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LIVERPOOL HIGH

AN AERIAL JOURNEY

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Like many of our great cities, Liverpool can boast a long history. Its fortunes really took off in the eighteenth century when its situation on the western seaboard put it in an ideal position to take advantage of the West Indies slave trade and commerce with North America. By the early 1800s, 40% of the world's trade was passing through Liverpool, and with it a flow of immigrants, particularly from Ireland, that helped establish its colourful reputation as a melting pot of cultures. The great wealth generated by this power-house of trade was reflected in the grandeur of its imposing architecture. The twentieth century, astonishingly, saw the construction of two gigantic cathedrals – the largest Anglican cathedral in the world, and the modernist circular Roman Catholic cathedral.

As trade shifted east after the Second World War and Liverpool's traditional industries and docks went into decline from the 1970s, the city's prosperity dwindled, and along with it its population which nearly halved between 1931 and 2001. Despite it all, Liverpool's vibrant culture survived and has to a large degree led to the city's revival in recent years, helping it to win the coveted 'European Capital of Culture' designation for 2008.

Today Liverpool's economy is again booming. Its long-term icons, like the two football stadiums and Aintree Racecourse, are being added to by new facilities to cater for the growing influx of visitors from around the world. As you now fly over Liverpool, landmarks from its prosperous past are being joined increasingly by features of its current success to make it truly a city of the twenty-first century and of the future.

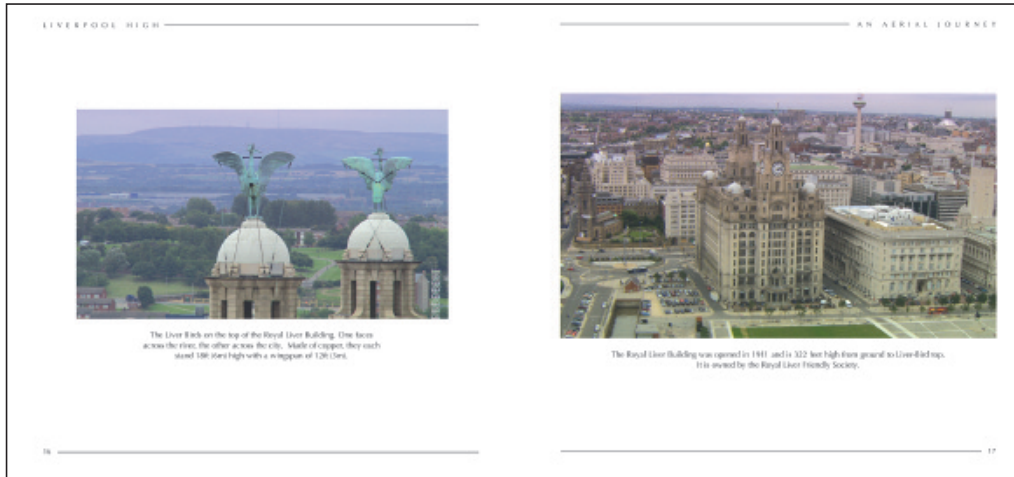
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Example of a double page spread.



St George's Hall



High over the Waterfront.



The morning sun on the Royal Liverpool Golf Course



The headquarters of HM Customs and Excise and VAT at Queen's Dock



One of the figures in Antony Gormley's sculpture Another Place on Crosby Beach.



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