

# Believing

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# Seeing

“Maritime commerce brought Liverpool not just wealth and employment, but also an air of cosmopolitanism that few cities in the world could rival, and it still has that sense about it. In Liverpool you still feel that you are some place.”

Bill Bryson, Writer





Judith Feather  
Head of Maritime Events



Frank Murphy  
Principal Finance Officer



Catherine Rigby  
Marketing Assistant



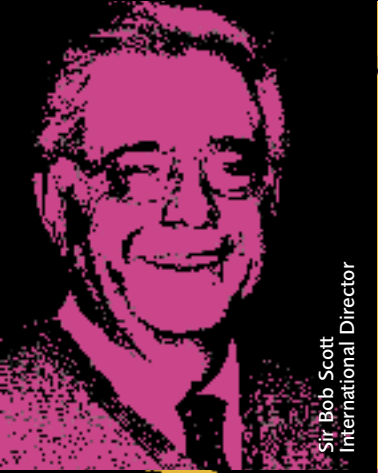
Jason Harborow  
Chief Executive



Helen Johnson  
PR Support Officer



Claire McColgan  
Head of Creative Communities



Sir Bob Scott  
International Director



Sandra Fogarty  
Support Officer to CEO



Kris Donaldson  
Marketing Director



Lee Forde  
Head of Special Events



Eileen Willshaw  
Creative Heritage Manager



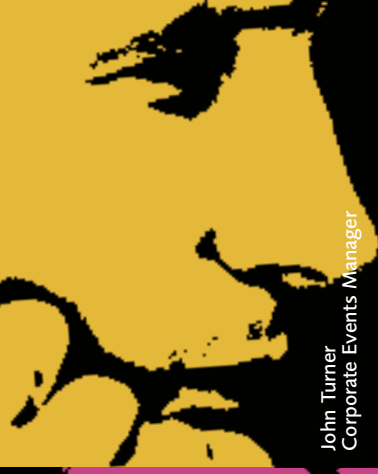
Sarah Vasey  
Creative Environment Manager



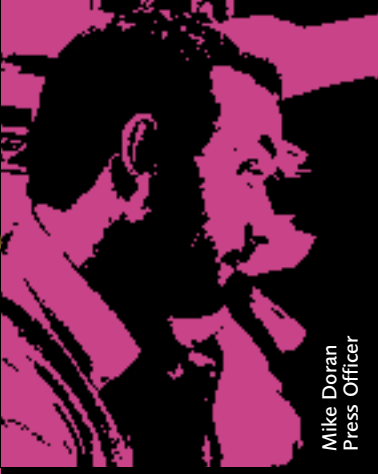
Keith Blundell  
Head of Tourism



Lesley Delves  
Tourism Officer



John Turner  
Corporate Events Manager



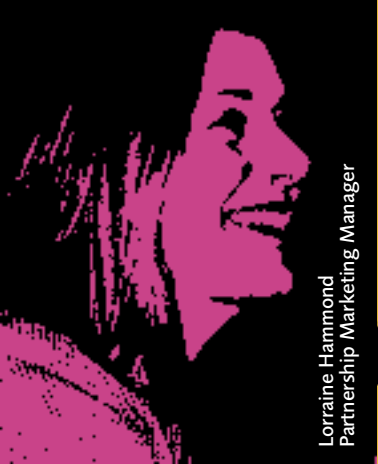
Mike Doran  
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Creative Neighbourhoods Manager



Jason Dolman  
Event Manager



Lorraine Hammond  
Partnership Marketing Manager



Andy McNicholl  
Sue McAdam  
Events Officers



Lorraine Molyneux  
PA to Jason Harborow



Teddy



Gaynor Wright  
Creative Education Manager



Eileen Prout  
Cleaner

As European Capital of Culture, Liverpool will become 'the place' to be in 2008. The events leading up to this year of celebration will focus the eyes of the world on our city.

Liverpool's definition of culture is broad. The city's arts offer is second to none and is a major factor in being awarded Capital of Culture status. Eight world-class museums and galleries, a contemporary arts festival to rival Venice, a newly built centre for art and creative technology and a growing plethora of artists and performers means Liverpool is already an exciting place to be.

The work we are doing in the build-up to 2008 is designed to transform Liverpool into a truly world-class city.

Our initiatives are both economic and cultural. The £800m Paradise Project development – the largest retail development taking place in Europe – will create 4,400 permanent jobs and 3,300 construction jobs. The Liverpool arena and conference centre represents another £300m investment. Our new cruise-liner terminal, our status as a World Heritage City and the re-modelling of Central Library into a World Discovery Centre will together bring even more visitors to the city's attractions.

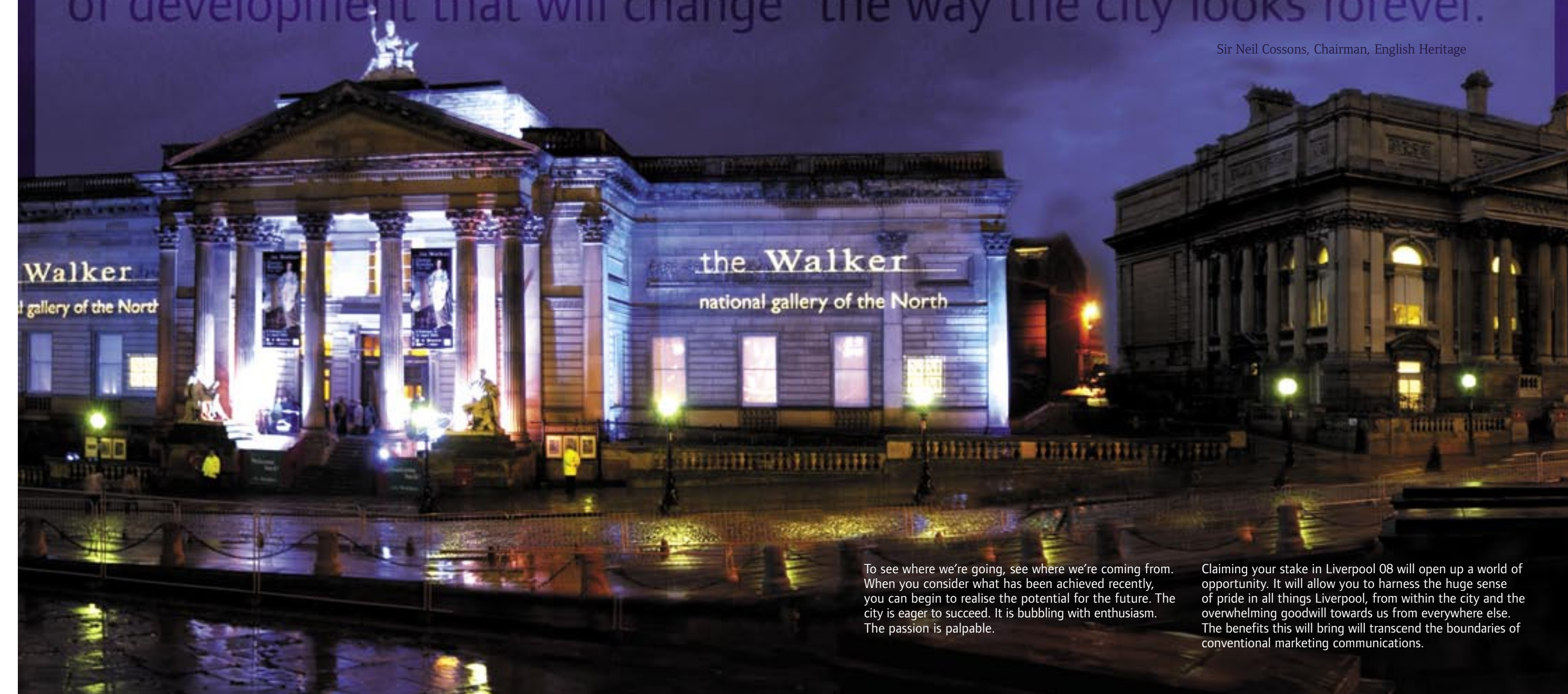
Liverpool is re-inventing itself as a world city for the 21st century. The city has never before enjoyed such fantastic opportunities. Join us on our journey.

Jason Harborow  
Chief Executive, Liverpool Culture Company.

A Record of Achievement

“Liverpool is beyond question one of the great cities of the world, and 21st century Liverpool is undergoing an extraordinary period of development that will change the way the city looks forever.”

Sir Neil Cossons, Chairman, English Heritage



To see where we're going, see where we're coming from. When you consider what has been achieved recently, you can begin to realise the potential for the future. The city is eager to succeed. It is bubbling with enthusiasm. The passion is palpable.

Claiming your stake in Liverpool 08 will open up a world of opportunity. It will allow you to harness the huge sense of pride in all things Liverpool, from within the city and the overwhelming goodwill towards us from everywhere else. The benefits this will bring will transcend the boundaries of conventional marketing communications.

# We're well on our way

Here are just some highlights and announcements made recently.

The quality and range of activities promoted by the Liverpool Culture Company ensured a highly successful 2005 – the year of 'Sea Liverpool'.

A reinvigorated Mathew Street Festival saw the event expanded to include professional bands and to extend its reach across the Mersey to a stage in Birkenhead. Attendance figures were 380,000 over three days, up 13% on 2004's event.

The perennially popular Mersey River Festival, generated an estimated £17 million in visitor spend. Two other water-based events – the Honda Formula Powerboat series and the start of the Clipper Round the World Yacht Race – saw full occupancy in city centre hotels over the weekend, and attracted thousands of spectators.

The year also saw the Liverpool Culture Company itself complete its transformation from a bidding organisation to one whose hallmark is delivery, evidenced by the production of our first Delivery Plan (launched on the terrace of the House of Commons) and our four-year strategic business plan.

Public engagement with the Liverpool Culture Company took a step forward with the opening of the 08 Place in Liverpool city centre. This state of the art facility provides a 'one stop shop' for information about preparations for 2008, how to become an 08 Volunteer and even purchase 08 official merchandise.

Liverpool city centre saw the largest gathering of people in its 800 year history when 750,000 welcomed Liverpool FC home from Istanbul with the European Cup. The Liverpool Culture Company in partnership with Merseyside Police and Liverpool Football Club organised the homecoming in less than two weeks.

With the Artistic team at full strength following successful recruitment this year, good progress has been made on research and development for the artistic programmes for 2007 and 2008, and planning the 2006 City in Transition programme.

Several international artists were invited to visit the city for preliminary research on work for 2007 and 2008. The Creative Communities

programme has been supporting as well as delivering successful projects with lasting, tangible outcomes since January 2004. Creative Communities places local residents and communities at the heart of European Capital of Culture.

## The Art of Inclusion

In 2005 the Liverpool Culture Company commissioned independent research to evaluate the impact of the Creative Communities programme. The resulting report showed that it had succeeded in being the catalyst for change in the way the city is achieving its regeneration agenda. Everyone involved with the Creative Communities Programme was enthusiastic about the successes in:

- Developing partnerships
- Increasing the involvement of artists
- Increasing access to and interest in the arts
- Increasing community cohesion
- Strengthening and empowering communities
- Encouraging integration and promoting diversity
- Engaging local people in the regeneration process

## The programme has included:

**It's Not OK!** This wide-ranging project, in partnership with Liverpool City Council's Children's Services department, enabled young people to explore the issues surrounding violence, using drama, filmmaking, and broadcasting and it has also received 'Cultural Pathfinder' status from the Local Government Association, meaning it is recognised as a model of good practice nationally.

**Theatre in the Parks:** A partnership project with Knowsley Borough Council working alongside theatre practitioners, schools and volunteers to develop a programme of Theatre in the Parks.

**Four Corners of the City:** Creative writing, visual arts, photography and audio technology were used to create reminiscence projects building on the life of the communities of Liverpool. Memories and aspirations were recorded in neighbourhoods experiencing rapid change,

upheaval, and high rates of residential turnover, where a sense of community is in danger of being lost.

**A City in Progress:** Hoardings and temporary structures surrounding development sites are the canvases for this project. Working with artists and community groups, artwork has been produced to record sites before, during and after their development.

**Streetwaves:** Finding the most ready performers amongst Liverpool's young musical talent, then giving them the opportunity to perform on the city's main stages – at the Mersey River Festival and at Mathew Street Music Festival.

## Friend Ship

The Liverpool Friend Ship started out as a fledgling project as part of the themed year in 2004: 'Faith in One City'. It was designed to develop children's understanding of diversity. The Liverpool Friend Ship has visited 102 Liverpool primary schools and engaged over 35,000 young people.

In 2005 the Department for Culture, Media and Sport offered Liverpool the opportunity to develop a project nationally with the cities that had bid to be European Capital of Culture. Each of the twelve cities has worked in partnership with us to make the project their own. The National Friend Ship will visit 100 primary schools across ten British cities, engaging over 30,000 young people across the UK.

A life-size interactive ship containing ten treasure chests visits each city. Two actors take their young audience on a journey of friendship where they have the opportunity to develop the understanding that if we work together as a country and celebrate both our similarities and our differences, we will be strong.

In September 2006 we will launch the next stage of our Friend Ship fleet with a regional North West programme supported by United Utilities, one of our Official Partners.

The momentum is building!

# We've got the know-how to make it happen

Captains of industry and prime movers and shakers in the region's business and education community form our board.

Prof Drummond Bone (Chairman) Vice-Chancellor University of Liverpool, Cllr Warren Bradley (Deputy Chair) Leader Liverpool City Council, Loyd Grossman OBE (Deputy Chair) Chair Culture NorthWest/Chairman National Museums Liverpool, Susan Woodward OBE (Deputy Chair) Managing Director ITV-Granada, Jason Harborow (Chief Executive) Liverpool Culture Company, Cllr Joe Anderson Leader of the Opposition Liverpool City Council, Tom Bloxham MBE Chair Arts Council England North West, Prof Michael Brown DL Vice-Chancellor Liverpool John Moores University, Wally Brown CBE Principal Liverpool Community College, Sir Neil Cossons OBE Chairman English Heritage, Louise Ellman MP for Riverside, Ruth Gould Creative Director North West Disability Arts Forum, Bryan Gray Chairman Northwest Regional Development Agency, Roger Lewis Chairman Royal Liverpool Philharmonic, Pat Loughrey Director BBC Nations & Regions, David McDonnell CBE DL Chief Executive Worldwide Grant Thornton International, Roy Morris DL Chairman The Mersey Partnership, Cllr Ron Round Leader of Knowsley MBC, Sir Bob Scott International Director Liverpool Culture Company, Brenda Smith Group UK Managing Director Ascent Media, Cllr Mike Storey CBE Liverpool City Council, Tony Wilson (Company Secretary) Hill Dickinson, Andrew Worthington MBE Chair Sport England's Northwest Regional Sports Board.





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## The countdown has begun

Cities are becoming like brands. You only have to say 'New York' to evoke instant images of the Manhattan skyline, yellow cabs and nights on Broadway. Liverpool has a similar cachet.

Liverpool has a rich cultural heritage and people blessed with an abundance of character and personality. From musical achievement to scientific innovation, football legends to equine ones, the faces of Liverpool are many and varied. It's a city that wins hearts and minds instantly.

### Towards 2008

In the build-up to Liverpool European Capital of Culture in 2008, each year will have a special theme to highlight different aspects of the city's unique culture and to hone the city's ability to deliver world-class events.

### 2004 Faith in One City

Liverpool has celebrated its place as a multi-faith and multi-cultural city. Faith in One City has touched all communities, religious and non-religious, in a series of events focusing on unity and friendship including the Anglican Cathedral's centenary celebrations and Liverpool's Hall of Faith.

### 2005 Sea Liverpool

2005 celebrated Liverpool's maritime legacy, featuring the opening of Liverpool's cruise-liner terminal, the 25th annual Mersey River Festival, the start of the Clipper Round the World Yacht Race and culminating in the bi-centennial celebration of the Battle of Trafalgar.

### 2006 Liverpool Performs

2006 celebrates Liverpool's amazing track record in performance, from the stage to the gallery, from the football pitch to the boardroom. Highlights include the 4th Liverpool Biennial and The Open Golf Championship, returning to Hoylake for the first time in 38 years.

The 08 award gives us the opportunity to celebrate and enhance 'brand Liverpool', and make the most of what it is that gives us our unique silhouette in a world of urban uniformity. Getting behind the Liverpool 08 brand is energising. Being part of this great creative adventure will deliver benefits that quite simply cannot be found anywhere else.

It's not just the golfers who will be breaking par, business will too. With more companies relocating to Merseyside than ever, the year will provide the opportunity to focus on and celebrate business performance.

### 2007 Liverpool 800

King John granted the charter for Liverpool's city status way back in 1207, so get ready for one heck of a birthday party in 2007. Look forward to a whole year's celebration of 800 years of progress... it's a great time to reconnect with long-lost friends and family across the global village.

### European Capital of Culture 2008

Where do we start? With more than 50 international festivals planned, 08 will be unique in this city and this region. And, it's worth reminding ourselves of the strength of the foundations on which our celebrations will be built:

"Liverpool has a powerful artistic tradition and today excels in displaying the visual arts outside London. The Walker, Tate Liverpool, the Lady Lever Gallery at Port Sunlight, the John Moores Competition and the Biennial are arguably second to none. Taken together they underpin a year-long festival in themselves."

Sir Jeremy Isaacs  
Chair of the Capital of Culture Judging Panel

