

A close-up photograph of a ship's brass porthole. The porthole is circular with a thick brass frame and a dark, reflective glass. Several ropes are visible, some passing through the porthole and others hanging down. The background is a solid teal color.

# **LIVERPOOL A CITY REBORN**

**‘Culture is the Rocket-Fuel for  
Regeneration’  
Mayor Anderson**





# THE BID

- Started in 2000 led by Sir Bob Scott
- 12 cities competing for title
- City facing in one direction
- Not just marketing
- Creative Communities Programme





# THE WIN

- Sir Jeremy Isaacs, head of the panel of independent judges, said:

*"Liverpool's stunning dockside developments, city centre and strong visual arts had boosted its bid....taken overall, Liverpool looked good, sounded good, feels good to be in and would deliver a really terrific year,"*

*"If one had to say one thing that swung it for Liverpool, it would have to be there was a greater sense there that the whole city is involved in the bid and behind the bid."*

- Tourism impact on UK
- Moving to delivery with no firm plans



The background of the slide is a close-up photograph of a ship's brass porthole. The porthole is circular with a thick brass frame and a smaller inner circle. Several ropes are visible, some passing through the porthole and others draped over the side. The background of the entire slide is a solid teal color.

# 2008

- European Capital of Culture
- 8 Year Delivery Programme
- 10 million Audience
- £800m Economic Impact
- £200m Global Media Coverage
- An exceptional programme of 362 events from local, regional and international artists





# Creative Communities: the context

- Was 2nd most deprived local authority area in England
- 75% of the city's neighbourhoods were in the 10% most deprived areas in Britain
- Multiple deprivation
- Polarised housing markets



The background of the slide features a close-up, artistic photograph of a ship's porthole. The porthole is made of dark, weathered metal with a thick, circular frame. Several ropes and cables are visible, some running vertically and others horizontally, creating a complex web of lines. The lighting is dramatic, with strong highlights and deep shadows. A solid teal color is overlaid on the right side of the image, providing a contrasting background for the text.

# Creative Communities

- Creative Communities was Europe's biggest programme of public and community art
- Devised in 2003, over £11 million invested over 5 years
- The approach has been cited as the main reason Liverpool won the title



# Creative Communities: the facts

- Between 2003/08 the programme funded over 300 grass roots community projects across the city as well as running an officer led programme. In 2007 alone the total was:
- 2,732 events
- 6,038 artists
- 2,550 others involved
- 650,616 audience
- 36,247 participants
- 40,000 young people



**La Machine - Epic Street Theatre 2008**



**Opening Ceremony  
European Capital of Culture  
Liverpool 2008**



**Royal Liverpool Philharmonic Orchestra**



**Paul McCartney Concert Anfield 2008**





# What happens next? How to avoid the hangover

- Have strong physical developments afterwards? Not everything needs to be done in the ECOC year
- Try to keep the expertise in the city
- Develop a sustainable cultural programme that attracts national and international attention
- Manage the myth!!!!



# PRESENT – WHAT WE DELIVER

- Major Events Programme
- Cultural and Infrastructure Development Team
- Liverpool Film Unit
- Cruise Liner Terminal
- Tourism and Tourist Information Centres
- City Halls (Town Hall and St. Georges Hall)
- Heritage Development
- Bidding Unit for the City
- Sponsorship and Commercial



# THE LEGACY

- Culture Liverpool Team from 124 to 32
- Culture is the USP of this City and continues to underpin and drive the visitor economy
- Deliver an outstanding annual cultural programme which appeals to international, national and local audiences
- Develop Liverpool's reputation as one of Europe's most distinctive, intriguing, imaginative, creative and cultural cities
- Exploit Liverpool's natural assets i.e. the Liverpool Waterfront and world famous River Mersey
- Contribute to the employment and graduate retention priorities of the City





# PHYSICAL LEGACY

- Museum of Liverpool
- Open Eye Gallery
- Echo Arena
- Liverpool One Retail
- Bluecoat
- Everyman Theatre
- Redeveloped Pier Head
- Cruise Line



# STILL TO COME

- Royal Philharmonic Redevelopment
- Exhibition Centre
- New Anfield Stadium?
- Royal Liverpool Hospital
- Bio Medical Campus and Bio Innovation Centre
- Liverpool Super Port
- Central Village
- Liverpool Waters
- Stanley Dock



# ECONOMIC LEGACY

- Economic output (GVA per head) has increased from 84.6% in 1997, to 95.3% in 2008, to 99.9% by 2012.
- The number of hotel rooms will have increased by 112% between 2008 and 2015 as a result of the large rise in tourism numbers.
- 2013 saw three major events generating £10.6m into the local economy
- Travel bible 'Rough Guide' names Liverpool as the top UK city and third in world for people to visit this year (2014).





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To Be Continued