Liverpool
European Capital of Culture 2008

Professor Bill Chambers
Pro Vice-Chancellor
Liverpool Hope University
Liverpool

- North West England
- River Mersey
- Port
- The Beatles
- Liverpool (and Everton) FC
- Heritage
Liverpool European Capital of Culture: Why?

• Architectural UNESCO World Heritage
• Cultural institutions: galleries, museums, theatres, concert halls
• Sports: soccer (Liverpool and Everton), golf (Hoylake, Birkdale) and Grand National (Aintree)
• Two Cathedrals, multi-cultural multi-faith city
• Community arts
• Community commitment
• Politics of potential benefit (ESF ERDF): regeneration
Liverpool City

Population
Continuous post-war decline to:
• Liverpool 447,500
• Greater Merseyside 1,367,100

Deprivation
• The most deprived local authority in England
• 26/100 (of 32,482) most deprived areas in England
• 75% of areas are in the 10% most deprived in Britain
• European Union Objective 1 2000-6: £950m
  – European Social Fund
  – European Regional Development Fund
Rise, Fall and Rise(?)

- 1880s: 2nd city of Empire:
  - Port
  - Buildings, cultural and parks heritage
  - Institutions

- 1950-1980 Pariah City: Post-war, Post-industrial
  - Closure of industries
  - High unemployment
  - Militant reputation
  - Civil unrest
  - Turn to Europe

- 1990s culturally led regeneration
Liverpool European Capital of Culture: Why?

• A goal to rally behind
• Glasgow effect
• Last chance in our lifetime
• Global stage
• Long-term planning

• World class programme of artistic events
• Re-position the City
• Significant contribution to regeneration
• Sustainable programming
• Template for European Cities regeneration
Objectives

- World class programme of artistic events
- Re-position the city
- Challenge negative perceptions
- Contribution to regeneration
- Involve as many people as possible
- Sustainable programming
Themed Years

- 2004 Faith
- 2005 Sea Liverpool
- 2006 Liverpool Performs
- 2007 Liverpool’s 800th Birthday
- 2008 European Capital of Culture
- 2009 Environment
- 2010 Innovation
Liverpool
European City of Culture

• Events
  – High culture: exhibitions, concerts,
  – Community culture
  – Sporting
  – Conferences and meetings

• Building and infrastructure (cf Olympics)
  – Roads ‘the Big Dig’
  – Retail regeneration: The Grosvenor
  – Landmarks: Liverpool Arena, Liner Landing Stage
Sport

• Open Golf
• Tour of Britain Cycle Race
• European Boxing Championships
• The Tall Ships Races 2008
• World Firefighters Games
The Culture Company

- Artistic
- Events
- Communities
- Tourism
- Welcome
- Commercial
- Heritage
- Marketing
Creative Communities

• Empowering communities
• Recognised nationally
• Breaking new ground
• Meeting partnership agendas
• Funding, expertise and support
• Making it happen

• Ensuring the whole city participates
Success?

- £3bn investment
- 14000 jobs
- 1.7m additional tourists
- Liverpool: a world city
Regeneration

• Liverpool 1 £920m retail
• Kings Waterfront including the Arena £390m
• Mann Island mixed £120m
• Museum of Liverpool £65m
• Leeds-Liverpool Canal £18.5m
• Cruise Liner Terminal £19m
• Lime Street Gateway £?
• Pall Mall mixed £300m
• Central Village mixed £160m

• St Paul’s Square offices £162m
• New World Square £130m
• Sefton Street Quarter £100m
• West Tower £35m
• School of Tropical Medicine £26m
• Elysian Fields £25m
• Design Academy John Moores University £23.5m
• Eden Square £22m
Highlights

- Opening Ringo Starr
- Ken Dodd comedy
- Ashkenazy European Union Youth Orchestra
- Strictly Come Dancing
- Ben Johnson Walker
- Gustav Klimt Tate
- Liverpool Sound Paul McCartney
- Design Show
- Emilia di Liverpool

- Tall Ships
- Beat Goes On
- World Firefighter Games
- Will You Find It?
- 5th Biennial
- Eric’s
- BBC Electronic Proms
- Shipping Lines
- Simon Rattle Berlin
- Tavener Requiem
- Britten War Requiem
Participation

• Creative communities
• Mass participation programme
• Street theatre
• Public art
International

• To become a centre of excellence in managing international relations
• To manage increasing international demands
• To build cultural infrastructure
• To increase number of visitors
• To re-position Liverpool as a premier European city
• To provide efficient and effective management
• A curtain raiser for 2012 Olympics
• A beacon for Britain
• Biggest challenge is within the UK
Tourism

- Quality
- Access
- Attendance
- Music (Beatles)
- World Heritage
- Liverpool Welcome
- Volunteers
Key Programme Elements

• Commissioning strand international, national and local artists
• Animating the streets
• Cultural partners
• Major events
• Creative communities
• Cities on the Edge (Naples, Marseilles, Bremen, Istanbul, Gdansk)
• Talk, lectures, conferences
Volunteering

• Support of 08 Welcome and eventys programme
• Links with other voluntary sector groups and partners
• Pre-volunteer programme supports re-engagement of longer term unemployed
• Merseyside wide support
Major Events

• Maritime
• Sport
• Music
Culture

Art

• Gustav Klimt: Tate Liverpool
• 2007 Turner Prize: Tate Liverpool
• James Tissot: Lady Lever Art Gallery
• Monet to Hopper: The Artist and The Railway: Walker Art Gallery