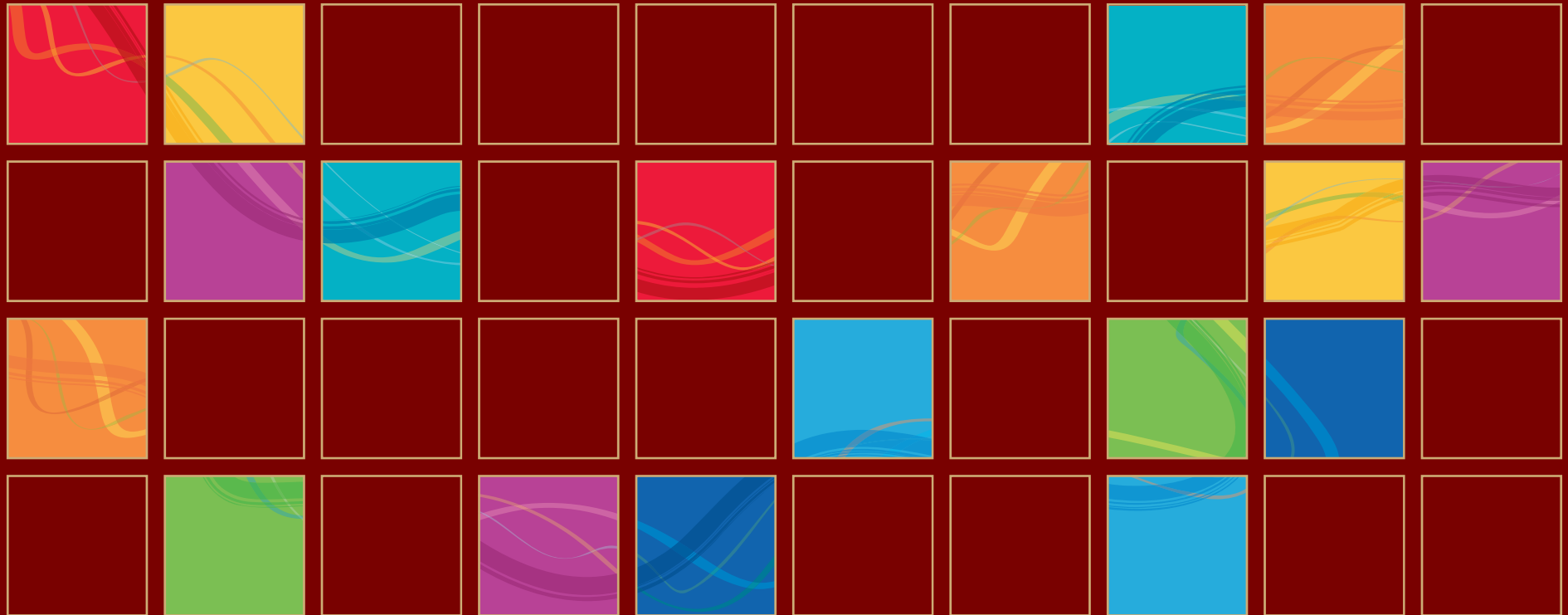


Liverpool Culture Company Programme 2006-7



Objective 1: To create and present the best local, national and international arts and events in all genres

Artistic Programme 2006-7	
City in Transition Programme including:	
Builders Association multi-media workshop	Bang on a Can Allstars
SUPERVISION - Builders Association	Scrap Arts Music
Trisha Brown Dance Company	End of Cinematics
Carbon Copy Building - Bang on a Can	Art & Architecture programme
Research and Development for 2007 & 2008 programmes	Cities on the Edge programme

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Events Programme 2006-7	
Chinese New Year	Festival of Performing Arts
Clipper Round The World Yacht Race return	Summer Pops
Slavery Remembrance	Mathew Street Music Festival
November 5th Fireworks	HUB
Christmas Light Switch-On	BBC Screen events
New Years Eve Fireworks- Closing ceremony	Lord Mayor's Parade

Objective 1: To create and present the best local, national and international arts and events in all genres

Sports Programme 2006-7	
Show Racism The Red Card (Football)	International Amateur Boxing Championships England v Russia
European Wheelchair Basketball Cup - Disability Sports Festival	Liverpool International Tennis Tournament
City of Liverpool Sports Awards	City centre Golf Course
Junior Four Nations Amateur Boxing	Corporate 5K Run
City of Liverpool Open Karate Championships	Liverpool Knowsley Classic International Youth Football Tournament
Liverpool 08 Open Squash Championships	Liverpool to Chester Bike Ride

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Sports Programme 2006-7	
City of Liverpool Parks Tennis Tournament	British Ministrada (Gymnastics)
Honda Power Boats	City of Liverpool 4 Star Junior Table Tennis Tournament
City of Liverpool Grand Prix Table Tennis	Open Golf Championships
Merseyside Mini Youth Games	Girls With A Goal
Merseyside Youth and Community Games	Merseyside Community Games project
Cycle Tour of Great Britain	Disability Sports Festival
Hydro Active Womens' 5K Run	

Objective 1: To create and present the best local, national and international arts and events in all genres

Year of Performance - Business Events Programme 2006-7	
Launch of 08 businessconnect	Masterclasses x 3
Liverpool Academy Awards in association with People Pool	08 businessconnect Events x 6
Business Breakfasts with City Leaders x 3	MIPIM in association with Business Liverpool
Directors Cut - Leadership Seminar x 4 in association with FACT	Grand National event with 08 businessconnect and Liverpool Chambers

Objective 1: To create and present the best local, national and international arts and events in all genres

Year of Performance - Business Events Programme 2006-7	
City Welcome : Improving Tourism and Hospitality Skills Conference	University Lecture Series in association with University of Liverpool/08 business connect
Open Golf B2B Conference 08 businessconnect event	European City Destination Conference (2 days)
Developing Local Tourism Strategies Conference	Enterprise Week in association with 08 business connect

Objective 2: To build community enthusiasm, creativity and participation

Creative Communities Programme 2006-7	
It's Not OK!	Testing the Water/Cities On The Edge
Friend Ship National/Regional/Local	Youth & Migration
Look Up Liverpool	G-Litter
See the City through my Eyes	Four Corners of the City
Theatre in the Parks	Shops Upfront
Creative Health Design	Community Infrastructure Support
Steetwaves	New Voices
How Do You Feel?	Seminars & Surgeries

Objective 2: To build community enthusiasm, creativity and participation

Creative Communities Programme 2006-7	
Access To Heritage	Waiting Rooms (Health Programme)
Magical History Mazes	Heritage & Health
Poetry of Liverpool	Changing Places (Grants) - amounts to be agreed
Seaport 06	A Sporting Chance (Grants) - amounts to be agreed
Pub Reminiscence	

Objective 3: To maintain, enhance and grow the cultural infrastructure of the city

08 Place	Grant-supported cultural partners
Annually-funded Cultural organisations	Heritage Development

Objective 4: To increase the levels of visitors and inward investment to the City

Tourism Development	
Tourist Information operations and development including 08 Place	Conference Subvention
Music & Beatles product development	Research
World Heritage Site/Heritage Open Days/Walks & Tours	Cruise Operations
08 For All	District & Industry liaison
Black Tourism	Connecting Liverpool
Tourism ICT programme	Family Friendly
Culture Company Lead on Food	

Objective 4: To increase the levels of visitors and inward investment to the City

08 Welcome:	
Customer Service training programmes	Transport and Gateway development
08 Customer Service programme	08 Volunteers
Mystery shopping programme	Promotion of the use of Foreign Languages
Special Customer Service Initiatives	

Commercial Development:	
Sponsor Acquisition	Merchandise Development/Sales
Sponsor Account Management	Stakeholder Relationship Management
Corporate Events/Hospitality	Commercial Agreements
Brand Licensing Programme	

Objective 5: To reposition Liverpool as a World Class city by 2008

Day visitor campaign in collaboration with Liverpool Attractions Group with a focus on consumer and trade marketing campaigns	Website development and marketing efforts to act as fulfilment for all activities plus database generation and marketing
Collaborative marketing efforts with the sub-regional tourist board, cultural partners and consortia	Development of key marketing collateral to underpin the efforts across the organisation to communicate the wealth of activities in place for 06/07
Local, regional, national education campaign	Liverpool Gateway advertising, lamp post banners, building wraps and hoardings programme Marketing Collateral
Overseas activity including carrier/destination support	Continuation of comprehensive qualitative and quantitative perceptions and benchmarking study
Cruise line marketing programme	

Objective 6: To provide efficient and effective management of the European Capital of Culture programme

Corporate Services & International Links