

It's all about legacy...



Liverpool has been changing for the better since the end of the 1990s and our year in the cultural spotlight gave the city a national and international showcase to advertise our progress, to promote our assets, to alert people Liverpool's growing appeal as a visitor destination and its potential for inward investment.

The unprecedented attention the city received meant that for many Liverpool was on their destination map for the first time and that was reflected in the vast numbers of people who came here and, of course, in the money that they spent.

This significant economic activity which makes the city more attractive, more able to sell itself and more confident.

The city's growing confidence coupled with the new positive image seen in 2008 has had an impact on the perceptions of Liverpool, many of which we knew were inaccurate.

The fact that Liverpool has delivered an extremely successful European Capital of Culture will strengthen belief that Liverpool is a city on the up and increase the confidence of those people looking for business premises, commercial opportunities and a place in which to invest their money and skills. Put simply, 2008 has improved our standing in UK markets.

We now have to maintain and raise this level of interest for the future while remembering we are faced with hard economic times. Liverpool is stronger than before 08 but the city will still be affected by wider economic forces. We must, therefore, build on what we now have - our confidence and our continuing physical regeneration.

Jim Gill

Chief executive, Liverpool Vision



European Capital of Culture has put Liverpool in a wonderful position. The past 12 months have seen the city shining as a cultural beacon for the whole of Europe. It confirmed to the whole continent, and just as importantly, to ourselves, the exceptional quality of Liverpool's creative, artistic, cultural and tourism offer.

But it must not end there. It's absolutely essential that this is the first chapter in a wonderful new story for Liverpool, not an epilogue.

We can all look back on 2008 and, quite rightly, be proud. But the year can only be measured as a true success if we continue to build on it in 2009 and beyond.

That requires a concerted, focused and united effort from us all - every resident, every community organisation, every school, every cultural institution.

Capital of Culture year demonstrated the role culture can play in social and community wellbeing. It showed the ability of large-scale 'blockbuster' events to unite the city, as well as how smaller, community-led cultural projects can be real agents of change in neighbourhoods

Culture is the heartbeat of our city. And that's why it will continue to be placed at the heart of everything Liverpool does.

'08 laid the foundations to build a better, stronger, more cohesive city. Make no mistake, it's a challenge - but what a wonderful challenge to be faced with.

Councillor Gary Miller

Executive Member, enterprise and tourism, Liverpool City Council



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08 - The year in numbers:

- 1 Spider
- 2 Beatles
- 13 Royal visits
- 17 cities involved in Portrait of a Nation
- 20 miles of event barricades
- 35 commercial partners
- 38 cruise liners
- 59 MPs in the All-Parliamentary Party Group
- 60 World and European premieres
- 62 Tall Ships
- 100 international delegations
- 119 Superlambananas
- 216 films, TV programmes and ads filmed in Liverpool
- 366 days
- 1,000 volunteers
- 3,500 World Firefighters
- 7,000 events
- 10,000 artists
- 40,000 cruise passengers
- 67,000 schoolchildren
- 160,000 Creative Communities participants
- 1 million hotel beds sold
- 15 million cultural visits
- £200 million global media value
- £800 million economic benefit to the region

