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# The Impact of Hope

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## Hope Street and Liverpool

The **Impact of Hope**

# INTRODUCTION

Hope Street and Liverpool

This short document sets out the economic and other impacts of the Hope Street area and its key players on the city of Liverpool. **Produced by the Visit Hope Street Community Interest Company**, it conclusively demonstrates that its members are contributing to the economic and social wellbeing of the city as well as improving its image on a national and international basis.

Hope Street is home to the city's academic and religious communities, to world class cultural & educational organisations and to a cluster of independent, owner managed, hospitality and catering businesses of the finest quality.

In the last few years over **£60 million has been invested** in taking Hope Street to the next level. Hope Street partners make a big impact and have plans to do much more.

To find out more, please visit [hopestreet.co.uk](http://hopestreet.co.uk) and read on...

Hope Street is...

# A BIG EMPLOYER

Hope Street and Liverpool

Visit Hope Street CIC members (excluding Liverpool John Moores University and the University of Liverpool) employ 1,500 people (622 Full Time Equivalents) with a **gross turnover of £40 million**.



It is estimated that other restaurants on Hope Street provide a further **105 jobs**.

The two Universities themselves employ **8,000** people and have a combined turnover of £658 million.

Put together that's almost **9,500 jobs** at the heart of the City of Liverpool.

These employees in turn spend their wages locally, spreading the benefits and supporting local jobs, not to mention the local purchasing power of Hope Street businesses.



Hope Street...

# DEALS IN VOLUME

Hope Street and Liverpool

A total of 950,000 people a year visit our three attractions (the two Cathedrals and the Victoria Gallery & Museum).

The street's four cultural venues (the Everyman, Philharmonic, Unity & LIPA) **sold over 360,000 tickets in the last 12 months.**

CIC members provided over 350,000 meals to satisfied customers and it is estimated that in total over half a million meals are served on Hope Street every year by independent, locally owned businesses.

It is estimated that daytime and night-time visitors to Hope Street spend **£81 million in the Liverpool economy**, supporting a further 1,000 jobs.

Our academic institutions have over **44,000 students from all over the world.**

Graduation alone brings over 25,000 people to Liverpool.

During Christmas 2015 almost 150,000 people attended over **240 cultural and religious events** on Hope Street.



Hope Street is...

# INVESTING

Hope Street and Liverpool

The University of Liverpool is investing over **£200 million in capital projects** including new accommodation in the heart of Hope Street.

The rebuilding of the Everyman and the creation of the Music Room at the Philharmonic are providing world-class facilities.

LIPA is transforming the southern end of Hope Street with the opening of the Primary School and 6th Form College.

A total of **£62 million plus has been invested by Hope Street partners** in major capital projects since 2014.

Development is continuing with recent commitments from Unity Theatre and Blackburne House.

Hope Street is closely aligned with the Knowledge Quarter (KQ Liverpool) which is undergoing a £1 billion renaissance and expecting to **create 10,000 jobs over the next 10 years.**

The Metropolitan Cathedral will be **investing over £3 million** during the next five years in refurbishing the lantern tower. This is additional to the £500,000 it spends annually on maintaining the fabric of the building.

## PROJECT

## YEAR

## VALUE

Everyman Theatre

Redevelopment

2014

£27m

LIPA

Art School Redevelopment, Primary School & 6th Form College

2015-16

£20.8m

Royal Liverpool Philharmonic

Refurbishment

2015

£14m

Liverpool Cathedral

Refurbishment

2015

£750,000

Unity Theatre

Redevelopment

2017

£850,000

Blackburne House

Refurbishment & Redevelopment

2016

£500,000

Hope Street Hotel

Refurbishment & Upgrading

2015

£200,000

**Total**

**£64m**

Improving Liverpool's...

# INTERNATIONAL REPUTATION

Hope Street and Liverpool

Liverpool Cathedral is a key asset in attracting international conferences to the city with its innovative use for banquets and receptions. It also hosted the Range Rover Evoque launch and was a crucial venue for the International Festival of Business.



The Royal Liverpool Philharmonic Orchestra have, in recent years, toured China, Japan, Czech Republic, Romania and France; forthcoming tours are scheduled to Italy, Slovenia, and Japan. The orchestra's music is released and streamed worldwide.



The two Universities have international reputations for research and teaching, especially in China and the Far East.

Everyman productions have toured in Canada, Russia and Australia.

25% of LIPA's students are from other countries, so are 25% of Liverpool Cathedral's visitors.

Hope Street is...

# WINNING AWARDS

Hope Street and Liverpool

## Nationally

- Hope Street was awarded the title 'Best Street in Britain' by the Academy of Urbanism in 2013
- The Hope Street Hotel won Silver at the Visit England Awards in 2014 (it has been the city region's Hotel of the Year since 2010); Liverpool Cathedral was 'Highly Commended' the following year
- The London Carriage Works has held 2 AA Rosettes for culinary excellence since 2010; 60 Hope Street has held one for 16 years continuously
- The Everyman won the RIBA Stirling Prize for best new building in Britain 2014 – beating The Shard - and 5 further architectural prizes in the same year
- In 2015 the Everyman was named Theatre School of the Year and received Best Design Award for The Hudsucker Proxy at the UK Theatre Awards; the year before it had won the categories 'Promotion of Diversity' and 'Achievement in Marketing'

- The Liverpool Philharmonic won The Gramophone Award for Orchestral Recording of the Year in 2011 and Vasily Petrenko was Classic FM's British Male Artist of the Year in 2010 & 2012
- Claire Dove, CEO of Blackburne House is the Chair of Social Enterprise UK and sits on the British Council, also voted in the top ten of the most influential Black Leaders in the UK. Additionally, Blackburne House Education is also an outstanding provider via Ofsted which places them in the top 10% of FE providers nationally
- UK Honours have been awarded to Mark Featherstone-Witty from LIPA, Claire Dove of Blackburne House (both OBE) & Graeme Phillips of the Unity Theatre (MBE). Claire Dove has also won the Queen's Award for Enterprise

## Internationally

- The prestigious Getty Foundation in Los Angeles recently recognised the Metropolitan Cathedral as one of the most architecturally important buildings of the 20th century, awarding them a £138k development grant
- The Everyman was shortlisted for four international architecture awards, winning two
- The Liverpool Philharmonic's recording of Shostakovich's 8th Symphony won Best Orchestral Recording at the 2011 International Classical Music Awards; Vasily Petrenko was given the Young Talent Award in Germany in 2012
- LIPA's founding principal and CEO, Mark Featherstone-Witty, has been made a Knight of Norway (First Class)





Hope Street is...

# ENGAGED WITH ALL OF LIVERPOOL

Hope Street and Liverpool

City wide groups where Hope Street partners have an important role include:

- Food Poverty Action Group
- Foodbank
- International Marketing Group
- Knowledge Quarter Board
- Liverpool Arts Regeneration Consortium
- Liverpool Attractions Group
- Liverpool Hoteliers Association
- Liverpool Music Hub
- Liverpool Visitor Economy Network
- Quarters Collective
- SIF Steering Group

## Hope Street & KQ Liverpool

Hope Street sits within the Knowledge Quarter Liverpool, which has been made a Mayoral Development Zone by the City. KQ Liverpool is 450-acre urban innovation district and is home to some of the world's most influential players in science, health, technology, education, music and the creative and performing arts. The CIC is working closely with the KQ Liverpool, to secure future growth and attract inward investment. The world class culture on offer in Hope Street is a competitive advantage for KQ Liverpool and has already paid dividends in helping to secure significant investment and growth in the area.

# SUPPORTING THE LOCAL COMMUNITY

Hope Street and Liverpool



Here are just a few of them:

- Unity Theatre delivered the Y project – a gun & gang crime project for 13 to 16 year olds, involving over 750 young people with 22 partner organisations as well as providing 4,000 subsidised tickets at Christmas for young people
- The Liverpool Philharmonic has delivered the In Harmony Project in Everton for 8 years, inspiring over 900 children and their families to celebrate their community through music; runs a music programme for Merseycare and the Tuning Into Children project in Children’s centres throughout the city
- The Everyman’s pioneering Bass Techs Programme trains young people aged 18 – 24 who are not in education, employment or training (NEET) or those considered ‘at risk’, in lighting and sound; A four week residency by Afro Reggae engaged NEET and ‘at risk’ young people in Everton, Anfield, Toxteth, Speke, Kirkdale, Croxteth, Sparrowhall and Norris Green
- LIPA’s Community Drama students have been leading and contributing to projects for 20 years
- Blackburne House also houses a number of their own thriving social enterprises, a Bistro, Nursery, Health Place and Conferencing & Facilities, which attracts thousands of visitors each year. They continue to break down barriers for female learners by providing skills in non-traditional areas and supports the start-up and scale-up of North West based social enterprises via their School for Social Entrepreneurs NW. All of which have a positive impact on the local economy and communities. They continue to have a robust project portfolio tackling both health and wellbeing and environmental interventions
- Hope Street Hotel actively recruits local apprentices into its award kitchens and provides respite support to carers through Local Solutions – a programme it introduced to the Liverpool Hoteliers Association
- Both Cathedrals have music outreach programmes engaging over 1,500 young people and work together to manage the Hope Plus Foodbank which has provided 25,000 hampers to people from over 90 countries in 3 years
- As the city centre’s Catholic parish, the Metropolitan Cathedral has close links to St Nicholas and St Vincent’s schools as well as providing educational experiences to thousands of young people from across the North of England. Alongside its three cathedral choirs, it also provides a home for a community choir and orchestra who perform regularly
- Liverpool Cathedral’s nationally award winning Volition Programme provided 10 weeks of volunteering, accredited training and job club for the unemployed



## CIC Board Members

Blackburne House

Hope Street Hotel/The London Carriage Works

Liverpool Cathedral

Liverpool Metropolitan Cathedral

Liverpool Everyman and Playhouse

Liverpool John Moores University

Royal Liverpool Philharmonic

60 Hope Street/Host/The Quarter

The Liverpool Institute for Performing Arts

Unity Theatre

University of Liverpool (VG&M)

## Associate Restaurant Members

92 Degrees

Everyman Bistro

The Piazza Café

The Waterhouse Café

The Welsford Restaurant

## Full Restaurant Members

Bistro Jacques

Free State Kitchen

Puschka

The Art School Restaurant

The Old Blind School

The Refinery

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# COMMUNITY INTEREST COMPANY MEMBERS (CIC)

April 2016