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 successful Capital of Culture programmes we've ever had“

Jose Manuel Barosso – President European Commission
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
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
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
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 16th to 6th UK city for international visitors – popularity 3rd
• 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
Moving forward

• Maintaining momentum
• Still reaping benefits of media coverage
• New Funding approach for culture
• Cultural strategy liked 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