

Case Study: Liverpool

Why rebranding is needed in Liverpool?

- In the 18th and 19th century Liverpool was a huge port that handled thousands of tonnes of imports and exports per day, however in the 1980s it experienced industrial decline as the docks closed. As a result there were levels of crime and vandalism and economic and social deprivation.

How was it rebranded?

- After race riots in Toxteth the Merseyside Development Corporation set about reclaiming 4 km² of derelict land by creating new housing and thousands of new jobs
- The first flagship regeneration project was the Albert Dock, which was a former derelict dock that was made into a tourist attraction in 1988. Today it attracts over 4 million visitors a year.

Culture:

- Liverpool has a rich history of music (the Beatles) as well as two premier league football teams. Since 2003 when Liverpool was awarded the European Capital of Culture 2008 the city has been transformed with major investment.
- Over £2.8 billion was spent in the city, in which it was said to have boosted the economy by £800 million in 2008 alone.
- Over 15 million visitors were attracted for the 7,000 cultural events that were being held in just one year. As a result all tourist attractions saw increased visitor numbers, with the Albert Docks seeing a 30% increase.

The Waterfront:

- In 2004 the waterfront in Liverpool was awarded a UNESCO World Heritage site for the important history that this dock holds. It was regenerated for a second time with the Albert Dock reinventing itself after the departure of service and media companies
- A new £19 million liner terminal has been built at the Princess Dock, with the Pier Head, where Merseyside Ferries depart being regenerated by the extension of the Leeds-Liverpool Canal. The rebuilding of the Museum of Liverpool Life also occurred, the total cost being £10 million opening in 2010.

Shopping:

- Liverpool used to be the 3rd most visited shopping destination after London and Glasgow in the 1960s, however had dropped below Manchester (10th) to 17th in 2002. However it made a comeback in 2008 with it being the place where shoppers would spend the most money after London, Glasgow, Manchester or Birmingham.
- The potential catchment of over 1.8 million people within 30 minutes of Liverpool led to the development of the Liverpool One shopping centre
- The 17ha site mixes transport, retail, warehousing and some housing and was known as the Paradise Project, its work starting in autumn 2004.
- The development contains 160 stores, with additional elements such as leisure and dining (14 screen cinema, cafes, restaurants, etc), over 600 residential units, offices, public open space and transport improvements. The area has six distinct quarters and cost over £1 billion to build, all of which was from the private sector.

