



'ONE Plan' For Liverpool





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Introduction by Councillor Joe Anderson
Leader of Liverpool City Council

In November, Lord Heseltine praised Liverpool as a "can do city".

His comment was based on the stunning transformation the city has experienced in recent years.

The city has undergone one of the greatest renaissances of any 21st century European city.

Liverpool's success at this year's World Expo in Shanghai – the only UK city to exhibit there - and Liverpool's fantastic year as European Capital of Culture in 2008 means the world now looks at the city with fresh eyes.

The city has undergone a positive and dramatic transformation in the past decade. It is the result of a £4 billion regeneration programme, delivered by a public private sector partnership and demonstrating the unique and endless possibilities of working together collaboratively.

They see a city brimming with confidence, innovation, enterprise and cutting-edge creativity.

But this transformation did not come about by accident.

It was down to great partnerships and teamwork involving businesses, many of the city's cultural institutions and our great universities.

It is absolutely crucial that we build on our achievements. That is why we are launching 'One Plan' for the city that will take us to the next stage of our journey.

Only by working together, building strong partnerships right across the city and across all sectors, will we be able to develop, grow and prosper as a truly enterprising and leading European city. Enterprise and culture must be at the heart of our continuing renaissance.

We must never forget that our success is based on the innovative partnerships that we have worked so hard to build in recent years.

And in times of extreme financial pressures, these partnerships are now more important than ever. We must share our resources, skills, innovation and ideas to maximise Liverpool's true potential. By combining our efforts and speaking with one voice for Liverpool, we can showcase to the world all that is great about this great city.

And 'One Plan' for Liverpool sets out to achieve just that.

It is going to be an incredible journey requiring renewed commitment and huge effort. But the prize for everyone will be worth it. The prize is a city recognised the world over for its talent, creativity, enterprise and growing prosperity. A city moving forward, ahead and together.

*Councillor Joe Anderson
Leader of Liverpool City Council*



A Moment in Time

The next several years represent a critical moment-in-time for Liverpool to establish a strategy and action plan to help ensure its growth as one of the UK's most important cities to visit, to invest in, to work in, to study in and to live in.

At a time when the national, regional and local political landscape has changed and access to resources has become more competitive, it is fundamental that the key public and private sector stakeholders come together to develop, fund and implement a collaborative program for Liverpool.

2011 and 2012 are also filled with extraordinary milestones (eg The Liverpool Embassy, The Liverpool Boat Show, the opening of the new Museum of Liverpool, the 100th anniversary of the Liver Building, the 100th anniversary of the Titanic, London 2012) that will require a new level of joined-up working to take advantage of these opportunities for Liverpool.

Our Goals

The first step in this process is to gain endorsement by key public and private sector partners of our key goals in those core streams of Visit, Invest, Work, Live and Study. These goals will include our key aims, objectives and measurable outcomes in each area that will be supported by a comprehensive research programme which complements existing research efforts with those required to determine specific measurable outcomes.

The 'One Plan'

This plan brings together 'transformational' events, projects and programmes from the public and private sector partners to help achieve our key goals that fall into two categories: those transformational elements that are funded and that the other stakeholders should be aware of in case there are opportunities for collaboration; and those transformational projects that require funding.

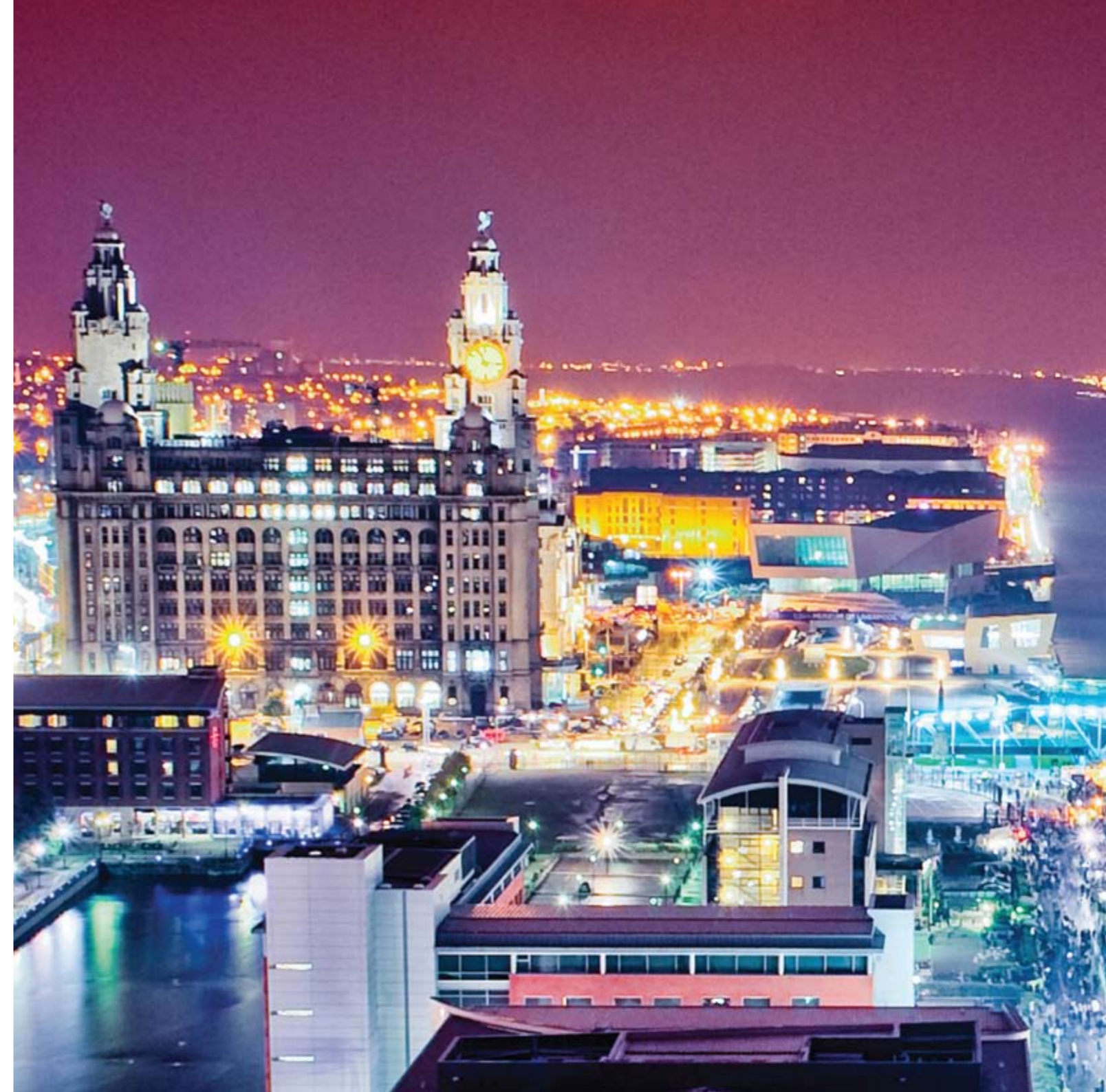
The 'One Plan' will be a living, breathing action plan that will represent the collective efforts of the key public and private sector stakeholders on behalf of Liverpool. By definition this will be a constantly evolving plan that will take into account new opportunities and changing circumstances.

These transformational concepts will require prioritisation as not all will be funded. This prioritisation will be addressed in the 'Process' section.

Resource Requirements

Once the proposed transformational concepts are prioritised, there will need to be a clear understanding of the type of resources that are required to make these events, projects or programmes happen. Some projects will require 100% cash and some can use a combination of cash, marketing-in-kind and staff support. It is this definitive understanding of the nature of the requirements which will be fundamental to the process.

This again will need to be an ever-changing snapshot and it will also need to be projected across several years to provide adequate planning time to address the gaps in requirements.



'All Together Now'

Not all efforts will require 100% cash funding and it is extraordinary what can be accomplished when partners pool non-cash resources. In this time of considerable change, there is also a requirement to shift our perception of how we work together. Where partners have the same target audience, it may make sense to combine efforts. Where partners are individually approaching the private sector for sponsorship, it may make more sense to combine that approach.

This collaboration is its clearest in the use of marketing resources. The key is to identify those partners (public or private sector) who have the ability to 'share' their access to customers with other partners in whatever form. However, it will be critical that there is some 'orchestration' of these efforts to ensure that this supports the attainment of Liverpool's goals.

A New Partnership Structure

There will be a new Partnership Structure that will be created on behalf of the City of Liverpool. This will not be unlike the programme that was created for Liverpool '08 which will include levels of sponsorship from the public and private sector (eg Partner, Supporter, Event Sponsor etc). This will include events and projects from multiple stakeholders.

The Process and Timetable

Although the consultation process has begun, there will be a structured approach to engagement over the next several months culminating in a 1 April launch. Partners will be consulted on the Goals, submissions to the 'One Plan', opportunities for collaboration and the proposed Partnership Structure.

A 'One Plan' Task Force will be created from the private and public sector to lead the process of setting the Goals, 'One Plan' and Partnership Structure. A 'Marketing Steering Group' will also be developed to orchestrate the marketing efforts and collaboration amongst the private and public sector partners.

