



Magnetic Liverpool City Region...?

May 2018



The changing purpose of cities

Cities built on **Trade**



Cities built on **Industry**



Cities built on **People**



200 BC onwards

1750s onwards

2000s onwards

7 Core principles that drive magnet cities



Magnet Cities have strong leaders

1



Magnet Cities are fundraisers

2



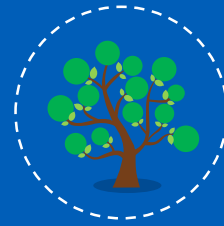
Magnet Cities are connected to other cities

3



Magnet Cities undergo constant physical renewal

4



Magnet Cities have a definable city identity

5



Magnet Cities cultivate new ideas

6



Magnet Cities attract young wealth creators

7





Universities: harnessing their superpowers

Principles for city collaboration



How *Denver* became a Magnet City

Boom



Bust



Airport



Regeneration



Magnet



'Today most Americans know Denver as the Number One city for Millennials'

Number-1 city preferred by 'young, cool, hip people'

The cities where they end up have a shot at becoming tomorrow's 'economic powerhouses.'

People joke about millennials living indefinitely with their parents, but the fact is they are on the move and coming in droves to Denver

How Magnetic is Liverpool?





Magnet Cities is [here](#)
Toronto report is [here](#)

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