

A LIVERPOOL STORY –  
Where did it all go right?

# Liverpool's Transformation

- Major **repositioning** of Liverpool
- From 2<sup>nd</sup> City in British Empire to “Pariah” city in 1980s
- Huge post-war decline
- “Go to” City for social decay
- **But** huge cultural brands
- Football, music, culture, architecture
- Kept City alive during worst times

# ECoC: a key part of the Survival Plan

- Turnaround began in 1990s
- Confidence began to return
- ECoC Bid to help accelerate recovery
- 12 Cities – 2 Stage competition
- Liverpool did not expect to win ...at first
- Announced in June 2003
- Participation-Repositioning-Regeneration-Sustainability

# Why Cities need “new stories”

Creating a **change narrative**:

Industrial decline - economic restructuring

Historic cities - heritage vs contemporary creativity

Strong, economic cities: enhancing cultural status

Cities using events to counteract marginality

Cities celebrating multiculturalism





















The Bluecoat

# The European Capital of Culture

- 2 EU countries host title
- Cities win with 2 Stage competitive bid process
- Phase 1 : Bid Book and Panel Presentation
- Phase 2: The same plus Jury visit
- 10 International Jurors; 2 Home country
- 100 page document; 35 questions
- Why? Concept? Strategy; Programme
- European Dimension; Outreach; Capacity



# ECoC as a major change driver

- What do we need to change?
  - Business as usual
  - Brands (tired?) that need refreshing
  - Usual suspects
  - Worthy but dull community programming
  - Apathy and cynicism
  - Functional silos













**Opening Ceremony – The Peoples Opening**



SHANKLY







**Tall Ships**



A painting by Gustav Klimt titled 'The Rider'. It depicts a knight in ornate golden armor riding a dark horse. The knight wears a red and black checkered surcoat and a tall, pointed helmet with a red and black checkered crest. He holds a sword with a red and black checkered hilt. The horse is dark brown with a black and white checkered bridle. The background is a dark green field with a pattern of small, light-colored dots. The bottom of the painting features a golden, textured border.

**Gustav Klimt – Liverpool TATE**





**La Machine**







**La Machine – day Three**





## **Go Superlambananas**

June-August 2008

**Generated an additional £10.2  
million to the local economy**







# Sea Odyssey 2012 - Liverpool





# The numbers

Total audience of 10m

- 75% “attracted by 2008 events
- 800m extra in-year spend
- 200m media value
- 1,000 volunteers
- 98% approval for “Liverpool Welcome”
- Tourism grew from 2% to 15% of GVA
- 16<sup>th</sup>- 5<sup>th</sup> most visited UK City; 3<sup>rd</sup> most popular



# Can Culture Change Communities?

- Event-led Cities = comprehensive cultural experiment?
- Reflection of the changing shape of culture
- Need to mix heritage and innovation
- Economy led; tourism strong models most visibly successful
- Economic Impact 8-12x investment
- More info: [www.impacts08.net](http://www.impacts08.net)
- Social impact less understood - more important?



# Beyond the Peripherique:

## How can we create more cohesive societies?

- People are looking for something to connect with
- Old structures have disappeared
- Also sense of “belonging”
- Disengagement and disconnection; “broken Cities” ; BRUMP effect!
- Unlocking local passion = more connected and engaged communities
- Culture is good for your health!
- Need for a stronger and more joined up community programming











## Londonderry-Derry The Return of Colmcille





# The Geo Park













# Repositioning Strategies – Key Lessons

- “The Event” can be a game changer
- Use bidding processes constructively
- Refresh and update your City brands
- Find ways to engage and involve local people
- Flexible and constructive partnerships
- Use past to create future narrative
- See cost as investment



# A song for change?

Not Status Quo!

- No turning back
- Across 110th Street
- Let's Stick Together
- Humble and Kind
- We Can Work It Out
- Don't Give Up
- You'll never walk alone!



