

## COLLIERS DRIVE VISION FOR REVIVED BREWERY DESTINATION IN LIVERPOOL

April 2014



**Colliers International Destination Consulting have helped secure a bright future for one of Liverpool's best loved brands and buildings with the proposed restoration of the magnificent Cains Brewery into a new visitor destination.**

### The Challenge

Cain's Brewery has been an iconic presence in Liverpool for over 100 years, making beer in its magnificent "Terracotta Palace". Sadly, the economics of making beer in volume meant that the operation was no longer viable. The owners decided to reposition the brand as a craft brewery, occupying a portion of the building, with the rest of the building and the site to be developed. The challenge was to decide what the best form of development would be.

Colliers' Destination Consulting team were brought in by Turley's the planning consultants, when an initial scheme was not favourably received by the City Council. They advised that a scheme of a totally different nature would be both more viable as a development and more acceptable to the Council. Working with the architects, Falconer Chester Hall, Colliers crafted the rationale and business case for a new scheme

## The Solution

The starting point was that the magnificent listed building had to be the hub of the development, and that uses had to take place there which worked well in the spaces and also had synergy with the way in which the surrounding area, the Baltic Triangle, is emerging as “Liverpool’s Hoxton”.

The team identified a range of leisure uses that would optimize those spaces and fit together to form a destination that was unique in Liverpool. A range of uses were identified that could be developed in new build construction on either side of the hub building.

Key components of the new £150m destination are planned to include:

- Cain’s craft brewery and events centre
- Visitor centre and Sky Bar
- Artisan food hall
- Courtyard bistro/bar and restaurants
- 94-room boutique hotel
- Designer retail market for independent fashion businesses
- Restored and retained Brewery tap pub
- Four-screen independent art-house cinema,
- Supermarket/food store
- Health / beauty and fitness centre
- up to 775 high quality homes or 2,500 student bedrooms
- 500-plus car parking spaces.

The 1 million sq ft scheme that emerged was very positively received by all stakeholders, ranging from English Heritage to the Mayor of Liverpool. An enthusiastic response was also secured through soft market testing from credible developers who are interested in working in partnership to implement the development.

The scheme secured planning permission in November 2013 and Colliers are joint agents seeking operating partners and tenants. The first phase of the scheme is expected to be complete by summer 2016.

The project team includes: Colliers International, FCH Architects, Turley Associates, Gateley LLP, Mazars LLP, Mott MacDonald, Amion Consulting, Muir Associates, Davis Langdon, Penny Anderson Associates, AECOM, Tushingham Moore and Paver Smith.

Sudarghara Dusanj, Managing Director of Cains Brewery Village, said: *“We are going to create a major new tourism and leisure asset for the city which will secure the future of the Cain’s beer brand and the grade II listed brewery for decades to come.”*

[www.breweryvillage.com](http://www.breweryvillage.com)



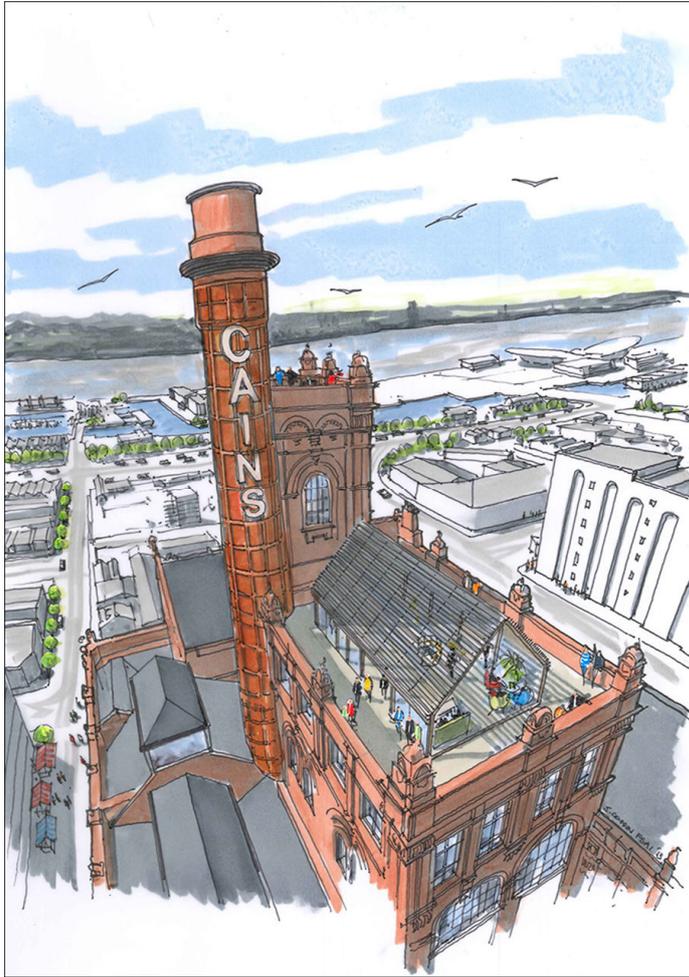


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