

Culture

makes Capital

Liverpool has experienced a surge in investment in recent years, with the Northwest Regional Development Agency (NWDA) playing an important role in helping to drive the city's ongoing transformation.

Liverpool is undergoing a significant period of renaissance and renewal, with a number of major projects completed or underway that are transforming the city's skyline and helping to boost the local and regional economy.

The Northwest Development Agency (NWDA) has played a major role in driving this change, committing significant investment to a number of key projects that aim to increase tourism, boost the

area's knowledge economy, attract businesses to the area and enhance Liverpool's image as a place to live, work, visit and invest.

Cultural legacy

As a main sponsor of Liverpool's Capital of Culture year, the NWDA committed over £2m to support the Liverpool Culture Company in delivering the cultural programme for 2008. The year was a huge success, generating a vast increase in visitor numbers to the region (see page 78).

As part of its commitment to ensuring that Capital of Culture creates long-term economic benefits, the NWDA has invested in a number of major infrastructure projects. This includes investing over £18m for the new Arena and Convention Centre (ACC Liverpool), which opened in early 2008. The £154m facility, comprising the Echo Arena Liverpool and BT Convention Centre, has made a striking addition to the waterfront and its state-of-the-art design and prime location continue to be a significant draw in bringing major events to the Northwest.



Pier Head



Liverpool's waterfront cathedrals



Museum of Liverpool (Artist's Impression)