Project: Research - Place branding Appendix C – Coding Summary

Generated: 25/09/2009 08:00

Source 8 **Document**

Nodes Coding	References	Coverage
Cases\Case 8	1	100.00 %
Tree Nodes\Achieving sustainable growth\challenge\credit crunch	1	0.91 %
Tree Nodes\Achieving sustainable growth\challenge\events	2	2.74 %
Tree Nodes\Achieving sustainable growth\challenge\income	2	1.79 %
Tree Nodes\Achieving sustainable growth\challenge\investments	1	0.56 %
Tree Nodes\Achieving sustainable growth\challenge\priority	1	1.33 %
Tree Nodes\Achieving sustainable growth\challenge\reforms	1	0.69 %
Tree Nodes\Achieving sustainable growth\challenge\resources	1	2.63 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\commitment	1	0.63 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\leadership	1	0.42 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\mutual cordination	1	0.86 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\responsibility	1	2.59 %
Tree Nodes\Achieving sustainable growth\Measures\continuous effort	1	0.19 %
Tree Nodes\Achieving sustainable growth\Measures\continuous progress	2	1.30 %
Tree Nodes\Achieving sustainable growth\Measures\effective planning	2	1.73 %
Tree Nodes\Achieving sustainable growth\Measures\key facets	1	1.61 %
Tree Nodes\Achieving sustainable growth\Measures\rational	1	0.92 %
Tree Nodes\Achieving sustainable growth\Measures\vision	1	0.25 %
Tree Nodes\Assets\culture & heritage	2	0.83 %

Tree Nodes\Assets\hospitality sector	1	0.65 %
Tree Nodes\Assets\uniqueness	1	0.95 %
Tree Nodes\Attributes\emotional\civic pride	1	0.43 %
Tree Nodes\Attributes\emotional\confidence	1	0.71 %
Tree Nodes\Attributes\emotional\self-belief	1	0.34 %
Tree Nodes\Attributes\functional\awareness	3	2.71 %
Tree Nodes\Attributes\functional\experiences	1	1.48 %
Tree Nodes\Attributes\functional\optimism	1	0.38 %
Tree Nodes\Attributes\functional\word of mouth	1	0.83 %
Tree Nodes\Attributes\judgemental\negative misconceptions	1	1.66 %
Tree Nodes\Attributes\new brand perceptions	2	1.94 %
Tree Nodes\Attributes\symbolic\brand attributes	1	1.85 %
Tree Nodes\Attributes\symbolic\negative images	2	2.04 %
Tree Nodes\Attributes\symbolic\negative press	1	0.76 %
Tree Nodes\Attributes\symbolic\overall image	2	1.06 %
Tree Nodes\Benefits\advantage	1	1.35 %
Tree Nodes\Benefits\competitive	2	1.17 %
Tree Nodes\Benefits\opportunity	4	4.65 %
Tree Nodes\Benefits\prospects	1	1.89 %
Tree Nodes\Benefits\Success	2	1.32 %
Tree Nodes\Benefits\transformation of physical status	2	1.57 %
Tree Nodes\European Capital of Culture	7	5.93 %
Tree Nodes\European Capital of Culture\Change\accessibility	1	0.59 %
Tree Nodes\European Capital of Culture\Change\developments	1	0.40 %
Tree Nodes\European Capital of Culture\Change\difference	1	0.87 %

Tree Nodes\European Capital of Culture\Change\importance	1	0.41 %
Tree Nodes\European Capital of Culture\Change\new image	8	8.79 %
Tree Nodes\European Capital of Culture\Regeneration\achievement	3	3.15 %
Tree Nodes\European Capital of Culture\Regeneration\catalyst	3	4.13 %
Tree Nodes\European Capital of Culture\Regeneration\city region development	1	0.57 %
Tree Nodes\European Capital of Culture\Regeneration\extensive journey	1	1.05 %
Tree Nodes\European Capital of Culture\Regeneration\tangible benefits	1	1.28 %
Tree Nodes\European Capital of Culture\Regeneration\visitors	1	1.63 %
Tree Nodes\Issues\complexity	2	2.44 %
Tree Nodes\Issues\concerns	2	1.50 %
Tree Nodes\Issues\conflicts & disharmony	3	3.61 %
Tree Nodes\Issues\rivalry	1	1.36 %
Tree Nodes\Issues\troubled history	6	4.05 %
Tree Nodes\Place branding\brand association	1	1.28 %
Tree Nodes\Place branding\brand development	3	2.35 %
Tree Nodes\Place branding\brand exposure	1	0.56 %
Tree Nodes\Place branding\brand image	2	2.13 %
Tree Nodes\Place branding\branding	1	1.29 %
Tree Nodes\Place branding\world-class city	2	1.41 %
Tree Nodes\Stakeholders\Creators\City of Liverpool	3	1.97 %
Tree Nodes\Stakeholders\Creators\European Commission	1	0.92 %
Tree Nodes\Stakeholders\Creators\public & private sector	1	0.46 %
Tree Nodes\Stakeholders\Creators\The Mersey Partnership	1	0.55 %

Tree Nodes\Stakeholders\Drivers\businesses	1	0.51 %
Tree Nodes\Stakeholders\Drivers\Grosvenor	1	0.17 %
Tree Nodes\Stakeholders\Drivers\other stakeholders	2	1.20 %
Tree Nodes\Stakeholders\Drivers\people	1	0.51 %
Tree Nodes\Stakeholders\Drivers\private sector	1	0.15 %
Tree Nodes\Stakeholders\Drivers\target audience	1	1.16 %
Tree Nodes\Stakeholders\Drivers\visitors	1	1.63 %
Tree Nodes\Sustainable growth\preserving what we have	2	1.52 %
Tree Nodes\Sustainable growth\tourism	2	1.74 %
Total References	**127**	

Source 1 and 2 **Document**

Nodes Coding	**References**	**Coverage**
Cases\Cases 1 and 2	1	100.00 %
Free Nodes\unsure	1	0.30 %
Tree Nodes\Achieving sustainable growth\challenge\credit crunch	1	0.26 %
Tree Nodes\Achieving sustainable growth\challenge\resources	4	4.19 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\involvment	3	1.35 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\leadership	2	1.18 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\mutual cordination	6	8.25 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\responsibility	1	2.47 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\support	1	0.50 %
Tree Nodes\Achieving sustainable growth\Measures\continuous effort	4	4.83 %
Tree Nodes\Achieving sustainable growth\Measures\continuous progress	2	2.18 %
Tree Nodes\Achieving sustainable growth\Measures\effective planning	3	3.59 %

Tree Nodes\Achieving sustainable growth\Measures\promotion & advertisement	2	0.78 %
Tree Nodes\Achieving sustainable growth\Measures\research	2	2.87 %
Tree Nodes\Achieving sustainable growth\Measures\vision	2	1.83 %
Tree Nodes\Assets\culture & heritage	3	2.31 %
Tree Nodes\Assets\infrastructure	4	3.25 %
Tree Nodes\Assets\strength	1	1.22 %
Tree Nodes\Assets\unique attractions	2	1.15 %
Tree Nodes\Attributes\functional\awareness	1	0.95 %
Tree Nodes\Attributes\functional\optimism	3	2.73 %
Tree Nodes\Attributes\judgemental\interest	3	1.65 %
Tree Nodes\Attributes\judgemental\opinions	1	0.31 %
Tree Nodes\Attributes\new brand perceptions	3	1.40 %
Tree Nodes\Attributes\symbolic\lasting image	1	0.82 %
Tree Nodes\Attributes\symbolic\negative press	1	0.65 %
Tree Nodes\Attributes\symbolic\overall image	1	0.71 %
Tree Nodes\Attributes\symbolic\recognition	2	1.66 %
Tree Nodes\Benefits\advantage	1	1.94 %
Tree Nodes\Benefits\prospects	1	0.73 %
Tree Nodes\Benefits\Success	1	1.32 %
Tree Nodes\European Capital of Culture	1	1.04 %
Tree Nodes\European Capital of Culture\Change\developments	2	2.33 %
Tree Nodes\European Capital of Culture\Change\difference	2	1.64 %
Tree Nodes\European Capital of Culture\Change\new image	7	6.82 %
Tree Nodes\European Capital of Culture\Regeneration\achievement	4	4.30 %
Tree Nodes\European Capital of Culture\Regeneration\catalyst	1	0.77 %

Tree Nodes\European Capital of Culture\Regeneration\motive	1	1.98 %
Tree Nodes\European Capital of Culture\Regeneration\tangible benefits	1	0.95 %
Tree Nodes\Issues\concerns	1	0.56 %
Tree Nodes\Issues\conflicts & disharmony	2	1.58 %
Tree Nodes\Issues\lack of responsibility	1	0.56 %
Tree Nodes\Issues\troubled history	2	1.80 %
Tree Nodes\Place branding\brand association	1	1.52 %
Tree Nodes\Place branding\brand development	1	1.06 %
Tree Nodes\Place branding\brand exposure	1	1.29 %
Tree Nodes\Place branding\brand extension	1	0.52 %
Tree Nodes\Place branding\brand image	2	1.85 %
Tree Nodes\Place branding\branding	1	0.94 %
Tree Nodes\Place branding\relocation	1	0.94 %
Tree Nodes\Place branding\world-class city	2	2.03 %
Tree Nodes\Stakeholders\Creators\the culture company	3	1.74 %
Tree Nodes\Stakeholders\Drivers\businesses	1	0.72 %
Tree Nodes\Stakeholders\Drivers\other stakeholders	1	0.46 %
Tree Nodes\Stakeholders\Drivers\people	1	0.12 %
Tree Nodes\Sustainable growth\capability	1	0.73 %
Tree Nodes\Sustainable growth\tourism	1	0.45 %
Total References	**107**	

Source 9 **Document**

Nodes Coding	**References**	**Coverage**
Cases\Case 9	1	100.00 %
Free Nodes\reality	1	1.43 %
Tree Nodes\Achieving sustainable growth\challenge\credit crunch	1	1.36 %

Tree Nodes\Achieving sustainable growth\challenge\criticism	1	1.66 %
Tree Nodes\Achieving sustainable growth\challenge\funding	1	0.56 %
Tree Nodes\Achieving sustainable growth\challenge\priority	1	0.15 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\commitment	2	1.84 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\involvment	2	2.17 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\leadership	1	0.75 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\mutual cordination	8	8.09 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\responsibility	2	2.63 %
Tree Nodes\Achieving sustainable growth\Measures\business opportunities	1	1.51 %
Tree Nodes\Achieving sustainable growth\Measures\cautious	1	0.79 %
Tree Nodes\Achieving sustainable growth\Measures\continuous effort	1	0.52 %
Tree Nodes\Achieving sustainable growth\Measures\continuous progress	1	0.64 %
Tree Nodes\Achieving sustainable growth\Measures\effective planning	2	1.59 %
Tree Nodes\Achieving sustainable growth\Measures\promotion & advertisement	2	1.23 %
Tree Nodes\Achieving sustainable growth\Measures\research	1	1.45 %
Tree Nodes\Achieving sustainable growth\Measures\revitalisation	1	2.90 %
Tree Nodes\Achieving sustainable growth\Measures\vision	4	2.24 %
Tree Nodes\Assets\culture & heritage	1	3.00 %
Tree Nodes\Assets\strength	1	0.33 %
Tree Nodes\Assets\unique attractions	2	2.17 %
Tree Nodes\Assets\uniqueness	1	1.43 %
Tree Nodes\Attributes\emotional\confidence	2	1.46 %

Tree Nodes\Attributes\emotional\self-belief	1	0.76 %
Tree Nodes\Attributes\functional\awareness	3	3.55 %
Tree Nodes\Attributes\functional\experiences	1	0.65 %
Tree Nodes\Attributes\functional\optimism	1	1.04 %
Tree Nodes\Attributes\judgemental\extreme perceptions	1	1.17 %
Tree Nodes\Attributes\judgemental\interest	3	3.30 %
Tree Nodes\Attributes\judgemental\negative misconceptions	3	3.89 %
Tree Nodes\Attributes\judgemental\opinions	1	0.95 %
Tree Nodes\Attributes\judgemental\reluctantance	3	2.13 %
Tree Nodes\Attributes\new brand perceptions	1	1.07 %
Tree Nodes\Attributes\symbolic\global image	3	2.21 %
Tree Nodes\Attributes\symbolic\lasting image	1	0.73 %
Tree Nodes\Attributes\symbolic\negative images	2	3.44 %
Tree Nodes\Attributes\symbolic\overall image	1	0.25 %
Tree Nodes\Attributes\symbolic\regret	1	0.44 %
Tree Nodes\Benefits\competitive	2	1.89 %
Tree Nodes\Benefits\legacy	1	1.56 %
Tree Nodes\Benefits\opportunity	2	1.73 %
Tree Nodes\Benefits\prospects	4	3.01 %
Tree Nodes\Benefits\Success	1	1.30 %
Tree Nodes\European Capital of Culture	7	7.05 %
Tree Nodes\European Capital of Culture\Change\developments	2	0.85 %
Tree Nodes\European Capital of Culture\Change\difference	1	0.21 %
Tree Nodes\European Capital of Culture\Change\new image	2	2.44 %

Tree Nodes\European Capital of Culture\Regeneration\achievement	1	0.34 %
Tree Nodes\European Capital of Culture\Regeneration\catalyst	3	1.82 %
Tree Nodes\European Capital of Culture\Regeneration\motive	3	3.02 %
Tree Nodes\European Capital of Culture\Regeneration\visitors	1	1.03 %
Tree Nodes\Issues\complexity	4	3.04 %
Tree Nodes\Issues\concerns	3	4.13 %
Tree Nodes\Issues\conflicts & disharmony	1	0.95 %
Tree Nodes\Issues\lack of responsibility	1	0.45 %
Tree Nodes\Place branding\brand association	4	4.96 %
Tree Nodes\Place branding\brand extension	1	0.78 %
Tree Nodes\Place branding\brand image	1	0.78 %
Tree Nodes\Place branding\branding	1	0.71 %
Tree Nodes\Place branding\world-class city	2	5.84 %
Tree Nodes\Stakeholders\Drivers\agencies	1	0.73 %
Tree Nodes\Stakeholders\Drivers\businesses	1	0.08 %
Tree Nodes\Stakeholders\Drivers\central government	1	0.10 %
Tree Nodes\Stakeholders\Drivers\county council	1	0.12 %
Tree Nodes\Stakeholders\Drivers\Merseytravel	2	2.36 %
Tree Nodes\Stakeholders\Drivers\NWDA	1	0.09 %
Tree Nodes\Stakeholders\Drivers\other stakeholders	1	0.97 %
Tree Nodes\Stakeholders\Drivers\people	1	0.45 %
Tree Nodes\Stakeholders\Drivers\visitors	1	1.03 %
Tree Nodes\Sustainable growth\capability	3	1.54 %
Tree Nodes\Sustainable growth\preserving what we have	3	2.25 %

Total References 132

Source 5 **Document**

Nodes Coding	References	Coverage
Cases\Case 5	1	100.00 %
Free Nodes\impacts	2	1.19 %
Free Nodes\reality	1	1.62 %
Tree Nodes\Achieving sustainable growth\challenge	1	0.18 %
Tree Nodes\Achieving sustainable growth\challenge\competition	3	2.29 %
Tree Nodes\Achieving sustainable growth\challenge\criticism	2	1.01 %
Tree Nodes\Achieving sustainable growth\challenge\events	6	2.27 %
Tree Nodes\Achieving sustainable growth\challenge\funding	6	2.87 %
Tree Nodes\Achieving sustainable growth\challenge\income	2	0.51 %
Tree Nodes\Achieving sustainable growth\challenge\investments	3	0.91 %
Tree Nodes\Achieving sustainable growth\challenge\reforms	1	2.02 %
Tree Nodes\Achieving sustainable growth\challenge\resources	1	0.16 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\involvment	2	1.39 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\mutual cordination	5	4.65 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\representation	1	0.17 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\support	8	6.88 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\training	3	1.63 %
Tree Nodes\Achieving sustainable growth\Measures\continuous effort	3	1.27 %
Tree Nodes\Achieving sustainable growth\Measures\continuous progress	5	2.42 %
Tree Nodes\Achieving sustainable growth\Measures\effective planning	12	9.19 %
Tree Nodes\Achieving sustainable growth\Measures\key facets	4	1.85 %

Tree Nodes\Achieving sustainable growth\Measures\promotion & advertisement	7	3.05 %
Tree Nodes\Achieving sustainable growth\Measures\rational	3	2.89 %
Tree Nodes\Achieving sustainable growth\Measures\vision	1	0.90 %
Tree Nodes\Assets\culture & heritage	2	1.13 %
Tree Nodes\Assets\hospitality sector	1	0.45 %
Tree Nodes\Assets\migration gateway	1	0.52 %
Tree Nodes\Assets\strength	4	1.71 %
Tree Nodes\Assets\unique attractions	1	0.80 %
Tree Nodes\Assets\uniqueness	2	1.28 %
Tree Nodes\Attributes\emotional\civic pride	3	1.75 %
Tree Nodes\Attributes\emotional\confidence	7	2.29 %
Tree Nodes\Attributes\emotional\self-belief	6	2.74 %
Tree Nodes\Attributes\functional\awareness	2	0.58 %
Tree Nodes\Attributes\functional\experiences	3	1.81 %
Tree Nodes\Attributes\functional\optimism	8	4.90 %
Tree Nodes\Attributes\judgemental\interest	2	0.95 %
Tree Nodes\Attributes\judgemental\negative misconceptions	1	0.27 %
Tree Nodes\Attributes\new brand perceptions	7	3.33 %
Tree Nodes\Attributes\symbolic\favourable place	1	0.34 %
Tree Nodes\Attributes\symbolic\negative images	3	2.06 %
Tree Nodes\Attributes\symbolic\negative press	2	1.64 %
Tree Nodes\Attributes\symbolic\overall image	1	0.45 %
Tree Nodes\Attributes\symbolic\recognition	10	5.33 %
Tree Nodes\Attributes\symbolic\regret	1	0.47 %

Tree Nodes\Attributes\symbolic\safety & well-being	1	0.38 %
Tree Nodes\Benefits\competitive	6	4.38 %
Tree Nodes\Benefits\opportunity	6	4.08 %
Tree Nodes\Benefits\prospects	8	4.33 %
Tree Nodes\Benefits\Success	2	0.75 %
Tree Nodes\Benefits\transformation of physical status	6	4.14 %
Tree Nodes\European Capital of Culture	5	2.43 %
Tree Nodes\European Capital of Culture\Change\accessibility	2	1.81 %
Tree Nodes\European Capital of Culture\Change\developments	2	1.42 %
Tree Nodes\European Capital of Culture\Change\difference	4	1.94 %
Tree Nodes\European Capital of Culture\Change\importance	9	4.33 %
Tree Nodes\European Capital of Culture\Change\new image	9	4.89 %
Tree Nodes\European Capital of Culture\Regeneration\achievement	5	2.71 %
Tree Nodes\European Capital of Culture\Regeneration\extensive journey	2	0.55 %
Tree Nodes\European Capital of Culture\Regeneration\tangible benefits	3	2.96 %
Tree Nodes\Issues\complexity	1	0.17 %
Tree Nodes\Issues\concerns	3	1.38 %
Tree Nodes\Issues\conflicts & disharmony	4	2.61 %
Tree Nodes\Issues\politics	1	0.35 %
Tree Nodes\Issues\rivalry	2	0.91 %
Tree Nodes\Issues\troubled history	3	2.02 %
Tree Nodes\Issues\worthless planning	1	0.71 %
Tree Nodes\Place branding\brand association	2	0.56 %
Tree Nodes\Place branding\brand development	3	1.33 %
Tree Nodes\Place branding\brand exposure	2	2.33 %
Tree Nodes\Place branding\brand image	3	2.31 %

Tree Nodes\Place branding\branding	1	0.31 %
Tree Nodes\Place branding\world-class city	3	1.52 %
Tree Nodes\Stakeholders\Creators\European Commission	3	3.76 %
Tree Nodes\Stakeholders\Creators\Liverpool city council	2	1.30 %
Tree Nodes\Stakeholders\Creators\Liverpool Vision	2	0.82 %
Tree Nodes\Stakeholders\Drivers\businesses	2	0.67 %
Tree Nodes\Stakeholders\Drivers\entrepreneur	1	0.16 %
Tree Nodes\Stakeholders\Drivers\Grosvenor	1	0.24 %
Tree Nodes\Stakeholders\Drivers\other stakeholders	2	0.71 %
Tree Nodes\Stakeholders\Drivers\people	1	0.29 %
Tree Nodes\Stakeholders\Drivers\private sector	2	1.02 %
Tree Nodes\Stakeholders\Drivers\target audience	6	3.26 %
Tree Nodes\Sustainable growth\preserving what we have	2	0.79 %
Total References	**274**	

Source 13 **Document**

Nodes Coding	**References**	**Coverage**
Cases\Case 13	1	100.00 %
Free Nodes\impacts	2	1.05 %
Free Nodes\reality	1	2.27 %
Tree Nodes\Achieving sustainable growth\challenge\credit crunch	1	2.27 %
Tree Nodes\Achieving sustainable growth\challenge\events	2	2.55 %
Tree Nodes\Achieving sustainable growth\challenge\investments	3	1.25 %
Tree Nodes\Achieving sustainable growth\challenge\problem-solving	3	2.69 %
Tree Nodes\Achieving sustainable growth\challenge\reforms	3	2.37 %

Tree Nodes\Achieving sustainable growth\challenge\resources	1	0.69 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\commitment	1	1.97 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\involvment	1	1.01 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\mutual cordination	2	3.59 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\responsibility	1	1.76 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\support	1	1.08 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\training	1	1.08 %
Tree Nodes\Achieving sustainable growth\Measures\continuous effort	2	1.86 %
Tree Nodes\Achieving sustainable growth\Measures\continuous progress	1	0.88 %
Tree Nodes\Achieving sustainable growth\Measures\effective planning	5	4.28 %
Tree Nodes\Achieving sustainable growth\Measures\local people	1	1.62 %
Tree Nodes\Achieving sustainable growth\Measures\promotion & advertisement	1	1.16 %
Tree Nodes\Achieving sustainable growth\Measures\rational	1	0.93 %
Tree Nodes\Achieving sustainable growth\Measures\revitalisation	1	0.70 %
Tree Nodes\Achieving sustainable growth\Measures\vision	1	1.66 %
Tree Nodes\Assets\graduates	2	1.39 %
Tree Nodes\Assets\Higher Education Institutions	1	1.37 %
Tree Nodes\Assets\strength	1	1.07 %
Tree Nodes\Attributes\emotional\civic pride	3	0.98 %
Tree Nodes\Attributes\emotional\confidence	1	0.70 %
Tree Nodes\Attributes\functional\experiences	3	1.61 %
Tree Nodes\Attributes\functional\optimism	1	0.59 %

Tree Nodes\Attributes\judgemental\extreme perceptions	1	2.31 %
Tree Nodes\Attributes\judgemental\negative misconceptions	4	1.76 %
Tree Nodes\Attributes\symbolic\lasting image	1	0.34 %
Tree Nodes\Attributes\symbolic\negative images	1	0.70 %
Tree Nodes\Attributes\symbolic\recognition	1	1.29 %
Tree Nodes\Benefits\advantage	1	1.10 %
Tree Nodes\Benefits\competitive	1	0.59 %
Tree Nodes\Benefits\legacy	2	2.81 %
Tree Nodes\Benefits\prospects	1	0.95 %
Tree Nodes\Benefits\Success	2	1.52 %
Tree Nodes\Benefits\transformation of physical status	1	1.08 %
Tree Nodes\European Capital of Culture	4	2.77 %
Tree Nodes\European Capital of Culture\Change\boom - business opportunities on merseyside	1	1.07 %
Tree Nodes\European Capital of Culture\Change\developments	2	1.14 %
Tree Nodes\European Capital of Culture\Change\difference	1	0.26 %
Tree Nodes\European Capital of Culture\Change\high property market	1	1.66 %
Tree Nodes\European Capital of Culture\Change\new image	6	4.01 %
Tree Nodes\European Capital of Culture\Regeneration\achievement	1	0.36 %
Tree Nodes\Issues\complexity	2	2.45 %
Tree Nodes\Issues\conflicts & disharmony	4	6.57 %
Tree Nodes\Issues\lack of leadership	2	0.92 %
Tree Nodes\Issues\lack of responsibility	1	1.33 %
Tree Nodes\Issues\retention	4	3.06 %
Tree Nodes\Issues\rivalry	1	1.66 %
Tree Nodes\Issues\troubled history	1	0.59 %

Tree Nodes\Issues\worthless planning	2	1.33 %
Tree Nodes\Place branding\brand development	1	1.08 %
Tree Nodes\Place branding\brand image	1	1.14 %
Tree Nodes\Place branding\branding	2	1.67 %
Tree Nodes\Place branding\world-class city	1	0.44 %
Tree Nodes\Stakeholders\Creators\Liverpool city council	1	0.62 %
Tree Nodes\Stakeholders\Drivers\NWDA	1	1.68 %
Tree Nodes\Stakeholders\Drivers\Tourism board	1	0.34 %
Tree Nodes\Sustainable growth\ambassadors	1	0.66 %
Tree Nodes\Sustainable growth\governance	1	0.89 %
Tree Nodes\Sustainable growth\media	4	4.23 %
Tree Nodes\Sustainable growth\preserving what we have	4	4.19 %
Tree Nodes\Sustainable growth\tourism	1	0.39 %
Total References	**117**	

Source 4 **Document**

Nodes Coding	**References**	**Coverage**
Cases\Case 4	1	100.00 %
Free Nodes\impacts	1	0.65 %
Tree Nodes\Achieving sustainable growth\challenge\credit crunch	1	0.33 %
Tree Nodes\Achieving sustainable growth\challenge\investments	1	1.02 %
Tree Nodes\Achieving sustainable growth\challenge\problem-solving	1	1.60 %
Tree Nodes\Achieving sustainable growth\challenge\reforms	1	1.60 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\commitment	1	2.29 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\involvment	1	1.21 %

Tree Nodes\Achieving sustainable growth\Collaborative efforts\mutual cordination	1	2.18 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\responsibility	1	2.29 %
Tree Nodes\Achieving sustainable growth\Measures\continuous effort	5	3.17 %
Tree Nodes\Achieving sustainable growth\Measures\continuous progress	2	2.15 %
Tree Nodes\Achieving sustainable growth\Measures\effective planning	3	2.53 %
Tree Nodes\Achieving sustainable growth\Measures\key facets	3	1.98 %
Tree Nodes\Achieving sustainable growth\Measures\vision	4	3.77 %
Tree Nodes\Assets\culture & heritage	7	4.68 %
Tree Nodes\Assets\fine logistics	2	1.38 %
Tree Nodes\Assets\sporting legacies	1	2.50 %
Tree Nodes\Attributes\emotional\civic pride	1	1.42 %
Tree Nodes\Attributes\emotional\self-belief	1	0.54 %
Tree Nodes\Attributes\functional\awareness	2	2.77 %
Tree Nodes\Attributes\functional\experiences	2	2.86 %
Tree Nodes\Attributes\functional\optimism	4	3.82 %
Tree Nodes\Attributes\judgemental\interest	2	2.01 %
Tree Nodes\Attributes\judgemental\opinions	1	0.27 %
Tree Nodes\Attributes\judgemental\reluctantance	2	1.80 %
Tree Nodes\Attributes\symbolic\favourable place	1	1.97 %
Tree Nodes\Attributes\symbolic\lasting image	1	1.11 %
Tree Nodes\Attributes\symbolic\negative images	2	1.15 %
Tree Nodes\Attributes\symbolic\overall image	3	2.45 %

Tree Nodes\Attributes\symbolic\recognition	5	7.83 %
Tree Nodes\Benefits\advantage	1	0.60 %
Tree Nodes\Benefits\competitive	1	0.67 %
Tree Nodes\Benefits\legacy	1	0.49 %
Tree Nodes\Benefits\prospects	1	1.99 %
Tree Nodes\Benefits\Success	1	0.61 %
Tree Nodes\European Capital of Culture	3	2.57 %
Tree Nodes\European Capital of Culture\Change\boom - business opportunities on merseyside	1	0.38 %
Tree Nodes\European Capital of Culture\Change\developments	2	2.90 %
Tree Nodes\European Capital of Culture\Change\importance	1	1.04 %
Tree Nodes\European Capital of Culture\Change\new image	6	5.11 %
Tree Nodes\European Capital of Culture\Regeneration\achievement	1	1.12 %
Tree Nodes\European Capital of Culture\Regeneration\catalyst	3	1.75 %
Tree Nodes\European Capital of Culture\Regeneration\city region development	2	2.93 %
Tree Nodes\European Capital of Culture\Regeneration\motive	1	0.40 %
Tree Nodes\European Capital of Culture\Regeneration\tangible benefits	1	0.67 %
Tree Nodes\European Capital of Culture\Regeneration\visitors	1	0.48 %
Tree Nodes\Issues\complexity	1	1.01 %
Tree Nodes\Place branding\brand association	4	5.06 %
Tree Nodes\Place branding\brand development	2	1.22 %
Tree Nodes\Place branding\brand image	3	3.75 %
Tree Nodes\Place branding\world-class city	2	5.36 %
Tree Nodes\Stakeholders\Creators\Liverpool city council	2	0.98 %
Tree Nodes\Stakeholders\Drivers\agencies	1	0.79 %

Tree Nodes\Stakeholders\Drivers\central government	1	0.33 %
Tree Nodes\Stakeholders\Drivers\city leaders	1	0.39 %
Tree Nodes\Stakeholders\Drivers\inward investors	1	1.60 %
Tree Nodes\Stakeholders\Drivers\NWDA	1	1.09 %
Tree Nodes\Stakeholders\Drivers\other stakeholders	1	0.52 %
Tree Nodes\Stakeholders\Drivers\people	1	0.28 %
Tree Nodes\Stakeholders\Drivers\visitors	1	0.48 %
Tree Nodes\Sustainable growth\capability	3	2.40 %
Tree Nodes\Sustainable growth\preserving what we have	5	3.90 %
Total References	**121**	

Source 12 **Document**

Nodes Coding	**References**	**Coverage**
Cases\Case 12	1	100.00 %
Tree Nodes\Achieving sustainable growth\challenge	7	4.22 %
Tree Nodes\Achieving sustainable growth\challenge\credit crunch	2	1.62 %
Tree Nodes\Achieving sustainable growth\challenge\funding	3	1.63 %
Tree Nodes\Achieving sustainable growth\challenge\income	1	0.90 %
Tree Nodes\Achieving sustainable growth\challenge\investments	2	2.39 %
Tree Nodes\Achieving sustainable growth\challenge\problem-solving	1	0.45 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\mutual cordination	5	4.76 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\responsibility	2	2.38 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\support	2	0.82 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\training	1	0.90 %
Tree Nodes\Achieving sustainable growth\Measures\continuous progress	14	11.64 %

Tree Nodes\Achieving sustainable growth\Measures\effective planning	1	0.37 %
Tree Nodes\Achieving sustainable growth\Measures\key facets	3	4.08 %
Tree Nodes\Achieving sustainable growth\Measures\promotion & advertisement	2	1.32 %
Tree Nodes\Achieving sustainable growth\Measures\research	1	1.68 %
Tree Nodes\Achieving sustainable growth\Measures\vision	3	1.91 %
Tree Nodes\Assets\culture & heritage	4	1.42 %
Tree Nodes\Assets\strength	1	0.66 %
Tree Nodes\Assets\uniqueness	2	0.96 %
Tree Nodes\Attributes\emotional\civic pride	4	1.97 %
Tree Nodes\Attributes\functional\experiences	4	1.85 %
Tree Nodes\Attributes\judgemental\negative misconceptions	1	1.24 %
Tree Nodes\Attributes\new brand perceptions	13	10.40 %
Tree Nodes\Attributes\symbolic\negative images	4	2.57 %
Tree Nodes\Attributes\symbolic\negative press	1	1.68 %
Tree Nodes\Attributes\symbolic\recognition	3	0.96 %
Tree Nodes\Attributes\symbolic\safety & well-being	2	0.18 %
Tree Nodes\Benefits\competitive	3	1.02 %
Tree Nodes\Benefits\legacy	1	0.44 %
Tree Nodes\Benefits\opportunity	2	0.97 %
Tree Nodes\Benefits\prospects	6	2.97 %
Tree Nodes\Benefits\Success	4	1.38 %
Tree Nodes\Benefits\transformation of physical status	1	0.48 %
Tree Nodes\European Capital of Culture	13	6.45 %
Tree Nodes\European Capital of Culture\Change\accessibility	3	1.07 %
Tree Nodes\European Capital of Culture\Change\developments	9	6.43 %

Tree Nodes\European Capital of Culture\Change\importance	3	2.11 %
Tree Nodes\European Capital of Culture\Change\new image	11	8.54 %
Tree Nodes\European Capital of Culture\Regeneration\city region development	3	3.37 %
Tree Nodes\European Capital of Culture\Regeneration\tangible benefits	2	0.57 %
Tree Nodes\European Capital of Culture\Regeneration\visitors	2	0.87 %
Tree Nodes\Issues\concerns	5	2.90 %
Tree Nodes\Issues\conflicts & disharmony	1	1.10 %
Tree Nodes\Issues\troubled history	1	0.29 %
Tree Nodes\Place branding\brand association	3	2.38 %
Tree Nodes\Place branding\brand exposure	3	1.98 %
Tree Nodes\Place branding\brand image	5	2.12 %
Tree Nodes\Place branding\branding	5	2.73 %
Tree Nodes\Place branding\relocation	1	0.55 %
Tree Nodes\Place branding\world-class city	9	5.15 %
Tree Nodes\Stakeholders\Creators\Liverpool city council	2	1.43 %
Tree Nodes\Stakeholders\Creators\liverpool first	2	1.80 %
Tree Nodes\Stakeholders\Creators\the culture company	2	1.22 %
Tree Nodes\Stakeholders\Drivers\other stakeholders	5	4.21 %
Tree Nodes\Stakeholders\Drivers\visitors	2	0.87 %
Tree Nodes\Sustainable growth\preserving what we have	3	1.33 %
Tree Nodes\Sustainable growth\tourism	1	1.41 %
Total References	**203**	

Source 6 **Document**

Nodes Coding	**References**	**Coverage**
Cases\Case 6	1	100.00 %

Tree Nodes\Achieving sustainable growth\challenge\criticism	1	2.32 %
Tree Nodes\Achieving sustainable growth\challenge\income	2	2.45 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\responsibility	1	2.82 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\support	1	0.92 %
Tree Nodes\Achieving sustainable growth\Measures\continuous effort	1	1.09 %
Tree Nodes\Achieving sustainable growth\Measures\effective planning	1	4.74 %
Tree Nodes\Achieving sustainable growth\Measures\key facets	1	3.05 %
Tree Nodes\Achieving sustainable growth\Measures\promotion & advertisement	2	4.13 %
Tree Nodes\Achieving sustainable growth\Measures\rational	1	1.83 %
Tree Nodes\Achieving sustainable growth\Measures\research	1	1.83 %
Tree Nodes\Assets\cosmopolitan place	1	2.13 %
Tree Nodes\Assets\fine logistics	1	1.95 %
Tree Nodes\Assets\hospitality sector	1	1.10 %
Tree Nodes\Assets\infrastructure	1	3.55 %
Tree Nodes\Attributes\functional\experiences	1	1.00 %
Tree Nodes\Attributes\functional\optimism	3	3.27 %
Tree Nodes\Attributes\new brand perceptions	5	6.46 %
Tree Nodes\Attributes\symbolic\overall image	1	0.73 %
Tree Nodes\Attributes\symbolic\recognition	3	6.15 %
Tree Nodes\Benefits\competitive	2	5.07 %
Tree Nodes\Benefits\opportunity	2	6.60 %
Tree Nodes\Benefits\Success	1	2.24 %
Tree Nodes\Benefits\transformation of physical status	1	2.10 %
Tree Nodes\European Capital of Culture	1	2.09 %

Tree Nodes\European Capital of Culture\Change\accessibility	2	6.11 %
Tree Nodes\European Capital of Culture\Change\boom - business opportunities on merseyside	1	2.37 %
Tree Nodes\European Capital of Culture\Change\developments	3	5.03 %
Tree Nodes\European Capital of Culture\Change\importance	1	0.83 %
Tree Nodes\European Capital of Culture\Change\new image	3	5.49 %
Tree Nodes\European Capital of Culture\Regeneration\achievement	2	2.90 %
Tree Nodes\European Capital of Culture\Regeneration\extensive journey	1	1.54 %
Tree Nodes\European Capital of Culture\Regeneration\tangible benefits	2	2.75 %
Tree Nodes\European Capital of Culture\Regeneration\visitors	1	1.05 %
Tree Nodes\Issues\concerns	1	1.47 %
Tree Nodes\Issues\rivalry	1	6.73 %
Tree Nodes\Issues\troubled history	1	1.47 %
Tree Nodes\Place branding\brand association	3	5.81 %
Tree Nodes\Place branding\brand development	4	7.61 %
Tree Nodes\Place branding\brand exposure	2	1.99 %
Tree Nodes\Place branding\brand image	1	2.01 %
Tree Nodes\Place branding\branding	1	1.38 %
Tree Nodes\Place branding\world-class city	1	1.39 %
Tree Nodes\Stakeholders\Creators\Merseyside County Council	1	2.12 %
Tree Nodes\Stakeholders\Creators\The Mersey Partnership	2	2.43 %
Tree Nodes\Stakeholders\Drivers\county council	1	1.55 %
Tree Nodes\Stakeholders\Drivers\private sector	1	1.38 %
Tree Nodes\Stakeholders\Drivers\visitors	1	1.05 %
Tree Nodes\Sustainable growth\preserving what we have	3	9.24 %

Total References **77**

Source 3		**Document**
Nodes Coding	**References**	**Coverage**
Cases\Case 3	1	100.00 %
Free Nodes\impacts	1	0.66 %
Free Nodes\reality	1	1.41 %
Tree Nodes\Achieving sustainable growth\challenge\credit crunch	1	2.14 %
Tree Nodes\Achieving sustainable growth\challenge\events	1	1.17 %
Tree Nodes\Achieving sustainable growth\challenge\funding	2	0.91 %
Tree Nodes\Achieving sustainable growth\challenge\priority	1	1.89 %
Tree Nodes\Achieving sustainable growth\challenge\resources	2	2.56 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\involvment	2	3.56 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\mutual cordination	1	0.30 %
Tree Nodes\Achieving sustainable growth\Measures\continuous effort	1	1.08 %
Tree Nodes\Achieving sustainable growth\Measures\continuous progress	1	1.75 %
Tree Nodes\Achieving sustainable growth\Measures\effective planning	1	1.41 %
Tree Nodes\Achieving sustainable growth\Measures\vision	2	1.34 %
Tree Nodes\Assets\culture & heritage	5	4.68 %
Tree Nodes\Assets\fine logistics	1	0.67 %
Tree Nodes\Assets\strength	2	2.17 %
Tree Nodes\Assets\uniqueness	2	2.41 %
Tree Nodes\Attributes\emotional\civic pride	1	1.60 %
Tree Nodes\Attributes\emotional\feelings	1	1.71 %
Tree Nodes\Attributes\emotional\self-belief	1	1.37 %
Tree Nodes\Attributes\functional\awareness	1	2.35 %

Tree Nodes\Attributes\functional\exhausted	1	0.98 %
Tree Nodes\Attributes\functional\optimism	1	0.38 %
Tree Nodes\Attributes\judgemental\extreme perceptions	1	2.67 %
Tree Nodes\Attributes\judgemental\interest	1	0.93 %
Tree Nodes\Attributes\judgemental\reluctantance	2	4.20 %
Tree Nodes\Attributes\new brand perceptions	1	0.76 %
Tree Nodes\Attributes\symbolic\lasting image	2	2.47 %
Tree Nodes\Attributes\symbolic\negative images	1	1.76 %
Tree Nodes\Attributes\symbolic\overall image	1	1.20 %
Tree Nodes\Benefits\competitive	1	0.93 %
Tree Nodes\Benefits\Success	1	0.99 %
Tree Nodes\Benefits\transformation of physical status	2	2.14 %
Tree Nodes\European Capital of Culture\Change\developments	1	2.80 %
Tree Nodes\European Capital of Culture\Change\importance	1	0.68 %
Tree Nodes\European Capital of Culture\Change\new image	4	5.12 %
Tree Nodes\European Capital of Culture\Regeneration\achievement	4	4.87 %
Tree Nodes\European Capital of Culture\Regeneration\tangible benefits	2	1.28 %
Tree Nodes\Issues\concerns	5	6.96 %
Tree Nodes\Issues\politics	1	1.18 %
Tree Nodes\Issues\troubled history	1	0.23 %
Tree Nodes\Issues\worthless planning	2	1.89 %
Tree Nodes\Place branding\relocation	1	0.49 %
Tree Nodes\Place branding\world-class city	1	1.51 %
Tree Nodes\Stakeholders\Creators\Liverpool city council	1	0.55 %

Tree Nodes\Stakeholders\Creators\the culture company	1	0.59 %
Tree Nodes\Stakeholders\Drivers\agencies	1	1.06 %
Tree Nodes\Stakeholders\Drivers\city leaders	1	1.92 %
Tree Nodes\Stakeholders\Drivers\people	2	2.21 %
Tree Nodes\Sustainable growth\enjoyment & lifestyle standards	2	2.49 %
Tree Nodes\Sustainable growth\preserving what we have	1	0.71 %
Total References	**79**	

Source 7 **Document**

Nodes Coding	**References**	**Coverage**
Cases\Case 7	1	100.00 %
Tree Nodes\Achieving sustainable growth\challenge\credit crunch	3	4.35 %
Tree Nodes\Achieving sustainable growth\challenge\events	1	2.71 %
Tree Nodes\Achieving sustainable growth\challenge\income	2	2.55 %
Tree Nodes\Achieving sustainable growth\challenge\priority	1	1.63 %
Tree Nodes\Achieving sustainable growth\challenge\problem-solving	1	1.63 %
Tree Nodes\Achieving sustainable growth\challenge\reforms	1	1.63 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\commitment	1	1.50 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\mutual cordination	1	0.32 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\training	1	0.84 %
Tree Nodes\Achieving sustainable growth\Measures\continuous effort	3	4.87 %
Tree Nodes\Achieving sustainable growth\Measures\continuous progress	1	1.82 %
Tree Nodes\Achieving sustainable growth\Measures\effective planning	1	1.67 %
Tree Nodes\Achieving sustainable growth\Measures\promotion & advertisement	2	3.05 %

Tree Nodes\Achieving sustainable growth\Measures\skills development	1	1.60 %
Tree Nodes\Achieving sustainable growth\Measures\vision	1	2.16 %
Tree Nodes\Assets\hospitality sector	1	3.59 %
Tree Nodes\Assets\infrastructure	3	4.14 %
Tree Nodes\Assets\strength	2	2.80 %
Tree Nodes\Assets\unique attractions	1	2.20 %
Tree Nodes\Attributes\emotional\civic pride	1	1.25 %
Tree Nodes\Attributes\emotional\self-belief	2	2.90 %
Tree Nodes\Attributes\functional\optimism	1	1.37 %
Tree Nodes\Attributes\functional\word of mouth	1	2.03 %
Tree Nodes\Attributes\new brand perceptions	2	2.99 %
Tree Nodes\Attributes\symbolic\favourable place	1	0.83 %
Tree Nodes\Attributes\symbolic\lasting image	1	2.03 %
Tree Nodes\Attributes\symbolic\overall image	1	0.98 %
Tree Nodes\Benefits\advantage	2	3.40 %
Tree Nodes\Benefits\competitive	1	1.59 %
Tree Nodes\Benefits\opportunity	3	3.94 %
Tree Nodes\Benefits\prospects	3	4.11 %
Tree Nodes\Benefits\Success	1	2.09 %
Tree Nodes\Benefits\transformation of physical status	1	1.44 %
Tree Nodes\European Capital of Culture	2	3.56 %
Tree Nodes\European Capital of Culture\Change\boom - business opportunities on merseyside	1	3.51 %
Tree Nodes\European Capital of Culture\Change\difference	1	1.88 %
Tree Nodes\European Capital of Culture\Change\new image	3	4.74 %
Tree Nodes\European Capital of Culture\Regeneration\achievement	4	3.12 %

Tree Nodes\European Capital of Culture\Regeneration\catalyst	1	1.47 %
Tree Nodes\European Capital of Culture\Regeneration\city region development	1	2.44 %
Tree Nodes\European Capital of Culture\Regeneration\tangible benefits	1	2.20 %
Tree Nodes\Issues\concerns	2	3.58 %
Tree Nodes\Issues\troubled history	2	5.10 %
Tree Nodes\Place branding\brand development	1	1.31 %
Tree Nodes\Place branding\world-class city	1	3.79 %
Tree Nodes\Stakeholders\Drivers\businesses	1	1.44 %
Tree Nodes\Stakeholders\Drivers\other stakeholders	1	1.97 %
Tree Nodes\Stakeholders\Drivers\people	1	1.27 %
Tree Nodes\Stakeholders\Drivers\private sector	1	2.07 %
Tree Nodes\Sustainable growth\preserving what we have	1	1.91 %
Total References	**75**	

Source 14 **Document**

Nodes Coding	**References**	**Coverage**
Cases\Case 14	1	100.00 %
Free Nodes\engaging message	4	4.71 %
Free Nodes\GDP	1	1.67 %
Free Nodes\impacts	3	3.57 %
Free Nodes\reality	1	0.45 %
Free Nodes\unsure	2	1.72 %
Tree Nodes\Achieving sustainable growth\challenge	2	2.42 %
Tree Nodes\Achieving sustainable growth\challenge\credit crunch	2	1.16 %
Tree Nodes\Achieving sustainable growth\challenge\criticism	1	0.82 %
Tree Nodes\Achieving sustainable growth\challenge\investments	1	0.41 %
Tree Nodes\Achieving sustainable growth\challenge\problem-solving	1	2.09 %

Tree Nodes\Achieving sustainable growth\challenge\reforms	1	1.51 %
Tree Nodes\Achieving sustainable growth\challenge\resources	1	0.73 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\involvment	3	2.26 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\support	1	0.75 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\training	1	0.95 %
Tree Nodes\Achieving sustainable growth\Measures\cautious	3	3.46 %
Tree Nodes\Achieving sustainable growth\Measures\continuous effort	1	0.73 %
Tree Nodes\Achieving sustainable growth\Measures\effective planning	1	1.44 %
Tree Nodes\Achieving sustainable growth\Measures\key facets	1	2.10 %
Tree Nodes\Achieving sustainable growth\Measures\local people	1	0.92 %
Tree Nodes\Achieving sustainable growth\Measures\promotion & advertisement	1	1.12 %
Tree Nodes\Achieving sustainable growth\Measures\rational	1	1.80 %
Tree Nodes\Achieving sustainable growth\Measures\skills development	1	0.46 %
Tree Nodes\Achieving sustainable growth\Measures\vision	2	1.38 %
Tree Nodes\Assets\culture & heritage	1	1.35 %
Tree Nodes\Assets\strength	1	0.73 %
Tree Nodes\Assets\uniqueness	2	1.91 %
Tree Nodes\Attributes\emotional\confidence	1	0.37 %
Tree Nodes\Attributes\emotional\feelings	1	1.97 %
Tree Nodes\Attributes\functional\experiences	1	1.77 %
Tree Nodes\Attributes\judgemental\interest	1	1.28 %
Tree Nodes\Attributes\judgemental\negative misconceptions	1	0.62 %

Tree Nodes\Attributes\judgemental\reluctantance	1	1.47 %
Tree Nodes\Attributes\new brand perceptions	2	1.76 %
Tree Nodes\Attributes\symbolic\brand attributes	1	3.88 %
Tree Nodes\Attributes\symbolic\negative images	1	0.67 %
Tree Nodes\Attributes\symbolic\recognition	1	1.03 %
Tree Nodes\Benefits\advantage	1	0.86 %
Tree Nodes\Benefits\competitive	1	1.28 %
Tree Nodes\Benefits\opportunity	1	0.65 %
Tree Nodes\Benefits\transformation of physical status	2	1.56 %
Tree Nodes\European Capital of Culture	4	2.82 %
Tree Nodes\European Capital of Culture\Change\developments	2	1.77 %
Tree Nodes\European Capital of Culture\Change\difference	1	1.54 %
Tree Nodes\European Capital of Culture\Change\importance	1	1.29 %
Tree Nodes\European Capital of Culture\Change\new image	2	1.49 %
Tree Nodes\European Capital of Culture\Regeneration	1	0.44 %
Tree Nodes\European Capital of Culture\Regeneration\catalyst	1	0.54 %
Tree Nodes\European Capital of Culture\Regeneration\city region development	2	2.79 %
Tree Nodes\European Capital of Culture\Regeneration\economic stimulus	1	1.88 %
Tree Nodes\European Capital of Culture\Regeneration\motive	1	1.73 %
Tree Nodes\European Capital of Culture\Regeneration\tangible benefits	1	1.21 %
Tree Nodes\Issues	1	2.24 %
Tree Nodes\Issues\concerns	3	2.63 %
Tree Nodes\Issues\conflicts & disharmony	1	0.68 %
Tree Nodes\Issues\lack of leadership	1	1.07 %

Tree Nodes\Issues\politics	1	0.36 %
Tree Nodes\Issues\worthless planning	1	1.75 %
Tree Nodes\Place branding	2	1.93 %
Tree Nodes\Place branding\brand association	1	1.91 %
Tree Nodes\Place branding\brand development	1	1.60 %
Tree Nodes\Place branding\brand image	4	3.01 %
Tree Nodes\Place branding\branding	2	1.36 %
Tree Nodes\Place branding\world-class city	1	0.53 %
Tree Nodes\Stakeholders\Creators	1	0.96 %
Tree Nodes\Stakeholders\Creators\the culture company	1	1.34 %
Tree Nodes\Stakeholders\Drivers	1	0.78 %
Tree Nodes\Stakeholders\Drivers\people	1	0.61 %
Tree Nodes\Sustainable growth\capability	2	1.28 %
Tree Nodes\Sustainable growth\enjoyment & lifestyle standards	1	1.03 %
Tree Nodes\Sustainable growth\preserving what we have	2	2.06 %
Total References	**103**	

Source 10 **Document**

Nodes Coding	**References**	**Coverage**
Cases\Case 10	1	100.00 %
Free Nodes\appropriate time	2	3.39 %
Free Nodes\reality	2	2.33 %
Tree Nodes\Achieving sustainable growth\challenge\credit crunch	1	2.66 %
Tree Nodes\Achieving sustainable growth\challenge\criticism	1	0.81 %
Tree Nodes\Achieving sustainable growth\challenge\funding	5	3.42 %
Tree Nodes\Achieving sustainable growth\challenge\investments	1	0.91 %
Tree Nodes\Achieving sustainable growth\challenge\priority	1	0.88 %
Tree Nodes\Achieving sustainable growth\challenge\resources	2	1.99 %

Tree Nodes\Achieving sustainable growth\Collaborative efforts\involvment	1	1.26 %
Tree Nodes\Achieving sustainable growth\Collaborative efforts\mutual cordination	1	0.61 %
Tree Nodes\Achieving sustainable growth\Measures\business opportunities	1	0.43 %
Tree Nodes\Achieving sustainable growth\Measures\cautious	1	0.99 %
Tree Nodes\Achieving sustainable growth\Measures\continuous effort	3	2.54 %
Tree Nodes\Achieving sustainable growth\Measures\continuous progress	5	5.70 %
Tree Nodes\Achieving sustainable growth\Measures\effective planning	5	6.25 %
Tree Nodes\Achieving sustainable growth\Measures\key facets	1	0.90 %
Tree Nodes\Achieving sustainable growth\Measures\local people	1	2.15 %
Tree Nodes\Achieving sustainable growth\Measures\promotion & advertisement	1	0.83 %
Tree Nodes\Achieving sustainable growth\Measures\rational	1	1.25 %
Tree Nodes\Achieving sustainable growth\Measures\research	1	2.04 %
Tree Nodes\Achieving sustainable growth\Measures\skills development	1	1.25 %
Tree Nodes\Achieving sustainable growth\Measures\vision	3	3.16 %
Tree Nodes\Assets\cosmopolitan place	1	1.89 %
Tree Nodes\Assets\culture & heritage	2	3.58 %
Tree Nodes\Assets\Higher Education Institutions	1	1.02 %
Tree Nodes\Assets\Liverpudlians	1	1.12 %
Tree Nodes\Assets\migration gateway	1	0.85 %
Tree Nodes\Assets\public sector	1	0.89 %
Tree Nodes\Assets\strength	4	5.24 %
Tree Nodes\Assets\uniqueness	1	1.25 %
Tree Nodes\Attributes\emotional\civic pride	2	1.02 %
Tree Nodes\Attributes\emotional\confidence	2	2.26 %

Tree Nodes\Attributes\emotional\self-belief	1	1.45 %
Tree Nodes\Attributes\functional\experiences	1	1.70 %
Tree Nodes\Attributes\functional\optimism	2	1.28 %
Tree Nodes\Attributes\functional\word of mouth	1	1.24 %
Tree Nodes\Attributes\judgemental\extreme perceptions	1	1.22 %
Tree Nodes\Attributes\judgemental\negative misconceptions	2	1.92 %
Tree Nodes\Attributes\judgemental\opinions	1	0.23 %
Tree Nodes\Attributes\new brand perceptions	1	0.92 %
Tree Nodes\Attributes\symbolic\favourable place	1	1.53 %
Tree Nodes\Attributes\symbolic\lasting image	1	1.24 %
Tree Nodes\Attributes\symbolic\negative images	2	1.55 %
Tree Nodes\Attributes\symbolic\negative press	3	1.91 %
Tree Nodes\Attributes\symbolic\overall image	1	1.39 %
Tree Nodes\Attributes\symbolic\recognition	1	1.39 %
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Tree Nodes\Sustainable growth\governance	1	0.90 %
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Tree Nodes\Benefits\advantage	4	3.32 %
Tree Nodes\Benefits\competitive	3	2.31 %
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