

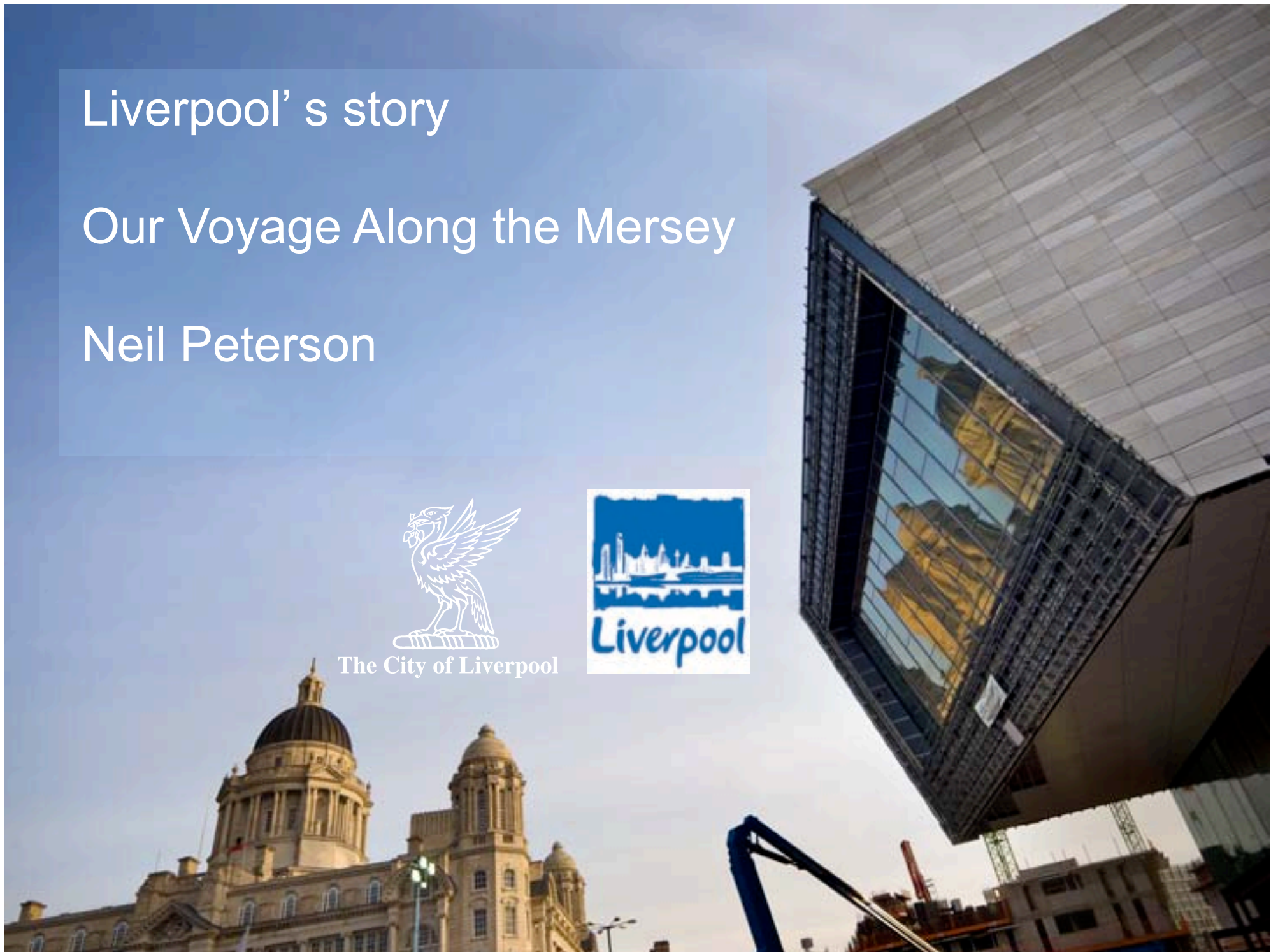
Liverpool's story

Our Voyage Along the Mersey

Neil Peterson



The City of Liverpool

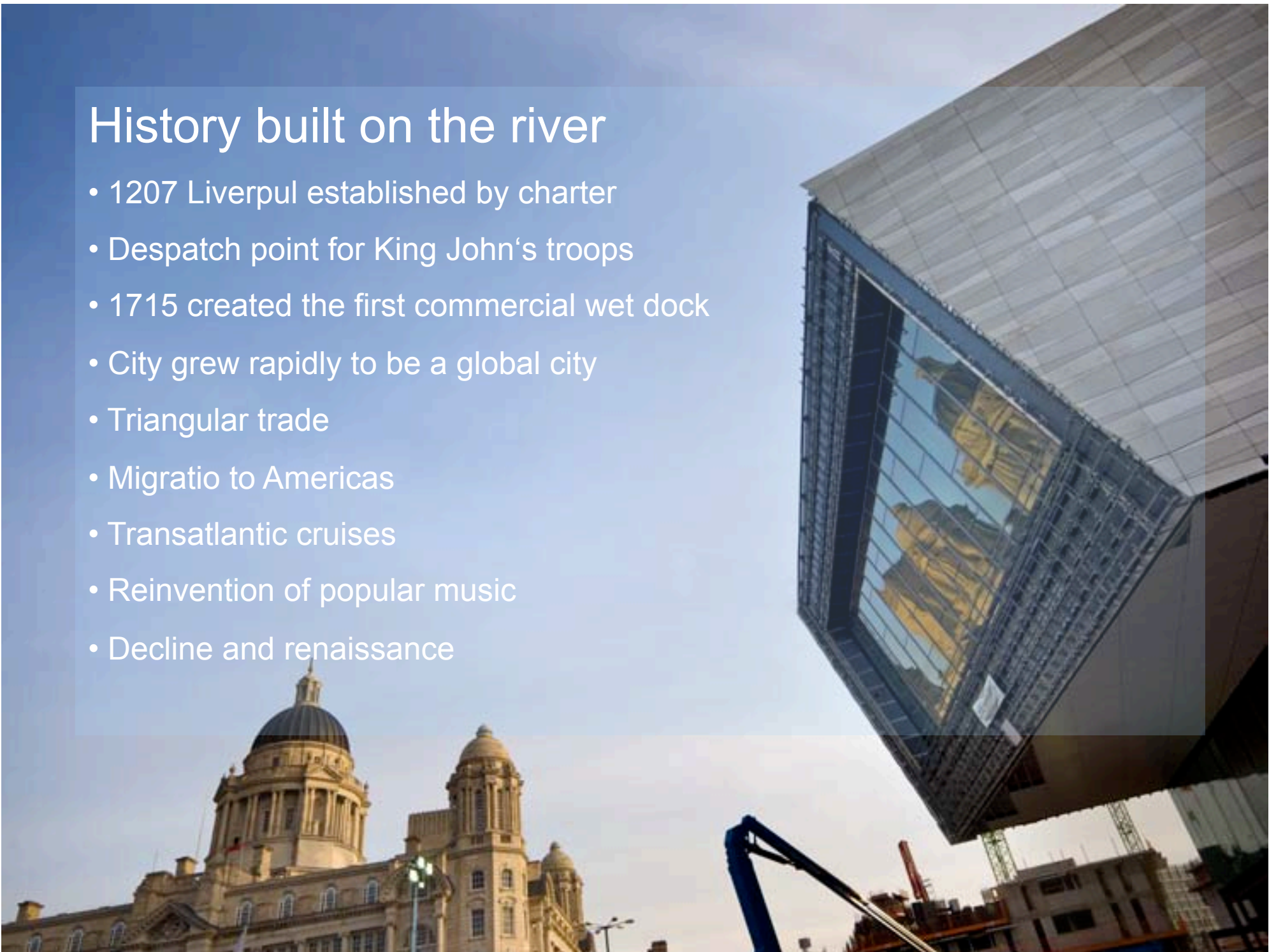


Communities Linked by the Mersey



History built on the river

- 1207 Liverpool established by charter
- Despatch point for King John's troops
- 1715 created the first commercial wet dock
- City grew rapidly to be a global city
- Triangular trade
- Migration to Americas
- Transatlantic cruises
- Reinvention of popular music
- Decline and renaissance



Liverpool – Our Incredible Journey

- From Second City of the British Empire
- Birthplace of the Beatles
- World Capital of Pop
- Objective 1 Region
- World Heritage Site
- European Capital of Culture 2008
- The Liverpool model



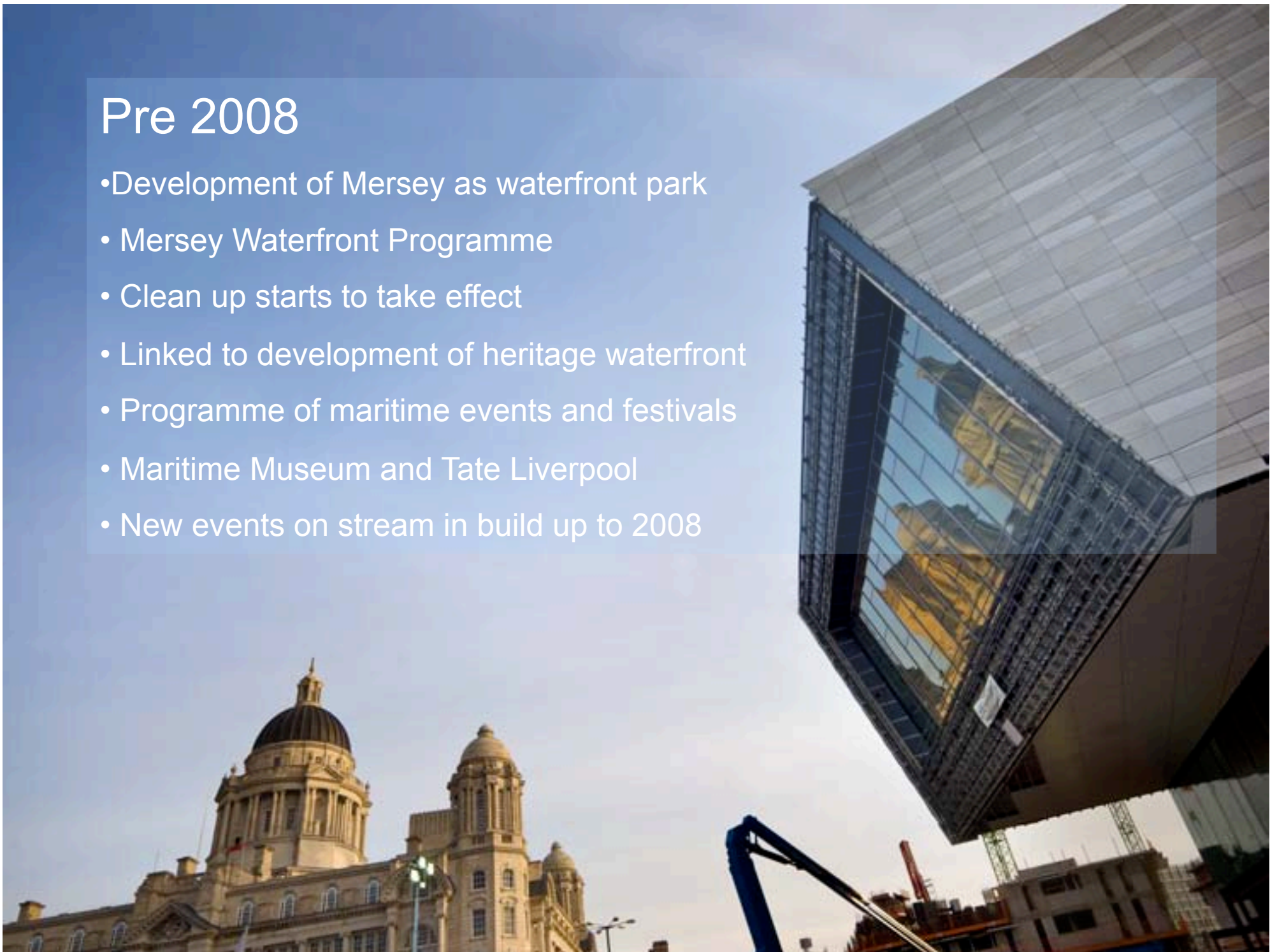






Pre 2008

- Development of Mersey as waterfront park
- Mersey Waterfront Programme
- Clean up starts to take effect
- Linked to development of heritage waterfront
- Programme of maritime events and festivals
- Maritime Museum and Tate Liverpool
- New events on stream in build up to 2008



Mersey River Festival

Began in 1981

1996 - 2005





Sea Liverpool

2005



Honda Formula 4 Stroke Powerboat Series
2005 - 2008

All Aboard

2006 & 2007



Clipper Round the World Yacht Race
Yacht Sponsor -2000/1 Race
Host City – 2002/3, 2005/6, 2007/8





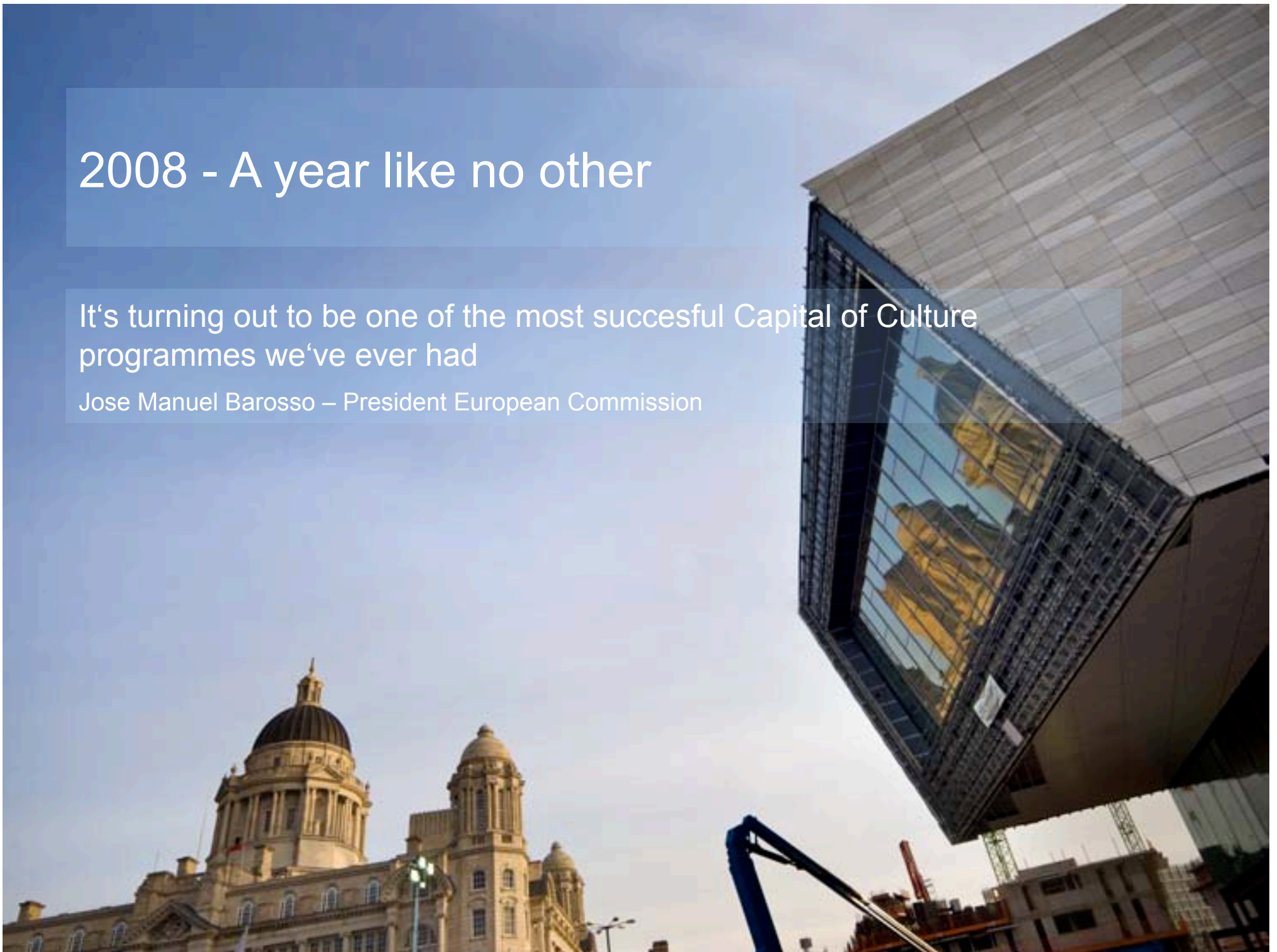
800th Birthday Celebrations

2007

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





Tall Ships

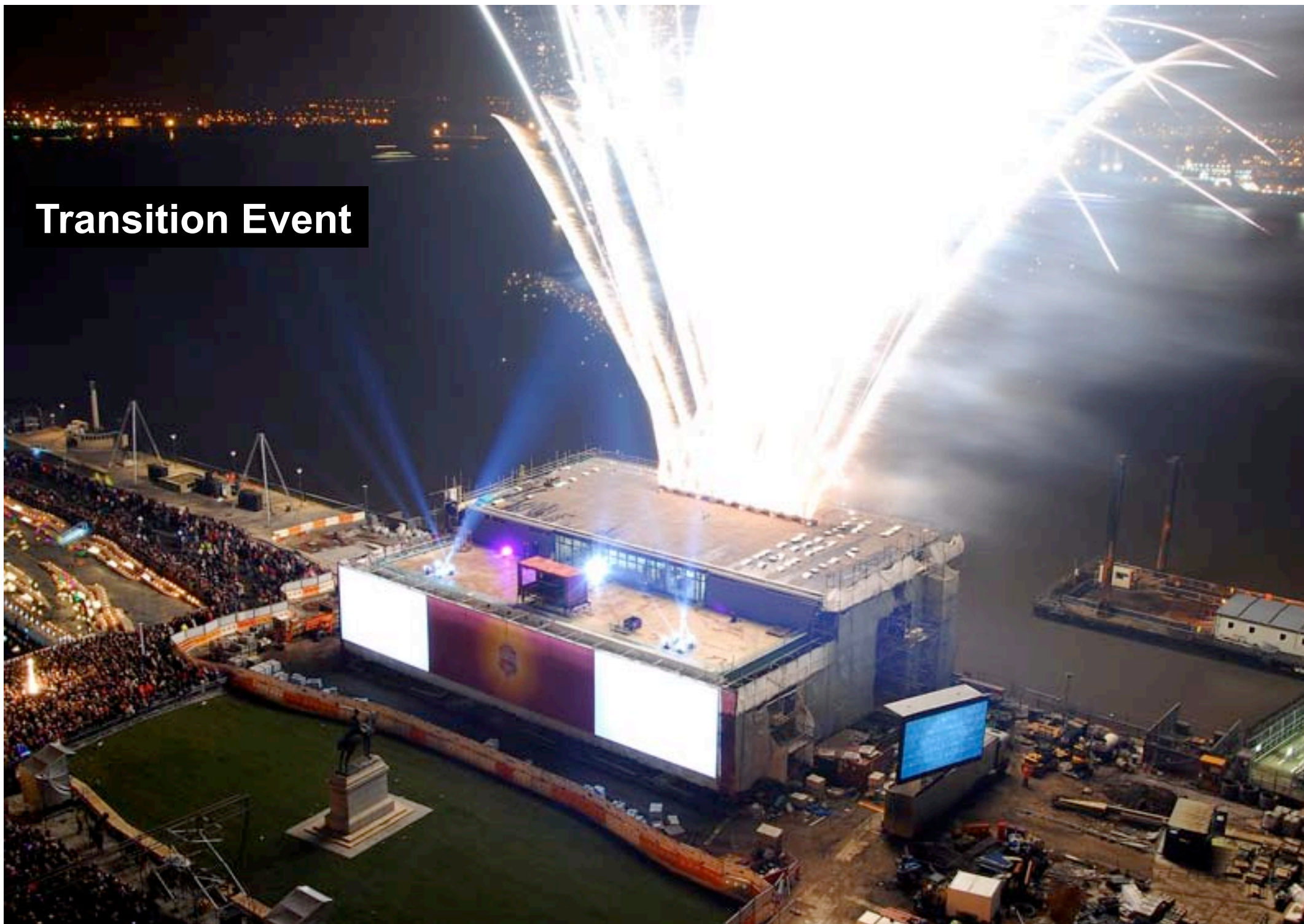


La Machine





Transition Event





2008 linked Regeneration

- To re-establish Liverpool as Premier European City
- Arena and Conference Centre (ACCL)
- Retail developement to connect City and River
- Development of Cruise facility
- Redevelopment of Pier Head
- New museum for 2011





QE2

*Last Visit to Liverpool
October 2008*

QM2

Cruise visit



2009 Onwards

- Maintain momentum from 2008
- ERDF brings new events to the waterfront
- Cultural strategy linked to economic growth
- Economic potential of the waterfront
- Bidding for major events and festivals
- Iconic waterfront location key
- On the Waterfront, Boat Show, Hub
- World Cup Fan Fest site



Art On The Waterfront

August 2009



Art On The Waterfront

August 2009



Music On The Waterfront

July 2009





Events
- HUB

Festival -
Mathew St.





Liverpool
Boat Show
2011

Fan fest Site
– *Pier Head*





Key Organisations and Next Steps

- World Music City bid and programme
- Links to World Heritage Site
- Titanic Centenary
- New Museum and Mann Island openings
- Development of Waterfront Partnership
- Merseytravel attractions portfolio
- Culture Liverpool programme
- Liverpool Waters
- Development of cruise offer



