



**PRESS RELEASE**  
**Tuesday August 19, 2008**

**THE MORNING AFTER THE NIGHT BEFORE:**

**THE IMPORTANCE OF LEGACY FOR WORLD CITIES**

A major conference, sponsored by DLA Piper and Wates Interiors, has been announced for the North West hosted by the Liverpool and Manchester Property Forum. Now in its third year, the conference brings together property specialists from across the North West to discuss relevant issues. The conference alternates between Liverpool and Manchester and, this year, in its Capital of Culture Year, Liverpool is the host city. The conference will be held at The Racquets Club, Chapel Street on Wednesday September 10<sup>th</sup> 2008 and will be preceded by an intimate dinner on Tuesday September 9<sup>th</sup>. Conference delegates will have ample opportunity to view the city's new landmarks first-hand through tours.

The intimate and probing conference will establish what Liverpool's 2008 European Capital of Culture crown means for extracting lasting legacy benefits from its spotlight year. It will seek to answer questions such as 'What can cities do to maximise the long term benefit of hosting major sporting and cultural events for the business community?' and 'How will the city develop in the future and what will those areas that have seen and will see development look like (Liverpool Stadium; St Pauls Square; Liverpool One)?'

The Morning after the Night Before will bring together those from the public and private sector responsible for city development to discuss best practice in hosting events, investigate the sustainability of major urban projects, and review the long term



## PRESS RELEASE

**Tuesday August 19, 2008**

benefits to be gained from involvement in city developments. Key note speakers include Keith Feeny, Hill Dickinson; Rod Homes, Chairman, Mersey Partnership (tbc); Stewart Keppie, Keppie Massie and Merseyside Property Forum and Lesley Chalmers, Chief Executive, English Cities Fund. Full conference detail is in editors notes below.

Liverpool Vision is supporting the conference by enabling the tour. Additional partners for the conference include Architects Journal, Smooth Image Design Film, A4A, Just PR & Marketing and Place North West.

### **For further information**

**Press** are invited to the conference and access to speakers in the weeks prior to the conference is encouraged. Please contact **Justine McGuinn of Just PR & Marketing on 07903 661228 or [justine@justprm.co.uk](mailto:justine@justprm.co.uk)** to confirm attendance, arrange interviews or for any further enquiries.

**Event/sponsorship** enquiries to Matthew Battle of Liverpool & Manchester Property Forum on 07763 877172 or [matthew.battle@unwired.eu.com](mailto:matthew.battle@unwired.eu.com) (event/sponsorship)

Conference organisers are UK Property Forum, part of Unwired Ventures. Further information is available at [www.lmpf.co.uk](http://www.lmpf.co.uk)

### **NOTES TO EDITORS**

### **CONFERENCE BLUEPRINT FROM UKPF**



## **PRESS RELEASE**

### **Tuesday August 19, 2008**

#### The Conference Blue Print

The Liverpool & Manchester Property Forum  
([www.lmpf.co.uk](http://www.lmpf.co.uk))  
Dinner – Conference – Walking Tour – Exhibition  
9<sup>th</sup>/10<sup>th</sup> September 2008 in Liverpool @ the Racquet Club

*'Morning after the night before:  
The importance of legacy for world cities'*

Spread over a 24 hour period, the UK Property Forum has organised an exclusive dinner on the evening of the Tuesday, 9<sup>th</sup> September followed by a conference and walking tour and pop-up exhibition on Wednesday, 10<sup>th</sup> September in the heart of the Commercial Quarter of Liverpool. The conference will follow the successful format established at the past two LMPF conferences: '2006: Can Liverpool become a World City?' also held in Liverpool and '2007: Welcome to Doughnut City' which was held for the first time in Manchester last year. Both of these conferences were well received by the attending delegates (200 last year in Manchester) and press. Evidence of attendance can be viewed in more detail at [www.lmpf.co.uk](http://www.lmpf.co.uk) and clicking on 2006 or 2007 conference details.

Like all UKPF events, this year's Liverpool legacy conference will be content led in format, using the proven combination of quality speakers, complimentary locations and conference content which is not only informative but educational. All of the sessions have been designed and edited to reflect the key issues currently facing Liverpool in and to also provide delegates with an exclusive opportunity through the walking tours to 'see and touch' Liverpool at street level.

Using the medium of the web, delegates will also be connected before the event with key topics so that they can get effectively involved in the discussion via a round table format on the day. Delegates will leave with a clear picture of what is driving the city after the Capital of Culture beyond 2008 and what will be the seeds for the next wave of development and growth for the city of Liverpool in the future.

## **PRESS RELEASE**

**Tuesday August 19, 2008**

### **Why you should attend?**

- ***Opportunity to hear from commentators leading the debate on Legacy and World Cities in Liverpool when it is celebrating its year as the European Capital of Culture and to comment on what happens beyond 08***
- ***Unique chance to hear from the key influencers and decision makers shaping Liverpool's strategy for the city Beyond 08 and make up the newly company: Liverpool Vision (merger of Business Liverpool, Liverpool Land Development Company and the original Liverpool Vision)***
- ***Involvement in the LMPF Conference Charrette which will involve delegates contributing, commentating and presenting their ideas on the vision for Liverpool beyond 08.***
- ***Access via the three tours organised by Liverpool Vision to view the newly opened developments such as the Grosvenor's Liverpool One scheme, Commercial Quarter and Hill Dickinson's new HQ.***
- ***Access to quality networking event with many of the key influencers and decision makers creating or generating new developments in the city.***
- ***Access via the conference summary, distributed post event, which will capture all key information and knowledge from the speakers, sessions and the conference in general.***

### **DINNER DETAILS**

**Tuesday 9<sup>th</sup> September (Arrivals 6.30pm and Dinner served at 7.30pm)  
Racquet Club, 5 Chapel Street, Liverpool L3  
Three Course Dinner with Wine**

## **PRESS RELEASE**

**Tuesday August 19, 2008**

Chaired by Matthew Battle, Chair, UK Property Forum and Philip Ross, CEO, Unwired Ventures and Chair, WorkTech08 with Special Guest Speaker to be announced shortly.

**Drinks in the Racquet Club followed by de-brief at Alma de Cuba Restaurant & Bar**

### **CONFERENCE CONTENT**

#### **Wednesday 10<sup>th</sup>**

##### **8.30am Arrivals at the Racquet Club, 5 Chapel Street, Liverpool L3**

Tea, Coffee and Light Breakfast Served  
Viewing of the pop-up Exhibition Stands

##### **9am – 9.10am**

Conference opening with the exclusive animation by Smoothe; *Legacy of Cities*  
Opening remarks from the Conference Moderator: Matthew Battle, UK Property Forum

##### **9.10am – 10am**

##### **Session One**

**Legacy - What does 'legacy' mean to world cities as they reconcile the value of major events once the dust has settled? How has the City of Liverpool approached its long-term vision and what does lie beyond 2008?**

Moderator:  
Matthew Battle, Chair, UK Property Forum

Key Note Speakers:  
Warren Bradley, Leader of the Council, Liverpool City Council  
Jack Pringle, Partner, Pringle Brandon & Immediate Past President of the RIBA

Panel:  
Mark Beardwood, Partner, DLA Piper  
Jim Gill, Chief Executive, Liverpool Vision



## **PRESS RELEASE**

### **Tuesday August 19, 2008**

ANO to be announced

#### **Round Table Discussion and Presentations from the floor**

**10am-10.30am**

**Tea & Coffee served at the Racquet Club**

**10.30am: Session Two**

#### **St Paul's Square: Probably the best urban business district in the North?**

Is Liverpool now in a position to offer a credible alternative to London's Broadgate and other UK urban office developments such as Manchester's Spinningfields and the Thames Valley? This Session will also be an overview of the St Paul's scheme from the perspective of Hill Dickinson, one of the major corporate occupiers who have re-located and anchored this development and how urban office schemes can act as a catalyst for establishing new standards, which can then help to attract key worker staff, quality tenants and blue chip investment funds. *(This will preface an exclusive Tour of the recently completed building occupied by Hill Dickinson – See Session Four.)*

Chair:

TBC

Speakers:

Keith Feeny, Operations Director, Hill Dickinson

Leslie Chalmers, CEO, English Cities Fund

Panel:

Paul Rice, CEO, Liverpool Commercial District

Stewart Keppie, Chairman, Mersey Property Forum (Partner, Keppie Masey Surveyors)

A N Other Panellist to be confirmed shortly

**11:15am**

## PRESS RELEASE

Tuesday August 19, 2008

### Session Three:

#### **Peoples Corner – The LMPF Conference Charrette\***

*\*Charrette = used to describe the process that brings clients design teams and stakeholders together at the beginning of a project to begin open conversation and exchange of ideas...*

How will regional developers view the legacy of Liverpool post 2008? What do the delegates see as the drivers for growth in the future and what do they expect from the 'City Fathers' as the City enters the next chapter in the regeneration story of Liverpool? Using paper, pen and paint - a chance to develop and present in Round Table style views of Liverpool beyond 08.

Chair:

Matthew Battle, Chair, UK Property Forum and Paul Unger, Editor, Place North West

Speaker and Setting the scene for the LMPF Charrette\* will be William Butler, Pelli Clarke Architects (one of the architects and designers for Grosvenor Developments Liverpool One)

Confirmed commentators include:

Gary Thompson representing the Liverpool - The Digital City

Steve Parry, Managing Director, Neptune Developments

Bill Addy, Group Business Development Director, iliad

David Guest, Regional Director Liverpool, Bruntwood

### **Round Table Discussion and presentations back to the conference from the floor**

**12.30pm**

**Lunch and Networking at the Racquet Club**

**2pm**

**Session Four**

### **Liverpool Under Foot: Walking Tour**



## **PRESS RELEASE**

**Tuesday August 19, 2008**

Three tours exclusively arranged and organised by Liverpool Vision which will follow the three key pre-arranged routes around Liverpool. Introductions to the tour from Martin Wright, Development Director, Liverpool Vision.

### **T 1**

Grosvenor Developments and Liverpool One. Exclusive Tour of the unfinished areas in the scheme including the areas around Paradise Street.

### **T 2**

Commercial Quarter including tour of St Paul's scheme and the new space of for the lawyers Hill Dickinson.

### **T 3**

On the Waterfront include view of the key projects on the Waterfront at Liverpool, Three Graces, Neptune and other schemes.

**15:30 hrs Return**

**Return and Close of Conference**

**Coffee & Tea**

**Networking and Final Viewing of the Pop-up Exhibition Stands**

**16:00 hrs Conference Close**