

# Liverpool Cultural Heritage Forum

Monday 24<sup>th</sup> May 2010

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Head of Tourism Development

The Mersey Partnership



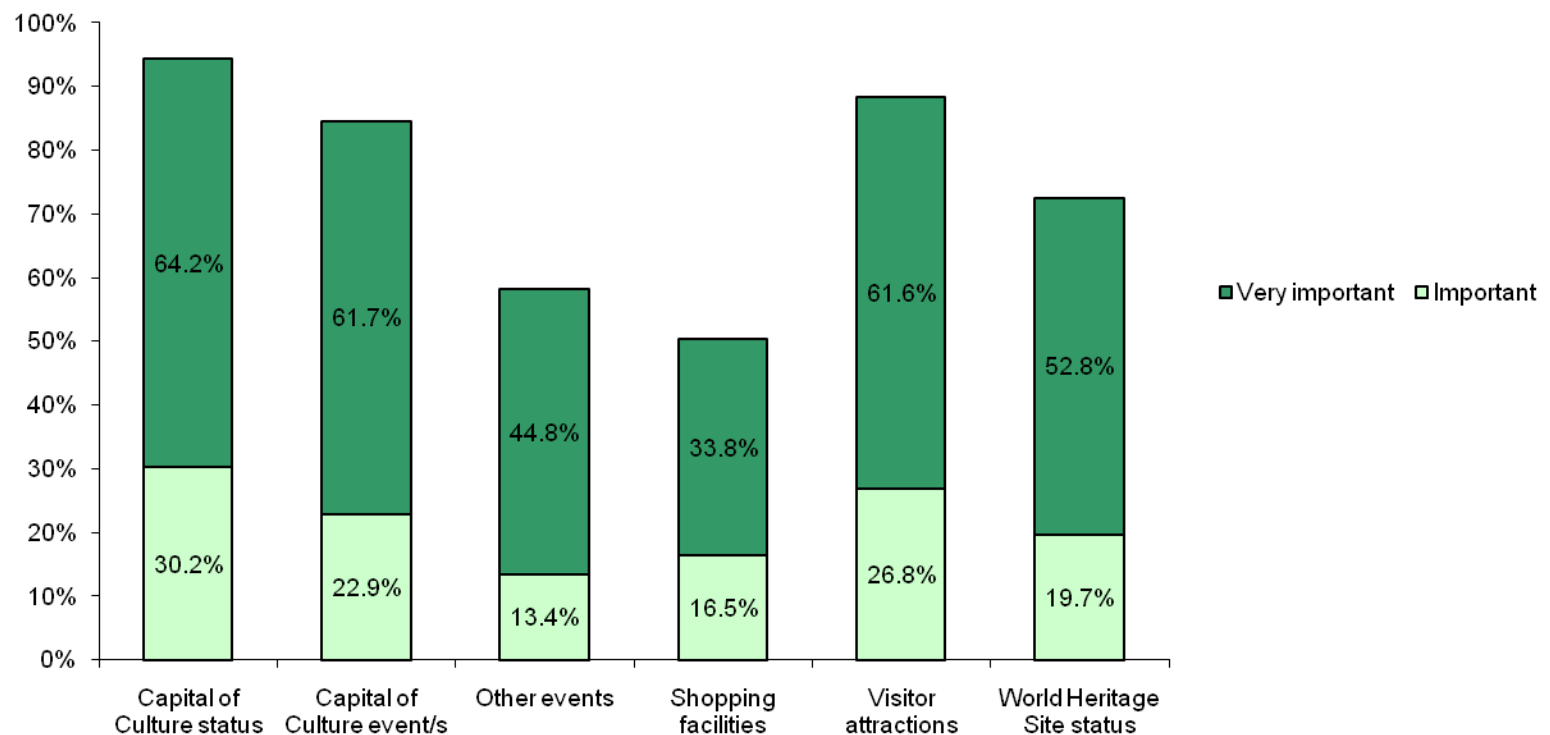
# The importance of Heritage to the Visitor Economy

Top 10 Free	Attraction	District	Attendance 2008
1	Tate Liverpool	Liverpool	1,088,504
2	<b>Merseyside Maritime Museum</b>	<b>Liverpool</b>	<b>1,020,712</b>
3	<b>World Museum Liverpool</b>	<b>Liverpool</b>	<b>787,767</b>
4	<b>Liverpool Cathedral</b>	<b>Liverpool</b>	<b>520,355</b>
5	<b>International Slavery Museum</b>	<b>Liverpool</b>	<b>414,480</b>
6	Walker Art Gallery	Liverpool	396,356
7	National Trust, Formby*	Sefton	370,710
8	<b>Liverpool Metropolitan Cathedral</b>	<b>Liverpool</b>	<b>364,347</b>
9	<b>Southport Pier</b>	<b>Sefton</b>	<b>292,741</b>
10	Atkinson Art Gallery*	Sefton	217,122

Top 10 Paid	Attraction	District	Attendance 2008
1	<b>Mersey Ferries</b>	<b>Liverpool / Wirral</b>	<b>697,222</b>
2	Knowsley Safari Park	Knowsley	525,000
3	Beatles Story	Liverpool	188,834
4	Aintree Racecourse	Liverpool	188,603
5	Haydock Park Racecourse	St.Helens	182,774
6	<b>Croxteth Hall &amp; Country Park</b>	<b>Liverpool</b>	<b>171,071</b>
7	Royal Court Theatre*	Liverpool	143,905
8	Liverpool Football Club Museum & Tour*	Liverpool	143,122
9	The Brindley*	Halton	124,499
10	<b>Speke Hall, Gardens &amp; Estate</b>	<b>Liverpool</b>	<b>82,392</b>



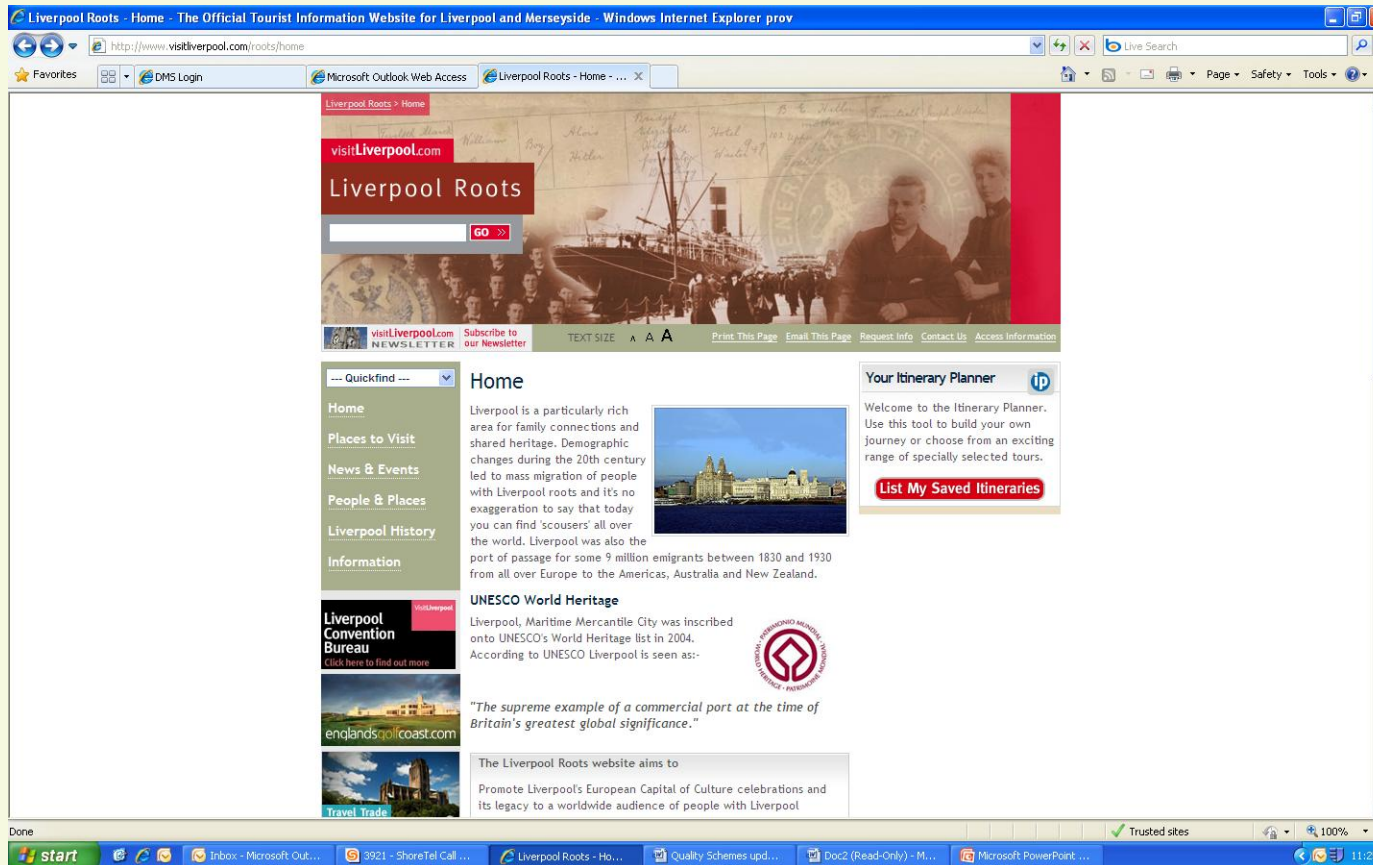
## What influenced visitors in 2008?



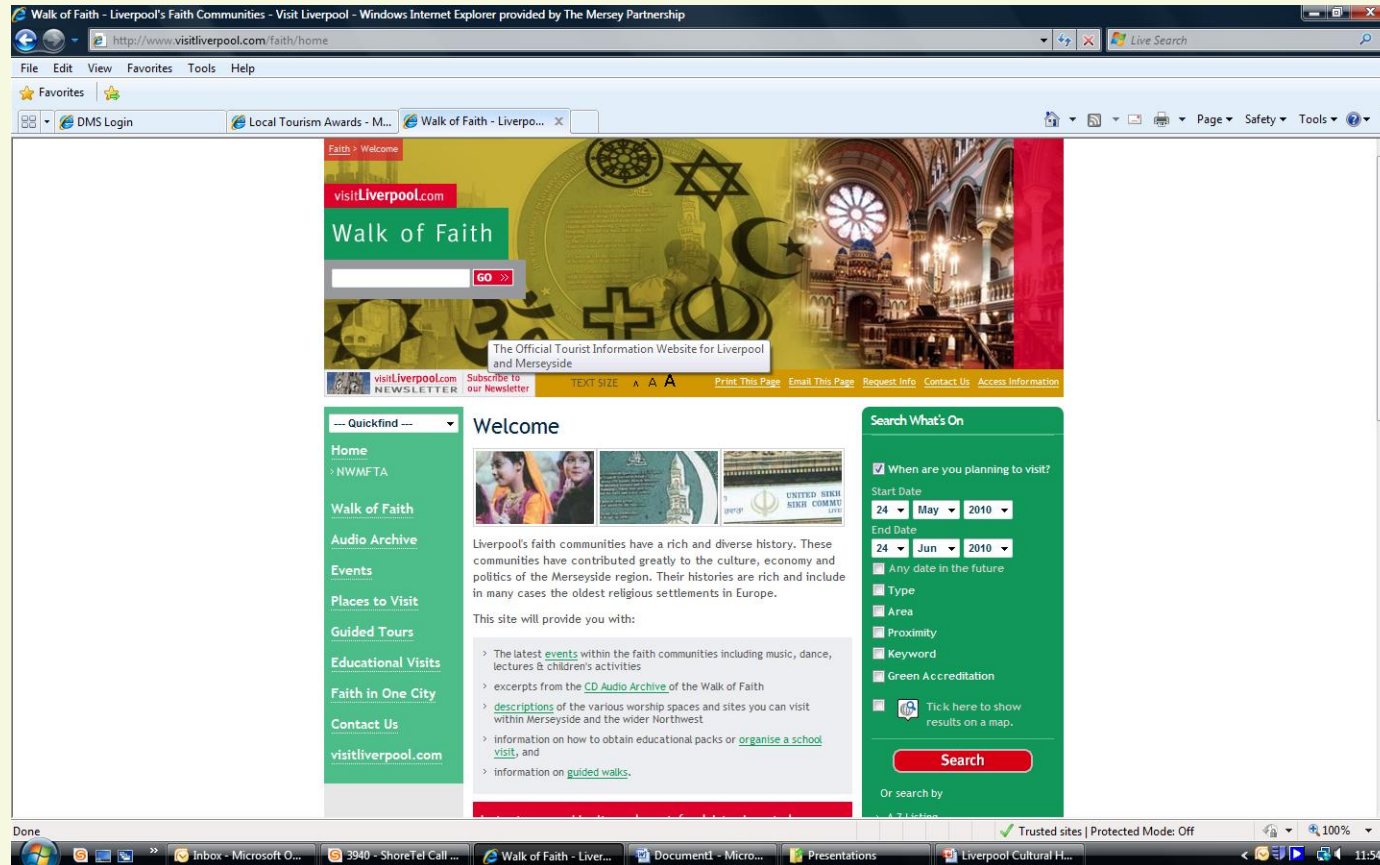
# Culture and Heritage led Strategy to 2020

- Grow visitor spend from £1.4 billion to £2 billion
- Support 14,000 new jobs
- Visitor Economy – key driver of regeneration

# http://www.visitliverpool.com/roots/home



<http://www.visitliverpool.com/faith>



<http://www.visitliverpool.com/blackheritage>



<http://www.industrialpowerhouse.co.uk/>

Discover Themes - Industrial Powerhouse - Windows Internet Explorer provided by The Mersey Partnership

http://www.industrialpowerhouse.co.uk/site/discover-themes

File Edit View Favorites Tools Help

Home What's On **Discover Themes** Places To Stay Things To Do

Power Fashion Transport Revolutionaries The People Building a new Britain

**Power**  
 In the crucible of the North West much of what we know as the modern world was forged. This was the earliest industrial society. If Manchester and region made it, then Liverpool and Merseyside shipped it.  
 → discover all about power

**Fashion**  
 From cotton to silk, hats to clogs, the Northwest has produced them all. Dedicated followers of fashion flocked to the region during the height of the cotton industry. Many stayed, leaving their creative mark on the area's fashion industry, which is as clear today as the print on a cotton dress.  
 → discover all about fashion

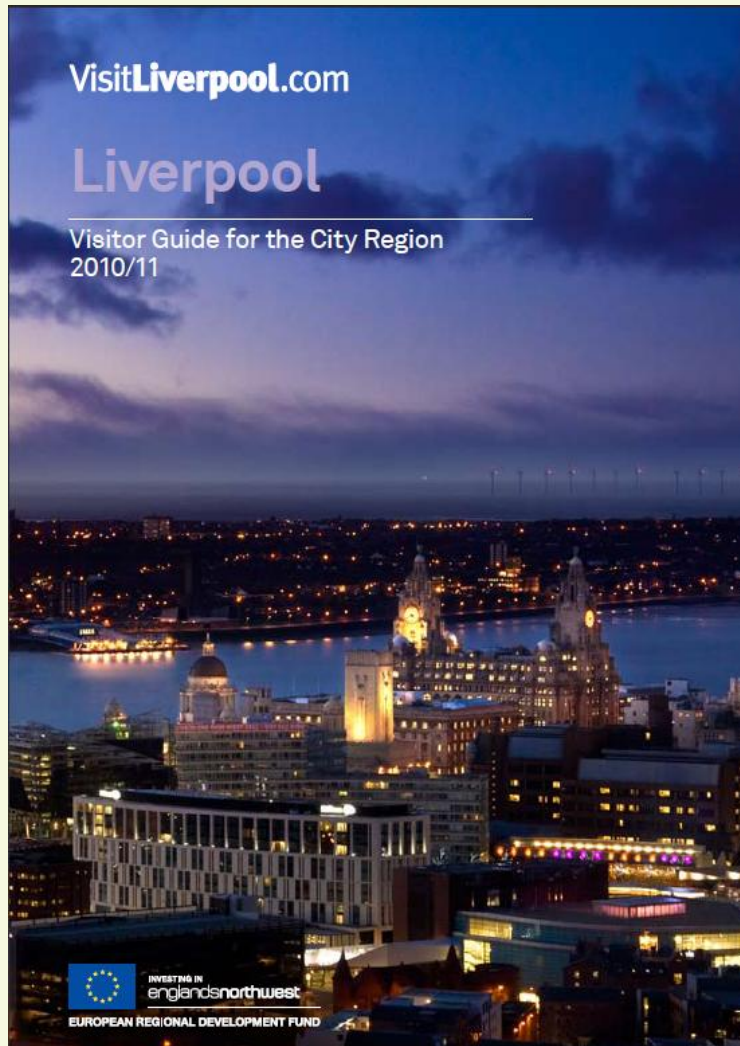
**Transporting the World**  
 The region can boast a whole host of transport achievements spanning over 200 years including: The first artificial waterway of the industrial age the Bridgewater Canal, a pioneering dock the Albert Dock Liverpool and the first railway station in the world at MOSI the Museum of Science and Industry.  
 → discover all about transport

**The Revolutionaries**  
 Revolutions need revolutionaries – thinkers, inventors, leaders, villains, radicals and reformers. Key thinkers and revolutionaries, figures like Engels, Marx, Sir Richard Arkwright, Emmeline Pankhurst and Lord Leverhulme were at the heart of the revolution. Their ideas came to fruition in the Northwest and their input helped change the world and mould the modern society we now know today.  
 → discover the revolutionaries

**The Workers**  
 Britain, and especially the Northwest, gained the reputation as the 'Workshop of the World'. It achieved this by driving up its production output massively through invention, mechanisation and hard labour. The pioneers of the revolution wouldn't have made their mark in history without the working families who make the factories rattle and hum every single day.

**Building a new Britain**  
 The industrial revolution created a new landscape for Britain - one of chimneys, mills, transport networks and mechanisation. The functional new architecture at the time was considered ugly and plain, but the legacy of the massive mills, beautiful canals and the rail network have left the region with wonderful views of city and country.

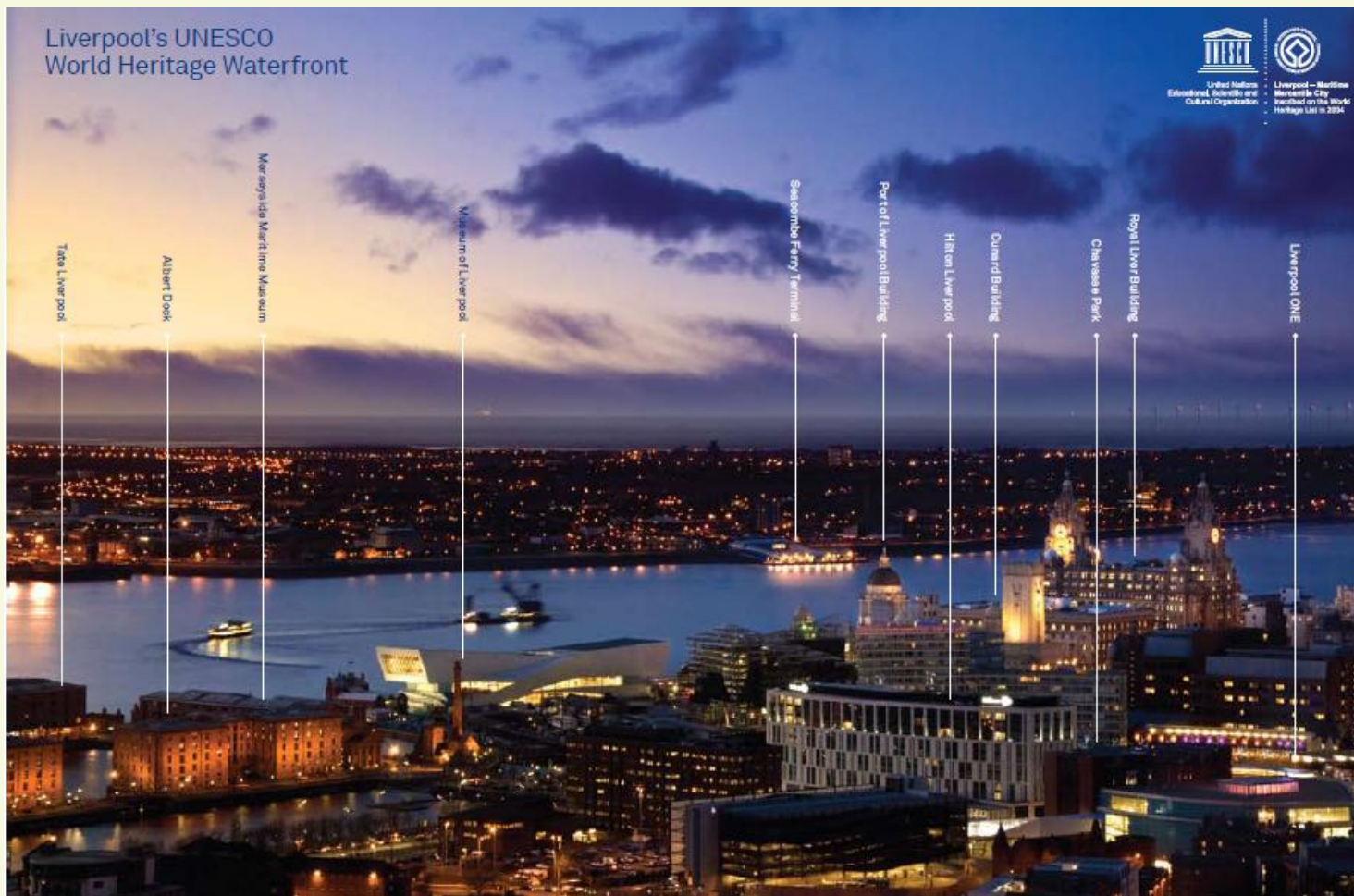




## Visitor Guide 2010/11



# Visitor Guide 2010/2011



# Visitor Guide 2010/11

## UNESCO World Heritage Site

T.0151 233 2008  
[www.liverpoolworldheritage.com](http://www.liverpoolworldheritage.com)

Liverpool's Waterfront is a designated World Heritage Site, putting it on a par with the Taj Mahal and the Great Wall of China.

The accolade was granted by UNESCO in July 2004. The city's bid was centred on Liverpool as a maritime mercantile city and reflected the city's significance as a commercial port at the time of Britain's greatest global influence.

The area covered includes the Water front, the commercial district, an area of warehouses and merchants' houses around Duke Street, and the Cultural Quarter around William Brown Street.

The site includes The Pier Head, with world renowned buildings and historic docks such as Stanley Dock, Waterloo and Wapping.

See page 137 for a map of Liverpool's UNESCO World Heritage Site.



Culture & Heritage

Music

Sport

Shop

Eat

Drink

Sleep

Escape

Essentials

# Business Tourism

## Contents

Welcome	04
This is Liverpool	05-06
World Class Venues	07-12
The Place to be...	13-18
At Your Service	19-24
Getting Here	25-26
Conference Venues	27-43
Conference Hotels	44-59
Venues With a Difference	60-69
Conference Services	70-72
Venue Locations	73-74
Venue Index	75

Liverpool - UNESCO World Heritage site, former European Capital of Culture, and now, Capital of Conferences.

Our world class venues, stylish hotels, excellent transport links and vibrant tourism attractions make us the perfect destination to hold your event, however big or small.

So get in touch with the Liverpool Convention Bureau. Our friendly and experienced team looks forward to welcoming you and your delegates for what is guaranteed to be a highly successful visit.

Liverpool City Region Conference Portfolio 2010/11

## Liverpool City Region CONFERENCE PORTFOLIO 2010/11

Visit [Liverpool.com/conferences](http://Liverpool.com/conferences)

TheMersey  
Partnership

Supported by  

 european regional development fund  
 and  

 englandsnorthwest

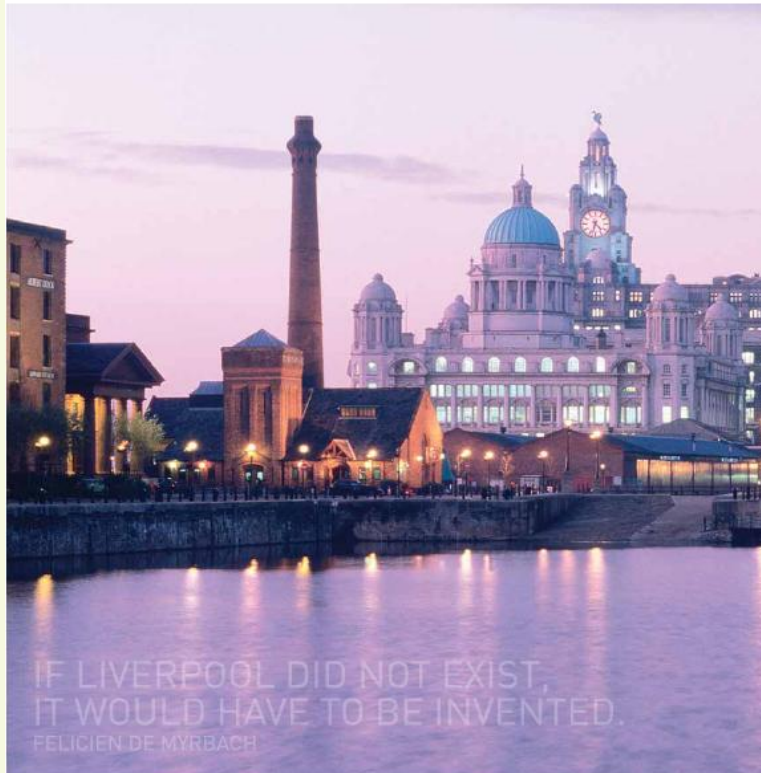
Liverpool  
convention bureau

Museum of Liverpool opening - 2011



INVESTING IN  
englandsnorthwest

# Business Tourism



The Albert Dock

IF LIVERPOOL DID NOT EXIST,  
IT WOULD HAVE TO BE INVENTED.  
FELICIEN DE MYRBACH

## This is Liverpool

05/06

Liverpool received a massive shot in the arm in 2008, when it was European Capital of Culture. New boutique hotels sprang up, slick wine bars opened and a fabulous £1 billion shopping centre, Liverpool ONE, was built. Not surprisingly, it has since been voted third favourite city break destination for two years running by readers of stylish travel bible Conde Nast Traveller, behind the capital cities of London and Edinburgh.

Today delegates coming to Liverpool find a city that is vibrant and exciting. Since 2004 it has been a UNESCO World Heritage city too, a tag awarded to its historic waterfront area around Albert Dock, which today bustles with restaurants and bars. It is also, officially, the World Capital of Pop – thanks to its most famous musical sons, The Beatles. And there is plenty to do in the city for Beatles fans, from visiting the award-winning Beatles Story to downing a few beers in the Cavern Club. The city also has a mighty sporting heritage, with two ferociously competitive Premier League football clubs, as well as impressive cultural offerings including Tate Liverpool, which will be staging a major Picasso exhibition in the summer, and the Royal Liverpool Philharmonic Orchestra, led by the charismatic Vasily Petrenko.

Liverpool today is upbeat, feelgood and fun. And choosing it as the destination for your conference will mean you too can tap into this positive vibe and join the fashionable stampede of visitors to the city.

Liverpool Convention Bureau • +44 (0)151 237 3925  
[www.visitliverpool.com/conferences](http://www.visitliverpool.com/conferences)



# Marketing Opportunities

Target Markets for the City Region Visitor Economy are:  
Cosmopolitans, Style Hounds & Traditionals

Cosmopolitans	Have a slight bias towards heritage, arts and cultural attractions. Looking for something that is different, educational or perhaps a challenge.
Style Hounds	Little interest in heritage
Traditionals	Looking for days out that are peaceful and relaxing, nostalgic and educational, heritage and exploration appeal, including National Trust attractions, churches and Cathedrals

# Launch of new National Advertising Campaign

**IT'S HAPPENING  
IN LIVERPOOL**

**Liverpool Biennial - On the Waterfront -  
Royal Liverpool Philharmonic Mahler Edition -  
John Lennon Tribute Season**

With our iconic UNESCO World Heritage Waterfront, incomparable architectural heritage and world class cultural offering, Liverpool will forever be a European cultural capital.

This year the city again plays host to Liverpool Biennial, one of the most important and cutting edge international festivals of contemporary art. The Royal Liverpool Philharmonic Orchestra debuts its spectacular Mahler Edition and one of the city's favourite sons is honoured during the John Lennon Tribute Season.

With fabulous hotels, exceptional shopping and some of the finest restaurants - why not come and discover Liverpool for yourself? Don't wait. Book now. For details of all the unmissable events across the City Region along with some fantastic hotel offers [VisitLiverpool.com](http://VisitLiverpool.com)

**LIVERPOOL  
TATE  
PICASSO  
PEACE +  
FREEDOM**

**21 MAY -  
30 AUGUST  
2010**

Supported by  
 **Invest in the North West**  
EUROPEAN REGIONAL DEVELOPMENT FUND

[VisitLiverpool.com](http://VisitLiverpool.com)

United Nations  
Educational, Scientific and  
Cultural Organisation

Liverpool - Merseyside  
Maritime City  
Inscribed as the World  
Heritage Site in 2004

- London Underground
- Saturday and Sunday Supplements
- ES magazine
- Condé Nast Traveller
- Sunday Times Traveller
- Lonely Planet
- Online activity on sites such as lastminute, Daily Mail and The Guardian



# Further Marketing Opportunities

## Overnight visitors

- Older independent visitors – Midweek opportunities when more hotel availability and better value offers
- Groups - Liverpool more coach friendly now, railway tours etc
- World Heritage Site – unique brand
- Heritage Open Days – build on existing success



## Location Based Partnerships

- TMP has supported the following:
- Liverpool Waterfront Partnership
- Hope Street Visitor Economy
- World Heritage Site
- Rope Walks
- Baltic Triangle



## OPEN BUILDING TOURS



**The Mersey Tunnel** A unique behind the scenes guided tour of Queensway Tunnel which is an engineering masterpiece.

B1



**Martins Bank Building** A rare chance to see inside this fantastic example of a 1930's banking hall.

B2



**Liverpool's Old Dock** See a large portion of the Old Dock rising more than 20 feet from the bed of the Pool which is clearly visible.

B3

## ARCHITECTURE TALKS



**Lumière & The Overhead Railway**  
 Dr Richard Koeck will present the latest fascinating research into the films shot by Alexandre Promio in 1897.

T1



**Museum of Liverpool** Julia Bryan will give an overview of the exciting new waterfront museum.  
**Waterfront Archaeology** Sarah-Jane Farr will talk about what was found under the changing waterfront.

T2



**Mann Island Architect** Matt Brook (Broadway Malyan) will discuss how this new dramatic waterfront scheme was designed and constructed.

T3



**Architecture : Cultural Buildings : Cities**  
 Peter Wilson (Transformation Project Director at the RSC) will talk about the role of culture in regeneration and provide a background to the construction of several TATE galleries.

T4

## ARCHITECTURE WALKING TOURS



**Architecture Walking Tours** Daily tours led by local architects and students of architecture. Historic and contemporary architecture that has shaped our great city.

W



**Liver Bird Trail** Join tour guide Julie Kershaw to discover the obvious and not so obvious Liver Birds that adorn the waterfront buildings.

L

# WALK THE FRONT

LIVERPOOL WATERFRONT ARCHITECTURE FESTIVAL 15-26 JUNE 2010 [www.walkthefront.org](http://www.walkthefront.org)