

Highlights of Culture Liverpool's Major Events Programme 2012

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Head of Events



it's liverpool



Liverpool
City Council

Event Statistics 2011

(Derived from just 5 of the major events, Spring, Reflection and River Festival On the Waterfront Events, Hub and Mathew Street Music Festival and Fringe)

Attracted an audience of 1 million

£56m + worth of economic impact

Generated over £5m in print & broadcast media

Delivered 28,000 employment days

Generated 24,000 room nights

70% of all positive LCC news stories culture related

Support & fund 90 cultural organisations in the city

72,899 dedicated fans through social media



Chinese New Year

22nd January 2012



HMS Liverpool – The Final Visit

29th February – 5th March 2012



Sea Odyssey

20th – 22nd April 2012

Set to be the largest scale cultural event to happen in the UK before the Olympics
Themes of family reunification, hope, human endeavour & global travel

Route & Story

A story of a girl reconnecting with her long lost uncle who is bringing letters back from the Titanic

The giants will wake up at opposite sides of the city

Final reunification

Spectacular Sunday Parade

Participation Programme

Schools arts programme

Letter-writing participation programme

Community enterprise programme

Apprenticeship & Career progression

A nighttime photograph of a city skyline, likely Southampton, with various buildings illuminated against a dark blue sky. The water in the foreground is dark with some lights reflecting on it.

TV & Media Coverage

National & international
BBC

International Partnerships

Titanic Cities: Belfast, Cherbourg, Cobh, Halifax NS &
Southampton
www.titaniccities.org.uk
Nantes, London, US, China



HUB Festival

June 2012 (tbc)



WoW Festival

2nd – 23rd May 2012



Sound City

17th – 19th May 2012



Light Night

18th May 2012



Comedy Festival

May 2012

The Queen's Diamond Jubilee Beacons

10.00pm -10:30pm, 4th June 2012

As part of the celebrations, a series of beacons will be lit across the UK - the plan is to have 2,012 beacons lit across the country.





Olympic Torch Relay

1st & 2nd June 2012

21st Africa Oye

23rd & 24th June 2012



DaDa International Festival

13th July – 2nd September 2012





Brazilica

13th – 15th July 2012

Brouhaha

12th – 13th July 2012



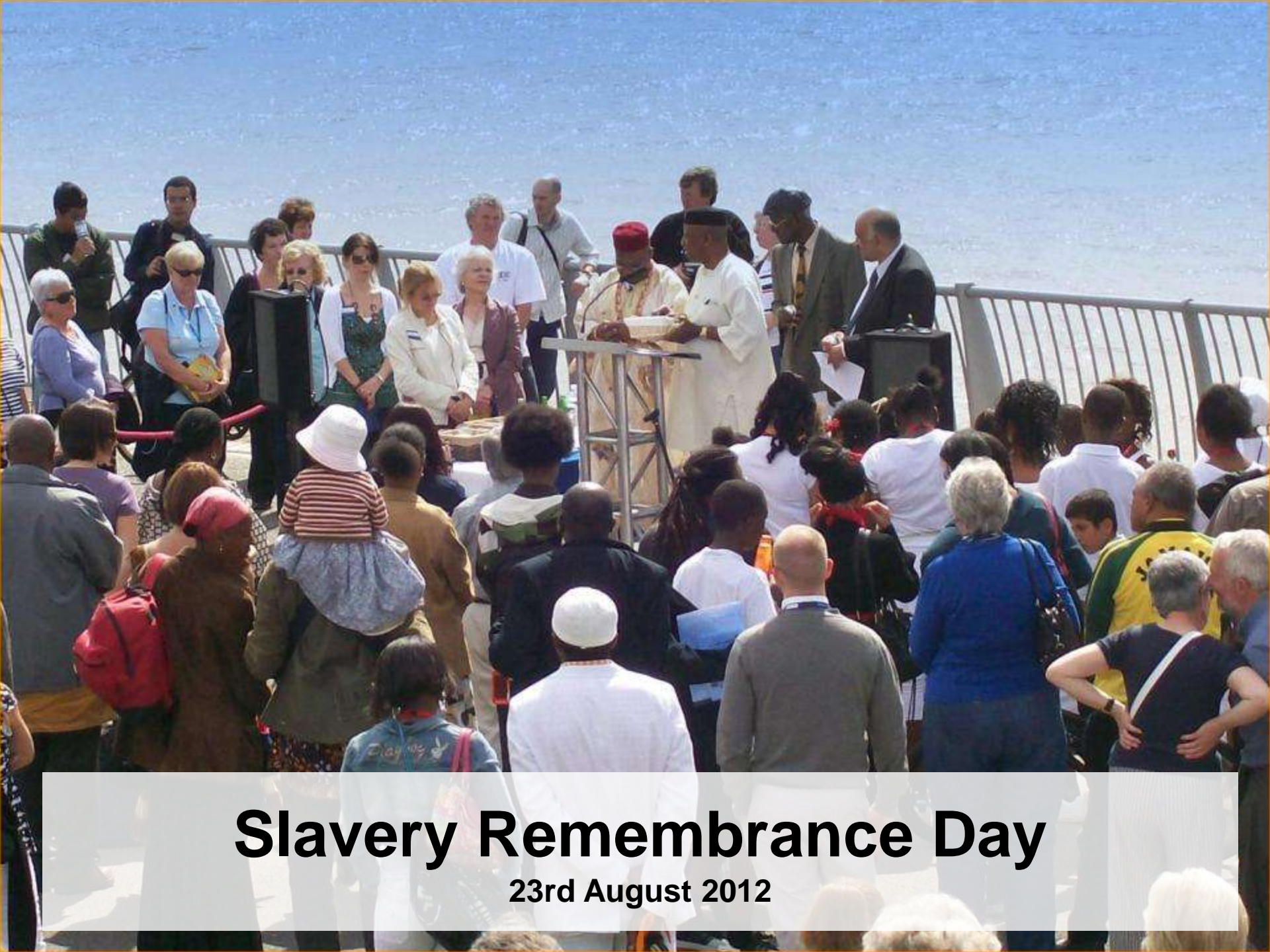
Arabic Arts Festival

July 2012



Liverpool Pride

4th August 2012



Slavery Remembrance Day

23rd August 2012



20th Mathew Street Music Festival & Fringe

26th & 27th August 2012



Tall Ships

1st – 2nd September 2012



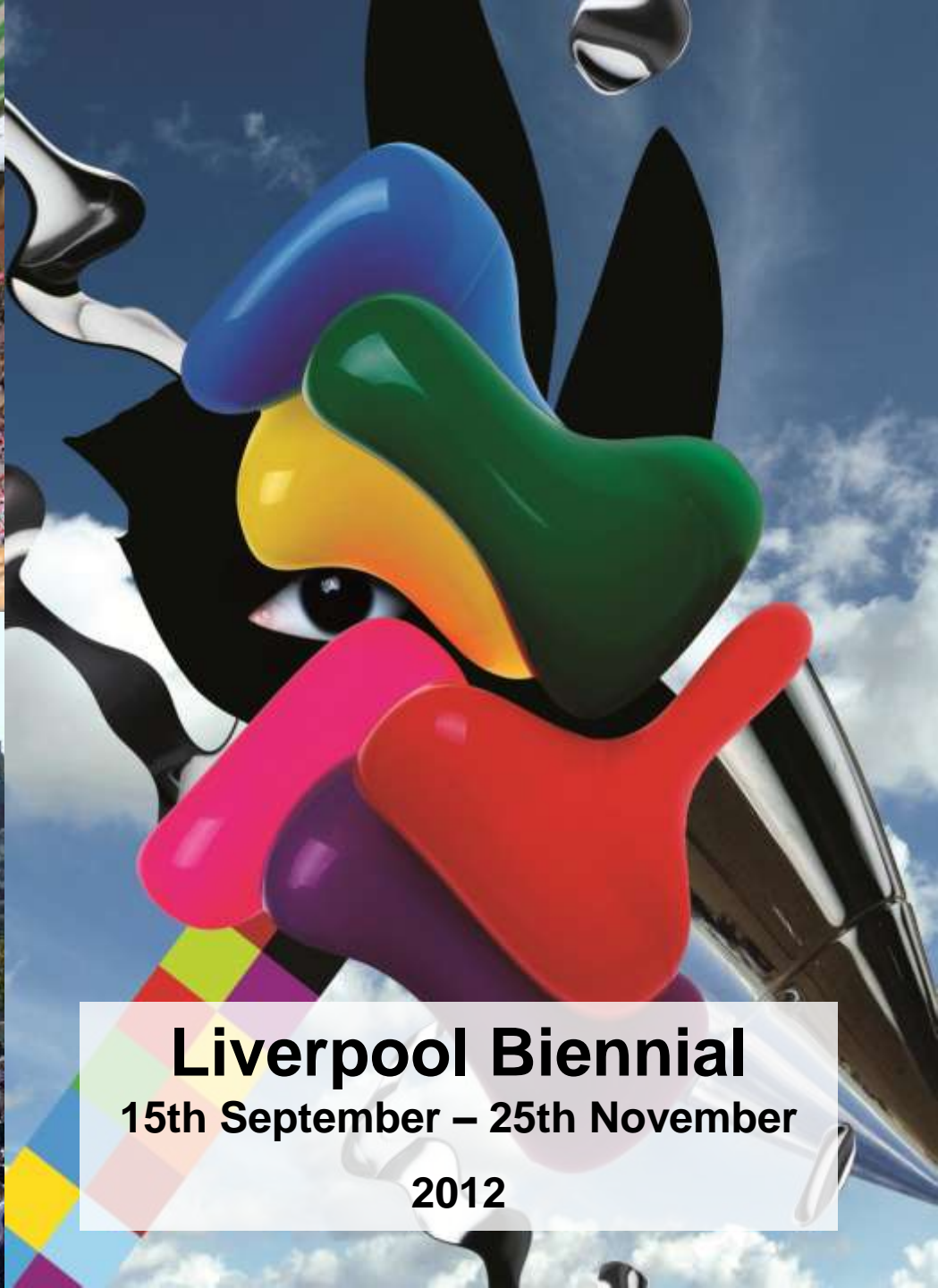
Liverpool Food & Drink Festival

1st & 2nd September 2012



Hope Street Feast

September 2012



Liverpool Biennial

15th September – 25th November

2012

Lantern Carnival

31st October 2012



Irish Festival

12th – 28th October 2012



Homotopia

November 2012





November 5th Fireworks

Cruise Liner Visits

Balmoral (5th April)

Marco Polo (15th April)

Saga Pearl (16th April)

Vision of the Seas (17th May)

Caribbean Princess (30th May)

Caribbean Princess (11th May)

Aida Cara (16th June)

Arcadia (22nd June)

Saga (3rd July)

Caribbean Princess (12th July)

Prinsendam (20th July)

Quest for Adventure (28th July)

Caribbean Princess (9th August)

Adonia (10th August)

Prinsendam (17th August)

Aida Cara (20th August)

Albatross (14th September)





And the beat goes on...

A nighttime photograph of a city skyline, likely Liverpool, with various buildings illuminated against a dark blue sky. The water of the harbor is visible in the foreground, reflecting some of the lights. The text is overlaid on a semi-transparent white rectangular area in the center of the image.

2013

70th Anniversary Battle of Atlantic – 24th-27th May

2014

Centenary Start of WW1

2015

Major Cunard Liner Maritime Event – 4th July
175th Anniversary of the Philharmonic Orchestra

2017

EU Presidency in UK

2018

Centenary End of WW1

Any Questions?

