

Liverpool 2008:  
What moved us?  
What remains?

Mike Storey CBE  
Lord Mayor of Liverpool



# Liverpool – Our City

- Second City of the British Empire
- World Trade – shame of slavery past
- Birthplace of the Beatles
- World Capital of Pop
- Most successful English football City
- Objective 1 Region



# Our Project

Becoming a Premier European City



# A Premier European City

- Using Objective 1 to rebuild infrastructure
- New Arena
- New conference venue
- Cruise Liner berth
- Major new retail development
- World Heritage site
- European Capital of Culture 2008



# Delivering the Year – Developing the Legacy

- Repositioning
- Regeneration
- Participation
- Sustainability







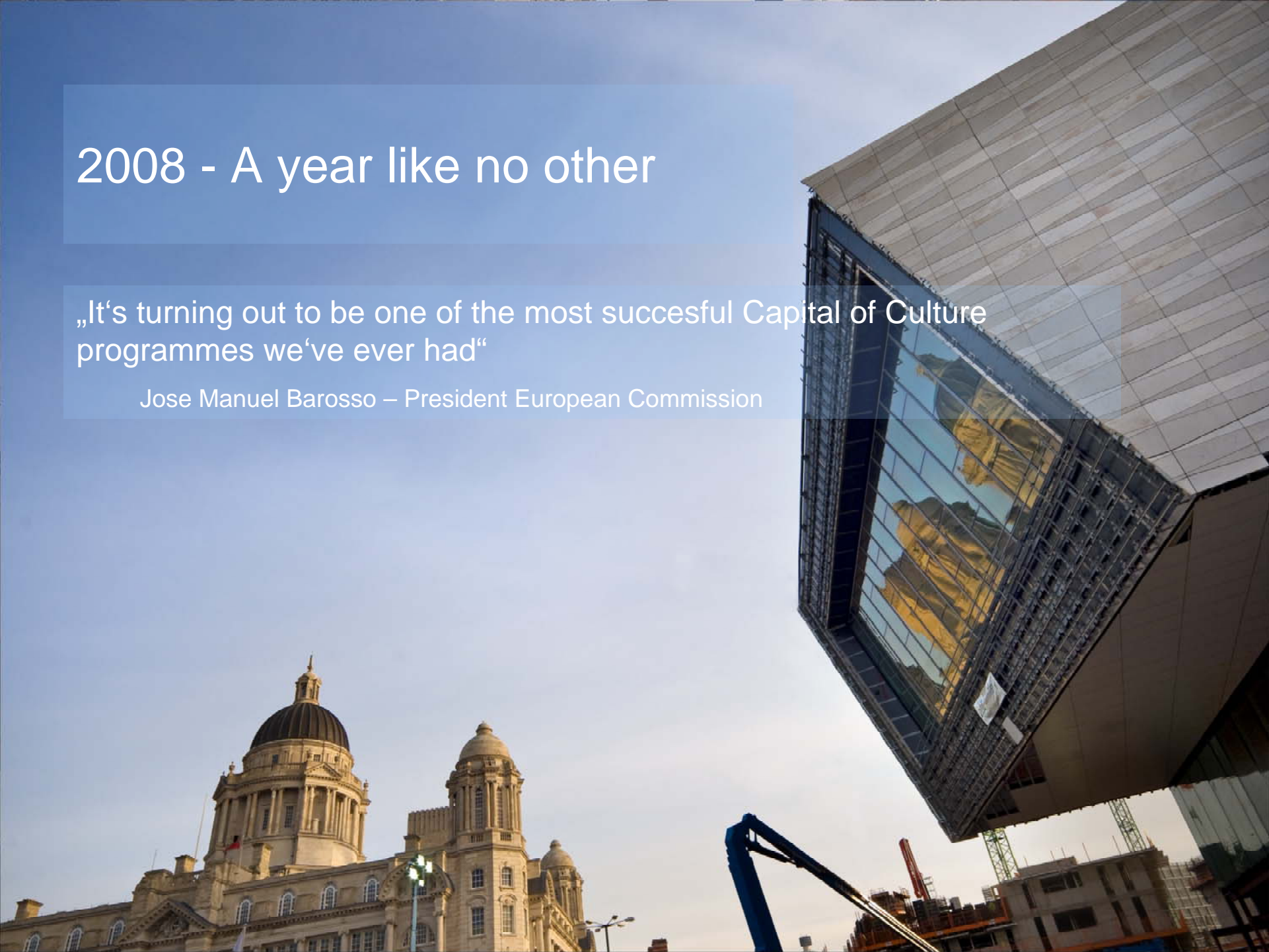




# 2008 - A year like no other

„It's turning out to be one of the most succesful Capital of Culture programmes we've ever had“

Jose Manuel Barosso – President European Commission





The Liverpool Sound



**Tall Ships**



**La Machine**





**MTV Awards**

# Strong Community Programme

- Using the profile of 2008 to Engage
- Creative Communities
- Welcome and Volunteers
- UK Intercultural Dialogue Project
- Case studies and best practice





11 Superlambananas Wild in Art  
The Place, Old Hall Street

**Go Superlambananas**  
June-August 2008  
**Generated an additional £10.2 million to the local economy**

# Case Study – Go Superlambananas!

- Iconic Liverpool art as 3D canvas
- Huge popular success
- Community groups created their versions
- Displayed throughout the city
- Used as case study for Intercultural dialogue







Young People from Dublin  
and Liverpool

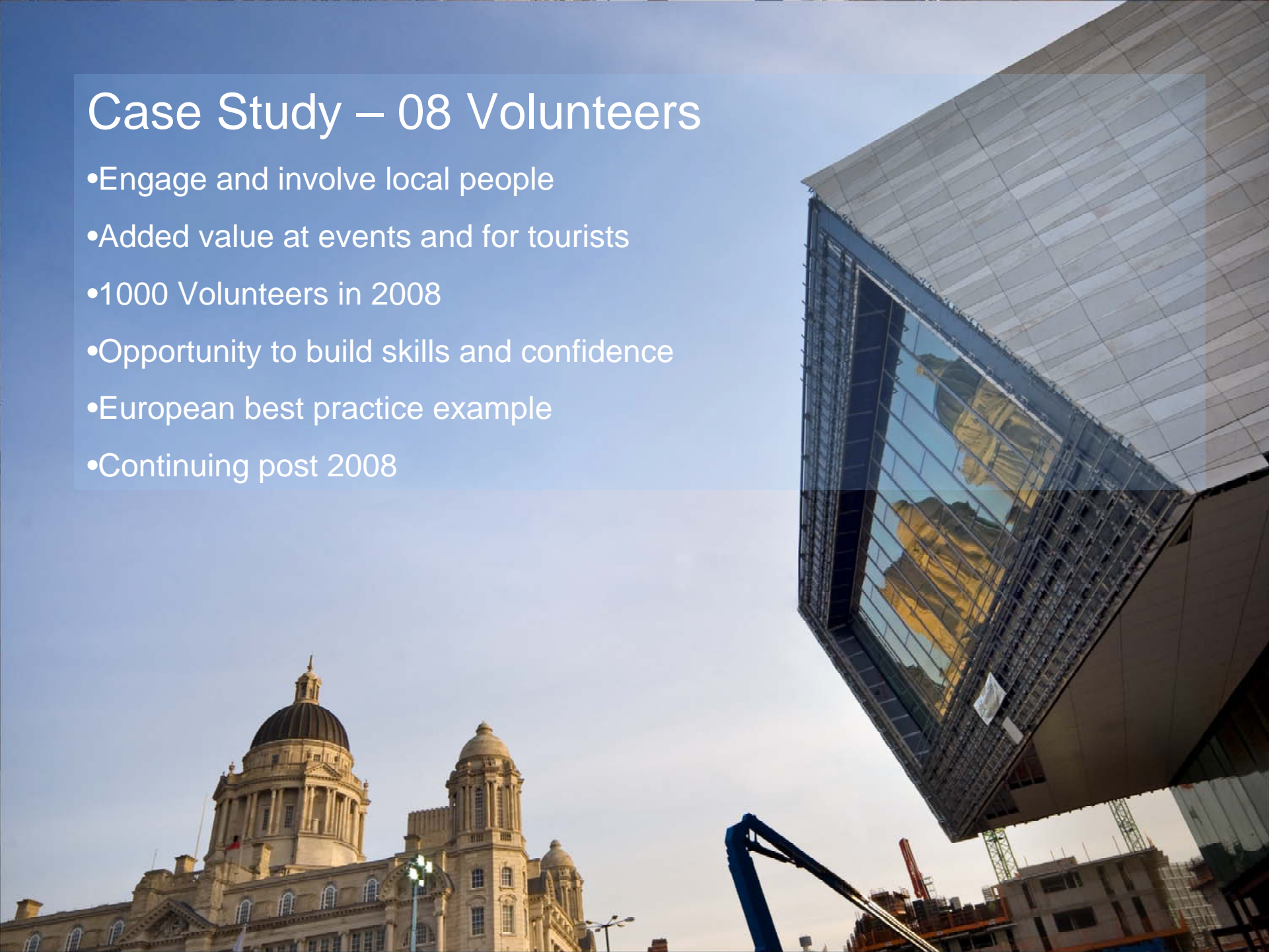
Twinnylambanana





# Case Study – 08 Volunteers

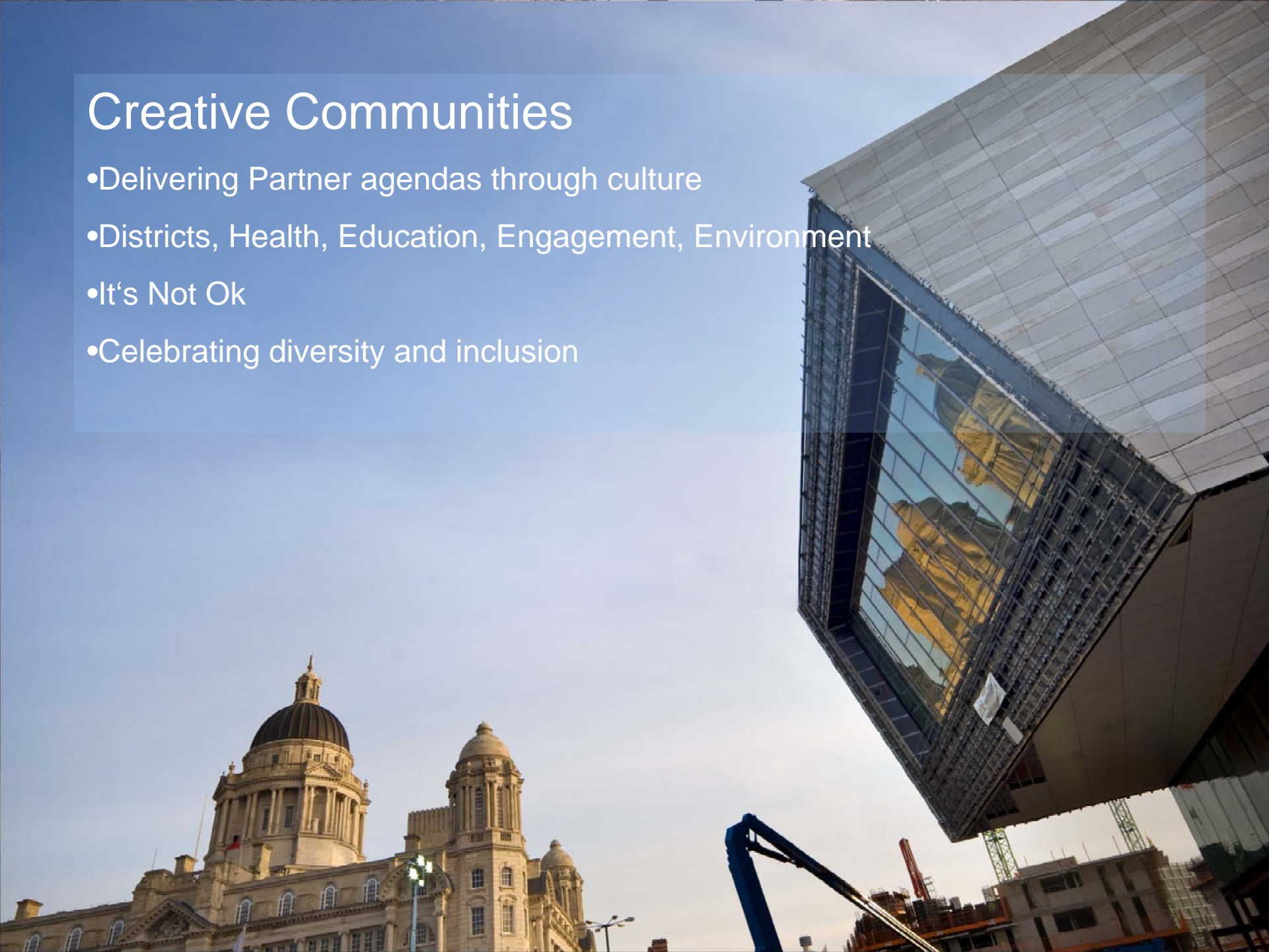
- Engage and involve local people
- Added value at events and for tourists
- 1000 Volunteers in 2008
- Opportunity to build skills and confidence
- European best practice example
- Continuing post 2008





# Creative Communities

- Delivering Partner agendas through culture
- Districts, Health, Education, Engagement, Environment
- It's Not Ok
- Celebrating diversity and inclusion



# Creative Neighbourhoods

Streetwaves showcases Liverpool's young musical talent, promoting and discovering new acts



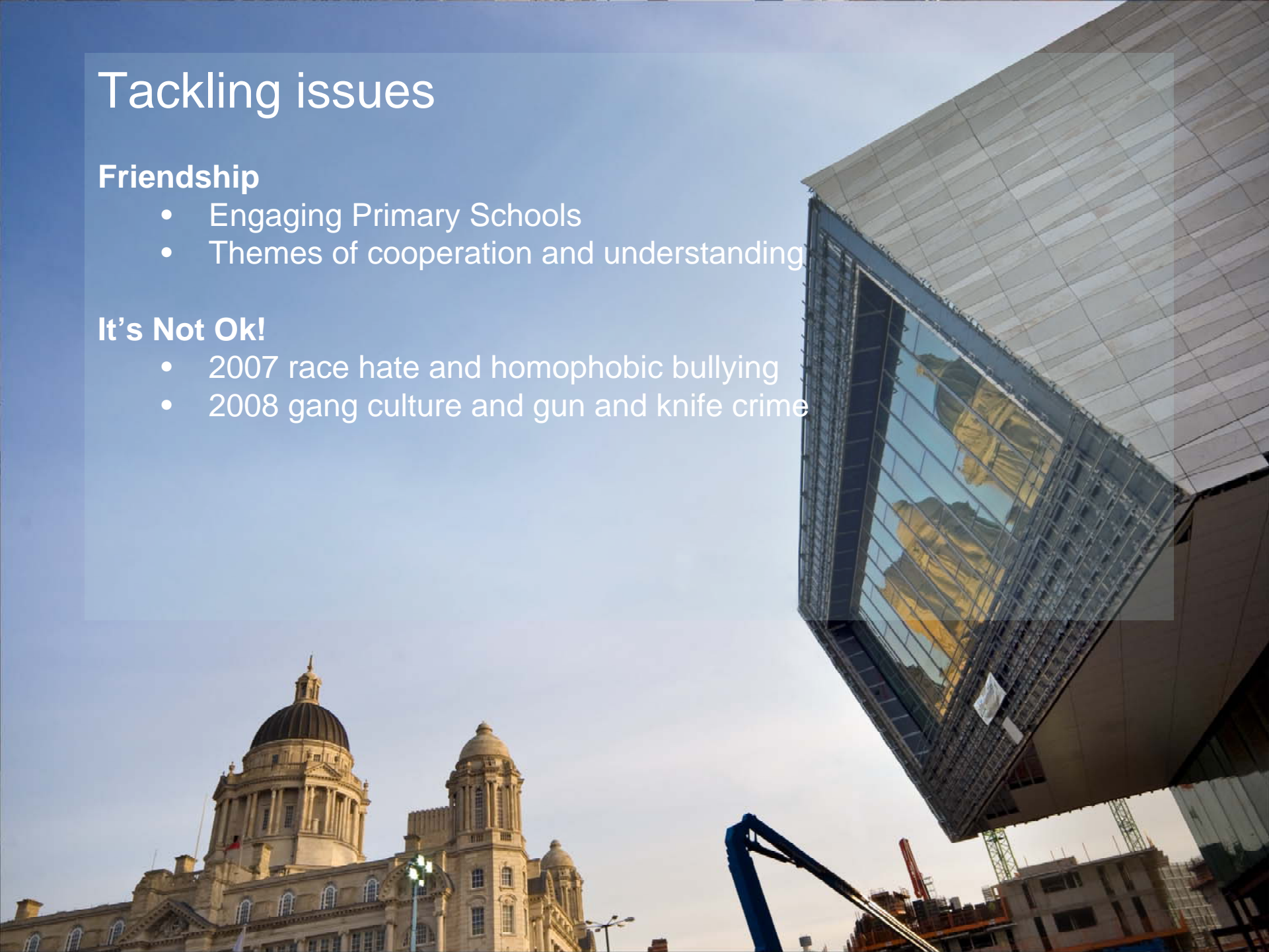
# Tackling issues

## Friendship

- Engaging Primary Schools
- Themes of cooperation and understanding

## It's Not Ok!

- 2007 race hate and homophobic bullying
- 2008 gang culture and gun and knife crime



# Other Projects

- 08 Welcome
- Front line staff focus
- Taxi Driver programme
- Language lessons, conflict resolution
- Theatres in the Park
- Creative apprenticeships
- Creative health and sports projects







TAXI

0151 6

THE BEATLES  
FAB  
TAXI

DK06 HYP

861

08 Welcome

08 on the move

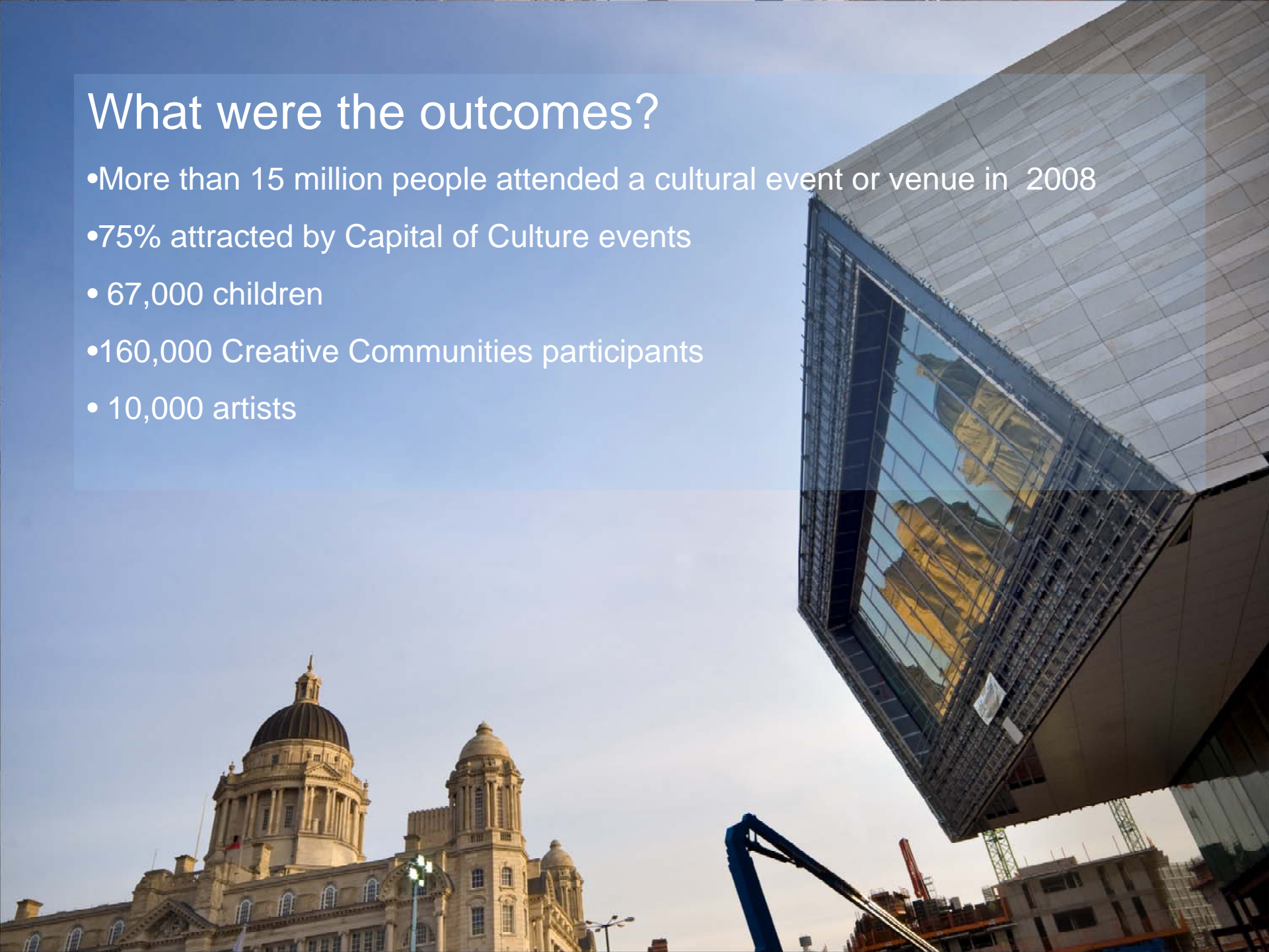
by phrases to help international visitors around the

Languages

08 Welcome

# What were the outcomes?

- More than 15 million people attended a cultural event or venue in 2008
- 75% attracted by Capital of Culture events
- 67,000 children
- 160,000 Creative Communities participants
- 10,000 artists



# Economy, Media and Tourism

- Liverpool 16<sup>th</sup> to 6<sup>th</sup> UK city for international visitors – popularity 3<sup>rd</sup>
- 1 million hotel beds sold, 81% occupancy rate
- Positive feedback on our Welcome – 1,000 volunteers, 5,000 staff involved
- £4 billion invested in the City
- £200m global media value; £35m EAV
- £800m economic impact – initial estimate
- More data from [www.impacts08.net](http://www.impacts08.net)



# Moving forward

- Maintaining momentum
- Still reaping benefits of media coverage
- New Funding approach for culture
- Cultural strategy linked to economic growth
- Programme of events and festivals
- Links to partner agendas



# Key lessons

- Golden Thread of Culture
- Used to tackle partner Agendas
- Use major events and festivals to promote City
- Invest in the people of the City
- Promotes City and Community pride
- Engagement programmes connect with Citizens
- Positive treatment of diversity and migration
- Renewed confidence delivers economic success

