



# Curriculum Vitae Liverpool

An artistic city with a unique 'Merseybeat'



## Bio

My economy is one of the largest in the UK and I see myself as a city of opportunity, having seen a 52% increase in job adverts over the past two years. I am home to 491,500 proud residents; most famously The Beatles, who bring in over £81.9m to my economy every year.

Becoming the European Capital of Culture in 2008 was a transformative experience. Since then I have been recognised as the sixth most visited UK city and one of the 100 most visited cities in the world.

I am a hub of innovation and the arts. I host the UK's largest celebration of contemporary art, the Liverpool Biennial, and showcasing works from international artists across the city. I'm also home to Lime Pictures who produce Hollyoaks, TOWIE and Fresh Meat.

The iconic Liver Building marks my waterfront, once centre of the shipbuilding industry. Now it is home to the Royal Albert Dock, with an extensive offer of restaurants, bars and hotels.



## Education

**4** universities – the University of Liverpool, Liverpool Hope University, Liverpool John Moores University and the Liverpool Institute for Performing Arts (LIPA), as well as the official UK partnership with Chinese University, Xi'an Jiaotong.

**130** of my primary and secondary schools are rated 'Outstanding' or 'Good' by OFSTED.



## Skills

I have an international background with an eclectic mix of people hailing from Northern Ireland, Wales, China, Ireland, Scotland, India and North Africa.

My residents largely speak English, but you'll also hear Cantonese, Arabic, Kurdish, French, Spanish and more.

## Timeline of Experience

2019

### Successful Transport and Logistics industry – Liverpool, UK

Today, a growing skill is in the Transport and Logistics industry – the industry has seen a significant increase in job applications, with a monthly average of over 11,000.

2018

### Growth in new business – Liverpool, UK

14,600 new businesses opened, a **33%** increase from 2010.

2018

### A top city – Liverpool, UK

The Telegraph placed me at number 7 of 'Britain's Top Cities', coming ahead of Glasgow and Newcastle.

2008

### Cultural director – Liverpool, UK

I was the European Capital of Culture which I celebrated with a year of events including the Biscay Tall Ships Regatta, which featured 30 tall ships.

## Interests

### Football:

I was the most successful footballing city in England for many years and am still home to Liverpool F.C. and Everton F.C.

### Culture:

I am home to 39 museums and 18 galleries - that's more than anywhere outside London.

### Music:

I am also the official World Capital of Pop, with more Number One hits by residents than any other city.

### Starting businesses:

Leading soft drink company Vimto have based their HQ in my local town of Merseyside and I am also home to online retailer very.co.uk.

### Travelling:

Liverpool John Lennon Airport, named after the iconic singer, is an international hub for visiting tourists.

## References

### Professional references available from:

Entertainer Cilla Black, actor Tom Baker and comedian John Bishop.

### Personal references available from:

Footballer Steven Gerrard, actor Kim Cattrall and all four members of The Beatles.

1961

### The Beatles took to the stage – Liverpool, UK

A new age of music began when The Beatles performed their very first concert at The Cavern Club. In the same year, music publication Mersey Beat was created, sharing news about The Beatles and other local bands.

1880

### Establishment - Liverpool, UK

Achieved city status.

1829 - 1836

### Transport links – Liverpool, UK

The first railway tunnels in the world were constructed in what would later become the city.