



## Background

Liverpool City Central BID was established in 2005 and is in its third term with its next review in due 2018.

The BID focuses on four core areas: Safety - day and night; Environment/Public Realm befitting a premier European city; Animation to create a vibrant city centre; and Marketing to capitalise on the uniqueness of the BID area and to attract new audiences.

## Liverpool BID's approach to place branding

Place branding is a whole series of events, how you work together as an organisation. Not so much 'image' but the 'Look and Feel' of the place - reflected in reports on TripAdvisor, how do people feel about the place, how is the city centre considered by peers and comparative cities, e.g. benchmark waterfront cities such as Barcelona, Sydney. More about heart and minds, culture and art.

In the BID Business Plan – both City Central and Commercial District BIDs – place branding is included as part of their strategic objectives, delivered in partnership with Marketing Liverpool and Liverpool Vision. The whole ethos of the BID creation is to bring business in a specific location together to improve the area e.g. basics of quality, cleanliness, and once this is under control, the issue is how to increase footfall which is where place branding comes in.

Other key partner agencies include Culture Liverpool (perceptions of place through events), arts and cultural organisations and the Liverpool Visitor Economy Network. All are responsible for perceptions of place and events programming, e.g. Giants puppet/street theatre and Tall Ships events planned for 10 year anniversary of European Capital of Culture '08 in 2018.

## BID's use of heritage in place brand

The first step was to understand the dynamics of city, and its significant heritage and legacy. Legacy is a backdrop to the city. The Commercial District (BID) encompasses the Historic Downtown area, including 18th century town hall, Victorian buildings and early 20<sup>th</sup> century buildings, mostly listed - representing the framework and fabric of the area, and the BID reflects on this heritage.

The BID employs a tour guide as part of a healthier workforce initiative, who leads heritage walks and points out heritage and historical associations. BID

ambassadors have a good knowledge of the heritage and history of the city. Also art programmes and intangible heritage e.g. The Beatles. Phillips Design has been commissioned to transform areas with poor footfall such as the Cavern Quarter where the BID sits on the Beatles Legacy Group.

## Benefits of BID's heritage/place branding

A place brand that contains heritage leads to better integration - and benefits from the fascination with history. It is not about locking something in the past, preservation versus conservation, but the need to create a sustainable future for heritage assets. Walking tours recognise previous historic uses of buildings, e.g. bank buildings (now restaurants).

The Parish Church and Town Hall are in the adjoining Commercial District BID. St Georges Quarter (Art gallery, library, St George's Hall) are all in the City Central BID area - the BID is on the Quarter organisation board. The two cathedrals are on the edge of the BID area and are not really engaged in BID activities, but the Anglican Cathedral sits on the Visitor Economy Board.

## Challenges and Opportunities of using heritage in place branding

There is a need to reflect on the heritage in the area; to ensure that they can retain historic buildings. Also to get more people to explore heritage and history more, including encouraging commercial/employment use of heritage buildings and office spaces, rather than lose these to residential development (e.g. 1921 Futurist cinema 'lost' to Lime Street regeneration, one of 10 buildings being demolished).



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