



30 JAMES STREET

**PRIME HOTEL
OPPORTUNITY
IN THE HEART
OF LIVERPOOL**

Albion House, 30 James Street,
Liverpool, Merseyside, L2 7PQ





EXECUTIVE SUMMARY

Savills are delighted to present for sale 30 James Street, Liverpool. Steeped in history, the iconic Grade II* Listed hotel is famously known as the 'Home of the Titanic' having been the headquarters of the White Star Shipping Line.

This sale offers a rare chance to acquire a prime city centre hotel with vacant possession allowing repositioning and asset management opportunities.

- Well established hotel located in a prominent city centre location opposite the popular Three Graces
- Excellent connectivity fronting The Strand, adjacent to Liverpool James Street Railway Station and in good proximity to Liverpool Cruise Terminal
- Historic grade II* listed hotel benefitting from significant recent CAPEX into building remediation works
- 63 large bedrooms providing 175 beds and accommodating 309 people
- Carpathia Champagne Bar and Restaurant located on the seventh floor boasts an outdoor terrace providing stunning views of the Mersey River and Liverpool Waterfront
- Grand period feature hall providing large wedding and conference space for a maximum capacity of 200 people
- Spa with three treatment rooms and a 40 sq ft (3.7 sq m) hydro swimming pool
- Asset management opportunities to reposition bedrooms and drive more non-bedroom related revenue
- Freehold title will be available on sale



LIVERPOOL CRUISE TERMINAL

ROYAL LIVER BUILDING

LIVERPOOL CENTRAL BUSINESS DISTRICT

CUNARD BUILDING

MUSEUM OF LIVERPOOL

PORT OF LIVERPOOL BUILDING

JAMES STREET RAILWAY STATION

★ 30 JAMES STREET

★ LIVERPOOL ATTRACTED
OVER 67 MILLION
VISITORS IN 2019



LOCATION

Liverpool is a vibrant city famed for its rich history and culture and ranked as the UK's fifth most visited city-region in 2019, attracting over 67 million visitors.

The city also has a strong domestic visitor base with a population of over 500,000, whilst the wider metropolitan area has a population of approximately 2.25 million making it the UK's fifth largest conurbation.

★ **LIVERPOOL IS THE UK'S 5TH LARGEST CONURBATION**

GLOBALLY RECOGNISED HERITAGE

Liverpool is famed for its maritime history and its growth as a major trading port, playing a crucial role in the UK's Industrial Revolution and much of this rich history is retained in the city today. Pier Head is the focal point of Liverpool's famous waterfront and is one of the most visited areas of the city. The area is home to the city's most recognisable buildings including The Three Graces - The Liver Building, The Port of Liverpool Building and the Cunard Building - and symbolise Liverpool's rich architectural history, which has seen the city described by English Heritage as England's finest Victorian city.





CAPITAL OF CULTURE

In 2008, Liverpool was awarded European Capital of Culture which also saw the opening of Liverpool's premier entertainment and conference venues, The M&S Bank Arena and the ACC Liverpool. Designated by UNESCO as a City of Music, Liverpool is synonymous globally with The Beatles, whose popularity has led in part to Liverpool being voted the UK's third most popular destination at the Trip Advisor 2019 Traveller's Choice awards. Major events hosted at the city have included the BBC Worldwide Show Case, World Netball Championships, Labour Party Conference, MTV Europe Music Awards, BBC Sports Personality of the Year alongside an annual line up of music and cultural festivals.

★ LIVERPOOL VOTED 3RD BEST UK DESTINATION

SPORTING CITY

Liverpool has a strong sporting tradition and history and is home to two Premier League football clubs - Liverpool FC and Everton FC. The recent £100 million expansion of Liverpool FC's Anfield stadium has increased the stadium capacity to just over 54,000, making it one of the UK's largest stadiums. Similarly, the anticipated £300 million relocation of Everton's Goodison Park stadium to Bramley-Moore Dock on the River Mersey is projected to deliver approximately £1.3 billion to the local economy, creating more than 15,000 jobs and attracting an additional 1.4 million visitors to the area.

The city also hosts a range of other sporting events including the Grand National, which has been held at Aintree Racecourse since 1839 and The Open Championships, which as has been held at The Royal Liverpool Golf Club on a number of occasions and had been selected to host the Open in 2023.

LIVERPOOL HIGHLIGHTS



5TH AND 4TH
most visited city in the UK for
International Visitors & Domestic Visitors
respectively (2019)



OVER 250,000 STUDENTS
studying within Liverpool City region's
catchment each year



Part of the UK's
**SECOND LARGEST
REGIONAL ECONOMY**



2.6 MILLION WORKFORCE
within a 45 minute drive



UK'S LARGEST
transatlantic port and Freeport status



£20 BILLION
of investment opportunities



**MORE MUSEUMS AND
GALLERIES**
than any other city outside of London



**£32 BILLION CITY REGION
ECONOMY**
with over 52,900 businesses



The North West region is the UK's
**THIRD LARGEST LIFE
SCIENCE SECTOR**
by employee numbers



Designated by UNESCO as
A CITY OF MUSIC



More than
**£4.3 BILLION INVESTED
IN OFFSHORE WIND**
since 2015



MOST FILMED CITY
outside of London



SITUATION

30 James Street occupies a central and historic location in Liverpool in close proximity to the city's core leisure and corporate demand drivers.

The Property is situated on a prominent corner site on James Street and The Strand (A5036), one of Liverpool's arterial roads and providing easy access to the city's most visited attractions including the Royal Albert Docks, Liverpool ONE, Museum of Liverpool and the Tate Liverpool.

★ HOME TO THE UK'S LARGEST OPEN-AIR SHOPPING CENTRE

The immediate area boasts a range of amenities including Liverpool ONE, the largest open-air shopping centre in the UK and the ninth-largest globally is located approximately 0.1 miles (0.2 km) from the hotel. The M&S Bank Arena and ACC Liverpool are located a 0.6 mile (1.0 km) walk along the waterfront whilst Liverpool's Core Business District, Pier Head Ferry Terminal and Liverpool Cruise Terminal are all situated within a 0.5 mile (0.8 km) walk.

30 James Street benefits from good transportation links, with The Strand providing strong accessibility to Liverpool's wider regional transport network and Liverpool James Street Railway Station is situated directly adjacent to the Property. The Q-Park Liverpool ONE car park is situated just 0.1 miles (0.2 km) south of the Hotel and provides significant car parking for 1,900 spaces.

LOCATION MAP



★ HOME TO 4 OF THE TOP 5 NORTH WEST ATTRACTIONS IN 2020

(World Museum, Museum Of Liverpool, Merseyside Maritime Museum, Tate Liverpool)

TRAVEL TIMES



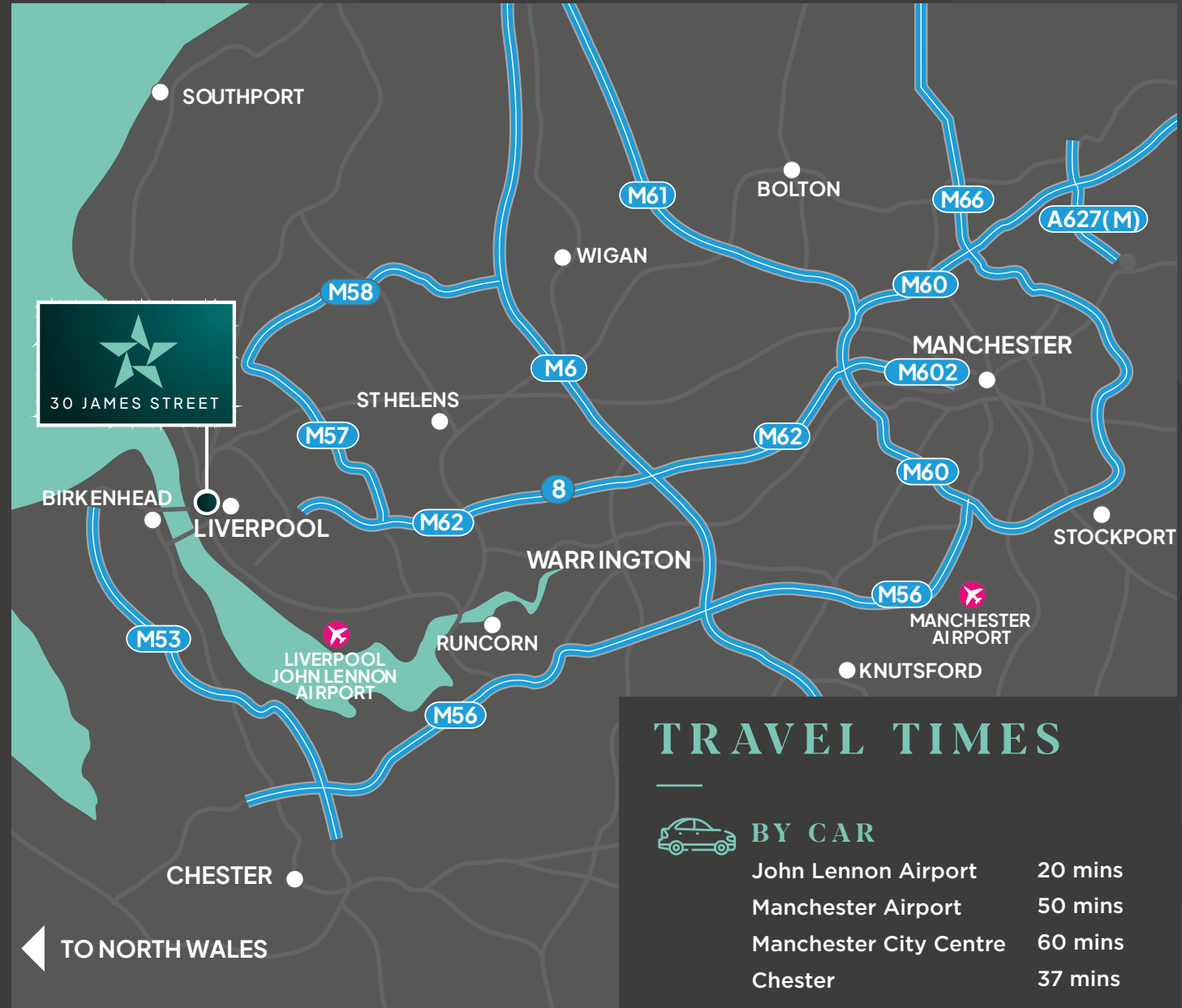
James Street Station	1 min
Royal Liver Building	6 mins
Liverpool One	6 mins
Albert Dock	9 mins
Liverpool Lime Street	14 mins

CONNECTIVITY

Situated strategically at the mouth of the River Mersey, Liverpool is one of the UK's top five tourist destinations and benefits from excellent transport connectivity to the rest of the UK and beyond.

Liverpool is an integral centre for North West England's economic core along with Manchester which is situated 34 miles (54 km) to the east. London is located 217 miles (349 km) south east of the city, whilst other major UK regional cities such as Birmingham, Leeds, Edinburgh and Belfast are also readily accessible.


2 HOURS
FASTEST TRAIN
JOURNEY TIME
TO LONDON



TRAVEL TIMES

 **BY CAR**

John Lennon Airport	20 mins
Manchester Airport	50 mins
Manchester City Centre	60 mins
Chester	37 mins

ROAD

Liverpool is connected to the UK's motorway network via the M62, which connects the city to Manchester and Leeds to the east, as well as to the M6 and M1 motorways, which provide access to Birmingham and London respectively. The city also provides easy access to Chester and North Wales via the M53, which begins in Birkenhead on the Wirral Peninsula across the River Mersey from Liverpool. The Hotel is ideally situated within Liverpool city centre to benefit from these connections, being situated just 5 miles (8.0 km) from the M62 and 2 miles (3.2 km) from the Mersey Tunnels which connects the city to the Wirral.

RAIL

Liverpool has an extensive local and national rail and metro network with Merseyrail providing rail links throughout the wider Merseyside area, whilst the national rail services out of the city's four major terminals provides services across the UK. Liverpool Lime Street, the city's main railway station, welcomes nearly 20 million passengers each year and is situated less than 1 mile (1.6 km) from the hotel. The station is served by the west coast mainline and provides regular services to London Euston, Manchester Oxford Road, Birmingham and Chester. Liverpool Lime Street is currently undergoing a £340 million investment programme, which will look to double the number of passengers at peak times by 2043.

AIR

Liverpool John Lennon Airport is situated 8.0 miles (14.5 km) south east of the property and is one of Europe's fastest growing airports. In 2019, the airport handled just over five million passengers with popular destinations including Belfast, Dublin, Isle of Man and mainland Spanish tourist destinations such as Alicante, Malaga and Barcelona.

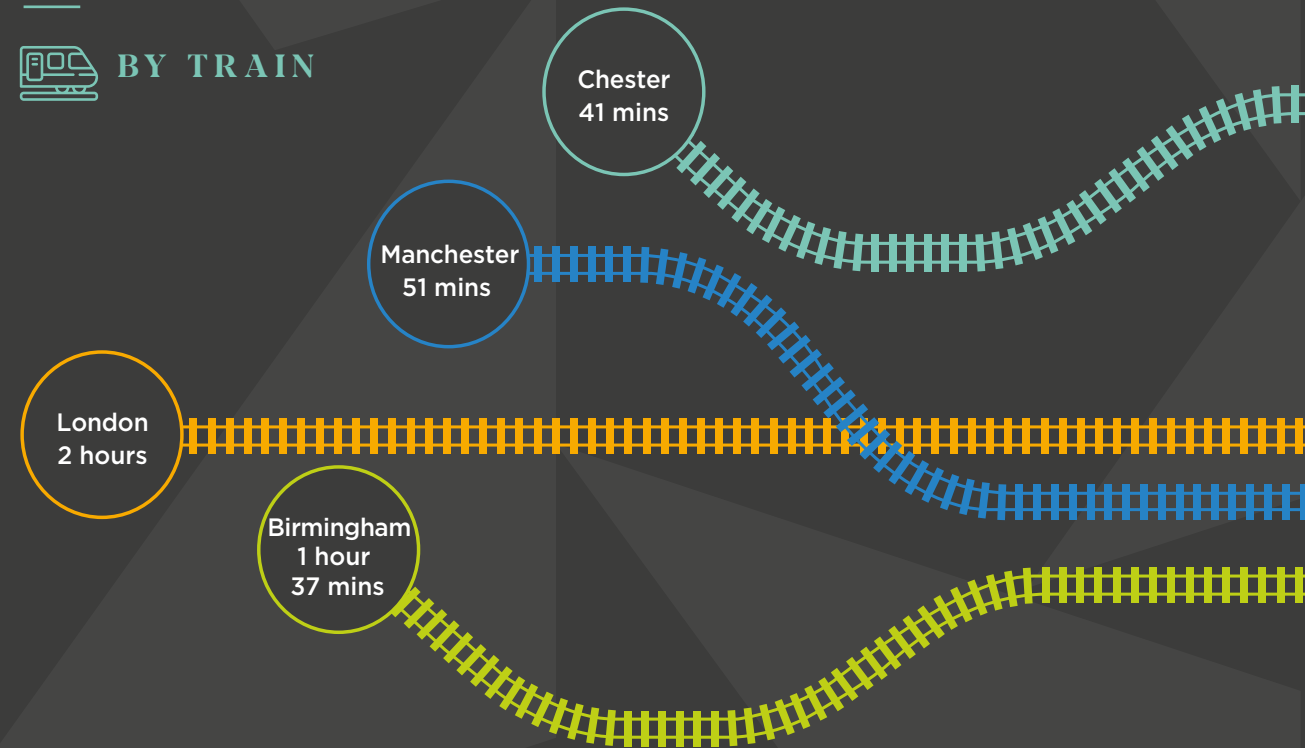
FERRY


The Port of Liverpool is one of the UK's largest and busiest and provides passenger ferry services to Belfast, Dublin and the Isle of Man. Liverpool Cruise Terminal also allows large cruise ships to dock in the city with current services travelling to Iceland, France, Spain and Norway. The cruise terminal is part of a £5.5 billion scheme to regenerate the Liverpool Docks with proposals for a second cruise terminal be constructed at Princes Dock. These improvements to the docks are expected to allow larger ships with up to 3,600 passengers to dock in the port and is anticipated to increase the number of international tourists visiting the city.

TRAVEL TIMES



BY TRAIN





★ 30 JAMES STREET'S
DISTINCTIVE DESIGN
OF PORTLAND STONE
AND RED BRICK
MAKES THE BUILDING
EASILY IDENTIFIABLE
DIRECTLY BEHIND
THE THREE GRACES
ON LIVERPOOL'S
HISTORIC
WATERFRONT.



HOTEL HISTORY

30 James Street was built for Ismay, Imrie and Company which later became the White Star Line, best known for owning and operating the infamous Titanic passenger liner.

The Grade II* Listed property was designed and built by the renowned British architect Richard Norman Shaw in collaboration with J. Francis Doyle. 30 James Street, also known as Albion House, acted as the headquarters for White Star Line until their merger with Cunard Line in 1934.

★ THE GRADE II* LISTED PROPERTY WAS DESIGNED AND BUILT BETWEEN 1896 AND 1898

The design of 30 James Street follows Shaw's earlier architectural work, such as the former New Scotland Yard building in London. The façade of the property is constructed from Portland stone and red brick and retains many original features such as a fine mosaic of South America which is set into the floor of the hotel entrance.

After standing vacant for many years, the property was converted to its current use as a Titanic-themed hotel in 2014, offering luxury accommodation, spa facilities and exceptional views across Liverpool's iconic waterfront from the restaurant and rooftop terrace.

ACCOMMODATION

The iconic hotel occupies the former offices of White Star Line who were famed for their fleet of Olympic class liners including RMS Titanic.

30 James Street provides 63 spacious bedrooms comprising a total of 175 beds across a range of one to four bed rooms and the large 'Morgans' bedroom which serves as a rare 10 bed room to cater for large groups with direct access to the spa. Arranged across the lower ground and first to sixth floors, the accommodation can host up to 309 people.

The presidential suite features a 15ft bed, spa pool, wet room and twin turrets alongside views of the River Mersey, Strand and Three Graces.

Each room benefits from dining areas, Jacuzzi baths, complimentary WiFi and a number having kitchenettes and sofas.

ROOM TYPE	NUMBER OF ROOMS	BEDS PER ROOM	SLEEPERS PER ROOM	TOTAL NUMBER OF SLEEPERS
Cabin	5	2-4	4-8	28
Junior Suite	6	3	5	30
Luxury Double	20	2-3	3-5	81
Presidential Suite	1	3	6	6
Quarter	18	2-4	4-6	101
Superior Double	12	1-3	2-5	43
Morgans	1	10	20	20
TOTAL	63	175		309



FOOD & BEVERAGE

The Carpathia Champagne Bar and Restaurant is located on the seventh floor, providing scenic views across Liverpool's waterfront, Pier Head and the majestic Three Graces. Named after the sister ship of the Titanic, Carpathia, the restaurant seats 104 people with further capacity for 80 guests on the external balconies.

SPA & LEISURE

Morgan's Spa provides guests with a city centre spa including a 40 sq ft (3.7 sq m) hydro swimming pool, sauna, bar, relaxation zone including and three spa treatment rooms.





WEDDINGS & EVENTS

The White Star Grand Hall was originally operated as a first class lounge and ticketing area for the White Star Shipping Company. Today, the open plan room benefits from high ceiling heights and boasts period features to provide a city centre destination for wedding and events with capacity for up to 130 day guests and 200 max in the evenings.



★ **THE HOTEL BENEFITS FROM
PLANNING PERMISSION FOR
A ROOF-TOP EXTENSION**

RECENT HOTEL TRADING

In 2018, the hotel was refinanced through DRC, when all bedroom investors were bought out and DRC took full fixed charge security over all the legal interests in the Property. In April 2020, Julian Clarke, and Matthew Nagle of Savills were appointed as Receivers. With the full support of DRC, the Receivers obtained possession, and undertook extensive repairs and refurbishment works before the building was re-opened for business following the first COVID national lock-down.

Simon Thomas and Arron Kendall of Moorfields Advisory were appointed as Administrators over 30 James Street Limited and themselves appointed Legacy to oversee the re-opening and continued trading of the hotel. The contract with Legacy may be terminated on completion of the sale.

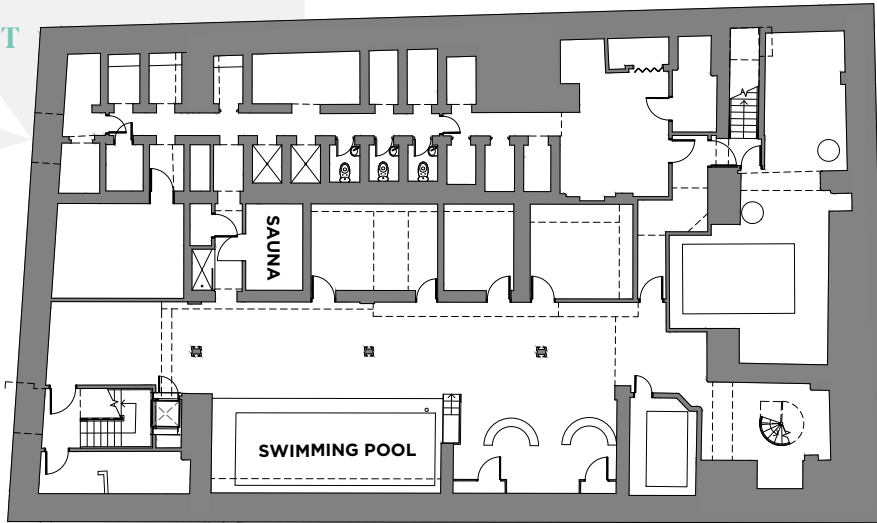
TOWN PLANNING

The hotel benefits from planning permission (registration number 18F/1667) for a roof-top extension on the seventh and eighth floors to provide additional covers in new glazed dining and bar areas.

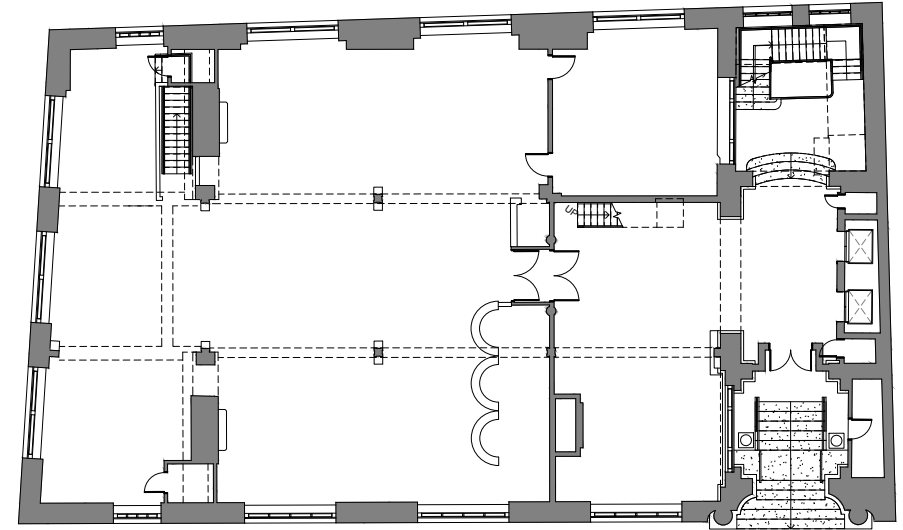
This consent was partially implemented but the building works were not completed, and the receivers undertook significant works including reinstating the roof, with consequential works within the rest of the building to ensure full compliance with current regulations. During lockdown, when the hotel was trading at reduced capacity, in excess of £500,000 was spent on the hotel. All relevant documentation for these works are available in the data room.

FLOOR PLANS

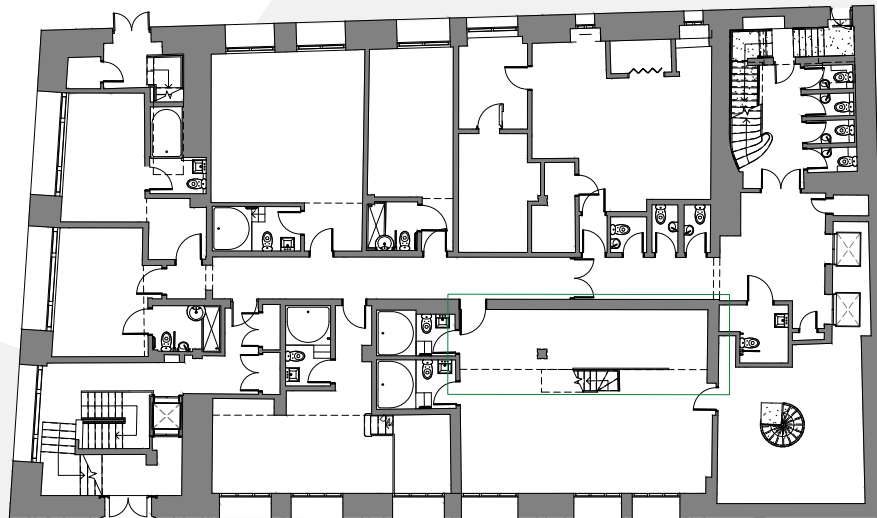
BASEMENT FLOOR



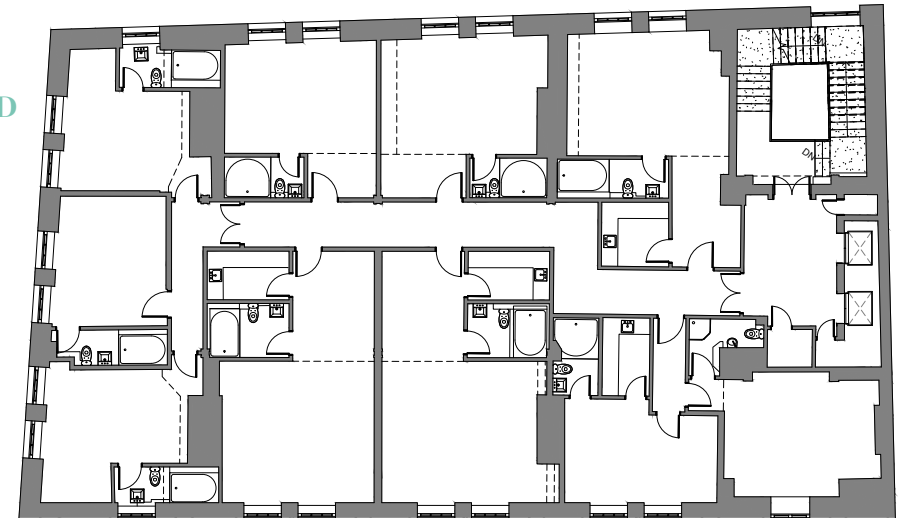
GROUND FLOOR



LOWER GROUND FLOOR

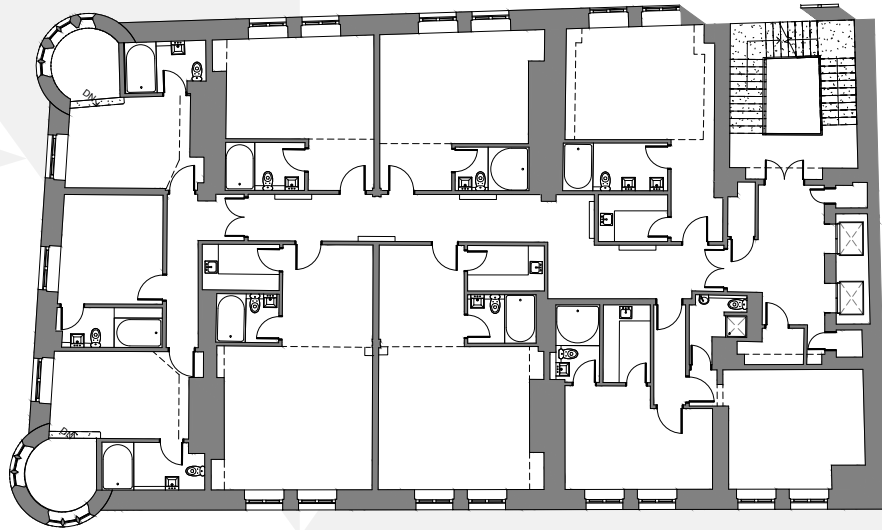


TYPICAL FIRST & SECOND FLOORS

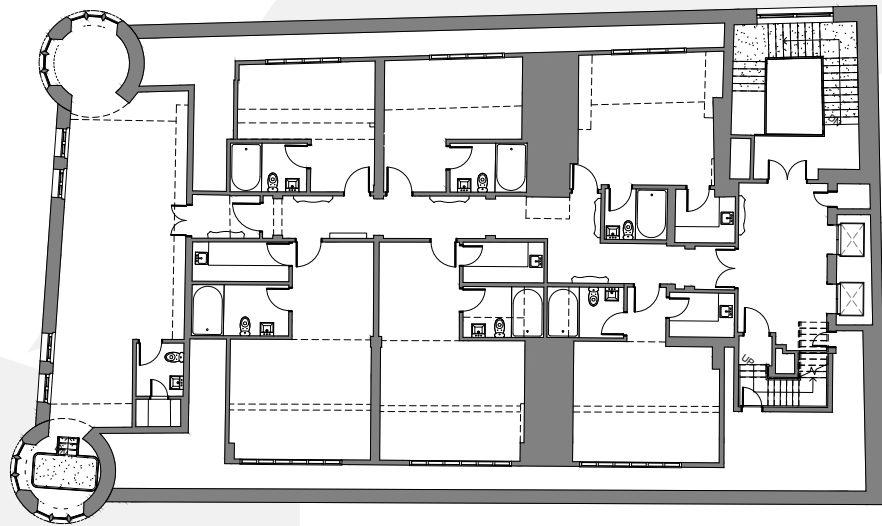


FLOOR PLANS

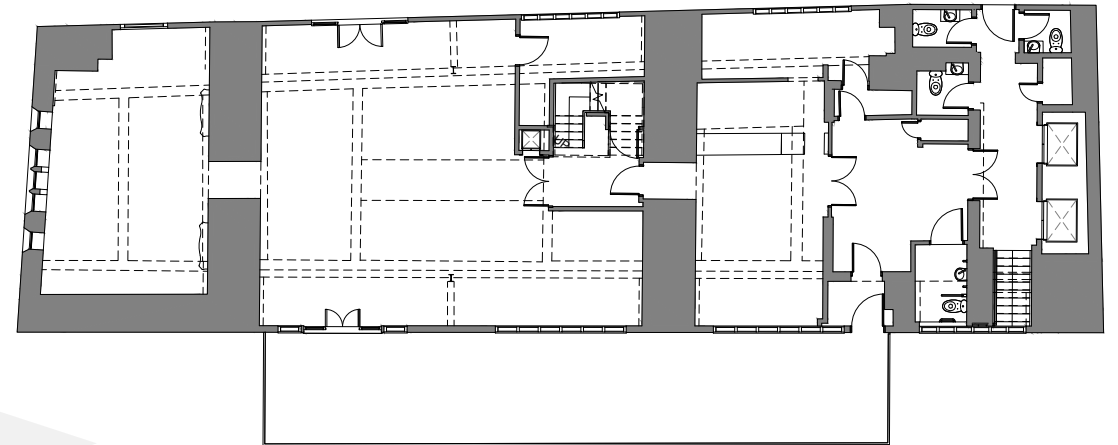
TYPICAL
THIRD TO
FIFTH
FLOORS



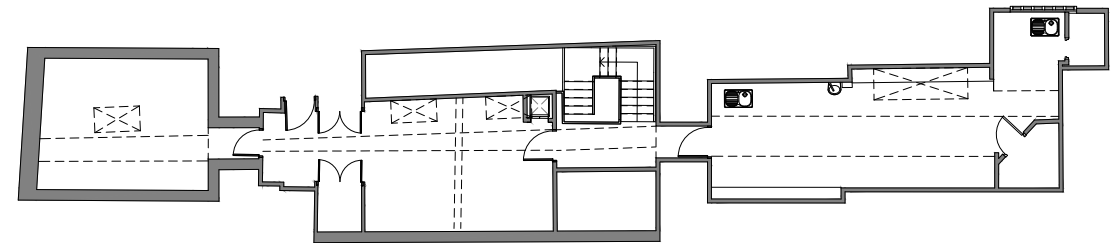
SIXTH
FLOOR



SEVENTH
FLOOR



EIGHTH
FLOOR

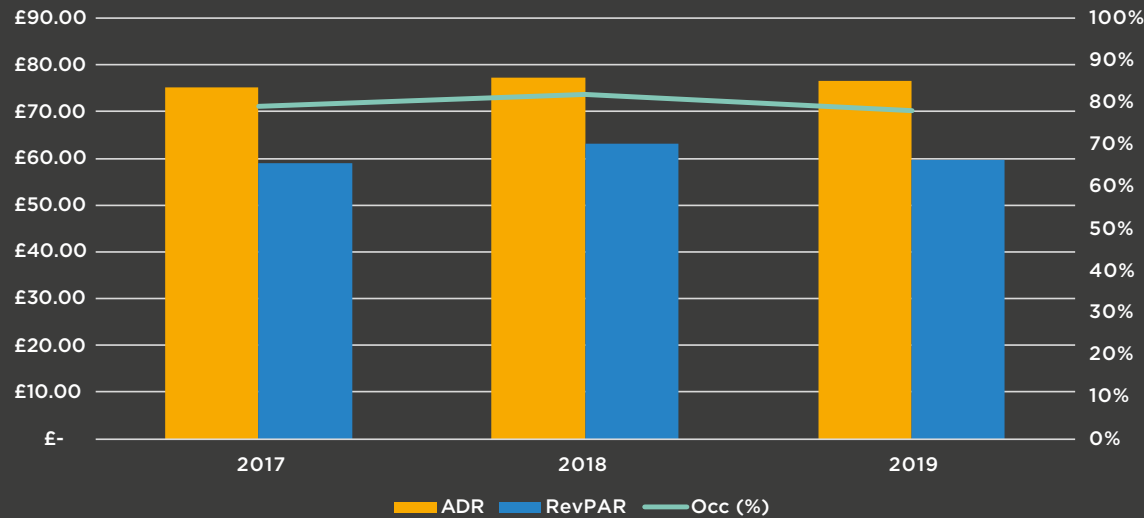


LIVERPOOL TOURISM MARKET SNAPSHOT

Liverpool attracts an estimated 38 million visitors coming to the city each year, making it the 5th most popular city for international visitors and 4th for domestic visitors in 2019.

The transformative growth in the city's demand drivers has underpinned significant growth in visitor numbers and overnight stays over the last decade. In 2019, a record 4.7 million nights were spent representing an 11% CAGR increase over the last decade and boosting tourism related spends to record levels of £423 million in 2019.

HOTEL MARKET PERFORMANCE

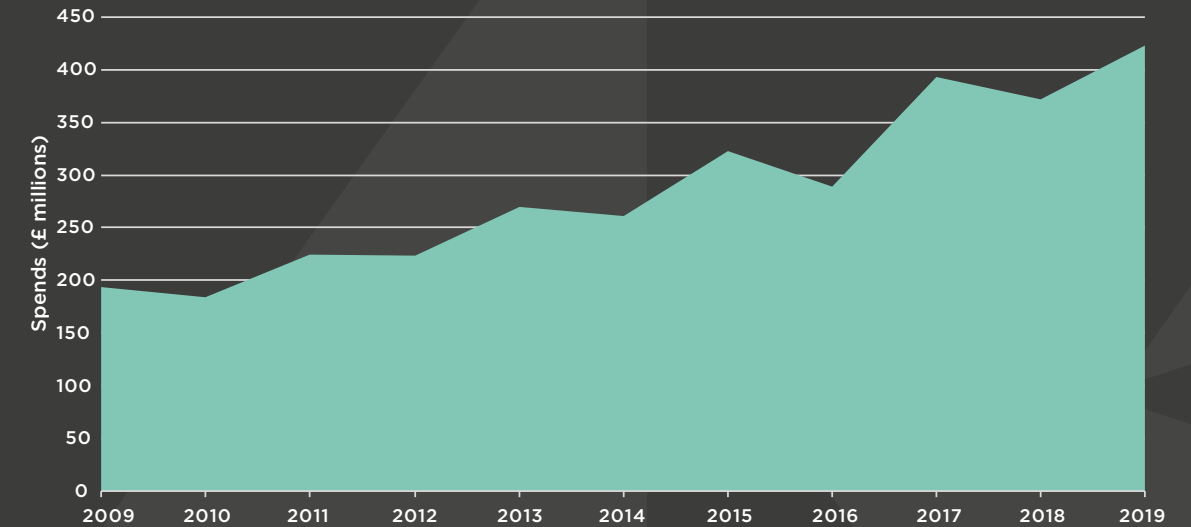


Source: STR

Liverpool's popularity has grown on the global stage with the United States, Ireland, Poland and Germany together accounting for 43% of all visitors. As one of the few cities in the world capable of accepting large cruise liners, Liverpool Port is able to welcome tourists travelling on major cruise liners such as the Grand Princess and the Queen Elizabeth 2, both of whom have capacity for over 1,000 passengers.

Strong visitor demand has fuelled Liverpool's resilient market performance despite new supply over recent years with RevPAR at £59.59 in 2019, reflecting a CAGR of 3.9% between 2015 - 2019 driven by resilient occupancies above regional UK market averages and positive growth of 13% in ADR over the same period.

MONEY SPENT



Source: Visit Britain

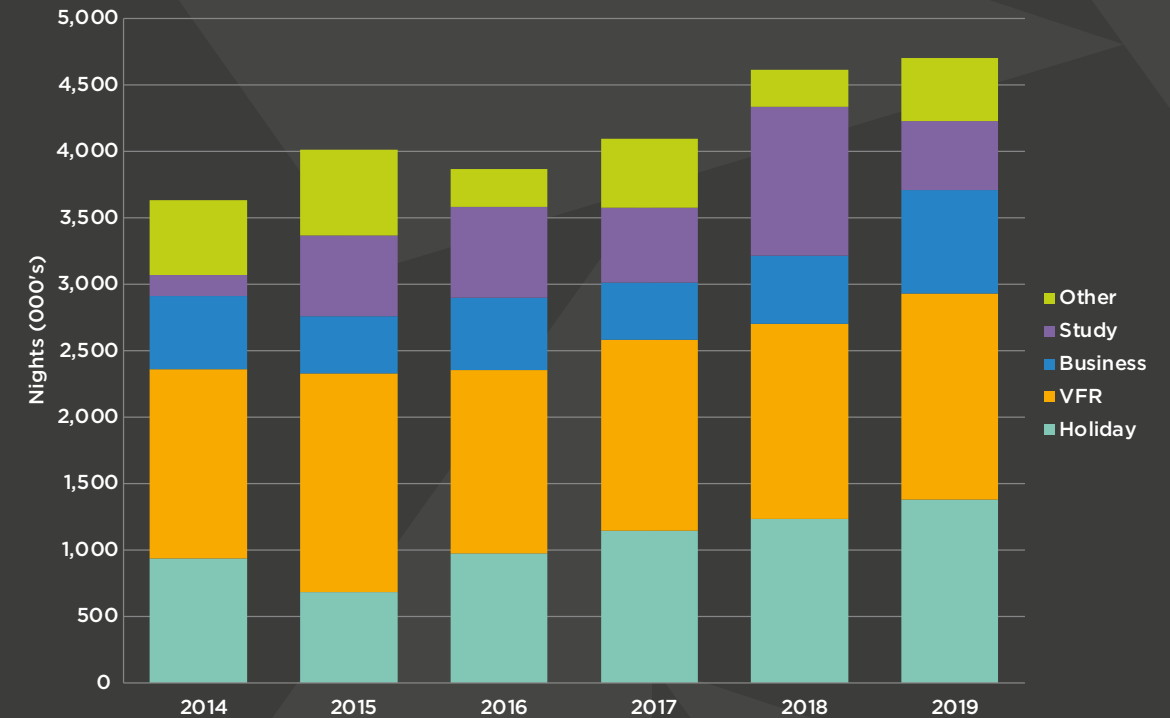
LIVERPOOL TOURISM MARKET SNAPSHOT

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Liverpool has shown signs of recovery over recent months with occupancy increasing 143.7% year-on-year to 71.9% in July 2021 and ADR in July 2021 exceeding pre-pandemic levels at £79.42 compared to £75.99 in July 2019. RevPAR has increased month on month since April 2021 and in July increased 227.8% to £57.09.



REASON FOR NIGHTS SPENT



Source: Visit Britain

GENERAL INFORMATION

TENURE

The Property is being offered to the market on a freehold basis.

EPC

EPC Rating B 49. The Energy Performance Certificate is available in the dataroom.

TUPE

The Purchaser will be required to comply with the relevant legislation in respect of current employees.

RATEABLE VALUE

The hotel has a current rateable value of £410,000.

VAT

Should the sale of the Property or any right attached to it be deemed a chargeable supply for VAT purposes, such tax will be payable by the purchaser in addition to the sale price.

LICENSES

The hotel has a premises and wedding licence.

DATA ROOM

Additional information can be found in the marketing dataroom:

<https://sites.savills.com/30JamesStreetLiverpool/>

Access is subject to a signed Non-Disclosure Agreement, a copy is available on request from Savills.



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DESIGNED BY:  0161 387 7252



30 JAMES STREET

CONTACT

All viewings are strictly by appointment only via the sole selling agents.

For further information or to arrange a viewing please contact:



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