



Liverpool ONE



The Echo Arena and BT Convention Centre at Kings Waterfront



QE2 at the opening of the new cruise liner terminal

numerous events including the MTV Europe Awards. Before the city had this venue it was having to turn away some 200 conferences a year and did not have a stadium capable of staging major indoor sports. In its first year it is estimated to have brought an extra £200m into the region's economy.

- **The new cruise liner terminal** that enables the biggest vessels in the world to berth at the Pier Head is now centrepiece to Liverpool's World Heritage site. In its first year it has brought an extra 25,000 visitors to the city as liners start to return to the Mersey on a regular basis.
- A new look to the world-famous **Pier Head** includes extending the Leeds-Liverpool canal to the Albert Dock. Narrowboats will soon be a feature of this world-renowned venue and the developments there are bringing life and animation back to this area.
- Multi-million pound refurbishment to major cultural venues including

**St. George's Hall**, the Bluecoat Arts Centre and the World Museum.

Add to these numerous office, housing and leisure developments and you have a city that is unrecognisable from that of a few years ago.

"When a start was made to these various schemes, we gave them the umbrella title of the Big Dig," said Cllr Warren Bradley. "Over time, as the various buildings took shape people began to see what was being achieved in the city. We have taken a few years to do what many other cities have done in decades.

"We regard what has been achieved as only a start. When we were awarded Capital of Culture status we said that it would be a catalyst to further regeneration and, despite the current credit crunch, I am very confident that this will be the case in Liverpool.

"We already have major schemes in the pipeline ranging from the new Museum of Liverpool, which will open

in 2010, to Peel Holdings' hugely ambitious Liverpool Waters. This is a £5bn scheme over many years to transform 150 acres with plans for the central and northern docks.

"As more and more people have been visiting Liverpool they have seen it is a place where we do business and they will want to invest in the city. We are also extending our credentials as a world city. We are the only British city outside London that has been invited to exhibit at the Shanghai Expo in 2010, the business world Olympics. I am convinced that exposure at a unique showcase such as this will provide further world-wide investment in the city."



**The City of Liverpool**

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