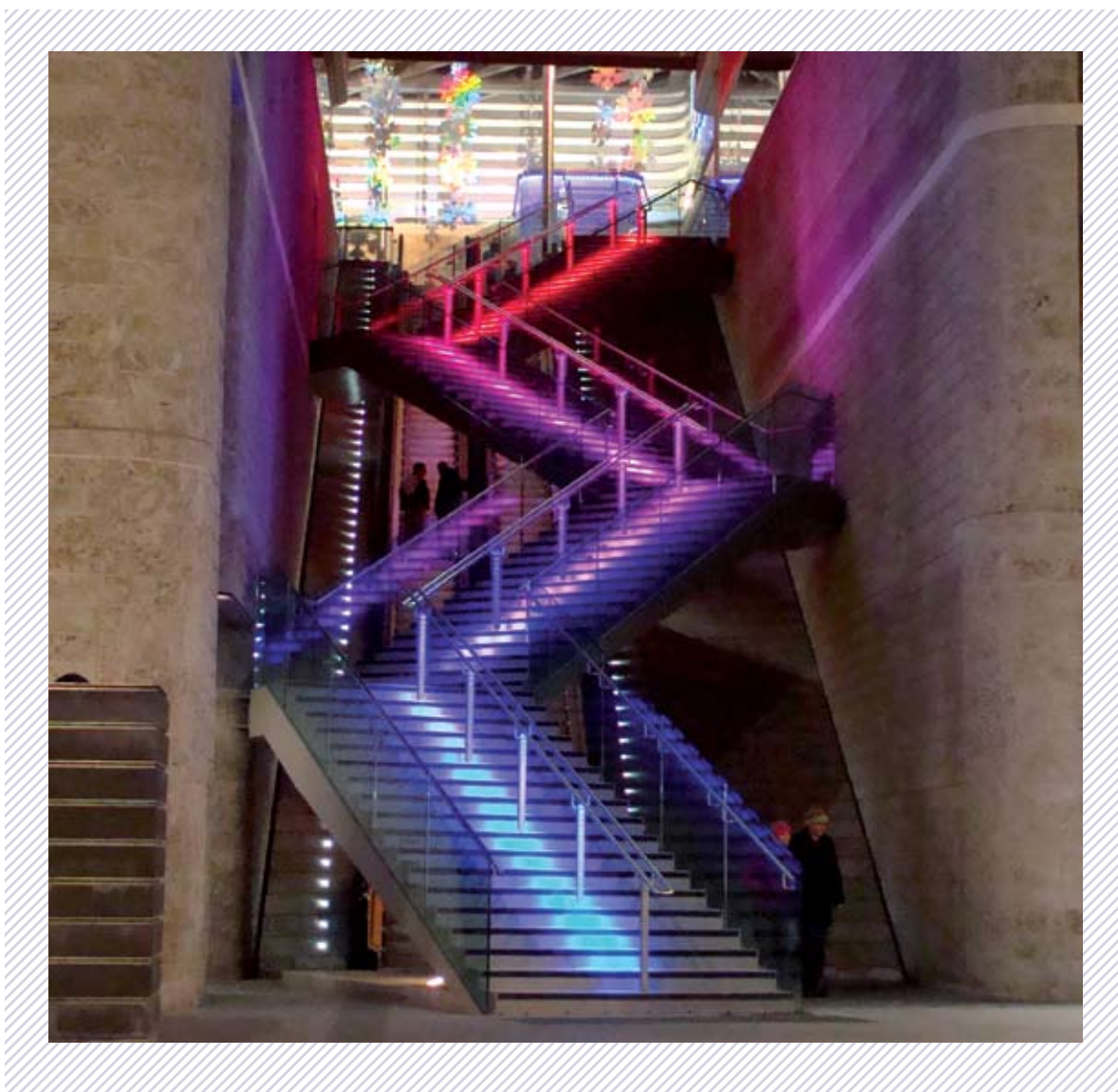
BACKGROUND

The city's cinema offer was under provided, given the quality and size of Liverpool's catchment area. Grosvenor also recognised that a modern cinema complex - in effect Liverpool One's third anchor - would be a vital component to drive the night-time economy which is an important aspect of Liverpool One's success.

CONSTRUCTION START DATE / END DATE

Started October 2005. Completed October 2008.





KEY SUCCESS MEASURES

- A flagship cinema within the UK's largest cinema chain, second only to the Odeon Leicester Square.
- Delivered on programme and within budget.

TARGET MARKET

All ages and demographic segments within core and secondary catchment.

STAKEHOLDERS/PARTNERS

Odeon/Liverpool City Council (LCC)/Grosvenor and Grosvenor Liverpool Fund.

ISSUES RESOLVED

- Overcame timescale pressures.
- Overcame construction constraints of an inner city site above retail.

TEAM INVOLVED

Owner: Grosvenor Liverpool Fund

Developer: Grosvenor

Architects: BDP