

Liverpool's icon unlocked

Royal Liver Building 360 is a must-see visitor experience offering guided public tours of the iconic west tower for the very first time, as well as a world-class audio-visual experience inside the historic clock tower and panoramic 360° views across Liverpool from the 10th and 15th floor viewing platforms.



A true 'bucket list' experience, guided tower tours take around 70 minutes and are limited to 14 people per tour. This ensures that your presenter can offer everyone a personalised and intimate experience. Throughout the tour, your guide will be on hand to answer any questions and to regale and enlighten you with fascinating historical facts and stories.



This tour is not suitable for wheelchair/mobility scooter users as access to floor 10 is restricted and further progress requires the negotiation of 124 steps, 71 of which are a narrow spiral stone staircase. This tour is strenuous and visitors with medical conditions that are affected by physical exertion, heights and confined spaces should consider whether or not this tour is suitable.

History

Standing at 322 feet tall and crowned by two majestic Liver Birds named Bella & Bertie, the Royal Liver Building was Europe's first skyscraper and one of the first buildings in the world to be built using reinforced concrete. Opened in 1911 as the purpose built headquarters of the Royal Liver Friendly Society, the design takes influence from New York architecture of that period.



Taking pride of place at the heart of Liverpool's waterfront, the Royal Liver Building holds much historical and cultural significance, standing as a symbol of the city and its people.

According to popular legend, the mythical Liver Birds that adorn the tower are a male and female pair: the female (Bella) looks out to sea, watching for sailors to ensure they return home safely, and the male (Bertie) looks in to the city, watching over the sailors' families (or 'making sure the pubs are open', as an alternative local version has it).



Visitor centre

Our visitor centre is free to enter, whether you decide to tour the tower or not.

Spend time learning about the history of the Royal Liver Building as you walk through our displays and exhibitions, which include a beautiful 3D model of the building, browse a varied selection of bespoke merchandise in our shop and enjoy our interactive photo experience*. We suggest allowing around 30 minutes to fully enjoy our visitor centre.



Our reception and visitor centre open 30 minutes prior to the first tour of the day for guests to collect pre-booked tickets. Tours begin from 9am, subject to demand, with opening and closing times varying due to sunrise and sunset times.



Please visit our website for **full details and availability**.

*Charge applies for printed photos

Opening times

Our reception and visitor centre are **free to enter** and open 30 minutes prior to the first tour of the day.

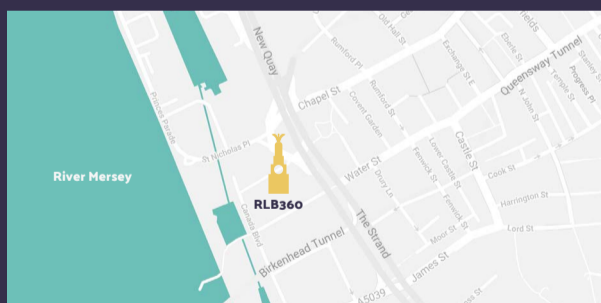
Opening dates and times vary depending on the time of year, with tours usually starting every 15 minutes from 9am, subject to demand. Please check our online booking system for the latest availability or email info@rlb360.com with any queries.

Pricing

Adult 16+	£15.00
Child (7-15)	£10.00

The attraction is not suitable for children under 7 years of age.

How to find us



- There is limited on-street parking around the attraction, but we are serviced by a range of car parks across the Waterfront, the closest options being Capital and Princess Parade.
- All main-line train services run to Liverpool Lime Street, which is about a 20-minute walk from the attraction.
- Merseyrail services run locally with the nearest stations being James Street and Moorfields.
- Buses run to both bus stations at Liverpool ONE and Queen Square.
- Liverpool John Lennon airport is approximately 30 minutes away by car or taxi.

Pier Head, Liverpool Waterfront, L3 1HU

T: 0151 236 4753 E: info@rlb360.com W: rlb360.com

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ROYAL
LIVER
BUILDING
360

Tower Tour & Experience.



Avoid disappointment and book in advance

Book now at rlb360.com



The tower tour

Tours begin in the lower ground floor visitor centre where the building's rich history comes to life. After meeting your tour guide you will take an express lift to access the Royal Liver Building's 10th floor balcony. Here you will get your first views across to the Wirral, as well as being as close as you can get to the enormous face of the Great George clock. You then ascend on foot to the historic clock tower where you will watch a stunning audio-visual show. Following this, you will continue to the 15th floor, just below the famous Liver Birds, where you can take in stunning views across the city and the River Mersey.

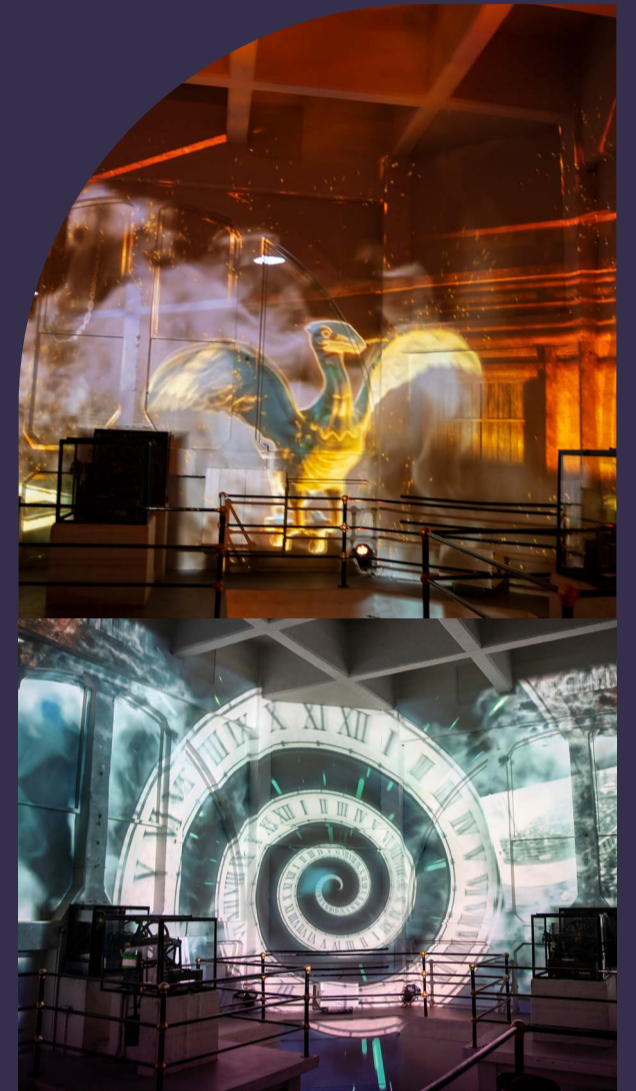
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Clocktower show

The clocktower audio-visual experience, backed by an original music score, is digitally-projected directly onto the interior walls of the historic clock tower and explores the building's significance to Liverpool and how the city has changed in the 108-years since the Liver Building was built.

The show uses ultra-modern audio-visual technology to create an unforgettable experience that tells the story of the Liver Building's place in the evolution of Liverpool through its culture, sport, history and music.



Download our App!

Bring the Liver Birds to life by downloading our new mobile App.



Our mobile app uses an exciting array of multimedia to further enhance your Liver Building experience, including augmented reality (AR). Markers located around the attraction activate and enable you to explore architect W.A. Thomas' connection to the city with a Google Maps guide and also to go out and find Bella & Bertie's extended Liver Bird family.



The app can be downloaded on **Android & iOS** from the respective stores by searching **Royal Liver Building 360**.

Retail shop

Our luxury handcrafted range of gins pays tribute to the history of this world-famous building and its iconic Liver Birds, Bella and Bertie.



Our specially commissioned gins - Nineteen Eleven, Bella's Gin and Bertie's Gin have been made a reality by The Handmade Gin Company and local artists The Jones Boys.

Bella's Gin is infused with flavours of fruit salad sweets, whereas **Bertie's Gin** is infused with flavours of Apple and Elderflower. Nineteen Eleven is named after the year the Royal Liver Building was completed and is a traditional Gin with soft juniper notes to give a robust yet delicate flavour.



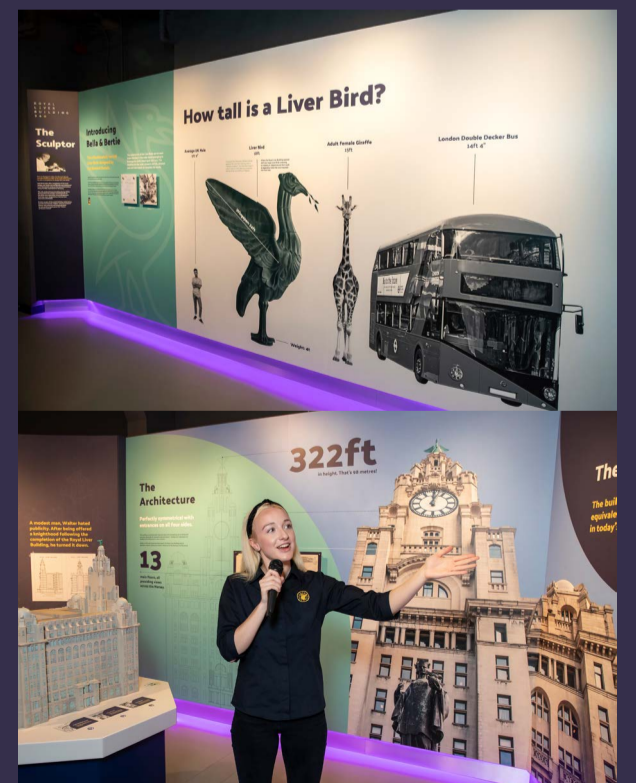
The gins and specially commissioned glasses are on sale in our visitor centre along with Liverpool-inspired prints by local artists The Jones Boys and a wide range of other bespoke branded merchandise.

Corporate hire, groups and schools

The Royal Liver Building is a world-famous landmark that is steeped in history, which makes it a memorable location for all kinds of unique events.

The clock tower is an extraordinary space, and makes an event feel incredibly special with a capacity of around 40 people. Our visitor centre also has capacity for 80 people and is an ideal spot for drinks receptions.

We can also arrange for corporate guests to access the 15th floor viewing platform for stunning views across Liverpool and the Mersey.



If you would like to include Royal Liver Building 360 in your next tour itinerary to Liverpool and you're keen to enjoy this tour with your group or school, please email bookings@rlb360.com.

For further information and for bookings of 10 people or less, please visit rlb360.com or call us on **0151 236 4753**.