



**LIVERPOOL CULTURE COMPANY  
REVIEW OF 2006–07**

**2007–08 DELIVERY PLAN**



## **LIVERPOOL CULTURE COMPANY – REVIEW OF 2006-07**

### **INTRODUCTION - Jason Harborow, Chief Executive, Liverpool Culture Company**

This is the Liverpool Culture Company's third annual review and delivery plan.

As with the earlier publications, this document presents both a review of the previous fiscal year's activity and a more detailed look at plans for the year ahead. The 2007/08 plan is particularly significant because it straddles our two most important calendar years – Liverpool's 800<sup>th</sup> Birthday celebrations in 2007; and European Capital of Culture in 2008.

Since 2004, the Culture Company has extended the range and extent of its activity on an almost weekly basis; growing the city's existing events and festivals while developing a new programme of cultural engagement. The past year has seen this activity move to a higher gear, with the execution of a packed programme of activity for 'Liverpool Performs 2006', alongside intense planning and development of the much broader programmes of activity for 2007 and 2008.

The year started with my confirmation in post as Chief Executive in April 2006 which was followed by a complete review of the Board Structure and corporate governance of the Culture Company. The review resulted in the development of a document which clearly established the nature of the interdependence between the Culture Company and the City Council and this paved the way for the

introduction of a new 'streamlined' Board structure, details of which are at Appendix 1 to this document.

Following discussions with the Department for Culture, Media and Sport, the Culture Company invited the Office of Government Commerce (OGC) to conduct a review of its entire operation and its

The OGC produced a very constructive report which was in the main complimentary about the Culture Company's activities to date and provided a set of very useful recommendations about improvements which could be made. All of these have been acted upon.

In particular the past year has seen the Culture Company become significantly more active in its engagement with a broad spectrum of stakeholders. The increased emphasis on the Ambassador and Volunteer programmes, coupled with the introduction of a programme of regular public meetings have dramatically increased the level of involvement in and awareness of the Culture Company's activities .

The establishment of a 'Joint Working Group' with representatives from all of the surrounding boroughs to the City is providing the opportunity for region-wide involvement and activity.

Staff changes in the artistic team during summer 2006 have led to the development of a revised artistic vision, constructed in full consultation with the city's artistic and cultural organisations. The resulting vision, detailed in this document, has become the foundation for the development of the artistic programme for 2008.

The first real evidence of the new approach was delivered on November 6 2006, when the Culture Company revealed the initial highlights of Liverpool's European Capital of Culture programme; earlier than any previous holder of the title. We revealed details of more than 70 events at simultaneous launches at the World Travel Market in London and St George's Hall in Liverpool.

Since the 08 Highlights launch, plans for 2008 have continued to take shape, and we are on track to have a final programme in place by mid-summer 2007. This will be followed by a definitive guide to the year published in the autumn.

## **CONTEXT**

As we approach the final countdown to Liverpool's year as European Capital of Culture, the city continues to see increases in economic growth and business confidence.

A sustained growth in positive media coverage, and high-profile marketing campaigns, are helping to transform the city's image by challenging outdated perceptions and stereotypes, which is proving a magnet to businesses and visitors alike.

## **Economy**

Recent years have witnessed a dramatic reversal in Liverpool's economic fortunes. The city's employment rate is falling faster than the national average, and since 2002 its economy has grown faster than anywhere else in the UK.

Evidence of Liverpool's physical regeneration is highly visible across the city, with a proliferation of cranes and buildings sites creating new retail, leisure and residential spaces.

## **Regeneration**

### *Paradise Project*

Grosvenor was selected by Liverpool City Council (LCC) as developer for the Paradise Street Development Area (PSDA) project in March 2000. The full project encompasses 42 acres, 40 individually designed buildings, 6 districts and over 1.6 million square feet of shopping.

Liverpool One's large retail element is already 60% let and is on course to open in phases starting in Spring 2008.

### *Cruise Liner Facility*

Liverpool's cruise liner facility is on track for completion in summer 2007. It is estimated that more than 12,000 passengers and crew will be visiting the city, spending more than £500,000 a year.

The new facility involves creating an extension which will be connected to the existing landing stage at Princes Dock allowing cruise ships of up to 350-metres in length to berth. This means that the biggest liners in the world will be able to visit the Mersey on a regular basis.

### *Leeds Liverpool Canal Extension*

Work is well underway an extension of the Leeds Liverpool canal that will link it with the historic south docks system.

The project will see the canal pass in front of the world-famous Three Graces on the city's Pier Head, and is expected to be completed in 2008.

### *Kings Waterfront*

Scheduled for completion in early 2008, Arena and Convention Centre Liverpool will host the city's European Capital of Culture opening ceremony.

ACC Liverpool will combine a world-class 10,000 seat arena with a purpose built conference centre boasting state-of-the-art auditorium and meeting rooms.

### **Retail**

Liverpool is well on track to re-establishing itself as one of the UK's top shopping destinations, by extending the size and quality of its retail offer. The city is already home to the Metquarter, a high-end shopping centre opened in March 2006, which now boasts more than 40 top stores. Meanwhile, Grosvenor's £950m regeneration scheme, Liverpool One, will add 1.6 million square foot of retail space to the city's shopping district when it opens in 2008.

### **Tourism**

As we move ever-closer to 2008, Liverpool's popularity with both UK and overseas tourists is increasing. In November 2006, national tourism agency VisitBritain revealed how Liverpool had dramatically increased the number of overseas visitors it received; jumping up the league table from 16<sup>th</sup> to 6<sup>th</sup>.

We continue to work closely with other agencies, including VisitBritain and The Mersey Partnership (TMP) to maximise the tourism benefits of Capital of Culture and ensure that they are felt by the wider area. In February 2007, VisitBritain's 'England Rocks' campaign, featured Liverpool as the lead partner, allowing us to capitalise on significant national and international media coverage.

### **Arts and Culture**

Since the departure of artistic director Robyn Archer, we have continued to foster strong relationships across the city's artistic infrastructure.

Liverpool is blessed with a vibrant cultural sector; and we are committed to ensuring that both large and small organisations are given the chance to get involved in 2008. In early 2006 the city unveiled a three-year arts and culture funding package worth more than £12m. This includes funding for 27 organisations who will play a central role in the Capital of Culture programme, as well as an annual grants process that gives smaller groups access to funding. The latest grants process, released in March 2007, allocated more than £400,000 for nearly 100 projects which will take place across the city up to March 2008.

## Community

Local people continue to play an integral role in the Culture Company's activities, keeping community participation and consultation at the heart of what we do.

In March 2007 we launched the 08 Roadshow; a specially adapted double-decker bus which is touring Liverpool's neighbourhoods, taking the Capital of Culture message to community venues and letting people know how they can get involved in 2008.

Since May 2007, our Youth Advisory Group has given young people the chance to play their part in Capital of Culture, and make an important contribution to our activities.

## Commercial

The City continues to see a dramatic growth in the level of business activity and the Culture Company is playing its part in fostering this.

Launched in January 2006, the Capital of Culture business forum '08 businessconnect' now boasts more than 2,000 members. It is guided by an independent steering group and runs a full programme of events designed to build links between the business and cultural sectors and to provide members with the opportunity to identify how they can benefit from involvement in the 2008 activity. In January, it launched 'The Trading Floor' – a virtual trading platform that gives members the chance to buy and sell services, as well as view and post tenders online

## THE ARTISTIC VISION

'A year long celebration of creativity'

Liverpool's identity is unique – an edgy city, sometimes disrespectful and sometimes irreverent, famed for

- the character of its people – their wit, chat, story telling, friendliness and opinions;
- its extraordinary artistic creativity – performance, writing, new media, film and comedy and its eclectic mix of cultural organisations;
- its architecture - its World Heritage status;
- its maritime and industrial heritage and significance – one of the world's former major ports – influencing the city's tendency to look outwards to the west rather than inwards to the rest of the country;
- its diverse communities;
- its sporting passions;
- and its musical vibrancy.

Currently a city of increasing opportunity, Liverpool is undergoing a resurgence of massive significance. From a declining city with a sense of hopelessness, it is transforming into a city ready to take its place as a major European player on the world stage.

2007 is a particularly significant year for Liverpool. The year marks the 800th anniversary of the granting of the first Royal Charter. It is also the 200th anniversary of the abolition of the slave trade in Britain – on which the wealth of the city was built.

**European Capital of Culture 2008** provides a real opportunity for the city to take a huge leap forward in this journey using culture and creativity as its fuel. The year will shine a spotlight on the wealth of creativity that already exists but, more importantly, 2008 offers the opportunity to capitalise on the city's current spirit of ambition by fully opening up creative trading routes, to fully develop its artistic aspiration and potential by utilising opportunities for collaboration, partnership, exploration and experience across local, national and international boundaries.

The 12-month programme will inspire and surprise, question and respect, celebrate and challenge. It will give rise to new voices and new interpretations celebrating the past but also giving voice to the new and looking to the future.

### **Aims and Objectives (Artistic)**

1) To positively reposition Liverpool to a national and international audience and to encourage more visitors to the city and the North West:

- By creating a special 2008 programme that attracts national and international attention and invites visitors through an inspirational mix of international commissions and collaborations;
- By encouraging high profile arts and sporting events to the city during 2008;
- By maximising the impact of the current cultural offer – the unique venues and festivals - through improved marketing and media presentation.

2) To encourage and increase participation in cultural activity by people from communities across Merseyside and the wider region:

- By building on partnerships developed over the themed years through Creative Communities and arts partners to ensure engagement in the 2008 programme across all of Liverpool's communities;
- By supporting local people and community groups to develop their own ideas through a community grants programme for 2008 – 'The World in one City';
- By using the public realm as a key canvas and venue for high quality cultural experience as part of the 2008 programme;
- By ensuring that opportunities to participate in high quality cultural activities and experiences are at the heart of the programme across all 4 strands.

3) To create a legacy of long term growth and sustainability in the city's cultural sector:

- By encouraging and enabling the sector to capitalise on the opportunities offered by 2008 to increase visibility and create special programmes, to attract new audiences and participants and to develop new partnerships;
- By using the international programme and the opportunities it offers to see work, collaborate on work and participate in different learning and participative experiences, to stimulate interest, aspiration and ambition in the sector;

- By using 2008 as an opportunity to ensure that arts and culture are placed at the heart of the city's longer term regeneration through advocacy and through development of a cultural strategy for the city that creates a legacy framework post 08.
- 4) To develop greater recognition nationally and internationally for the role of arts and culture in making our cities better places to live, work and visit:
- By commissioning a robust evaluation programme – Impact 08, the findings of which can help shape and develop future policy and practise;
  - By ensuring opportunities for debate and discussion across the programme;
  - By using 08 as an opportunity to share models of good practise on a national and international stage;
  - By using 08 as a platform and a catalyst for the country to build towards the cultural Olympiad in 2012 using the core cities and network cities initiatives.

## **THE 2008 PROGRAMME**

The starting point for the programme is the city's already full and buoyant cultural calendar. The aspiration is then to create a dynamic and special experience across the year working with artists and creative organisations from the city and across the world to make this offer really unique for 2008 by encouraging unusual collaborations and connections, the creation of extraordinary work and memorable experiences, and championing a spirit of risk, edginess, and wit.

The 2008 can be split into 8 strands that are defined as follows:

### **Strand 1 – Animating the Streets**

Throughout the year the city will be animated by a programme of street performance and public art which takes place throughout the city centre and the neighbourhoods. It will include unique spaces, transport networks and public parks to ensure that Liverpool is a vibrant European Capital of Culture throughout 2008.

### **Strand 2 – Cultural Partners, Programme Enhancements**

Liverpool's cultural partners and the existing cultural infrastructure are key to Liverpool's success in 2008. By enhancing our partners programmes we are enabling them to commission new work, much of which will be of national and international significance which enables them to increase their profile and develop new audiences and participants thus contributing significantly to the 08 programme, but also building their capacity and potential for post 08.

### **Strand 3 – Opening & Closing of 2008**

The opening of 2008 will herald not only the opening of the new arena but also the opening of the Bluecoat as new contemporary arts space. The opening will look to the past but essentially be a reaching to a new Liverpool. The build up will concentrate in the neighbourhoods and on the 12<sup>th</sup> of January the city will come alive with local national and international artists.

'Portrait of a Nation' will end the year but present a legacy to the country. Working with 15 other cities throughout 2007/2008 in partnership with the Heritage Lottery fund, the finale in Liverpool will bring young people and their stories from across the country into the national consciousness.

#### **Strand 4 – Cultural Conversations and Independents**

Strand 4 is an opportunity to work with a number of important conference organisers to ensure that Liverpool in 2008 is the place for cultural conversation of all types. The Cultural Conversations strand will encourage debate and discussion about arts and cultural policy and artistic practise through a programme of workshops, talks, master classes and cultural conferences.

#### **Strand 5 – Commissions and Presentations**

This strand incorporates Liverpool Culture Company's own commissions for key pieces of work across all artistic genres. In addition it includes the Liverpool Commissions, a series of collaborative commissions from small to medium arts groups based in Liverpool and Merseyside which will highlight Liverpool's edginess through its own voice.

#### **Strand 6 – Strategic Partnerships and Awards**

This strand incorporates a number of key awards ceremonies which Liverpool is currently bidding for against other UK cities for 2008. These awards will be of national and international significance and will assist the promotion of Liverpool on a global scale. In addition closer to home there are other key partnerships which are critical to the success of 2008, these include events and programmes which

will take place in our neighbouring Merseyside Boroughs which will both complement and enhance 2008.

#### **Strand 7 – Big Events**

This strand incorporates the already strong public events programme in place in Liverpool which will be enhanced for 2008 along with other big new events for 2008 such as Liverpool Sound, The Tall Ships Race and the World Fire Fighter Games.

#### **Strand 8 – Creative Communities**

A core element of Liverpool, European Capital of Culture since Liverpool began bidding, the ground breaking creative communities programme will continue to underpin the work of Liverpool Culture Company with many of the programmes culminating in key events in 2008.

### **THE LIVERPOOL CULTURE COMPANY - 2006/07 REVIEW**

#### **Artistic**

2006/07 was a turning point in the planning of the artistic programme for 2008. Following the departure of Artistic Director Robyn Archer in July 2006, the programme planning embraced with a new vigour the city's existing cultural infrastructure. This meant working with key cultural organisations, smaller arts organisations and festival groups to ensure that the programme for 2008, whilst international in reach, really embraces the existing cultural providers in the city and their aspirations.

Research and development continued, with international artists and producers commissioned to provide work of national and international significance across all creative genres. The Liverpool Commissions strand of the programme was launched to ensure that artists from Liverpool and Merseyside have the opportunity to showcase work on an international platform in 2008.

The initial launch of 2008 Highlights on November 6 allowed us to launch 50% of Liverpool's plans to great acclaim, with the promise of many more great events to follow. At the time of writing, much of the programme is in final contract negotiations with full programming expected in July 2007.

In addition, the artistic programme in 06/07 commissioned a series of challenging and innovative pieces of work which tested Liverpool's current audience capacity and signposted our audience development requirement for 07/08 and 08/09. Performances included Supervision, a multimedia theatre piece by The Builders Association; Tricia Brown Dance Company, Bang on a Can Concert at the Royal Liverpool Philharmonic Hall and Carbon Copy Building, an opera-based musical based on the cartoons of Ben Catcher; and the End of Cinematics by Michael Rouse.

Work continued with our cultural partners, including commissioning Rose English as part of the Biennial; supporting the Everyman and Playhouse with their tour to the Edinburgh Festival with the award winning 'Unprotected'; Liverpool Fashion Week with Liverpool John Moores University and National Museums Liverpool; and City in Transition a series of walks and talks to celebrate Architecture week.

## **Creative Communities**

Bringing people together in their communities is a basic pillar of social cohesion, and we passionately believe that culture is a powerful lever for achieving that goal. It's a belief that's founded on fact and experience; our Creative Communities activity involves us in many initiatives which prove that ordinary people plus culture equals inclusion. It is the largest cultural engagement programme in Europe and is a unique partnership between residents and arts organisations. The Creative Communities initiative is the largest programme of public and community art in the UK and is being held up by the Department of Communities and Local Government as an example of how other cities should use culture and creativity for regenerating a city. The following are projects facilitated by the team during the year.

### It's Not OK!

Its Not OK! is Liverpool Culture Company's Violence Prevention Education Programme. It's Not OK! works with young people using creativity as a vehicle to tackle issues. At the heart of creative activity is film and radio drama production and the resulting high-quality, hard hitting products are rolled out to a local, regional and national audience. Crucially, the young people involved are those closest to the issues covered including young offenders, those on the fringes of the law or those identified as being at risk of offending; helping many individuals to change their behaviour and to understand the choices that are open to them.

### Meadow

Wildflowers with a difference grow in Liverpool. Meadow was created by school children using waste plastics that would otherwise have gone to landfill. The project shows how making a serious issue fun and engaging, energises young people, both at a personal level and in the context of community awareness

### Streetwaves

This programme finds the most-ready performers amongst Liverpool's young musical talent and gives them the opportunity to perform at Mathew Street Music Festival

### Theatre in the Parks

A partnership project with Knowsley Borough Council working with theatre practitioners schools and volunteers to develop a programme of theatre in parks. The programme included performances in Knowsley and at Otterspool Park. The long term aim is to develop the programme with all Merseyside boroughs.

### 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. The project also provides a ready-made gallery space for community-generated projects

### Homotopia

Homotopia is a festival celebrating Queer arts, film and performance. Its growth since the first Homotopia in 2004 has been meteoric, and now the festival has the security of extended funding from the Liverpool Culture Company to continue its work. At the heart of Homotopia is the aim of celebrating the richness and diversity of lesbian, gay, bisexual and transgender (l/g/b/t) communities. The variety and range of Queer life presented through Homotopia challenges, enlightens and educates the mainstream audiences both gay and straight alike.

### Creative Health workshops

There have been several initiatives that have contributed to the development of a creative health network bringing together creative partners and the health and social care sector to combine their different experiences and skills to enhance people's well-being. These have included a series of creative health workshops, the development of Midsummer Dreams and the Art of Living events, targeting the community, health and social care workers and people who use health services. The workshops raised awareness of how creativity can enhance health settings, recovery and well-being.

### Four Corners of the City

Four Corners is a reminiscence arts project reaching out to Liverpool's neighbourhood areas. The initiative's 'dream catcher' theme allowed the memories of ordinary people to be 'caught' and shared through various media – creative writing, visual arts, photography, music and audio. All the areas involved were experiencing major changes through regeneration works. Many residents found living through these upheavals stressful and unsettling, and part of Four Corners' remit was to engage with people and to help them make sense of the change, in both its negative and positive aspects. The project also targeted neighbourhoods that had not been previously involved in Liverpool Culture Company activities; areas that may well have felt unconnected to Capital of Culture programming.

### Merseyside Community Youth Games

Merseyside Community Youth Games is a something-for-everyone concept and its most recent incarnation is the most ambitious and inclusive to date. Whilst sports play an important role, there is also the opportunity to join in with arts and cultural activities too. The main theme is that of participation, so every effort has been made to appeal to the widest audience. The project has provided the opportunity to promote pan Merseyside opportunities and benefits through the development of representative teams from each of Liverpool's neighbouring local authorities.

### **Heritage**

Two major projects occupied much of the time of the Heritage Development Team over 2006; the 800<sup>th</sup> anniversary Programme and the completion of the refurbishment of St George's Hall.

#### 2007 Programme

Much of 2006 was spent consulting with key organisations and individuals on their activities for the year. More than forty sessions were held with tourism, business, heritage & cultural organisations. On July 14<sup>th</sup> 2006 the Liverpool 800 'curtain raiser' was attended by more than 24 organisations including all the Merseyside Boroughs and the Liverpool Heritage Forum (which represents over 50 smaller cultural organisations). The event included the launch of

- Web pages for 2007 containing a database of all events taking place over the year.
- a facility for anybody to submit their event to be included on the programme
- a logo for the year available for anyone to use free-of-charge upon request.

Over 300 events were added to the programme for 2007, which, as well as the events of the other organisations, included by the Culture company, the creative programme, community engagement, school parties, education packs and a children's Commemorative Coin as well as marketing & PR activity (including souvenir brochure and wraps, Flying the Flag and a range of Souvenirs). The first major event for the year was the gala re-opening of St George's Hall (April 23<sup>rd</sup> 2007)

## St George's Hall

The second major project of the year was the second phase of the refurbishment of St George's Hall. Started in 2004, this £5.7m project followed on from the previous £18m phase I work and was focussed on developing usage and the look of the Hall. Work included the restoration of the Concert Room and North Entrance Hall to their original finishes, the refurbishment of the south end of the building and the installation of the heritage centre, priority restoration of the organ and essential external works to the building. The Heritage Centre development was lead by the historic environment manager working with 'the Access to Heritage Group' a forum of people with learning difficulties who have been ensuring that the methods of interpretation have a broad level of understanding and appeal. Work proceeded to time and budget and was ready in time for the gala re-opening on April 23<sup>rd</sup> 2007.

## Other Heritage projects

In addition to the Heritage Team also organised a number of community heritage projects:

- The fountains project – working with United Utilities the Learning and outreach officer developed a programme of activities for over 300 school children around history and restoration of the 'Melly' drinking fountains – amongst the first public drinking fountains in the UK. An exhibition of the children's work was launched in July and the first fountain was restored to working order in March 2007.
- Cruel Sea Archive. The Cruel Sea was a project to collect reminiscences of ex-merchant seamen from ethnic

backgrounds during the Second World War. The archive – a rare if not unique collection of oral history recordings, was handed to Liverpool Libraries for safekeeping.

- Look Up Liverpool – working with Yellow House, the Historic Environment manager initiated a project to encourage young people from disadvantaged backgrounds to literally 'look up' at the fascinating and diverse architecture of the City. Utilising digital technology, this project was cited by the Heritage Lottery Fund North West as an example of best practice in heritage projects.
- Heritage Open Days 2006, was the most successful to date in 2006 with the normal national 'weekend' timescale being extended to ten days in Liverpool. This proved successful in that it gave greater flexibility for owners to open their premises and greater chance for visitors to see them all!
- Liverpool Heritage Investment Framework. Under the guidance of the Heritage Development Team, Liverpool City Council issued a framework for developing a methodology for better stewardship of Liverpool's heritage assets. Much more will be done to build on this work over 2007/8.
- World Heritage Site Education & Interpretation Strategy was launched with the findings expected in May 2007.

## Events

The Lord Mayors Parade marked the start of the major public event season at the beginning of June.

In July the Central Docks came alive with sailing vessels from around the globe for our 'All Aboard' event - providing a taste of what the city will be like for the Tall Ships race in 2008. (The Wellington dock will undergo major refurbishment and see attractions for all the family to participate in the Maritime heritage event in 2007.)

The HUB brings the youth of the city to Otterspool Promenade in July to enjoy and take part in a wide variety of activities such as Live Music Stage, Graffiti Art, Hip Hop and break dancing competitions, Skateboard, In Line Skate and BMX Competitions took place on the specifically designed skate park that all can access and have a go on over the weekend. This was the 4th and most successful year for this event which is established nationally in the youth calendar and also attracts visitors from across the globe.

The Round the World Clipper race also returned to the city in July having started on the Mersey the previous September.

The annual commemoration of the anniversary of the abolition of Slave Trade took place on the waterfront in August as a prelude to the 200th anniversary this year. The events team in partnership with National Museums Liverpool produce this annual event and in 2007 it will take place on the 23<sup>rd</sup> of August coinciding with the city's opening of the new slavery museum.

The 15<sup>th</sup> annual Mathew street festival took place over the August bank holiday weekend, starting with a concert by the RLPO at the pier head on the Friday night. This year's bill of artists was the most impressive to date and attracted packed audiences crowds over the three days. This event is by far the largest event the team organises and attracts in the region of 120,000 visitors, logistically the most challenging event in terms of delivery and capacity.

Later the same week in August the North West leg of the Tour of Britain cycle race finished in the City and attracted substantial lunch time crowds and media coverage.

The dynamic Honda Power boats also graced the Mersey for the third year in succession in September, the River is a favourite with the race and can alter the leader board dramatically on the Mersey Tide. This event is also produced by the events team.

The annual fireworks displays took place in the city's parks on November the 5<sup>th</sup>. These displays are set to music and have attracted attendances of over 30,000 people. This event sees the team spread over three parks in the city.

The annual Santa dash is supported by the events team in its delivery in order to ensure comfort and safety of both the participants and the spectators.

Also in the run up to Christmas the Christmas Lights switch on has become a favourite in the family events calendar.

In addition to the annual events programme the events team supports the rest of the company in delivery of activity and a wide range of external organisations and partners.

## **Tourism**

After the capacity and team building of the previous financial year plus the ongoing discussions with The Mersey Partnership around the Tourist Information Centres (TIC) transfer and the Memorandum of Understanding, this year was very much the first full year of operation for the enhanced tourism service in the build up to 2008.

In information services we restructured the service following the TUPE transfer and harmonised all Tourist Information Centre (TIC) staff onto City Council contracts. This process also included enhancing the staffing at Liverpool John Lennon Airport, introducing a new service at Lime Street Station and developing a central warehousing facility. In addition, the official 2007 merchandise range was developed and commissioned and we prepared for the opening of the St George's Hall visitor centre and retail outlet. The '08 Place' was shortlisted for North West TIC of the year.

We vastly improved our welcome to visiting cruise passengers through the training and introduction of volunteer cruise hosts who have become the envy of numerous cruise ports throughout the world. Time has been spent developing plans and procedures in place ahead of the opening of the city's cruise facility in mid 2007, and we are working with the partner organisations on the waterfront to complete these in time. Sales missions and exhibition attendance went extremely well in 06/07 and we have secured calls from Princess Cruises for 2008, the first time vessels of such a size will be seen in the Mersey.

The Music & Beatles programme saw progress through developing relationships with colleagues in Hamburg and production of the Beatles Map in German. The 'Sound City' music tour was published in January to coincide with the 50<sup>th</sup> anniversary of the Cavern. It was accompanied by a downloadable MP3 tour narrated by Pete Wylie which attracted enormous interest. There were 13,500 downloads in the first three months. We also hosted a major visit organised by the Public Broadcast Service in the USA which generated large amounts of TV coverage for the city.

The third year of our co-ordination of Heritage Open Days, now done in partnership with the Culture Company's Heritage Team, was an outstanding success with ever more venues participating in the extended 10 day period. In support of the World Heritage Site we re-published the 'top 20' map and secured funding for an interpretation centre within the refurbished St George's Hall.

The start of the 2007 saw the events team deliver another firework spectacular with the postponed New Years event taking place at the Walker Art Gallery on the 5<sup>th</sup> of January, the team gave a taste of what can be expected for the crowning moment of the city's 800<sup>th</sup> birthday celebrations in August.

Later this month the team supported colleagues from creative communities in the delivery of the Busharka performance in the newly refurbished small concert hall and the Candle Maze that took place in the main ballroom of St Georges Hall.

The Chinese Community celebrated the New Year in traditional fashion welcoming in the year of the Pig, this event was made possible by the events team who managed the site and the crowds in order to ensure a safe and comfortable event for the 30,000 visitors who attended the event.

The 85<sup>th</sup> Liverpool Performing arts festival took place over two weeks in march attracting over 8000 entrants from all sectors of the community the event has previously been a platform for such stars as Sir Simon Rattle and Claire Sweeny the successful entrants will go on to perform at numerous events for the City over the next twelve months.

The royal opening of St George's hall was supported by the events team who generally work on all royal visits to the city. The events team also designed and produced a son et lumiere detailing the 800 years of the city's history the event was well received by all members of the public.

We continued to work with a huge variety of partners and supported the Liverpool Tourism Business Network and Liverpool Attractions Group, as well as participating in the Hope Street and Albert Dock groups. Relationships with the districts and the rest of the region were developed and strengthened, a highlight being the designation of 2008 as the Year of Food & Drink by our colleagues at Lancashire & Blackpool Tourist Board. Work was undertaken in support of colleagues in the coach parking strategy and over 2 million free maps were produced for distribution within the city.

Funding was provided for externally managed projects including Merseyside Tourism For All (Merseyside Disability Federation), Black Heritage Tourism (TMP) and Family Friendly (TEAM).

## **Welcome**

In the past 12 months we have been able to take advantage of increasingly successful relationships with strategic partners including the Northwest Regional Development Agency and the Learning and Skills Council. This has led to increased funding, which has enabled us to embed 08 Welcome activity in other providers' training courses, and extend the range of organisations able to participate in our free 08 Welcome workshops.

During 2006/07, we delivered welcome training to more than 2,000 front line staff; most notably with previously hard to reach groups such as nightclub door and bar staff. We have also incorporated 'Welcome' into the training programmes of key partner organisations, including Merseytravel, Merseyside Police, and Liverpool John Lennon Airport. The City Council Licensing Committee has recently decided that the 08 Customer Service programme will be mandatory for all new Liverpool taxi drivers (both private and public).

We have made significant progress towards our target of engaging 250 businesses in the 08 customer service programme, which we hope will gain fresh momentum following a programme re-launch in mid-2007.

The 08 Volunteer programme has continued to grow over the past year, and in March 2007 we announced our 1000th registered volunteer. Notable programme successes included the Open Golf Championship in July 2006, for which we provided more than 50 uniformed volunteers. The volunteers worked in a number of different roles, including giving directions to public transport links, handing out information guides and answering general enquiries from visitors.

The range of events available to volunteers has also been further developed. In addition to Culture Company activities, 08 Volunteers have taken part in events managed by other partners, particularly on the Wirral (including the Open Golf Championship) and for other arts and cultural organisations across Merseyside.

We have established a group of volunteers who work with the city's cruise manager to meet and greet incoming passengers on cruise ships arriving in the city. This has been a major highlight of the volunteer programme and has aroused great interest from other cruise destinations around the world.

We have identified an opportunity to make Liverpool one of the Liverpool's more language friendly destinations, by establishing an initiative involving universities, colleges and other language providers. We intend to develop a number of ideas which encourage businesses to improve their welcome by encouraging staff to learn the languages of their customers.

During 2006/07 we actively recruited more young people and those targeted from equality groups to the 08 Volunteer programme, in line with the social inclusion agenda. This area has also benefited from the success of our partnership with Liverpool Community College's 'Skills for Life in the Capital of Culture' course, which is delivered in community venues across the city.

The Welcome team also manages the city council's international remit, and in 2006/07, a plan was agreed by the council's Executive Board, setting out our key international priorities and opportunities. During the year we hosted almost 50 international delegations, bringing significant contribution to the visitor economy.

We submitted the 'Cities on the Edge Culture 2007' bid to the European Commission. Cities on the Edge will be our major transnational project for 2008. If the bid is successful, it will allow the project to continue for five years, providing an important 2008 legacy.

In 2006 we established a network of post-2007 European Capitals of Culture, who meet two to three times a year to discuss common issues and share information and experiences as we each prepare for our Capital of Culture years.

## **Marketing**

The start of the year saw the launch of a national awareness campaign as a response to research findings on the need to 'educate' the consumer on what there is in Liverpool and why it is European Capital of Culture. The outdoor campaign ran throughout May targeting specific sites in London and the North West.

Locally, marketing activity continued with a campaign to build anticipation and interest.

The 2008 programme was launched both locally and nationally in November 2006 with the production of a highlights brochure for distribution to key stakeholders across the UK and internationally.

Internationally, we have focussed on engaging with the travel trade, specifically at World Travel Market and British Travel Trade Fair. Over 300 travel trade contacts attended the 08 Highlights launch at World Travel Market in November, the result of successful partnership working with VisitBritain, NWDA and The Mersey Partnership. This partnership continued with the attendance at British Travel Trade Fair in March, where we showcased a range of experiential packages developed in association with cultural partners.

We have continued to work closely with VisitBritain on a number of fronts, including on the recent 'England Rocks' campaign in which Liverpool was the lead partner of a themed initiative centred around England's musical heritage. The campaign was so well received, that it is being converted into an international campaign 'Britain Rocks', taking Liverpool as lead once again.

The website has grown from strength to strength during the last 12 months with the site now receiving in excess of 300,000 unique visitors per month representing a 750% increase on 2005 figures. Registration has increased and the 08Ambassador programme now stands at over 4,000 proactive members regularly receiving offers and updates on the programme.

In December we launched local and regional activity to support the programme for 2007 – The 800<sup>th</sup> Birthday Year, which utilised value in kind opportunities with official partner Trinity Mirror. A souvenir brochure was produced for purchase at retail, which sold over 350 copies in the first week. The launch of a birthday card campaign encouraging all residents celebrating a birthday to apply for a card – to date over 1,000 have registered.

The 08 Roadshow was launched in March 2007, providing an opportunity to engage Liverpool's neighbourhoods by providing information on Capital of Culture and how individuals can get involved. In its first two week, the bus had attracted in excess of 2,000 visitors.

Partnership working is critical to the success of marketing activity, relationships with commercial partners and stakeholders has been established and continues to develop in the approach to 2008. The Merseyside Boroughs and the North West region are engaged with themed years being attributed to 2008. Cheshire is working closely with both the marketing and creative communities teams on the delivery of its themed year – the Year of the Garden.

## **Communications**

### Media relations

The focus throughout 2006 has been on building awareness of Capital of Culture, particularly locally, to address a perceived lack of engagement. The launch of the 08 Highlights programme in November 2006 was therefore a pivotal moment, and its success has proved to be the catalyst for a significant shift in the way the media has reported events in Liverpool.

In the financial year ending March 2007 we received more than £7.1m in positive print and broadcast media coverage, growing levels of media attention around Liverpool. A number of key events attracted significant interest during 06/07, including the Culture Company's annual summer events programme, and the launch of the 08 Highlights programme in November 2006 which alone generated more than £650,000 in positive coverage.

In May 2006, we established a monthly media briefings hosted by the Chief Executive, which has ensured close engagement with local journalists and – where appropriate – national correspondents. It is anticipated that future briefings (particularly from the second half of the year onwards) will be widened to incorporate more national media as we draw closer to 2008.

As a first point of call, journalists are now directed to [www.liverpool08.com](http://www.liverpool08.com) which has seen a spectacular growth in visits from around 60,000 a month to more than 500,000 over the space of a few months since the November highlights launch.

We are currently developing an online Press Centre in addition to the current downloads available via the website. The 08 Highlights press release is available in a variety of European languages as well as Japanese and Mandarin Chinese and we have seen a significant increase in the number of visits from international journalists.

A priority for 2006 was the successful establishment of a 2008 PR Group (meeting monthly) which represents all the cultural and stakeholder organizations in Liverpool as well as wider representation from the Merseyside boroughs, Northwest Regional Development Agency, The Mersey Partnership, VisitBritain, etc. This has enabled us to operate a much more co-ordinated approach to announcements, avoid diary clashes and deliver synergy of message. It also reduces potential duplication, particularly on cross-funded projects and will help to ensure that the city/region as a whole gets the best out of Capital of Culture year.

#### Public Affairs

We have grown the membership of the 08 All-Party Parliamentary Group to 51 members, with a number of influential MPs and Peers from all parties playing an active role. The group has met several times over the past 12 months, providing an opportunity for senior representatives of Liverpool City Council and Liverpool Culture Company to ensure that its political stakeholders are well informed about Liverpool 08 developments.

Our public affairs strategy during 06/07 has included dinners, regular meetings and briefings with key political stakeholders. We successfully engaged with key politicians from all parties, including Government Ministers at the 2006 Liberal Democrat, Labour and Conservative Party Conferences.

#### **Commercial**

During the course of the year partner recruitment efforts continued to be focussed on securing as many sponsors as possible at the top level of 'Official Partner' to ensure that any new partners each had a minimum of two full years to realise the benefits of their investment.

At the start of the year there were eight Official Partners in place with the target of at least three of the final four to be added before the end of 2006/7. Each of these companies has agreed a sponsorship package which provides the Culture Company with a value package worth between £1m and 2m – in most cases this includes a large element of 'value in kind' which will prove invaluable in promotional activity for the Capital of Culture in the build up to 2008.

Recruitment efforts for the remaining four partners at this level were concentrated on large national/multi national brands and by the year end deals had been concluded in principle with Merseytravel, Virgin Trains and BT, leaving one 'spot' for a final major sponsor to be recruited during 2007.

The sponsorship 'sell' became increasingly difficult over the past year, partly because of the impact of the London 2012, which is being viewed as either an excuse or a competitive opportunity by many of the major sponsoring brands, but also because joining a list of eight existing sponsors is not attractive to major organisations who prefer to have solus presence. That, in addition to the fact that the range of benefits we are able to offer does not include guaranteed TV exposure (which is the main currency of brand sponsorship) has made it a challenge to deliver the final major sponsors. Many independent sponsorship specialists have commented that we have done incredibly well to deliver what we already have given the lack of tangible benefits to sponsors.

Whilst the development and management of these partners continued to be the Commercial priority for the Culture Company in 200, a considerable amount of effort has also been devoted to engaging with medium and smaller companies to ensure that they are well briefed about the plans and activities of the Culture Company and to make them aware of the potential for becoming involved.

The 'Friend' level sponsorship package was promoted to that sector of the business community which had wanted to become directly involved but did not have the resources to become an 'Official Partner'. By the end of 2006/7 a total of 6 new 'Friends' had been signed up with an additional 10-20 expected to be recruited during

the remainder of 2007. The new 'Friends' included: Ethel Austin Properties; John Lewis Partnership; Beetham Organization Ltd; Mando Group Ltd; Royal Liver; and Living Ventures.

For those companies who do not wish to commit any resources to a formal sponsorship arrangement the launch of 08 businessconnect at the start of 2006 enabled the business sector as a whole to become involved at no cost. The primary objective for the virtual club was to provide a communication forum between the business and cultural sectors in the city and, in particular to promote business opportunities arising from the growing level of commercial activity within the City.

The club was sponsored by the Culture Company but developed and managed by Business Liverpool in conjunction with the Liverpool Chamber of Commerce and Business Link.

08 businessconnect was set up by Liverpool Culture Company in January 2006 to support businesses and encourage them to work with arts and culture in the run up to, during and after 2008.

The aims of 08 businessconnect are:

1. To raise awareness of cultural and artistic locations in the city by ensuring that the 13 networking events that are held are all in these locations.
2. To engage businesses within the city and those wishing to work within the city in order to keep business local.
3. Keep Business local is the theme for the Trading Floor which is one element of 08businessconnect. This is a tender system online which allows every member to post their buying requirements online.

4. As a member when you log onto join 08 business connect for FREE you have the opportunity to enter a gallery where you may post 12 images and a company logo in order to bring what otherwise would be a traditional directory entry to life. This was originally established to ensure artists and the creative industries were engaged in business and enabled then to highlight their products online. We have set this area up so that it can effectively work as a mini web site for new starters, sole traders who may not have funds to create their own in the early days. They can use our URL and create their own landing page in order that they have a platform for people to them visit and contact them creating business opportunities. Over 150 businesses and artists have registered on the gallery to date.
5. Culture Invest is a further area of engaging arts and business and developing a fund to assist relationships. This is open to every industry. If an arts organisation and a business wish to work together for the first time in a project they can apply for additional funding from Arts and Business to match their ideas and start the ball rolling on a long term relationship.

There are currently 3345 individual members and 2713 companies registered as members. We currently achieve average monthly unique web site visits of 13,000 per month and daily visits of 400. These figures have doubled since Dec 06.

Aside from sponsorship, the other major area for revenue potential for the Culture Company is licensing and merchandising and a comprehensive range of 08 merchandise was launched during the year and partnership agreements implemented with major suppliers, including the provider of an 08 online shop. In total over

300 official merchandise lines were available by the year end with the main retail outlet being the 08 Place with average weekly sales of c£5,000.

A substantial merchandise range was also developed for 2007 Liverpool's 800<sup>th</sup> Birthday. This area will make an increasingly important revenue contribution in the build up to and during 2008.

### **Liverpool Film Office**

#### Filming in Liverpool and Merseyside 2006/2007

2006/07 production figures continued its high trend over the 2006/2007 period, with similarly high figures compared to 05/06.

- 747 Film days
- 200 Production filmed in Liverpool and Merseyside
- £16million attracted into local economy from production spend
- North West Vision's 'Merseyside Film & TV Fund' created 52 new jobs and generated £1.35million of Inward Investment

2006/2007 did see a small fall in production; however this was largely due to a relatively quiet start to 2007 which was evident throughout the UK.

Over the period The Liverpool Film Office staff dealt with over 194 new production enquiries in addition to a significant number of ongoing enquiries and assisted 200 productions to shoot across Liverpool and Merseyside.

There was also an increase in production that was as a direct result of more indigenous TV drama, particularly from Liverpool-based Lime Productions (formerly Mersey TV). As well as an increase of feature films shot in the region which generated £1.35million of Inward Investment and in turn lead to 52 new local jobs created.

### Feature Films

2006/2007 has been an excellent year for feature films shot in Liverpool and Merseyside, with Grow Your Own and Sparkle receiving excellent reviews.

Monday 11<sup>th</sup> June will see the UK Premiere of Grow Your Own take place in the Royal Liverpool Philharmonic Hall. A magical comedy by local writers Frank Cottrell Boyce (Millions, 24hr Party People) and Carl Hunter, finished production at the end of September 2006.

Funded by North West Vision and set in Liverpool it explores multi ethnic tensions and friendships set against working class territorialism on an allotment in Liverpool. It stars Benedict Wong, John Henshaw, Eddie Marsan, Pierce Quigley, Omid Djalili, Alan Williams and Philip Jackson.

The 6 week shoot of Grow Your Own not only generated jobs for Merseyside based film professionals, but also created a unique training opportunity for a select group of trainees from the Merseyside based community group Art in Action.

Also funded by North West Vision, Sparkle by Magic Light Pictures is a feature film shot in Liverpool last year which has received critical acclaim. Starring Bob Hoskins, Stockard Channing ('Grease', 'The West Wing') and Liverpool actor Shaun Evans. It is about an opportunistic young scouser who moves to London and

decides to sleep his way to the top. This film sees it national release in the Autumn with a Liverpool Screening at Fact

2006 also saw the filming of Under the Mud by Hurricane Films. Funded by the Liverpool Culture Company and North West Vision, this locally made feature film developed by South Liverpool youths received great acclaim followings it Gala Screening at the Royal Liverpool Philharmonic Hall in February. This is in keeping with the feedback the production has been receiving both nationally and internationally.

The Victoria Film Festival, held near Vancouver, Canada, described the piece as: "An invigoratingly, innovative, fiercely funny and achingly compelling portrait of a working-class Liverpool family - a tip of the cap to early Mike Leigh films."

Closer to home local writer Jimmy McGovern said it was 'a great achievement', whilst Director & Actress Kathy Burke said the script was 'a beautiful read'.

The summer of 2007 will also see the filming or Outlaws by Syndicate Films, which is based on a novel by local writer Kevin Sampson.

### Television Drama

Lilies, Bonkers, Hollyoaks In the City and The Outsiders where all filmed in Liverpool and Merseyside during 2006 and 2007. However sadly they will not be undertaking filming of follow-up series as they have not been re-commissioned.

Lilies hit our screens in January 2007 and was one of the BBC's best performing new dramas in recent months, with viewing figures peaking at 4.5 million.

It told the story of Iris, May and Ruby Moss, three sisters living with their father and brother in a Garston terraced house in the early 1920's. The story depicted life lived on a knife-edge of poverty, though tempered by various kinds of love. All three girls must make their own way in the world. In the course of the series, each of the sisters tastes passion for the first time, and their lives, newly launched, are changed forever.

Bonkers also out-performed the ITV's slot average for last year, with 5.3 million viewers tuning in to its opening episode at 9pm on February 1, running until the 8<sup>th</sup> March.

The 6 part sit-com from the writer of 'At Home with the Braithwaite's', Sally Wainwright. It was shot in Liverpool during the winter of 2006 and stars Liza Tarbuck (Bleak House, Linda Green) and Mark Addey (The Full Monty, A Knights Tale). The series based on an ensemble of colourful and likeable characters aims to be a saucy comedy drama.

The spin off series Hollyoaks In the City followed the 2 lead characters from the previous series of 'Hollyoaks Let Loose' as they move to Liverpool. Staring Marcus Patric and Gemma Atkinson, the 1<sup>st</sup> episode of 20 hit the screens in August and was shown on E4 until early 2007.

However we will see the return of Casualty 1906. The 60 minute pilot was screened on BBC One in December 2006, with excellent

feedback. So good that team behind the Docu-Drama have been commissioned more, and will be looking to film them in Liverpool.

Recreating an 'East End' A&E ward from a century ago in the former Liverpool Royal Infirmary Building (now Liverpool University's Foresight Centre), Casualty 1907 will be using real case notes, ward diaries and intimate memoirs from the Victorian archives at the Royal London Hospital, in Whitechapel, bringing real doctors, nurses and patients back to life. The series is looking to shoot in August and September of 2007.

We also saw the filming of The Ruby in the Smoke in Liverpool in 2006 which was broadcast during BBC's prime-time Christmas schedule. 'The Ruby in the Smoke' is based on Phillip Pullman's 'Sally Lockhart Quartet' novel and was directed by scouser Brian Percival. Staring Julie Walters ('Educating Rita', 'Calendar Girls') and Billie Piper ('Dr Who'), it shot on location in Liverpool for 5 days in June 2006 at Stanley Dock having undertaken significant dressing.

Besides Bonkers and The Outsiders, the newly named Lime Pictures (formerly Mersey TV) have continued to produce Hollyoaks and Grange Hill.

Other productions filmed over the period have included: Trauma and Trauma Uncut, Redgrave 8, Britain's Next Top Model (Abby Clancy), Wife Swap, DIY SOS, My Brilliant Brain, What Slavery did for us, Amazing Grace Documentary, Shopping for England, The Edwardians, A History of Modern Britain, Great British Menu, Anthea Turner: Perfect Housewife, Urban Freestyle, Inside Out, Space Pirates, Bendit Commercial, Candie Payne 'I Wish I Could Have Loved You More', CBBC's 'Education', 'Really Wild Show',

'Smile TV', 'UK Kids/Liverpool', 'Wised-Up', 'Wonderful World of Weird' and 'Xtra'.

### Events and Initiatives

#### *Digital Departures*

Liverpool is set to become Europe's shining light for micro-budget film-making with an ambitious plan to produce three feature-length films in the city in the run-up to the 2008 Capital of Culture celebrations.

North West Vision and the Liverpool Culture Company, together with its partners the UK Film Council and the BBC, is inviting writers, producers and directors from the city and across the broader Northwest to get involved in the ground-breaking Digital Departures project.

Guided throughout by experienced industry professionals, each of the three Digital Departures films will have a cash budget of £250,000, to be fully financed by the partners. They will be developed, shot and post-produced in Liverpool and will premiere in the city in the autumn of 2008. The films will then be distributed nationally and internationally across a variety of digital platforms including the UK's rapidly-expanding Digital Screen Network. The BBC is taking UK broadcast TV rights.

North West Vision and its partners are also planning to offer a range of assistance to film-makers including comprehensive training through a bespoke initiative called Digital Arrivals, in-kind support from leading facilities and service companies, specialised marketing and distribution advice and an innovative 'revenue share' model

which ensures that everyone involved in the production benefits in its financial success.

The first Master classes for this scheme ran during April and all sessions were fully booked. Classes were given by Writer Paul Fraser (Twenty Four Seven, Once Upon a Time in the Midlands and Heartlands), Producer Chris Collins (Lawless heart, Beautiful People, My Summer of Love), Director Richard Jobson (Tube Tales, A Woman in Winter) and Casting Director Chloe Emmerson among others.

#### *Inward Investment Campaign*

Liverpool and Merseyside will have more screen time than ever before in 2007, raising the City's profile enormously in the lead up to 2008.

The Liverpool Film Office will be using the Liverpool based feature films and high end dramas released in 2007 as part of a targeted marketing campaign to further promote Liverpool as the most film friendly City in the UK in order to attract more large scale production and inward investment to the local economy in 2007 and onwards.

This campaign will also take the Liverpool Film Office to the Cannes Film Festival assisting in the promotion of Liverpool shot feature films Sparkle, Grow Your Own and Under the Mud and a stand in the UK Film Pavilion.

### *Digital Locations Library*

The Liverpool Film Office's locations database has grown in strength and now includes over 10,000 images of Liverpool and Merseyside locations. A new on-line version was launched in 2006, centralised within North West Visions web portal and linked with a commercial locations library in London. It features both public and private properties in addition to iconic Liverpool buildings and landmarks.

The new on-line database has raised the profile of locations both regionally and nationally and led to significant increases of production in Liverpool and across the Merseyside region, particularly in Wirral and Sefton.

Officers at Wirral Council have been working closely with Liverpool Film Office helping to identify locations and unusual venues for inclusion. This has led to the filming of 'Across the Universe' and 'Sparkle' as well as 'The Outsiders', 'Lilies' and 'Blue Murder'. This successful partnership has raised the profile of Wirral with the film & TV industry and generated positive local press.

Following a similar partnership with Sefton Borough Council, this has also led to an increase in production with 'Bonkers', Lime Pictures, newest sit-com being largely shot in Formby. Sefton's famous coastline featured prominently in dramas such as ITV's hard hitting 'Mobile' in addition to 'The Outsiders', 'Hollyoaks', 'Lilies' and 'British Isles - A Natural History' with Alan Titchmarsh amongst others.

The Sefton Coastline also featured as North West Vision' Locations of the Month for November 2006.

This successful system is now being updated to keep the Film Office ahead of its rivals.

## Liverpool Culture Company: Delivery Plan 2007-2008

### Artistic

(Please note: It is not possible to include events and programmes taking place between January and March 2008 as contractual negotiations are still underway. The full programme for 2008 will be published in November 2007)

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
Turning the Place Over	Launch June 20th	Public art in place	Public Art in place	Public Art in place
Liverpool Debates	2 debates	3 debates		
Contemporary Chinese Art, Tate Liverpool	Exhibition in progress			
Centre of the Creative Universe, Tate Liverpool	Exhibition in progress	Exhibition in progress		
Singh Twins Commission	Presented April 2007			
Colourscape	Bells Symphony presented on 23 <sup>rd</sup> April			
Water's Eye exhibition, Open Eye	Exhibition in progress			

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
Small islands – Angela Levy	Launch and workshops	Workshops		
Benjamin Zephaniah	18 <sup>th</sup> April performance			
Africa Oye	11 <sup>th</sup> – 17 <sup>th</sup> June, funds provided to enable R&D of artists. Also to put African artists in city centre venues throughout the week of the festival.			
Anouska Shankar	3rd June performance at Philharmonic Hall			
Peter Blake Exhibition, Tate Liverpool		Exhibition in progress		
Wall Talks	Rehearsal period followed by 4 weeks of performances at The Heritage Market.			
A Magical History Tour, Maritime Museum		Exhibition in progress	Exhibition in progress	Exhibition in progress
John Willet, Art in the City reprint		Publication, launch and distribution		
Marcel Khalife, Arabic Arts		Performances July		

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
Festival				
King Cotton	Script and score finalised, casting confirmed.	Rehearsal and production period, performances at the Empire from 25 <sup>th</sup> -29 <sup>th</sup> September.		
Bound Photography Exhibition, Open Eye		Exhibition in progress, begins Aug 07	Exhibition in progress, ends Oct 07	
Soweto Kinch			21 <sup>st</sup> , 26 <sup>th</sup> or 27 <sup>th</sup> October 2007 or 1 <sup>st</sup> November 2007 at Philharmonic Hall, date to be confirmed.	
Sugar – Urban Dance project	Rehearsals and Streetwaves performances	Continue performances including HUB Festival		
Cultiv8 (MDI) – Selia Seydou Dance Company			UK Premiere of Un Pas De Cote as part 3 day festival of African and Caribbean dance called <b>Cultural Awakening Festival</b> , which runs concurrently with <b>Cultiv8</b> , its seminar to discuss the cultural integration of African and Caribbean arts in the UK.	
Welsh National Opera, The Sacrifice			16 <sup>th</sup> October at Liverpool Empire.	

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
Quarantine	Stage 2 research continues as part of Cities on the Edge project	Stage 2 research continues as part of Cities on the Edge project	Showing of work at the Cities on the Edge Conference	
Turner Prize, Tate Liverpool			Exhibition in progress, shortlist announced Oct 07, winners announced Dec 07	Exhibition in progress till Jan 08
10/10 Commissions, RLPO	3 commissions for Ensemble 10/10 throughout 2007 season as part of the ensemble's 10th anniversary	3 commissions for Ensemble 10/10 throughout 2007 season as part of the ensemble's 10th anniversary		
John Tavener				28 <sup>th</sup> February at Metropolitan Cathedral.
European Youth Orchestra				Performance 28 <sup>th</sup> March

## Creative Communities

Project	April-June 2007	July – September 2007	October – December 2007	January – March 2008
Community grants programme	Dissemination of decisions on grants awarded for 2007/08	Projects run	Projects run  Announcement of grants round for 2008/09. Delivery of pre-application workshops and 1:1 surgeries	Projects run  Appraisal process and panel recommendations to go to Executive Board
It's not ok!	Plastered alcohol related violence campaign run in Merseyside schools	Plastered alcohol related violence campaign ends in Merseyside schools (July)		
	Street Heat anti-arson campaign runs in Liverpool schools	Street Heat anti-arson campaign runs in Liverpool schools	Street Heat anti-arson campaign runs in Liverpool schools	Street Heat: evaluation February
	Just Like Me' (INOK RACE) Script consultation & re-writes; Filming & editing; rough cut, consultation & fine cut	Just Like Me' (INOK RACE) Final Cut; Just Like Me' (INOK RACE) marketing & prep	Just Like Me' (INOK RACE) Film Premiere; Just Like Me' (INOK RACE) Continuous professional development programme	Just Like Me launched in schools

Project	April-June 2007	July – September 2007	October – December 2007	January – March 2008
	Homophobic Bullying / Childline film (INOK) Script developed; Script consultation & re-writes; filming & editing	Homophobic Bullying / Childline film (INOK) rough cut, consultation & fine cut; final cut;	Homophobic Bullying / Childline film (INOK) marketing & prep; Premiere for Anti-Bullying week & Homotopia; National distribution	Homophobic Bullying / Childline film - schools & National
	HOODS' (INOK gang culture ) research and development	HOODS' (INOK gang culture ) research and development	HOODS' (INOK gang culture ) project development	HOODS' (INOK gang culture ) project development
<b>Creative Learning network i) Coming of Age 22 network sub-groups of 5-9 schools to work collaboratively on creative, cross-curricular projects exploring Liverpool's 800 years history in their local neighbourhood area.</b>	Conclusion of rehearsals; performances in schools Key filming sessions will take place with all schools between 16 April and Mid-May,	End of Coming of Age performances in schools July. River will create a rough cut of the film for comments and deliver the final DVD Film Premiere in September at Philharmonic Hall on 25 <sup>th</sup> September		
<b>Creative Learning network ii) Generation GENERATION is the 2008 creative learning networks programme focusing on Health and visions of a healthy regenerated Liverpool. Schools will work with local artists/arts &amp; cultural organisations, health, ICT and enterprise specialists.</b>	N/A	N/A	Generation research and development; match artists with schools	Launch of Merseyside Creative Education Programme 2008 - PHILHARMONIC HALL ; Launch of Creative Learning Network Yr 2 – ; GENERATION Project development

Project	April-June 2007	July – September 2007	October – December 2007	January – March 2008
<p>Treasures  'Treasures' is a School and Community arts project celebrating Liverpool's 800th Birthday. Working with a selection of schools and Nursery's from each of the seven networks and young people identified from the Youth Services and Connexions, the participants will create small treasure boxes from a variety of materials.</p>	<p>Instruction Leaflet designed.  Instruction Leaflet manufactured.  Participants identified.</p>	<p>Network exhibitions venues identified.</p>	<p>Schools receive instruction leaflet and begin project.  Boxes delivered to all exhibition venues. Treasures Exhibitions' all over the city in Network Venues.</p>	<p>Boxes delivered to St. Georges Hall. – Exhibition artists create 'Treasures' display in St. George's hall. High profile launch of 'Treasures' exhibition at St. Georges Hall (Evening). Exclusive afternoon invitation for all participants involved. Exhibition open to the public.</p>
<p>Little Acorns Early Years Creativity Programme  Little Acorns Early Years Creativity Programme is a partnership programme between Liverpool Culture Company, Liverpool Children's Services Early Years Team and the Children First Forum and the Early Arts Forum.</p>	<p>Research and development ;  LITTLE ACORNS - Consultation &amp; Project development</p>	<p>LITTLE ACORNS - Consultation &amp; Project development  Launch: September</p>	<p>LITTLE ACORNS programme in nurseries &amp; children's centres.</p>	<p>LITTLE ACORNS programme in nurseries &amp; children's centres.</p>
<p>Tales</p>	<p>Tales: Research and development</p>	<p>Tales: research and development</p>	<p>Tales: Project development ; rehearsals</p>	<p>TALES: Project development &amp; rehearsals;  February commencement of borough festivals</p>

Project	April-June 2007	July – September 2007	October – December 2007	January – March 2008
<b>Young Peoples' Development</b>	Monthly meetings of Youth Advisory Group; YAG to advise children and young peoples input into Capital of Culture	Ongoing development and advice on children and young peoples role and programme	Ongoing development and advice on children and young peoples role and programme	Ongoing development and advice on children and young peoples role and programme
<b>Children's Festival</b>	Planning	Aug- Delivery of festival	Evaluation	
<b>Theatre in the Parks</b>	Planning and development	Delivery of Theatre in the Parks	Evaluation	Planning and promotion of borough wide initiative for 2008
<b>Look of the City/City in Progress</b>	Galkoffs, London Road opens as hoardings site, continuation of Boot Estate hoardings displays, planning for waterfront project with John Moores students			
<b>Year of Environment Group</b>	Second meeting of borough 2009 campaigns and events group, chaired by bishop James Jones	Building on matrix of yearly campaigns and events of all stakeholders and partners	Focus groups established to look at different areas of programme- e.g. green travel, countryside, forestry, urban environment	Establishment of website for groups to input their activities Continue to plan joint campaigns for 2009 based on gaps in yearly events programme
<b>G-Litter</b>	Meadow	Supporting G-litter picks; young persons event :September	Evaluation	

Project	April-June 2007	July – September 2007	October – December 2007	January – March 2008
Capital of Culture Environmental Impact Study	Tender completed			
Lord Mayors Parade	Tender exercise completed, Walk the Plank and Liverpool Lantern company appointed. Working with community groups in devising parade cavalcade. June: parade	Evaluation	Forward planning	Tender exercise for 08
Four Corners of the City	Final neighbourhood events Planning for city centre exhibition to coincide with European Neighbours Day Delivery of major city centre exhibition	Evaluation	Evaluation report delivered	
Streetwaves 07	Research and development Set up steering group Planning and scoping exercises	Implementing plan Training and recruiting Neighbourhood platform performances August- most ready perform at Mathew St	Evaluation	Forward planning for Streetwaves 2008
Liverpool Community Games	Set up teams Planning	Aug: Delivery of city wide event		
Merseyside Community Games	Set up teams Planning	Aug 17: Delivery of event		

Project	April-June 2007	July – September 2007	October – December 2007	January – March 2008
<b>Disability Sports Festival</b>	Set up teams Planning	Delivery of festival in Greenbank and also in special schools and day care centres	Ongoing series of events	Ongoing series of events
<b>Mental Well Being impact Assessment</b>	Distribution of report of MWIA assessment and Capital of Culture recommendations	Workshops to agree indicators to evaluate success of recommendations	Ongoing evaluation and bringing on new cultural partners; well-being executive seminar presentation of MWIA and Capital of Culture	
<b>Creative Health Design</b>	Ongoing partnership with LIFT and Liverpool Primary Care Trust to enable creativity in design of health buildings and environments	Ongoing partnership with LIFT and Liverpool Primary Care Trust to enable creativity in design of health buildings and environments	Presentation of innovative work: impact of role of artist in design in health care settings	Evaluation
<b>Creative Health Network/A Midsummer Dream</b>	Planning a networking day Delivery of creative health networking day “A Midsummer Dream”	Evaluation of event. Marketing of network	Analysis of creative health website and network	
<b>Waiting Rooms</b>	Research and development by tendered organisations: Comedy Trust; FACT and Chaturangan	Delivery of creative pieces to PCTs; launch event	Roll out of creative pieces to other waiting environments	Further commissioning of work and evaluation
<b>Making More Sense</b>	Creative Artists TAG commence creative workshops with patients of Brain Injury Rehabilitation unit,	Patients work with professional artists in numerous mediums: photography, painting, sculpture,	Development of lasting legacy- a forum to set out to assist other brain injured people ,	Developing work for 2008 Liverpool Biennial, launch of forum

Project	April-June 2007	July – September 2007	October – December 2007	January – March 2008
	Rathbone Hospital. Exhibition of work thus far. Evaluation of 06/07	print making and 3D design.	continuation of workshops	
Seminars and surgeries	Welcome workshop Grant applications Monitoring and evaluation Sponsorship and business Support	Working with the Media Working with Children	Project Management Digital Documentation	
Event Support	Consultation with Culture Company managers and NMS	Creative Communities Roadshows held in each neighbourhood management area	Local people linked to events	

## Events

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
The Military Show	<ul style="list-style-type: none"> <li>• Tender for site &amp; crowd management requirements</li> <li>• Complete site plans</li> <li>• Confirm infrastructure requirements/raise orders</li> </ul>			
The Festival of Music Speech and Drama	<ul style="list-style-type: none"> <li>• Commission syllabus</li> <li>• Circulate syllabus</li> <li>• Collect entry forms</li> <li>• Program Schedule</li> <li>• Secure accompaniment</li> <li>• Attend conference</li> <li>• Design and produce event</li> <li>• Procure prizes medals</li> </ul>			
The 08 Bus Project	<ul style="list-style-type: none"> <li>• Assess vehicle for health and safety issues.</li> <li>• Devise operational systems and procedures</li> <li>• Train operational staff</li> </ul>			
Liverpool Sound Event	<ul style="list-style-type: none"> <li>• Carry out feasibility study</li> <li>• Manage relationships with key stakeholders</li> <li>• Secure relevant permissions and licenses</li> <li>• Procure venue construction company</li> <li>• Procure consultant promoter</li> <li>• Carry out marine biological</li> </ul>			

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	survey			
Historical Projection St Georges Hall	<ul style="list-style-type: none"> <li>• Design and produce event content</li> <li>• Design Ticketing options</li> <li>• Develop operational and traffic management plans.</li> <li>• Liaison with relevant joint agencies</li> <li>• Consultation with land owners</li> <li>• Liaison &amp; booking of artists</li> <li>• Tender for site &amp; technical requirements</li> <li>• Complete site plans</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Produce/issue event itinerary/operating schedule</li> <li>• Collate supplier risk assessments/insurance documents</li> <li>• Establish marketing plan</li> <li>• Allocate roles &amp; responsibilities</li> <li>• Deliver the project 23rd to 29th April</li> </ul>			
Opening of SGH	<ul style="list-style-type: none"> <li>• Develop operational and traffic management plans.</li> <li>• Liaison with relevant joint agencies</li> <li>• Liaison with security services</li> <li>• Consultation with land owners</li> <li>• Consultation with land owners</li> <li>• Tender for site &amp; technical</li> </ul>			

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	requirements <ul style="list-style-type: none"> <li>• Complete site plans</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Produce/issue event itinerary/operating schedule</li> <li>• Collate supplier risk assessments/insurance documents</li> <li>• Establish marketing plan</li> <li>• Allocate roles &amp; responsibilities</li> </ul>			
<b>Lord Mayors Parade</b>	<ul style="list-style-type: none"> <li>• Devise Route,</li> <li>• Develop operational and traffic management plans.</li> <li>• Liaise with Creative Comms and Artistic over content provided</li> <li>• Establish marketing plan</li> <li>• Deliver parade on 3rd June.</li> </ul>			<ul style="list-style-type: none"> <li>• Devise Route,</li> <li>• Develop operational and traffic management plans.</li> <li>• Liaise with Creative Comms and Artistic over content provided</li> <li>• Deliver parade in June</li> </ul>
<b>Maritime Heritage Event</b>	<ul style="list-style-type: none"> <li>• Develop operational and traffic management plans.</li> <li>• Liaison with relevant joint agencies</li> <li>• Consultation with land owners</li> <li>• Liaison &amp; booking of artists</li> <li>• Tender for site &amp; technical requirements</li> <li>• Complete site plans</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Produce/issue event</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver event on 16th &amp; 17th June</li> </ul>		

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	<ul style="list-style-type: none"> <li>itinerary/operating schedule</li> <li>• Collate supplier risk assessments/insurance documents</li> <li>• Establish marketing plan</li> <li>• Allocate roles &amp; responsibilities</li> </ul>			
<b>HUB Festival</b>	<ul style="list-style-type: none"> <li>• Develop operational &amp; traffic management plans</li> <li>• Tender for site &amp; technical suppliers</li> <li>• Confirm artist/accommodation requirements</li> <li>• Complete site plans</li> <li>• Consultation with joint agencies &amp; land owners</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Establish marketing plan</li> <li>• Allocate roles &amp; responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Produce event itinerary</li> <li>• Issue final draft of operating Schedule</li> <li>• Collate supplier risk assessments / insurance documents</li> <li>• Management briefings</li> <li>• Deliver event on 14th &amp; 15th July</li> </ul>		<ul style="list-style-type: none"> <li>• Liaison &amp; booking of artists</li> <li>• Develop operational &amp; traffic management plans</li> <li>• Tender for site &amp; technical suppliers</li> <li>• Complete site plans</li> <li>• Consultation with joint agencies &amp; land owners</li> <li>• Confirm infrastructure requirements/raise orders</li> </ul>
<b>Clipper Round the World Yacht race</b>	<ul style="list-style-type: none"> <li>• Compile berthing plans</li> <li>• Liaison &amp; booking of artists</li> <li>• Confirm contractual arrangements</li> <li>• Develop operational &amp; traffic management plans</li> <li>• Consult with joint agencies &amp; land owners</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Tender for site &amp; technical</li> </ul>	<ul style="list-style-type: none"> <li>• Management briefing</li> <li>• Deliver event</li> </ul>		

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	<ul style="list-style-type: none"> <li>suppliers</li> <li>• Collate supplier risk assessments / insurance documents</li> <li>• Develop site plans</li> <li>• Allocate roles &amp; responsibilities</li> </ul>			
Slavery Remembrance Day	<ul style="list-style-type: none"> <li>• Develop effective operational and traffic management plans.</li> <li>• Liaison with relevant joint agencies</li> <li>• Consultation with land owners</li> <li>• Liaison with key partners</li> <li>• Tender for site &amp; technical requirements</li> <li>• Complete site plans</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Collate supplier risk assessments/insurance documents</li> <li>• Develop effective cleansing plan</li> <li>• Raise orders</li> <li>• Allocate roles &amp; responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Produce &amp; issue event itinerary &amp; operating schedule</li> <li>• Deliver event on 23rd August</li> </ul>		<ul style="list-style-type: none"> <li>• Develop operational and traffic management plans.</li> <li>• Liaison with relevant joint agencies</li> <li>• Consultation with land owners</li> <li>• Liaison with key partners</li> <li>• Tender for site &amp; technical requirements</li> <li>• Complete site plans</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Produce/issue event itinerary/operating schedule</li> <li>• Collate supplier risk assessments/insurance documents</li> <li>• Develop effective cleansing plan</li> <li>• Raise orders</li> </ul>
Mathew Street Festival	<ul style="list-style-type: none"> <li>• Develop effective operations plan</li> </ul>	<ul style="list-style-type: none"> <li>• Issue 1st &amp; final draft of</li> </ul>		<ul style="list-style-type: none"> <li>• Develop operational &amp;</li> </ul>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
<b>Operations</b>	<ul style="list-style-type: none"> <li>• Develop draft site plans</li> <li>• Liaison with building &amp; land owners</li> <li>• Consult joint agencies</li> <li>• Develop plans for a safe working environment</li> <li>• Allocate roles &amp; responsibilities</li> </ul>	<p>operating schedule to joint agencies</p> <ul style="list-style-type: none"> <li>• Confirm all operational requirements/raise orders</li> <li>• Deliver event on 26th, 27th &amp; 28th August</li> </ul>		<p>traffic management plans</p> <ul style="list-style-type: none"> <li>• Develop draft site plans</li> <li>• Liaison with building &amp; land owners</li> <li>• Consult joint agencies</li> <li>• Develop plans for a safe working environment</li> </ul>
<b>Mathew Street Festival Artists and Production</b>	<ul style="list-style-type: none"> <li>• Liaison &amp; booking of artists/accommodation</li> <li>• Develop stage running orders</li> <li>• Produce &amp; issue contracts</li> <li>• Identify production requirements</li> <li>• Tender for technical &amp; production requirements</li> <li>• Produce &amp; issue contracts</li> <li>• Identify production requirements</li> <li>• Tender for technical &amp; production requirements</li> <li>• Raise orders</li> <li>• Allocate roles &amp; responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Arrange installation of production on site</li> <li>• Provide specifications to Site management over infrastructure and logistic requirements.</li> <li>• Manage &amp; co-ordinate all production personnel &amp; managers</li> <li>• Maintain performance &amp; production schedule</li> <li>• Deliver event on 26th, 27th &amp; 28th August</li> </ul>		<ul style="list-style-type: none"> <li>• Liaison &amp; booking of artists/accommodation</li> <li>• Develop stage running orders</li> <li>• Produce &amp; issue contracts</li> <li>• Identify production requirements</li> <li>• Tender for technical &amp; production requirements</li> <li>• Produce &amp; issue contracts</li> <li>• Identify production requirements</li> <li>• Tender for technical &amp; production requirements</li> <li>• Raise orders</li> </ul>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
<p><b>Mathew Street Festival Traffic and Site Management</b></p>	<ul style="list-style-type: none"> <li>• Identify an effective City wide Traffic Management Plan</li> <li>• Identify appropriate power provisions for production &amp; operations</li> <li>• Consult with relevant joint agencies</li> <li>• Develop effective cleansing plan</li> <li>• Identify infrastructure requirements</li> <li>• Confirm crew catering requirements</li> <li>• Allocate roles &amp; responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Collate supplier risk assessments / insurance documents</li> <li>• Liaison with operations to arrange installation of infrastructure</li> <li>• Deliver event on 26th, 27th &amp; 28th August</li> </ul>		<ul style="list-style-type: none"> <li>• Identify an effective Traffic Management Plan</li> <li>• Identify appropriate power provisions for production &amp; operations</li> <li>• Consult with relevant joint agencies</li> </ul>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
<b>Birthday Pageant</b>	<ul style="list-style-type: none"> <li>• Devise Route,</li> <li>• Develop operational and traffic management plans.</li> <li>• Liaise with Creative Comms and Artistic over content provided</li> <li>• Establish marketing plan</li> <li>• Deliver parade on 28th Aug.</li> </ul>			
<b>Street waves Project</b>	<ul style="list-style-type: none"> <li>• Provide event management support</li> <li>• Advise on crowd management</li> <li>• Advise on technical production</li> </ul>			
<b>Festival Squares</b>	<ul style="list-style-type: none"> <li>• Agree Locations,</li> <li>• Develop operational and traffic management plans.</li> <li>• Liaise with Creative Comms and Artistic over content provided</li> <li>• Establish marketing plan</li> <li>• Deliver Squares on 28th Aug.</li> </ul>			

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
<b>Birthday Fireworks Display</b>	<ul style="list-style-type: none"> <li>• Identify suitable sites</li> <li>• Liaison with relevant joint agencies</li> <li>• Consult with land owners</li> <li>• Develop effective operational and traffic management plans.</li> <li>• Develop effective cleansing plan</li> <li>• Allocate roles &amp; responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Tender for site &amp; technical requirements</li> <li>• Complete site plans</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Collate supplier risk assessments/insurance documents</li> <li>• Deliver event on 28th August</li> </ul>		
<b>Midsummer Dreams</b>		<ul style="list-style-type: none"> <li>• Provide event management support and advice</li> <li>• Advise on crowd management</li> <li>• Advise on technical production</li> </ul>		
<b>Theatre in the Park</b>		<ul style="list-style-type: none"> <li>• Provide event management support and advice</li> <li>• Advise on crowd management</li> <li>• Advise on technical production</li> </ul>		
<b>Honda Power Boats</b>	<ul style="list-style-type: none"> <li>• Liaison with relevant joint agencies</li> <li>• Confirm contract with Honda</li> <li>• Devise river route</li> <li>• Consult with land owners</li> <li>• Develop effective operational and traffic management plans.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce &amp; issue event itinerary &amp; operating schedule</li> <li>• Deliver event on 9th &amp; 10th August 2006</li> </ul>		<ul style="list-style-type: none"> <li>• Liaison with relevant joint agencies</li> <li>• Confirm contract with Honda</li> <li>• Devise river route</li> <li>• Consult with land owners</li> </ul>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	<ul style="list-style-type: none"> <li>• Liaison with key partners</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Liaison &amp; booking of artists</li> <li>• Collate supplier risk assessments/insurance documents</li> <li>• Confirm crew catering requirements</li> <li>• Raise orders</li> <li>• Allocate roles &amp; responsibilities</li> <li>• Tender for site &amp; technical requirements</li> <li>• Develop effective cleansing plan</li> <li>• Draw up site plans</li> </ul>			<ul style="list-style-type: none"> <li>• Develop effective operational and traffic management plans.</li> <li>• Liaison with key partners</li> <li>• Tender for site &amp; technical requirements</li> <li>• Complete site plans</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Liaison &amp; booking of artists</li> <li>• Collate supplier risk assessments/insurance documents</li> <li>• Develop effective cleansing plan</li> <li>• Confirm crew catering requirements</li> </ul>
<b>Bridging the Gap</b>		<ul style="list-style-type: none"> <li>• Provide event management support and advice</li> <li>• Advise on crowd management</li> <li>• Advise on technical production</li> </ul>		
<b>Round Britain Cycle Race</b>	<ul style="list-style-type: none"> <li>• Liaise &amp; confirm contract with the Commercial team</li> <li>• Devise route</li> <li>• Liaise with key partners &amp; joint agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Produce &amp; issue event itinerary &amp; operating schedule</li> <li>• Collate supplier risk assessments &amp; insurance</li> </ul>		<ul style="list-style-type: none"> <li>• Liaise &amp; confirm contract with the Commercial team</li> <li>• Devise route</li> </ul>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	<ul style="list-style-type: none"> <li>• Develop effective operational and traffic management plans.</li> <li>• Consultation with land owners</li> <li>• Confirm infrastructure requirements / raise orders</li> <li>• Tender for site &amp; technical requirements</li> <li>• Draw up site plans</li> </ul>	<ul style="list-style-type: none"> <li>• documents</li> <li>• Deliver event on 30th August</li> </ul>		<ul style="list-style-type: none"> <li>• Liaise with key partners &amp; joint agencies</li> <li>• Develop effective operational and traffic management plans.</li> <li>• Consultation with land owners</li> <li>• Confirm infrastructure requirements / raise orders</li> <li>• Tender for site &amp; technical requirements</li> <li>• Draw up site plans</li> </ul>
Liverpool Children’s Festival		<ul style="list-style-type: none"> <li>• Provide event management support and advice</li> <li>• Advise on crowd management</li> <li>• Advise on technical production</li> </ul>		
Nov 5th Fireworks	<ul style="list-style-type: none"> <li>• Identify suitable sites</li> <li>• Liaison with relevant joint agencies</li> <li>• Consult with land owners</li> <li>• Develop effective operational and traffic management plans.</li> <li>• Develop effective cleansing plan</li> <li>• Allocate roles &amp; responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Tender for site &amp; technical requirements</li> <li>• Complete site plans</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Collate supplier risk assessments/insurance documents</li> <li>• Deliver event on 5th November</li> </ul>		<ul style="list-style-type: none"> <li>• Identify suitable sites</li> <li>• Liaison with relevant joint agencies</li> <li>• Consult with land owners</li> <li>• Develop effective operational and traffic management plans.</li> <li>• Develop effective cleansing plan</li> <li>• Allocate roles &amp;</li> </ul>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
				responsibilities
Extraordinary Journey		<ul style="list-style-type: none"> <li>• Provide event management support and advice</li> <li>• Advise on crowd management</li> <li>• Advise on technical production</li> </ul>		
Tall Ships Conference	<ul style="list-style-type: none"> <li>• Identify &amp; confirm venue</li> <li>• Outline programme with key partners</li> <li>• Outline joint agency planning meeting</li> <li>• Establish marketing plan</li> </ul>	<ul style="list-style-type: none"> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Collate supplier risk assessments /insurance documents</li> <li>• Develop effective operational plans.</li> <li>• Tender for technical requirements</li> <li>• Allocate roles &amp; responsibilities</li> <li>• Booking of artists</li> <li>• Produce &amp; issue event itinerary &amp; operating schedule</li> </ul>		
Four Corners		<ul style="list-style-type: none"> <li>• Provide event management support and advice</li> <li>• Advise on crowd management</li> <li>• Advise on technical production</li> </ul>		

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
Tall Ships Development	<ul style="list-style-type: none"> <li>• Tender for site &amp; technical requirements</li> <li>• Complete site plans</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Collate supplier risk assessments/insurance documents</li> </ul>			
Coming of age project		<ul style="list-style-type: none"> <li>• Provide event management support and advice</li> <li>• Advise on crowd management</li> <li>• Advise on technical production</li> </ul>		
Christmas Light Switch On		<ul style="list-style-type: none"> <li>• Identify &amp; confirm venue</li> <li>• Outline programme with key partners</li> <li>• Outline joint agency planning meeting</li> <li>• Establish marketing plan</li> </ul>	<ul style="list-style-type: none"> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Collate supplier risk assessments /insurance documents</li> <li>• Develop effective operational and traffic management plans.</li> <li>• Develop effective cleansing plan</li> <li>• Tender for site &amp; technical requirements</li> <li>• Allocate roles &amp; responsibilities</li> <li>• Booking of artists</li> <li>• Produce &amp; issue event</li> </ul>	

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
			itinerary & operating schedule <ul style="list-style-type: none"> <li>• Deliver event on 19th November</li> </ul>	
<b>NYE Fireworks</b>	<ul style="list-style-type: none"> <li>• Confirm venue/liase with building owners</li> <li>• Develop effective operational &amp; traffic management plans</li> <li>• Reserve artists accommodation</li> <li>• Consult key partners &amp; joint agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Tender for site &amp; technical requirements</li> <li>• Complete site plans</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Collate supplier risk assessments/insurance documents</li> <li>• Outline programme</li> </ul>	<ul style="list-style-type: none"> <li>• Allocate roles &amp; responsibilities</li> <li>• Produce event itinerary &amp; operating schedule</li> <li>• Deliver event 31st December</li> </ul>	<ul style="list-style-type: none"> <li>• Confirm venue/liase with building owners</li> <li>• Develop effective operational &amp; traffic management plans</li> <li>• Reserve artists accommodation</li> <li>• Consult key partners &amp; joint agencies</li> </ul>
<b>Chinese New Year</b>	<ul style="list-style-type: none"> <li>• Initial meeting to discuss 07 event / outline programme</li> </ul>		<ul style="list-style-type: none"> <li>• Develop operational &amp; traffic management plans</li> <li>• Tender for site &amp; technical suppliers</li> <li>• Confirm artist requirements</li> <li>• Complete site plans</li> <li>• Consultation with joint agencies &amp; land owners</li> <li>• Confirm infrastructure requirements/raise orders</li> <li>• Establish marketing plan</li> <li>• Allocate roles &amp; responsibilities</li> <li>• Issue operating schedule</li> </ul>	<ul style="list-style-type: none"> <li>• Collate supplier risk assessments/insurance documents</li> <li>• Issue event itinerary</li> <li>• Date of event tbc</li> </ul>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
BBC Screen	<ul style="list-style-type: none"> <li>Produce events in accordance with the designated event program</li> </ul>	<ul style="list-style-type: none"> <li>Produce events in accordance with the designated event program</li> </ul>	<ul style="list-style-type: none"> <li>Produce events in accordance with the designated event program</li> </ul>	<ul style="list-style-type: none"> <li>Produce events in accordance with the designated event program</li> </ul>

## Heritage

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
<b>Gala Reopening of St George's all</b>	<p>Finest neo-classical building in Europe. Following a £23m refurbishment, the Royal Opening is a principle event for the 800<sup>th</sup> anniversary celebrations of the city, on April 23<sup>rd</sup> 2007.</p> <p>Week-long programme of events - Minton floor on display, events in Concert Room and Son et Lumiere in St Johns Gardens.</p>			
<b>Re align operation of St George's Hall to meet new challenges</b>	<p>Temporary staff structure in place Heritage Assistants appointed. New St George's Hall Manager advertised</p>	<p>Hall Manager appointed Heritage Ass in place staff structure agreed</p>	<p>Full staff structure in place</p>	
<b>Heritage Open Days – four weeks, five boroughs – Sep 07</b>	<p>Coordinate with sites and borough Heritage Officers, draft programme completed</p>	<p>Programme published (July) HODs completed (September)</p>	<p>Review</p>	
<b>The Big History Show – 800 Years of Liverpool</b>	<p>Conference brochure produced and distributed. Stall holders agreed and displays agreed</p>	<p>CONFERENCE held</p>		

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
Heritage Show Case	A series of displays of some of the major heritage /community events over last two years Look up Liverpool Access to Heritage Seeing is Believing			
Cruel Sea Performance				
Lock (Leeds/Liverpool Canal)				
Times of our Lives	Oral History project			
Liverpool in one street	(Organised by Community spirit)			
Around the city in 80 pints		Early 2008		

## Tourism

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
<b>Information Services</b>	<p>Open Albert Dock presence</p> <p>Open ticketing/box office facility in 08 Place</p> <p>Implement VIS funded airport improvements*</p> <p>Open SGH visitor centre</p> <p>Commence operations at cruise facility</p> <p>Storage &amp; transport solution</p>	<p>Prepare outlets for Beatle Weekend with new stock lines</p> <p>Implement commercial &amp; event programme</p> <p>2<sup>nd</sup> Anniversary of the 08 Place/ 20/08 day</p> <p>Plan for ACCL operation</p> <p>Norton Street Improvements*</p>	<p>Introduce new lines for the Christmas market/ 2008</p> <p>Opening Lime Street*</p>	<p>Refurbish 08 place</p> <p>Opening ACCL*</p>
<b>World Heritage Site</b>	<p>Establish WHS visitor centre in SGH*</p>	<p>Introduce pilot PDA tour with BT (c.f. ICT)</p>		<p>Re-publish map in line with new street plan</p> <p>Update MP3</p>
<b>Free Visitor map</b>	<p>Distribution (ongoing)</p>			<p>Reprint in line with new street plan &amp; distribution</p>
<b>Music &amp; Beatles programme</b>	<p>Continue targeted distribution of Sound City</p>	<p>Woolton Fete 50<sup>th</sup></p> <p>MSF – PR opportunities</p> <p>MP3 – add music</p>	<p>Music week – PR opportunities</p>	<p>Review MP3 in line with new street plan</p>
<b>HoDS/Walks &amp; Tours (with Heritage team)</b>	<p>Approach venues to participate, with the emphasis on historical venues to reflect the themed year. Devise marketing strategy. Collect initial data from Civic Trust on participating venues. Design and plan print, implement web presence.</p>	<p>HODs</p> <p>Walks &amp; tours implementation</p> <p>Final deadline for inclusion in HODS print. Deadline for printing 1<sup>st</sup> wk August. Distribution. Launch in appropriate venue.</p>	<p>Review HODs and agree 2008 budget</p>	<p>Commence planning for 2008</p>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	Devise Walks and tours programme for HODS,			
	Finalise and market 2007 walks programme			
<b>Coach Parking</b>	Sites consultation TRO's communicated to trade. Coach Host scheme developed.	Sites in place. Implement Coach Host scheme and sites PDF/ web page	Review Coach Host Scheme	
<b>Disabled Go</b>	Disabled Go update			
<b>Hope Street</b>	Ongoing liaison	Possible 2 <sup>nd</sup> Hope St Festival		
<b>08 Card</b>	Launch	Additional paid upgrades		Contactless payments
<b>Research</b>	Impacts 08 (ongoing)			STEAM results Fieldwork for Hotel Study
<b>Cruise Operations (AR to complete)</b>	Port Plan Approval Operational Contractor on-site Procedure testing Soft launch	Summer Operations Formal opening Finalise charging policy	Seatrade Europe Winter Operations	Set 2009 rates Seatrade Miami
<b>Connecting Liverpool</b>	Planning for enhancement/update post Grosvenor completion	Install NML update Design of upgrade	Manufacture of Upgrade.	Installation of Upgrade

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
Family Friendly	Funding for TEAM project as agreed Enhanced copy in Favourite Days Out			Ambassador Award
Food	Continued development of food/culture programme in conjunction with LBTB & NWFF (ongoing) Restaurant guide publication and dist.	Probable Food Festival incl. Food lovers' Festival (NWFF) Book publication	Agree 2008 Food programme	Restaurant Guide Evaluation & feedback Cities on the Edge submission
Fam Trips programme*	Agree strategy and framework with TMP & Hotels		Turner and WTM fam. trips	Opening event fam.
Physical projects*	Finalise Walk of Fame Design for King's Agree names and numbers to be featured	Manufacture	Installation	Walk of Fame opening with 08 opening ceremony Refurbish Wall of Fame*
Attractions Groups	Ongoing Support Developing partnership opportunities - Merseyside attractions update, Dispersal opportunities at local events, define involvement in fam. Programme	Summer dispersal opportunities	Evaluation of 2007 and planning for 2008	Great Days Out Fair 2008
Tourism Business Network	Ongoing Support	European Languages Day Extension of late night shopping		

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
District & industry liaison	Ongoing	Southport Air show Wirral Food & Drink Festival	DMP update	
Albert Dock	Ongoing liaison work			
Tall Ships Social Committee	Draft programme STI presentation	Programme refinement	Finalise programme Handbook copy complete	Crew handbook production
20/08 Day	Solicit and confirm content	Organise and market event	Review	
ICT programme	Agree and produce content of pilot scheme with BT/TMP Launch literary MP3's	Launch pilot scheme Slavery MP3		Review and plan Phase 2 scheme
Accommodation Needs mgt.	Ongoing communication with TMP/Hotels and Events/Artistic team			
Conference added value	Finalise package and provide content to ACCL & TMP			Implementation where needed

## Welcome

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
<b>Strategic Engagement</b>	Develop plans to link 08 Welcome and the Shop4Jobs programme as recruitment activity starts to gear up	Use success of summer volunteering to raise profile with post Russell organisation, "V"	Develop longer terms link to national skills strategy to ensure post 2008 progression	As previous column
<b>Welcome Training programme</b>	Finalisation of a range of new material to engage businesses in the Welcome programme including a DVD and revised training packs. Also opportunity to share success and develop network of involved businesses. Produce revised taxi engagement plan	Strong focus on retail sector as recruitment starts to kick in for Grosvenor Also focus on staff working on City Centre security and environmental and cleaning duties	Introduce different approaches to capture businesses not previously engaged as part of pre and early 2008 blitz	As in previous quarter
<b>08 Customer Service Programme</b>	Programme relaunch with new look material especially designed to appeal to businesses such as pubs, shops and bars	Focus on pubs, and bars in the lead up to Around the City in 80 Pints	Final push on retail as Grosvenor recruitment start to impact	
<b>08 Volunteer Programme</b>	Develop 2007 Volunteer events programme  Tall Ships Liaison trial run  New 08 Uniform chosen	Fire Fighter Games recruitment starts  Outline 2008 programme to scope numbers required	Launch 08 Uniform  Full programme for early part of 08 produced  Train final groups of new Volunteers	Begin 08 programme  Liaison Officer recruitment finalised

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
<b>Social Inclusion Agenda</b>	Ongoing liaison with Shop4 Jobs (see above)  Development of links with Regeneration programmes in North Liverpool	Continued embedding of 08 Welcome programmes in other College, Provider and Schools programmes Links to Employment Programmes to use Welcome material	Expect routeways into jobs in retail, hospitality and transport to be in place  Grosvenor recruitment starts in earnest	Review programme direction and opportunities in light of early experience of 08  Ongoing Grosvenor recruitment
<b>Greeting and Welcoming</b>	Establish <b>Speaker Bureau</b> and train first group	Speaker Bureau fully operational	Ongoing	Review
<b>International</b>	Focus on Germany during its Presidency of EU with event in Essen.  Cities on the Edge planning conference (Liverpool)  Eurocities Culture forum, Dublin	Key focus on inward activity given 2007 pageant.  Possible Leader/CEX visit to Shanghai  Clipper International plan finalised with partner involvement  Deadline for Year of Intercultural Dialogue bids	Liverpool Brussels event linked to COR Brussels based activity  Host Capitals of Culture Network Meeting	Feb 2007 Brussels event

## Marketing

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
Local	<ul style="list-style-type: none"> <li>Roadshow live plus pre-promotional per visit activity supported by Trinity and Radio City</li> <li>General campaign using LCC assets including direct mail and VIK</li> <li>Development of marketing collateral to support CoC</li> </ul>	<ul style="list-style-type: none"> <li>Roadshow</li> <li>Continued messaging of local campaign build pride and countdown for the event</li> <li>20/08 Day marketing activity and collateral</li> </ul>	<ul style="list-style-type: none"> <li>Roadshow</li> <li>Local campaign communicating the wealth and calendar of events in detail through continued VIK support</li> </ul>	<ul style="list-style-type: none"> <li>Roadshow</li> <li>Regular features in partnership with broadcast and media partners communicating what's on and when</li> </ul>
Populist Events/Festivals	<ul style="list-style-type: none"> <li>General support on events across the city including CoC own and partner festivals</li> <li>Hub marketing activity commences including creative and youth campaign</li> </ul>	<ul style="list-style-type: none"> <li>Clipper Race Start activity including branding of event and general awareness campaign</li> <li>Mathew Street Music Festival promotional support mainly around us of VIK</li> </ul>	<ul style="list-style-type: none"> <li>Promotion of key events for the autumn season specific to a local audience</li> </ul>	<ul style="list-style-type: none"> <li>Continued promotion of forthcoming events to build anticipation and attendance at the start of Culture Year</li> </ul>
Creative Communities	<ul style="list-style-type: none"> <li>Identify key events from programme for better awareness of the programme and engagement with local residents</li> <li>Promotion of activity in City Magazine</li> <li>Lord Mayor's Parade activity including application pack and plaques, general awareness campaign via Trinity and</li> </ul>	<ul style="list-style-type: none"> <li>Theatre in the Parks – Otterspool and Stadt Moer Park, activity to include flyer and poster campaign, advertising through Radio City and event branding</li> <li>Princes Park Festival (Brouhaha), marketing activity, branding of event</li> <li>Knowsley Flower Show, activity to include branding</li> </ul>	<ul style="list-style-type: none"> <li>Family Tree exhibition, activity to include branding of event</li> <li>Extraordinary Journeys Festival, activity to include flyer and poster, stairs advertising campaign and branding of event</li> <li>Just Like Me – It's Not Ok! Race Hate film premiere, invitations/trailer DVD</li> </ul>	<ul style="list-style-type: none"> <li>Creation of a review document</li> <li>Generation Brochure (equivalent to Coming of Age)</li> <li>Tales Festival, marketing activity to include brochure</li> </ul>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	<ul style="list-style-type: none"> <li>• Radio City and branding of event</li> <li>• 'Fragrant' Botanic Collection opening, interpretation panels, pop up banners, creation of 'Fragrant' logo and flyer and branding of event</li> <li>• Public Health Exhibition at Anglican Cathedral, activity to include brochure and launch of Extraordinary Journeys publicity</li> <li>• Midsummer Dreams, activity, likely to be flyer, poster and branding of event</li> <li>• Architecture Week, event to take place to raise profile, marketing activity required to publicise, branding of event</li> <li>• Streetwaves competition start. Activity to include general awareness campaign through Trinity and Radio City, collateral and branding.</li> <li>• Four Corners, marketing support and general awareness activity</li> <li>• Coming of Age, exhibition boards in 08 Place – activity to take place Apr to Dec</li> </ul>	<ul style="list-style-type: none"> <li>• of event</li> <li>• Mental Well-Being Assessment, flyer required</li> <li>• Children's Festival, marketing support including flyer, poster, map, and general awareness campaign via Trinity and Radio City and branding at event</li> <li>• Streetwaves competition finale to Activity to include general awareness campaign through Trinity and Radio City, and associated marketing materials.</li> <li>• Coming of Age film Premiere (Sept), support activity including DVD production.</li> </ul>	<ul style="list-style-type: none"> <li>• holders and programmes required, branding of event</li> </ul>	
Artistic	<ul style="list-style-type: none"> <li>• Discussions with cultural partners in the setting of pricing, agreement of ticket</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing engagement with cultural partners in maximising marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign around 2008 using Turner Prize, WNO, Royal Variety Performance,</li> </ul>	<ul style="list-style-type: none"> <li>• Tactical activity around artistic programme in securing ticket sales</li> </ul>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	<p>sales release dates and joint marketing activity</p> <ul style="list-style-type: none"> <li>• Appoint TEAM in association with cultural partners to deliver audience development to inform marketing reach</li> </ul>	<p>opportunities to assist in the development of the artistic infrastructure and audience development</p> <ul style="list-style-type: none"> <li>• Identification wider marketing opportunities for both visual and performing arts</li> </ul>	<p>and Liverpool Nativity</p>	
<b>Heritage</b>	<ul style="list-style-type: none"> <li>• St George's Hall Opening marketing support and activity using VIK and competition giveaways</li> <li>• Birthday cards to all who apply aged 8, 21 or 80 – all year</li> <li>• Continue support of WHS strategy group inc development of new website</li> <li>• Distribution of commemorative coin</li> <li>• Confirm heritage journals for national/international advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Birthday celebrations consumer campaign embracing the local community and ex-pats</li> <li>• Heritage Open days marketing activity</li> <li>• Abolition of Slave Trade marketing collateral and support in partnership with NML</li> <li>• Distribution of party packs</li> </ul>	<ul style="list-style-type: none"> <li>• Continue support of WHS strategy group</li> </ul>	<ul style="list-style-type: none"> <li>• Continue support of WHS strategy group</li> <li>• Assess national and international journals for advertising</li> </ul>
<b>National Awareness</b>	<ul style="list-style-type: none"> <li>• Ongoing discussions with Visit Britain and Visit England to maximise national/int'l awareness</li> <li>• Plan partnership activity with TMP, ENC and NWDA to push 08 message</li> <li>• Commence development of creative solution</li> </ul>	<ul style="list-style-type: none"> <li>• Confirm media execution and book recommended spaces</li> </ul>	<ul style="list-style-type: none"> <li>• (from end-September) National Campaign delivery comprising outdoor, magazine, newspaper broadsheet, TV and direct mail activity</li> <li>• Potential Sales Promotion opportunity with on pack promotion with blue chip</li> </ul>	<ul style="list-style-type: none"> <li>• Spring burst of national campaign</li> </ul>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	<ul style="list-style-type: none"> <li>• Push 08 message through exhibition attendance</li> </ul>		FMCG brands for free offers and money cant buy prizes <ul style="list-style-type: none"> <li>• Push 08 message through exhibition attendance</li> </ul>	
<b>Tourism</b>	<ul style="list-style-type: none"> <li>• Engaging with the travel trade on packages and general awareness for Liverpool around direct mail and one-to-one discussion</li> <li>• Attendance at Travel Trade Shows</li> <li>• Use of 08 Place for key exhibitions</li> <li>• Populate media screens with latest films and events</li> <li>• Re-design and update of 08 Welcome marketing collateral</li> </ul>	<ul style="list-style-type: none"> <li>• Use of 08 Place for Birthday Roll of honour naming all those who have received a card plus display of those received from around the world</li> <li>• Opening of new cruise facility marketing activity</li> <li>• Day Visitor Consumer marketing activity</li> <li>• Continue 08 Welcome support to increase awareness and commitment to the scheme</li> <li>• Update 08 Place touch screens with fresh content</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance at WTM for final push with Travel Trade and travel trade packages</li> <li>• Day Visitor Trade/Consumer marketing activity</li> <li>• Cruise Marketing support for exhibition attendance – Hamburg Seatrade and reprint itineraries</li> </ul>	<ul style="list-style-type: none"> <li>• Day Visitor Trade/Consumer marketing activity and production of new guide</li> <li>• Cruise Marketing support for attendance at Miami Seatrade and new cruise supplement</li> <li>• Update 08 Place touchscreens with fresh content</li> <li>• Continue 08 Welcome support to increase awareness and commitment to the scheme</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>• Ongoing call to action tool for all marketing activity</li> <li>• Database development via links strategy, partner sign ups and competition giveaways</li> <li>• Development of customise content for database users</li> <li>• Development of interactive maps</li> <li>• People's Archive in</li> </ul>	<ul style="list-style-type: none"> <li>• Events extranet to allow cultural partners to upload own events</li> <li>• Development of multi-lingual content</li> <li>• SEO commencement and maximisation</li> <li>• Programme of special offers to build database</li> <li>• Potential home page re-</li> </ul>	<ul style="list-style-type: none"> <li>• E-viral campaign in the form of a calendar of events promoting 2008 highlights</li> <li>• Potential development of WiFi initiative</li> <li>• Image library development and launch in partnership with Trinity</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing content delivery and maintenance</li> <li>• Ongoing e-newsletters and communication</li> </ul>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	<ul style="list-style-type: none"> <li>partnership with Trinity – white label</li> <li>Quarterly online survey launch</li> </ul>	<ul style="list-style-type: none"> <li>design in line with programme articulation and thematic</li> </ul>		
<b>Publications</b>	<ul style="list-style-type: none"> <li>Finalise publication requirements and discuss with Trinity Mirror to off-set budget limitations</li> </ul>	<ul style="list-style-type: none"> <li>Development of creative for the Year book and events guide in line with national awareness campaign</li> </ul>	<ul style="list-style-type: none"> <li>Launch year book and special souvenir guide</li> <li>Develop language versions of the events guide</li> <li>Seasonal guide development and publication</li> </ul>	<ul style="list-style-type: none"> <li>Second seasonal guide development and production for Spring</li> </ul>
<b>Look of the City</b>	<ul style="list-style-type: none"> <li>Appointment of preferred supplier to deliver city dressing campaign</li> </ul>	<ul style="list-style-type: none"> <li>Production commences for building wraps, lampposts banners, gateways and outdoor opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Dress the city in a phased approach – gateways, lampposts, building wraps</li> </ul>	<ul style="list-style-type: none"> <li>Dress the city in a phased approach – gateways, lampposts, building wraps</li> </ul>
<b>Event Branding</b>	<ul style="list-style-type: none"> <li>Branding of the Liverpool Clipper for press launch</li> </ul>	<ul style="list-style-type: none"> <li>Clipper event branding</li> <li>Mathew Street Hub</li> <li>International Tennis Tournament</li> </ul>	<ul style="list-style-type: none"> <li>Branding at Turner Prize, WNO, Nativity, Fireworks</li> </ul>	<ul style="list-style-type: none"> <li>Event branding Opening event, etc</li> </ul>
<b>08 Ambassadors</b>	<ul style="list-style-type: none"> <li>Continued recruitment drive for ambassadors</li> <li>Development and launch of new pack</li> <li>Re-order of pin badges</li> <li>Develop opportunities for better engagement and use of celebrity ambassadors</li> </ul>	<ul style="list-style-type: none"> <li>Ensure celebrity ambassadors used in the marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>Work with the Arena in the identification of a suitable event beneficial to both parties</li> <li></li> </ul>	

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	<ul style="list-style-type: none"> <li>Quarterly newsletter including downloadable podcasts</li> </ul>			
Research			National perceptions research phase III delivery	

## Communications

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
Public Affairs	Agency support for communication with national political audience.			
Party conferences	Programme of activity around Lib Dem, Labour and Conservative party conference.			
MP newsletter	Quarterly hard-copy newsletter for MPs, specifically the APPG.			
Artistic PR support	Agency support for public relations activity around the artistic programme.			
International PR support	Agency support for international public relations activity.			
Media support for events	Provision of facilities for media at events, including media centres and accreditation.			
Media monitoring	Upgrading of existing city council media monitoring service to capture all Capital of Culture coverage.			
Photography	Commissioning high-quality photographs to be used for publicity purposes.			
Media contacts	Online media contacts database.			

## Commercial

Project	April – June 2007	July – September 2007	October – December 2007	January 2007 – March 2008
<b>Sponsor Recruitment</b>	<p>Conclude agreement with BT and Virgin Trains.</p> <p>Plan final Official Partner and Supporter/Supplier target list to end of year.</p>	<p>Pursue Official Partner and Supporter/Supplier target list.</p> <p>Conclude agreements with new sponsors recruited.</p>	<p>Final push for Supporter/Supplier sponsors</p>	
<b>Sponsor management</b>	<p>Finalise planning for event participation.</p> <p>Plan partner meetings for remainder of year</p>	<p>Ongoing management of event participation, branding, provision of recognition evidence, communication etc.</p>	<p>Ongoing management of event participation, branding, provision of recognition evidence, communication etc.</p>	<p>Ongoing management of event participation, branding, provision of recognition evidence, communication etc.</p>
<b>Engagement with the business/arts sectors (Arts and Business Co-ordinator)</b>	<p>Develop activity plan for year, including Friend recruitment campaign and lead officer on 08 businessconnect.</p> <p>Manage Culture Company input to the 'Look of the City' project</p> <p>Manage Policy Conference Schedule with Neil Stewart Associates</p> <p>Manage Ambassador and Celebrity programme for recruitment and retention</p>	<p>Implement activity and 'Friend' recruitment plan.</p> <p>Manage Friend relationships and expectations including quarterly meetings and hospitality</p> <p>Lead, implement and manage 08 businessconnect events and activity and provide Legacy document for 09</p> <p>Manage Culture Company input to the 'Look of the City' project</p> <p>Manage Policy Conference Schedule with Neil Stewart</p>	<p>Implement activity and 'Friend' recruitment plan.</p> <p>Manage Friend relationships and expectations including quarterly meetings and hospitality</p> <p>Lead, implement and manage 08 businessconnect events and activity and provide Legacy document for 09</p> <p>Manage Culture Company input to the 'Look of the City' project</p> <p>Manage Policy Conference Schedule with Neil Stewart</p>	<p>Implement activity and 'Friend' recruitment plan.</p> <p>Manage Friend relationships and expectations including quarterly meetings and hospitality</p> <p>Lead, implement and manage 08 businessconnect events and activity and provide Legacy document for 09</p> <p>Manage Culture Company input to the 'Look of the City' project</p>

Project	April – June 2007	July – September 2007	October – December 2007	January 2007 – March 2008
		<p>Associates</p> <p>Manage Ambassador and Celebrity programme for recruitment and retention</p>	<p>Associates</p> <p>Manage Ambassador and Celebrity programme for recruitment and retention</p>	<p>Manage Policy Conference Schedule with Neil Stewart Associates</p> <p>Manage Ambassador and Celebrity programme for recruitment and retention</p>
<b>Corporate/VIP Hospitality</b>	<p>Develop plan for VIP hospitality for year's event programme.</p> <p>Conduct tender exercise for Corporate Hospitality Partner.</p>	<p>Implement plan for year's event programme.</p> <p>Appoint and contract with Corporate Hospitality Partner.</p> <p>Commence planning for 'public' and sponsor activity in 2008.</p>	<p>Implement current year's plan.</p> <p>Plan event activity with Partner for 2008, including two major events (Opening Event and 'Liverpool Sound'.</p> <p>Produce budget for 2008</p>	<p>Implement current year's plan.</p> <p>Finalise plan/budget for two tier approach in 08/09</p>
<b>Licensing and Merchandising</b>	<p>Complete buying for 800<sup>th</sup> Birthday range.</p> <p>Continue developing /producing new 08 ranges.</p> <p>Plan increased retail distribution</p>	<p>Develop and release 2007 souvenir pack.</p> <p>Implement increased retail distribution</p> <p>Plan for marketing dual branded range to key targets</p>	<p>Plan/activate generic marketing campaign for licensing programme.</p> <p>Plan for and release 2008 Calendar.</p> <p>Market dual branded range to key targets.</p> <p>Commission design and supply for 08 range.</p>	<p>Release and launch new 2008 range.</p> <p>Develop specific product for major events.</p> <p>Fill any remaining licensing opportunities for key products</p> <p>Maximise retail distribution and push on stocking.</p> <p>Plan for events which will need on site sales.</p>

Liverpool Film Office

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
<p><b>Attract film &amp; television production to Liverpool partnering with North West Vision</b></p>	<p>Continue to position the LFO at the heart of NWV under the terms of the JV between LFO and NWV. Partner in merger discussions between NWV &amp; MTNW and assist in development and launch of New Co. Re-brand NWV's Inward Investment Dept to Film Commission status and implement NWV re-structure. Implement NWV Film Office marketing strategy and campaign (brochure, DVD, outward missions inc Cannes, May 07, improved web pages, quarterly e-bulletins, location of the month)</p>	<ul style="list-style-type: none"> <li>• Review progress towards work plan</li> <li>• Launch of New co</li> <li>• Implement E-bulletin and monitor enquiries</li> <li>• Exhibit at Locations Show, London</li> </ul>	<ul style="list-style-type: none"> <li>• Review JV agreement which ends March 08</li> <li>• Implement E-bulletin and monitor enquiries</li> <li>• Attend AFCI Cineposium, New Mexico/USA</li> </ul>	<ul style="list-style-type: none"> <li>• Review progress towards work plan</li> <li>• Implement E-bulletin and monitor enquiries</li> </ul>
<p><b>Digital Departures</b></p>	<p>Support NWV and Culture Company to implement project in Liverpool</p>	<p>Review and support ongoing productions</p>	<p>Review and support ongoing productions</p>	<p>Review and support ongoing productions</p>
<p><b>Crew Database</b></p>	<p>Manage NWV's Talent Development Mgr to identify and promote crew in Liverpool. Establish industry Steering Group and hold inaugural meeting ensuring Liverpool indie representation.</p>	<p>Test and launch new database</p>	<p>Review progress towards work plan</p>	<p>Review progress towards work plan</p>

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
	Implement new IT solution for the promotion and sharing of info of Liverpool talent base. Update Liverpool crew details.			
<b>Generate Hotel Income to Culture Company</b>	Refine criteria with TMP. Implement, promote and monitor.	Review Progress	Review Progress	Review Progress
<b>BAFTA</b>	Support Culture Company Execs to develop and deliver project. Assist and promote BAFTA screenings.	Review Progress	Review Progress	Review Progress
<b>08 Business Connect</b>	Identify joint projects and events. Promote opportunities to businesses registered on Film Office database. Establish baselines for sub region sector – profiles of companies, levels of activity, clusters etc – commission from NWV if necessary. Develop film friendly charter with local businesses.	Review Progress	Review Progress	Review Progress
<b>Overseas Marketing/Communications (Anna Maloney)</b>	Inform in advance of any feature film co-productions with international connections/appeal	Review	Review	Review

Project	April – June 2007	July – September 2007	October – December 2007	January – March 2008
<b>Locations Database</b>	Ensure key Liverpool locations registered and updated and revisit where appropriate (St Georges Hall). Register new locations and establish contact (e.g. Liverpool Arena)	Ensure Liverpool/ Merseyside Location of the Month featured on NWW website each quarter	Review	Review
<b>Code of Practice</b>	Revise, consult (across Portfolios, Merseyside Police etc) and implement.	Hold 'brown bag lunch' for key contacts across portfolios to advise of terms of Code.	Hold 'brown bag lunch' for key contacts across portfolios to advise of terms of Code.	Hold 'brown bag lunch' for key contacts across portfolios to advise of terms of Code.
<b>Locations Charter</b>	Implement and review.	Review	Review	Review
<b>FAM Visit</b>	Engage Location Mgr. Promote visit and identify 6 delegates to attend. Implement & evaluate.			
<b>Research/Monitoring</b>	Establish robust impact measures including benefits from Film & TV inward investment activity. Share with 08 researchers.			