The 'Bling Bling' Building
69 Hanover Street, Liverpool, L1 3DY
Liverpool is one of the fastest growing tourist destinations in Europe underlined by a consistent 15% year on year increase in the number of visitors to the city. Currently visitors to the Liverpool city region spend £3.4 billion a year annually. This is expected to increase to £4.2 by 2020.

The city offers a diverse range of culture and entertainment from a world heritage skyline (of which there are only seven in the world) to a diverse nightlife and entertainment offering. For this reason the city is popular in equal measure with international tourists and UK visitors.

The new cruise terminal has further increased the number of visitors to the city with each cruise visit generating substantial additional tourism revenue. The success of the first terminal has paved the way for a planned second terminal as part of the Liverpool Waters scheme.

Liverpool is also one of the most prolific football cities in the UK with two world class teams that have won more trophies than any other city in the UK. Liverpool Football Club in particular attracts thousands of international visitors to its home games.

The demand for accommodation has increased in order to meet the needs of the continually expanding tourism market. As such there has been a sharp increase in the volume of rooms sold as illustrated by the chart below.

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**Highlights**

- One of Europe’s fastest growing destinations
- New cruise terminal & another in development
- Two world renowned football teams
- Annual Visitor Spend of £3.4 billion
- Y.O.Y Visitor Growth of 15%
The Signature Living Apart-Hotel business started as one apartment located on Victoria Street, Liverpool city centre. It welcomed its first guest on the 14th August 2008. Within a year the business had purchased a further 5 apartments in the same building and by the end of the second year, using operating profits, it purchased the remaining units within the site. This pivotal move gave the business full control of all communal areas.

Of the 12 apartments in operation one stood out as something a little different. Whereas most of the units were between 450 square feet and 1000 square feet, this apartment was over 2,200 square feet. This proved to be an integral time for Signature Living, for the first time it opened this apartment to stag and hen parties. The 15 bed apartment was soon sold out every weekend for 9 months in advance. Shortly after a further two 16 bed apartment were developed followed by the acquisition of a new site on Bold Street that offers 12, 16, 20 and 30 bed apartments. The new apartments saw the same occupancy rates as the first.

By 2012 Signature Living decided to purchase its first hotel on Stanley Street, Liverpool city centre. The existing 12 bed hotel was redeveloped into Signature Hotel within 6 weeks, it now has 111 beds spread over several themed floors with its own bar and night club.

In total the business now operates just over 300 beds in Liverpool successfully targeting larger group customers. The group has an average occupancy rate of 85%, far higher than the local average of 72% due in part to its unique approach.

Based on the performance of the apartments and apart-hotel the group decided to purchase Albion House, one of Liverpool’s most iconic buildings.

The group has an average occupancy rate of 85%, far higher than the local average of 72%.

More Information
www.signatureliving.co.uk
www.signaturehotelliverpool.co.uk
www.twitter.com/signatureliving
www.tripadvisor.co.uk/Signature_Living

Trip Advisor Rating
Signature Hotel - #1 of 99 Hotels
Signature Living Apartments - #1 of 80 Lodgings
Signature Living is the only operator in the world to have two venues rated #1 on two categories
30 James Street was Signature Living's first venture into the world of more traditional hotel accommodation. At the time of acquiring the 30 James Street building, the business had already established itself as the number one specialty lodging provider in Liverpool on Trip Advisor.

The building was purchased on the 2nd January 2014. The redevelopment and renovation work was undertaken by Signature Living's in-house team which not only saved time but considerably cut costs.

By the 4th April 2014 the hotel part-opened, taking bookings on the first few floors whilst the rest were being completed. An additional floor was opened each month thereafter. The company beat its development schedule by completing the hotel in July 2014 ahead of time and under budget.

The end result is a hotel that is truly one of a kind. With a rich history, stunning period features and luxuriously appointed rooms at competitive rates bookings for accommodation, weddings and functions have outperformed expectations. The hotel also boasts unparalleled views of Liverpool's waterfront.

30 James Street comprises of 65 historically themed apartments and rooms with over 350 beds. It also features a stunning rooftop bar called The Carpathia and an elegant grand hall designed for weddings and functions. A fully-equipped spa is currently in development.

The hotel has also received a considerable amount of press, from the beginning of the development through to its VIP launch event.

More Information

www.rmsitanichotel.co.uk
www.twitter.com/30jamesst
www.facebook.com/30JamesStreetLiverpool
Trip Advisor
tinyurl.com/prkx2sx
Opened in August 2015 The Shankly Hotel has quickly become one of the must visit venues within Liverpool and already firmly occupies number one spot on Trip Advisor for Hotels.

A genuine collaboration with the Shankly family the hotel now boasts 128 luxury suites and the hugely popular, Shankly themed The Bastion Bar and Restaurant on the ground floor along side wedding venue Eden.

In the wider building, formerly Millennium House, acquired for £3.5million from Liverpool City Council in early 2015, there is a further: 17,000 sq ft gym space let to the Council, 8,500 sq ft of refurbished office space housing Signature Living's head office and a 111 space undercroft car park, which trades exceptionally well given its very central location.

In the near future there will be the further development and creation of a new 5th and 6th floor containing a 350 capacity conference centre, high end bar, restaurant, wedding venue and rooftop garden showcasing spectacular open views of the city.

The building represented a £20million investment by Signature Living and is already going from strength to strength with occupancy levels well in excess of 85% and climbing as the hotel and its brand matures.

Quote from owner Lawrence Kenwright:

"The Shankly Hotel and Bastion Restaurant is a tribute to one of football's greatest managers: Bill Shankly. Offering spacious rooms, a trendy bar and restaurant and unseen memorabilia, you will never want to leave our Liverpool hotel."

More Information

www.shanklyhotel.com
www.twitter.com/shanklyhotel
www.facebook.com/shanklyhotel
www.instagram.com/shanklyhotel
Introducing The 'Bling Bling' Building

The Bling Bling Building is an iconic landmark building adjoining the Grosvenor “Liverpool One” development and the famous independent, hip Ropewalks area. This genuine, mixed use area is home to a number of creative industries, independent companies and brands. The area, without doubt, has become a vibrant, bustling hub of activity over the last 10 years.

The Ropewalks area boasts a fantastic nightlife scene, with many of Liverpool’s best clubs, bars and restaurants located within a short walking distance of the building.

The building itself is a prime example of modern architecture designed by CZWG as part of the Liverpool One wider master plan. The building was commissioned by Herbert Howe and designed as a tribute to the great fashion houses of the past; clothes were designed on one floor; sewn on another, shown on a third and retailed on the ground. The Bling Bling Building was first established as an emporium dedicated to the hairdressing industry to match the personality of Herbert Howe.
The 'Bling Bling' Building is situated just minutes away from Liverpool’s most popular entertainment, cultural and retail destinations. Located in the Ropewalks area in the heart of the city centre, guests can conveniently access all that Liverpool has to offer.

The Liverpool One shopping district boasts a broad range of shops, restaurants and cinemas for daytime activity whilst some of the city’s most dynamic nightlife locations can be found literally just down the street.

The city’s museums, art galleries, the Albert Dock and the waterfront are within a fifteen minute walk of the hotel allowing guests to experience the city’s rich mercantile history and stunning riverside views.

Transport links to the location are also convenient for guests with close proximity to the city’s main stations, Lime Street and Liverpool Central, the busiest underground station outside of London. Liverpool John Lennon airport is also a moderate taxi journey away.

Liverpool Central Station 0.3 Miles
Liverpool One 0.6 Miles
Albert Dock 0.9 Miles
Liverpool Echo Arena 1.2 Miles
Lime Street Station 0.5 Miles
Cruise Terminal 0.8 Miles
John Lennon Airport 8.1 Miles

Highlights
- Next door to Liverpool’s main shopping district
- A 15 minute walk to the waterfront & museums
- Excellent rail and air transport links
- Close to some of the city’s best nightlife
We have a range of Apart-hotel units available at The 'Bling Bling' Building. Due to the strong performance of the operator’s apart-hotel locations, we're anticipating incredibly high demand for these units.

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<tr>
<th>Available Units</th>
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<tr>
<td>Price per square foot</td>
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<tr>
<td>No of Apart-hotel units</td>
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<td>ROI for years 1-3</td>
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<tr>
<td>ROI for year 4</td>
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<td>ROI for year 5+</td>
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There is an option for the developer to buyback the units at 108% of the purchase price during years 3-10 of the investment.

Investment Units Starting From - £97,500
The Purchase Process

We have a clear and transparent purchase process, our investment advisors are on-call to take you through each step.

We will assist in the purchase process from start to finish for all investment units at The 'Bling Bling' Building the purchase process is as follows:

1. Choose an investment unit to buy
2. Pay a £2,500 reservation fee and instruct solicitors
3. Transfer 30% within 21 days followed by 20% within 6 weeks
4. Transfer 50% of the funds on completion (balance minus reservation fee)
5. Investment process complete

If you’d like to know more call one of our investment consultants.
Restored Titanic headquarters opens in Liverpool

Hundreds queued to see the former headquarters of Titanic cruise liner operator White Star Line open its doors for the first time in decades.

Guests at Queens House on The Strand, Liverpool, were being escorted into a hotel by Signature Living.

The first floor tea room lounge has been restored with original features that were hidden when the building was converted to offices.

The White Star Line flag was raised to mark 100 years since it closed.

Titanic historian Paul Louden-Brown had the flag raised to the original White Star pattern.

Decades empty

He said: “I believe I’m the only person who has an original White Star pattern and the flag made me a bit emotional. I’m pleased it made in original imperial measurements. It’s as good as it can be.”

Developers are investing £3m in renovating the building, which was erected in 1886, so it can house up to 995 guests in 65 apartments.

Luxury hotel planned for former NHS offices in centre

A former NHS office is set to be converted into a luxury hotel.

Signature Living has purchased One Albert Square and five places to convert into luxury apartments.

A former NHS office is set to be converted into a luxury hotel.

One Albert Square, which formerly housed NHS Liverpool’s Clinical Commissioning Group, has been bought by developers, Signature Living.

The 2,400sq ft site, in the Liverpool area of the city centre, will be transformed as part of a multi-million pound scheme to create a luxury apartment hotel with a “unique dining offer”.

Signature Living founder, Lawrence Keating, said: “This is an amazing opportunity to create a landmark development which shows that Liverpool is at the forefront of hotel
About Liverpool

One of Europe’s fastest growing tourism economies

There were 57 million visitors to the Liverpool region in 2012 supporting 45,900 jobs. Liverpool is now seen as a great place to stay not just to visit and is now ranked 5th in the UK for overseas visitors. Liverpool One, which is a stone throw away, recorded footfall of 26 million in 2013, a 5% rise on 2012.

The Echo area opened in 2008 as part of the European Capital of Culture, Echo Arena is Liverpool’s premier entertainment venue and this is situated 1 mile from The Shankly Hotel.

Prestigious universities with an international reputation

Liverpool has several prestigious universities which collectively serve over 50,000 students. The rich historical and cultural offering of the city attracts a broad range of students and continues to score highly on student satisfaction surveys. Proportionally, the city has the highest number of overseas students.

The city also has one of the lowest cost of living in the UK which ensures it will remain a popular student location for the foreseeable future, despite any external economic conditions.

A growing, thriving, and productive business hub

Liverpool is the place to do business. There are more than 500,000 businesses within 1.5 hours of the city centre. The city has a growing and thriving economy with a GVA of £9.15bn, the most productive city outside of London. This means the city boasts significant and varied employment prospects for graduates.

The city has an incredibly exhilarating, challenging and inspiring future and continues to undertake continued investment in its people, universities and commercial infrastructure.