



## PRESS RELEASE

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### **Sustainability is top of the agenda at Liverpool World City Conference**

European Capital of Culture status in 2008 and the billions of pounds of accompanying investment will only deliver a sustainable legacy in Liverpool if authorities and agencies move forward with a single voice, according to the city's senior political leader.

Speaking at the Liverpool & Manchester Property Forum, Coun Warren Bradley, said that despite challenges, there was new confidence in Liverpool and within the property sector. He described the European Capital of Culture programme as a "golden opportunity to build on Liverpool's national and international reputation", setting out his ambitions for the city's development.

He said: "In 20 years time I want to see housing and education system fit for the 21<sup>st</sup> Century and a private sector bigger than the public sector so that Liverpool is no longer forced to rely on EU funding and instead stands on its own two feet. To do this we must speak with one voice, agree what we want to deliver and ensure without fail that we deliver it."

Organised by the UK Property forum as part of a series of nationwide events and developed in partnership with agencies promoting regeneration in the city – The Mersey Partnership, Liverpool Vision, Business Liverpool and Liverpool Land Development Company - 'The World City Conference: Can Liverpool become a World City?', was held at the Crowne Plaza Hotel on Thursday June 8.

With billions of pounds being spent on major regeneration projects the forum, which was attended by more than 150 delegates, launched discussion on the impact development is having on the city and the changing face of its property market.

More than £2billion has now been invested in Liverpool on projects including Kings Waterfront, Commercial District and Museum of Liverpool, Edge Lane Project and Liverpool One project, the largest retail-led city centre regeneration project in Europe.

Delivering redevelopment projects so that they would provide a sustainable legacy post-2008 was highlighted by conference delegates as of paramount importance. Jim Gill, chief executive of Liverpool Vision, and Liverpool & Manchester Property Forum panellist argued that to this end it was crucial that the city marketed itself effectively to investors.

He said: "We have a good product and a good message but we must also get good at marketing the city and marketing it in a more effective way. Growth simply won't continue unless we get the occupiers, it is vital that we make potential investors aware of the opportunities that we have on offer."

Other speakers and panellists amongst others included:

- Loyd Grossman, deputy chairman, Liverpool Culture Company and Chairman of National Museums Liverpool.
- Robert Crawford, chief executive, The Mersey Partnership.
- George Ferguson chairman, Acanthus Ferguson Mann, RIBA Past President (2004-06) and co-presenter, Demolition, Channel 4.
- David Cassidy Chief Executive Officer, JPMorgan INVEST.
- Paul Spooner, regional director for North West and West Midlands, English Partnerships.

Matthew Battle of the UK Property Forum said: "It is apparent that Liverpool is going through a period of tremendous transformation. This is being driven by both public and private sector partners who are delivering major redevelopment across the city, this will, however, only be deemed a success if it can deliver not only new buildings but real economic growth."

For further information on the nationwide conference programme or membership visit [www.battle-associates.co.uk](http://www.battle-associates.co.uk).

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**Notes to editors:**

The UK Property Forum is a collective of property professionals who engage in a series of debating platforms. All follow the 'mixed up' debate concept of encouraging debate on the key issues, which are driving the agenda across the retail, commercial and industrial sectors. Our belief is that property professionals need to be far better informed across the sectors and our events provide access to this quality content demanded by property professionals in today's environment.

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