


The Power of Culture to Drive Regeneration'



CLAIRE MCCOLGAN CBE



LCR
Liverpool
City
Region

THE START

https://youtu.be/OLYx_waNfpg?si=h6vYIA3tVAhUzosR





43
castle street

Chico

OFFICES TO LET
Call 01273 810000

TO LE
Call 01273 810000

REFURBISHED OFFICE SUITES
Call 01273 810000





LIVERPOOL 2018

THE IMPACT

UNWRAPPING
CHRISTMAS
ON ALBERT DOCK

ECONOMIC – DIRECT GROWTH OF THE VE

BRAND AND REACH – THIRD MOST INTERNATIONALLY RECOGNISED CITY IN THE UK

COMMUNITY ENGAGEMENT & COHESION

CITY ATTRACTIVENESS – TO INVESTORS, STUDENTS AND RELOCATORS

GROWTH OF CREATIVE INDUSTRIES – CULTURE THE BACKBONE TO GROWTH

LEGISLATION – HOW CULTURE CAN INFORM THE WAY THE CITY ACTS

£6.25 BN LCR VISITOR ECONOMY

60.29M VISITOR NUMBERS (4.4M INCREASE YOY)

58,435 JOBS IN THE SECTOR (13% INCREASE YOY)

A wide-angle, fisheye view from a stage looking out over a massive crowd at an outdoor festival. The stage is in the foreground, featuring several black speakers on stands and microphones on tripods. The crowd is dense and fills the middle ground, extending to the horizon. The background shows a line of trees and a clear blue sky with scattered clouds. The entire scene is framed by a large, arched metal structure, likely part of the stage's roof or a large tent.

WHAT'S NOW?

WELL ESTABLISHED CULTURAL SECTOR

THIRD PARTY MAJOR EVENT ATTRACTOR – EUROVISION

WELL ESTABLISHED REGIONAL AUDIENCE

INTERNATIONAL REACH AND RECOGNITION

MAJOR 2025 PROGRAMME AND ANNOUNCEMENTS

INNOVATION AT HEART OF WHAT WE DO



EVENT RESEARCH PROGRAMME



ACCELERATOR CITY 2024

Global Climate Action
United Nations Climate Change

LIVERPOOL
MUSIC CITY



WHAT'S NEXT?

ECONOMIC UNCERTAINTY

LIMITED NATIONAL RESOURCES

INCREASED COSTS MAKING IT ABOUT SECTORAL SURVIVAL NOT GROWTH

BOOM IN EXPERIENCE LED ATTRACTIONS INCREASING COMPETITION

GROWING UNDERSTANDING THAT LEGACY OF 'MEGA' EVENTS IS LIMITED

ROLE OF CULTURE FOR SOCIAL GOOD AND HEALTH AND WELLBEING INCREASING

AUDIENCES MORE FRACTURED AND HARDER TO REACH

POWER OF SIX

A wide-angle photograph of a massive crowd at a concert inside a large, industrial-style arena. The stage is dominated by a large, illuminated pyramid structure. The lighting is a mix of purple, yellow, and blue, creating a vibrant atmosphere. The crowd is dense, with many people raising their hands. The text "POWER OF SIX" is overlaid in large, white, bold letters across the center of the image. In the background, there are signs that say "OUT" on the walls.



LIVERPOOL CITY REGION POTENTIAL

STORY TELLING AT THE HEART

ACCELERATE LIVERPOOL

REVISIT SOUTHPORT

IGNITE LIVERPOOL CITY REGION