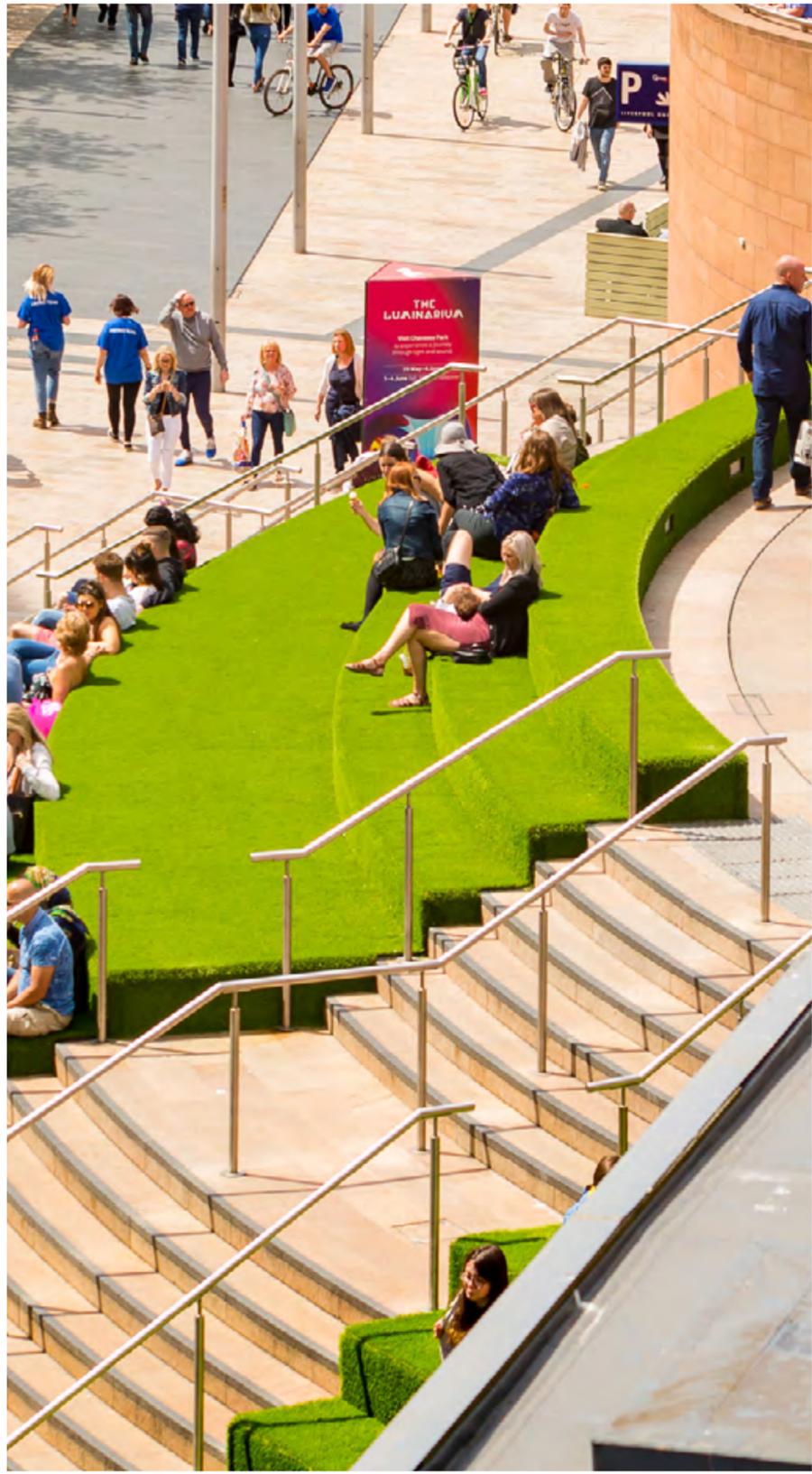




# Putting the heart back in a city

15 Years of Liverpool ONE  
September 2023

*People. Planet.*  
**Positive**



# Foreword

Just under a quarter of people living in Merseyside today are too young to remember Liverpool city centre before Liverpool ONE.

Many of these young people will have spent time socialising, shopping or maybe even working at the destination, with little sense perhaps that 42 acres of their city had changed beyond recognition.

This transformation could not have occurred without Liverpool City Council's hugely ambitious proposal to regenerate the city centre by creating 2.5 million sq. ft of new space. Without this vision, Grosvenor would not have had the opportunity to create what would become Liverpool ONE.

Our focus was on creating something that would be more than just bricks and mortar. We wanted to instil a sense of community by stitching different parts of the city back together and to help redefine Liverpool's trajectory from one of post-industrial decline to one of positivity and growth.



Through a long-term commitment to Liverpool ONE and the city, first as developer then as manager, this report sets out how our approach has played a major part in Liverpool's physical, economic, and social renaissance.

This could not have been achieved without meaningful partnerships. As we celebrate 15 years of Liverpool ONE, we want to thank Liverpool City Council and the people of Merseyside for embracing our vision and their support in making the destination what it is today.

We also want to thank the wider group of investors who make up the Grosvenor Liverpool Fund, the partnership of investors who together co-own Liverpool ONE.

Beyond our own wish to reflect on Liverpool ONE's role in the city, this report is intended as a resource for everyone involved in regeneration and the built environment.

The destination is emblematic of the positive impact urban regeneration can have, creating thousands of jobs, contributing significantly to public sector finances, supporting over 500,000 young people and drawing millions back to the city centre.

Long term investment and sustainable placemaking are vital to the UK. In an era of Levelling Up and with increasing constraints on the public and private sectors, evidencing the benefits of major schemes locally and nationally is key to gaining support for them. We hope this report will encourage others to be bold, creative, and ambitious.

**Rachel Dickie**  
Executive Director,  
Grosvenor Property UK

# Introduction

Liverpool ONE has been a catalyst for transformational change.

This report, supported by analysis conducted by Deloitte, reflects on the impact of this neighbourhood not only on the regional and national economy, but also on the local community and the people of Liverpool.

The impact created by the success of Liverpool ONE is reflected in the major GVA boost of £4.1 billion (cumulative estimate since opening in 2008), as well as through the extraordinary level of support for community projects, including direct contributions of £3 million and the hosting of 1,500 community events.

The investment and commitment to quality of place made by Grosvenor and its partners at Liverpool ONE has provided the foundations for an exciting period of growth across the city centre.

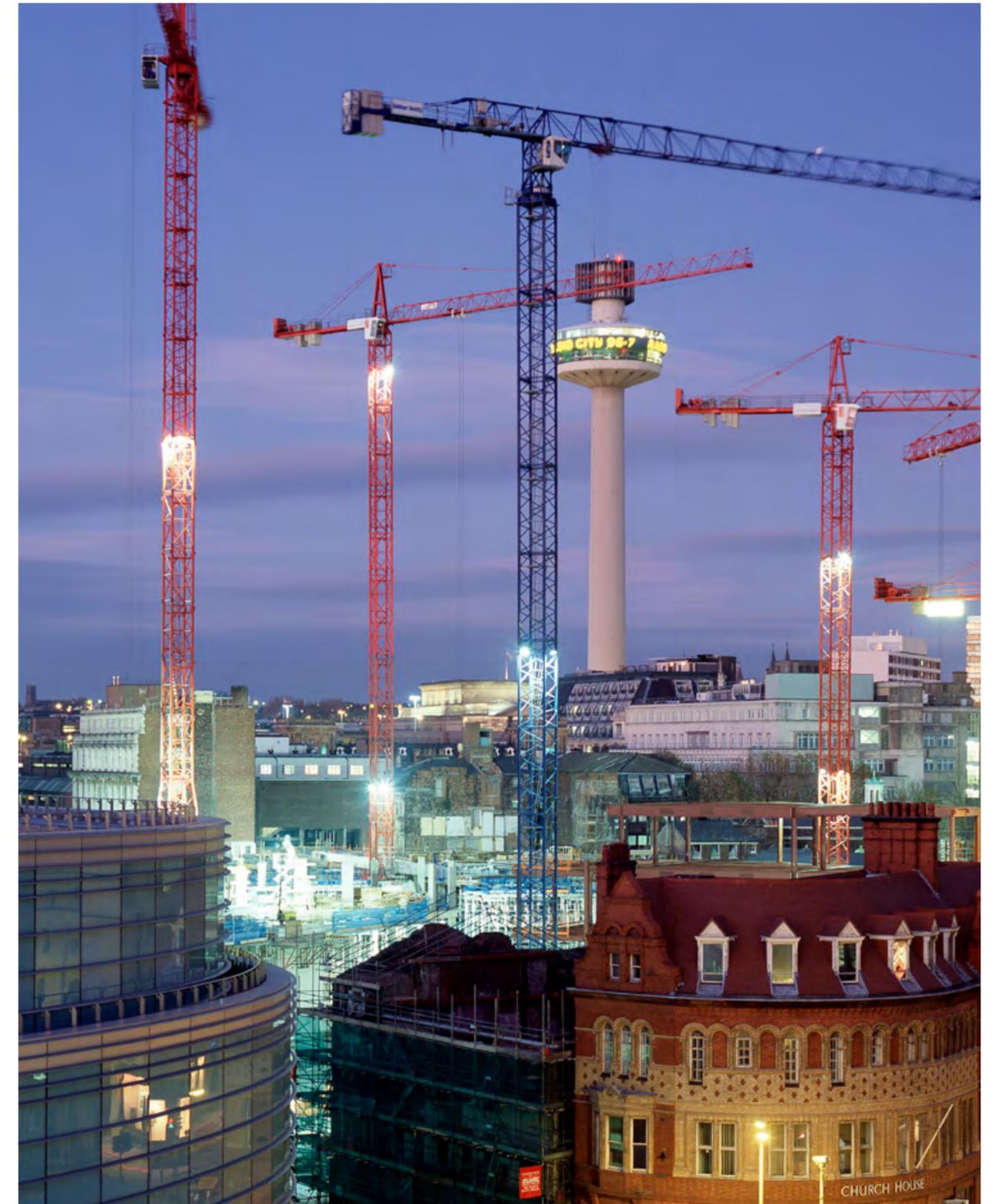
Liverpool ONE has played a fundamental role in creating pride in place for the city of Liverpool, evolving to meet the needs of its customers, visitors and members of the local business and residential community.

Liverpool ONE sits at the heart of Liverpool's physical, economic and social renaissance.

This report details Liverpool ONE's impact during its first 15 years through a series of evidence-backed statements. The analysis in the report represents Grosvenor's views on the impact Liverpool ONE has had on Liverpool City Centre and Liverpool City Region and was compiled with assistance from Deloitte.

Economic impact estimates in this report use data relating to the period 2013-2022 and therefore include two years in which Covid-19 restrictions were in place (2020 and 2021). This period of reduced economic activity across the UK impacted revenues and economic impact, however in the case of

Liverpool ONE demonstrates the strength of the estate as a driver for regional economic recovery. Economic activity in 2023 is therefore anticipated to surpass pre pandemic (2019) levels.

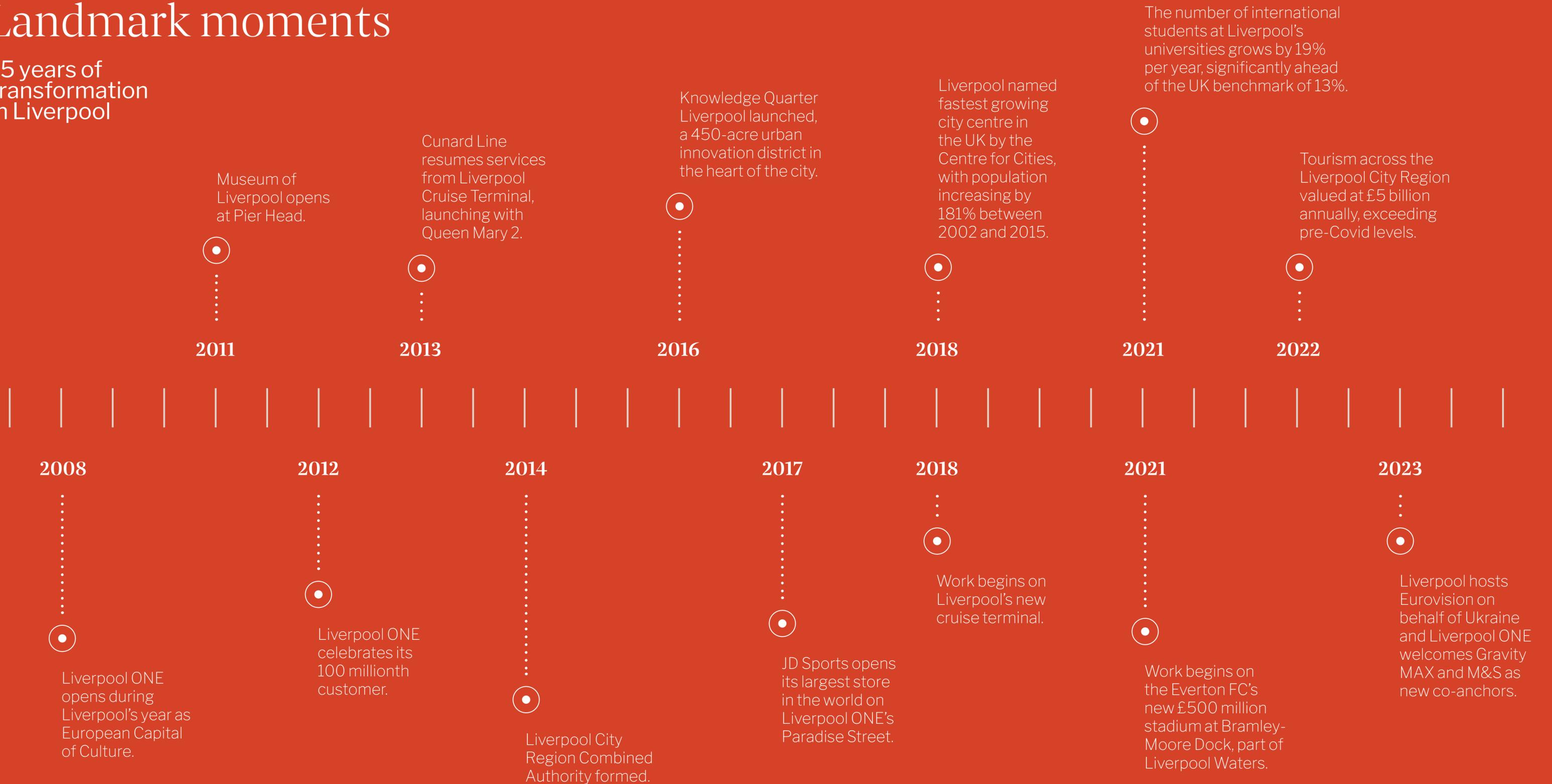


“Liverpool ONE is a phenomenal asset for our city. Its design didn’t just reshape our city centre, it reimaged it. Its offer didn’t just reinvigorate our retail offer, it reinvented it. Its appeal didn’t just stay within the city, it reached out across the UK and beyond. In many ways Liverpool ONE redefined this city’s potential.”

Cllr Liam Robinson  
Leader of Liverpool City Council

# Landmark moments

15 years of transformation in Liverpool



# Welcomed

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390 million visits.

# Supported

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4,700 jobs annually.

A 24% growth of the Liverpool City Region visitor economy.

# Contributed

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£4.1 billion in total Gross Value Added.

c. £2.2 billion in local and national taxes.

# Helped

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500,000 local young people by funding community projects.

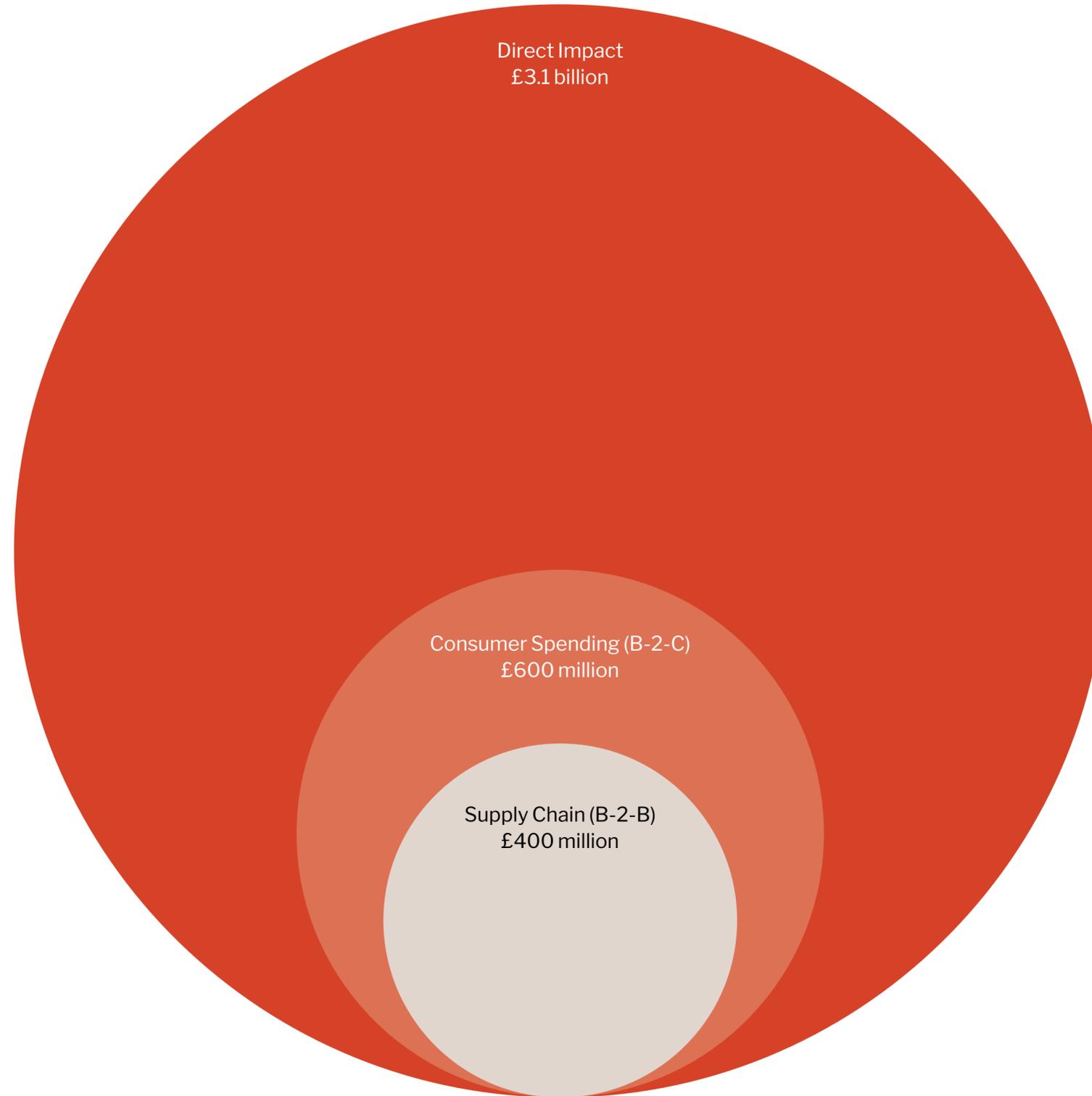
Host 1,500 community events.

# Liverpool ONE has generated £4.1 billion in total Gross Value Added since 2008.

Liverpool ONE has had a transformative impact on the City region's economy over the past 15 years, with a total GVA contribution of **£4.1 billion**. This equates to £1.10 for every £100 GDP generated in Liverpool City Region.

**76%** of this impact has been directly generated through on-site activity at Liverpool ONE, but further consequential impacts throughout the local supply chain and consumer spending across Liverpool City Region amount to **£1 billion of GVA**.

Liverpool ONE is estimated to generate a GVA of **£350 million in 2022** representing more than 1% of the city region's total GVA with over 40% in the form of wages to workers at Liverpool ONE.



**Cumulative total GVA £4.1 billion**

Liverpool ONE generates significant GVA and employment impacts

### Since 2008

£4.1 billion in cumulative total GVA & 4,700 average FTE Jobs\*

### Of which some accrue on site

- £3.1 billion cumulative GVA on-site
- 3,000 average FTE jobs on-site

### Others accrue in the City Region

- £400 million cumulative GVA in the supply chain
- 700 average FTE Jobs in the supply chain
- £600 million cumulative GVA from consumer spending
- 1,000 average FTE Jobs from consumer spending

\*Total annual and cumulative GVA and jobs include the direct impacts. Numbers and proportions of total may not sum due to rounding.

Source: Based on Grosvenor Management Data and economic impact analysis.

Liverpool ONE is a major city centre employer and is estimated to have supported c. 4,700 jobs annually since 2008.

These jobs equate to c. 0.8% of all full-time equivalent jobs in the city region.

Jobs within Liverpool City Region

Average FTE since 2008

FTE Jobs on site

3,000

FTE Jobs in the supply chain

700

FTE Jobs from consumer spending

1,000

Total jobs generated by Liverpool ONE

4,700



An aggregate tax contribution of  
c. £2.2 billion over the last 15 years.

UK Exchequer contributions  
totalling c.£1.9 billion.

Local Government  
contributions through business  
rates of c.£300 million.

The estimates above account for the tax breaks during  
Covid-19 – i) Hospitality VAT was reduced to 5% and 12.5%  
between 2020 to 2021; ii) Cumulative business rates were  
reduced by 20% in 2021 compared to pre Covid-19 (2019) levels.

Absent Covid-19 related tax breaks and reduction in consumer  
demand, the contribution to the exchequer may have been higher.

Tax contributions comprise VAT, PAYE and NI, Corporation Tax  
and business rates.

By focussing on creating a welcoming atmosphere and working closely with the destination's occupiers, Liverpool ONE has played an important role in the success of the City Region's retail sector.

## Liverpool ONE has contributed to Liverpool jumping from 17th to 5th in UK retail rankings.

Publicly available data shows that Liverpool's retail industry has grown faster than the national average between 2009 and 2019. Liverpool continues to perform higher than UK and Northern averages in terms of footfall growth post-pandemic, a trend that is echoed across the Liverpool ONE estate.

While this post pandemic recovery cannot be entirely attributed to Liverpool ONE, the destination is a major part of the city's retail sector and a key city centre attraction. As both the local and national economy recovers, 2022 footfall and revenues at the destination are back at pre pandemic (2019) levels.

Through Grosvenor's management, Liverpool ONE continues to prove highly popular with the community and tourists, with 94% of visitors believing it is a welcoming environment and 96% of visitors saying they would be likely to revisit the destination.

Customer satisfaction is further demonstrated by its strong net promoter score of 67, significantly above its industry peer average of 47 according to research by CACI.

### 2001 – 2008

Between 2001-2008 England retail output grew by an average of 0.1% each year.

Over the same period, Liverpool retail output contracted by 1.2% each year.

### 2008 – 2021

Between 2008-2021, Liverpool's retail output expanded by 2% each year.

Nationally, retail output in England grew by 0.6% each year.

### 2021 – 2023

Liverpool ONE demonstrates its post pandemic resilience, with footfall and revenue bouncing back to pre-2019 levels.

The value of the visitor economy has risen from £2.7 billion to £3.5 billion since 2008.

## Since opening, Liverpool ONE has contributed to a 24% growth in the economic value of the Liverpool City Region visitor economy.

Historically, both domestic and international tourists have contributed to the 22 million annual visits to Liverpool ONE.

Whilst tourist numbers are not yet back to pre-pandemic levels, events such as Liverpool's hosting of Eurovision demonstrated the city's prominence as a global visitor destination.

During Eurovision, Liverpool ONE welcomed 680,000 visitors and it is estimated that the event will increase tourism in the region by 5% a year, contributing £250 million in economic benefit by 2026.

Spotlight



## Eurovision

Working closely with partners across the city, Liverpool ONE got into the Eurovision spirit, offering a full schedule of events and activations. This included a week of free of arts, cabaret, and music performances in Chavasse Park.

The success of Eurovision evoked memories of the destination opening during Liverpool's City of Culture in 2008. With its streets and green space once again filled with people enjoying the festivities, Eurovision once again vindicated the decision to design Liverpool ONE as an open-air destination.

# Since 2008

Liverpool ONE has welcomed  
390 million visits.

The average spend per head  
has increased by 89%.

Sales have increased  
by 195%.

The Liverpool catchment  
area has increased by 77%.

It has been a pleasure working alongside Grosvenor and Liverpool ONE, as they mirror our passion and commitment for innovation and the desire to create something truly exceptional.

**Michael Harrison,**  
Co-Founder and Chief Growth  
Officer at Gravity

Over the last two years, Bean has been able to flourish at Liverpool ONE, consistently growing and developing our concept.

**Jon Whyte,**  
Co-founder of Bean Coffee Roasters



## The Liverpool ONE Foundation: Donating £3 million to support young people in Merseyside.

Set up by the Grosvenor Liverpool Fund to support young people and promote positive mental health and wellbeing, the Liverpool ONE Foundation's aspiration is to achieve a decrease in the number of children and young people suffering with mental health problems.

Administered by the Community Foundation for Merseyside, it has a significant impact since launching in 2009, with the £3 million of grants to date equating to £1.93 donated per person in the Liverpool City Region.

From projects running mindfulness and yoga sessions to those supporting children through bereavement, the Foundation has supported almost 500,000 young people across all six boroughs, awarding over 400 grants and reaching 30% of Liverpool's residents.

"We are delighted that Liverpool ONE continues to be our largest corporate donor with a continued commitment to local communities."

**Rae Brooke,**  
Chief Executive, the  
Community Foundation  
for Merseyside

Spotlight

## The Open Door Charity

The Open Door Charity offers a range of services for young people and young adults who are suffering with anxiety, low mood, stress, panic attacks. It is committed to providing free, fast and effective mental health support at the point that people need it most.

The Liverpool ONE Foundation provided Lee Pennington, founder of Open Door with a grant in 2011 to cover his salary for two years, enabling him to set up the charity.





Liverpool ONE has supported 1,500 community events, hosted almost 12,000 charity collections and contributed 278 days per year to community volunteering.

Grosvenor continues to work to minimise Liverpool ONE's environmental footprint. From the five-acre Chavasse Park to the 160,000 honeybees, a range of initiatives have been undertaken to reduce Liverpool ONE's environmental impact.

## Adapting to climate change, valuing nature, and minimising environmental impacts.

Some of its key achievements over the last 15 years include:

- Liverpool ONE has achieved ISO14001 accreditation, helping to reduce its environmental impact
- Liverpool ONE's roof top solar panels have generated 191,000 kWh. This is enough to power 66 homes on average every year.
- On-site solar energy generation has resulted in an average annual reduction across the years in scope 2 emissions.
- Over the last five years Liverpool ONE have maintained their zero waste to landfill record removing c.3,230 tones of waste on average, per year.
- Liverpool ONE is home to 160,000 honeybees with beehives located on the rooftops of Liverpool ONE, which were awarded the 'Bees Knees' Award in 2020.

Source: Based on Grosvenor management data and analysis.

Spotlight



## Chavasse Park

Liverpool ONE's five acre Chavasse Park has retained its green flag status for 11 consecutive years.

The five acre-park provides much needed green space right in the heart of the city for everyone to enjoy and is the heart of Liverpool ONE's community events.

Chavasse Park is also home to Liverpool ONE's 'living green wall' which boasts almost 8,000 pollinator friendly plants and 24 different species. The green wall aims to encourage insects back into the city centre and help clean the air as well as provide a natural physical barrier to traffic pollution, re-dispersing vehicle pollutant gases and fine exhaust particles.

Since 2022, Grosvenor has supported nearly 14,000 young people in Liverpool to take climate action through an extension to its £1 million greener futures programme.



# Looking to the

Liverpool ONE's success has been based on constantly evolving. As the destination looks to the future, beyond curating a leading offer to visitors, it will focus on the following themes.

## Environment and sustainability

As a major destination in the city centre, Liverpool ONE has a role to play in supporting Liverpool City Region's (LCR) Climate Plan. Building on its work to date, Liverpool ONE will support the city's ambitions, minimising its impact and delivering lasting environmental benefits.

## Economic and place-based regeneration

Liverpool ONE's success lies in its integration with the rest of the city centre as an open-air destination that blends with, embraces, and celebrates the surrounding area, its culture, character and heritage. This 'no boundaries' approach will continue lead the active role we play in the city's enduring economic success, supporting the regeneration of the rest of the Liverpool. If Liverpool thrives so does Liverpool ONE.

## Health, wellbeing and community

Liverpool ONE embodies the character of the city and its people and is a proud and active contributor to the LCR. The destination prioritises initiatives that make a meaningful difference to people's quality of life, such as the health and wellbeing among the city region's young people.

Liverpool city centre should be a safe and welcoming space for residents, visitors and workers. We will develop our work with partners on city centre-wide programmes that prioritise the creation of a safe and welcoming city centre.

## Employment, skills and education

As a major employment hub in the heart of the city, Liverpool ONE will continue to provide employment and training opportunities for people living in the Liverpool City Region, both directly and indirectly, with the goal being to improve people's prospects and prosperity. We will also work in collaboration with various partners in LCR to support specific groups, such as young people.

## Business, innovation and entrepreneurship

As one of the leading retail and entertainment destinations in the UK, Liverpool ONE has an ongoing commitment to fostering a culture of innovation and commercial success in LCR that will deliver future prosperity and opportunity for the city region. This includes supporting local individuals, businesses and organisations seeking to launch or grow a business in or from the city in a range of ways, from the provision of pop-up spaces to mentoring programmes for entrepreneurs.

# future



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**Positive**