

# Liverpool: Transforming for Prosperity

By Warren Bradley, Leader of Liverpool City Council

Liverpool is going through a breathtaking amount of change, with billions of pounds of investment pouring into the city.

Our successful year as European Capital of Culture attracted worldwide attention, repositioning us as a thriving, international destination which is a fantastic place to live, work, visit and invest.

The city centre – the driving force for the local economy – has been transformed. Liverpool ONE is helping make us one of the most popular retail centres in the country, and has created 5,000 long-term jobs. The new Arena and Convention Centre at Kings Waterfront is generating £3m a week, attracting top quality conferences and the world's biggest music stars.

We are making the most of our best natural asset – the River Mersey – by attracting 40 ships to the new Cruise Liner Terminal every year. The Pier Head is being transformed into a first class visitor attraction with a canal link and a new Museum of Liverpool.

And we have spent £73m upgrading the road network so that it is easier to get around.

In our neighbourhoods, we are renewing and refurbishing worn-out housing to create sustainable communities that are fantastic places to live.

And we are replacing every secondary school to equip our young people with the skills they need to get a decent job.

I recognise that businesses are absolutely crucial to the success of Liverpool. That is why we are creating quality office space to meet its needs. We have the country's fastest growing Science Park, and are developing other business parks in the north and south of the city.

I want to make it as easy as possible for companies to invest here, and for us to make the most of the city's profile around the world by generating economic opportunities for local firms. That is why we will be the only UK city outside of London to exhibit at the World EXPO in Shanghai in 2010, a once-in-a-lifetime opportunity to market our city to the world's biggest businesses, attract inward investment and build long-lasting trade links. We are working hard to make sure every single business in Liverpool is able to make the most of it.



Councillor Warren Bradley

There is no doubt that Liverpool has achieved a lot over the last decade and I am immensely proud of our success. But I am not complacent and know there is much more to do. By continuing to build a strong partnership with the business community and other stakeholders, we will succeed in making the most of our potential.

*Warren Bradley*

Councillor Warren Bradley  
Leader, Liverpool City Council



The City of Liverpool