

A large crowd of people is gathered in the foreground, silhouetted against the bright light of a fireworks display. The fireworks are exploding in the night sky, creating a series of bright, starburst patterns. A single tree is visible on the left side of the crowd.

LIVERPOOL
2018

Claire McColgan MBE
Creative Placemaking



1980 – the
city at its
lowest
ebb –

Tate
Liverpool
kickstarts
regeneration

LIVERPOOL
2018

Placemaking in a digital world requires bold, shareable content

We want to turn audiences into advocates

Abstract line art consisting of several overlapping, flowing, and intersecting lines in a light purple or pinkish hue, located in the bottom left corner of the slide.

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Tate Liverpool

ifounda_boy • City Mountain

#ugorondinone #liverpoolmountain
#liverpool #notlikethecountrymountains
#tateliverpool #halfterm #octoberhalfterm
#hospitalbreak #visitoliverpool
@whatdoesanartistdoallday thanks for the
inspiration to visit!!!!
whatdoesanartistdoallday Perfectly brilliant
isn't it! □□□□

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NOVEMBER 4

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- 200 years as one of the richest and most important cities on the planet
- 40 years of decline and a city searching to define its place in the world
- European Capital of Culture 2008 gave Liverpool a reason to dream
- 8 Year Delivery Programme
- 10 million Audience
- £800m Economic Impact
- £200m Global Media Coverage
- An exceptional programme of 362 events from local, regional and international artists



Creative Communities



European
Capital of
Culture
was a
scholarship
not a prize

It has
defined
Liverpool
for an
entire
generation

Physically &
Emotionally

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Physically

Culture as the Rocket Fuel for regeneration

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Everyman Redevelopment
Winner of the RIBA Stirling Prize 2014



Museum of Liverpool
Awarded the Council of Europe Museum
Prize for 2013



Tate Liverpool



LIVERPOOL PHILHARMONIC

PHILHARMONIC HALL

Royal Court



Emotionally

The most exciting city in the UK

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Culture is not a 'nice to have' it is a frontline service



*'I had parents come to me and say
their child hadn't left the house in
three years. When the session ended
they cried – saying they had never
had anything like this before'*

ADHD After School Project
(5-13 year olds)
The Black-E

A group of elderly people are participating in a dance class. They are standing in a line, facing away from the camera, with their arms raised in the air. The room has large windows in the background, and the floor is light-colored. The participants are wearing various casual clothing, including t-shirts and trousers. The overall atmosphere is one of joy and movement.

'I get up in the morning. I'm 73. I get up with all the aches and pains that we have at our age. I get up, I come here, the music starts and I'm young again'

Participant - '50 Moves' Dance Project
Merseyside Dance initiative



'I was in a performance ... I couldn't believe it was me, and I've carried on with drama ... it changes my whole day. It changes my life. I have a purpose .. The most important thing is, that it reminded me that I matter'

Participant with experience of homelessness, addiction and poor mental health
Creative Encounters Transition Project

You need the right conditions to make this work

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Financial Support

Over 40 cultural organisations a year from public funding

Political Support

At the heart of the city's agenda

Public Demand

The audience and participants want it and love it

Creative Ambition

Not standing still and a willingness to take risks

Social Curiosity

How far can culture help define what it means to be a city in the digital age?



INCLUSIVE GROWTH

- Ambitious
- Distinctive
- Inclusive
- Global

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A STRONG COHERENT STRATEGY

- Stable cultural sector
- Major events that bring attention to the city
- Culture as the rocket fuel for regeneration

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What's the proof?

In January we will release 10 years of data research which shows empirically that investment in culture in Liverpool has:

Redefined the local economy

Increased social cohesion

Overhauled the national and international perception of Liverpool as a place to live, visit, study and invest



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