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Dear Paul,

LIVERPOOL WATERFRONT POSITIONING PAPER - OBSERVATIONS ON DRAFT BY MERSEYSIDE CIVIC SOCIETY

The Society welcomes this opportunity to submit observations on the Draft LWPP following the fruitful and comprehensive discussion Adrian Swift and I had with you last month. We have received input from several of our Council members indicating the interest there is in this piece of work.

The loss of World Heritage status for Liverpool, which included extensive parts of the Waterfront, was disappointing but it now presents an opportunity to reflect upon and rethink the future stewardship of the whole of the Liverpool Mersey Waterfront in the context of emerging new regeneration, environmental and political agendas. The Society is keen to join in with this discussion and as you may be aware has published two key papers setting out its position on (a) '[Policy on Responses to Proposals in and around the Waterfront](#)' and (b) '[Seizing the Moment](#)' , the latter including ideas for 'National Heritage/Conservation Areas':

[Liverpool Maritime Mercantile City - a new cross river National Conservation Area? - Merseyside Civic Society - Merseyside Civic Society](#)

First we would like to stress the multifunctionality of the waterfront with people visiting, working and living here. The space therefore needs to fulfil multiple (and competing) needs and it cannot be all about the visitor environment.

ROLE AND PURPOSE OF THE LWPP

At the outset, the Society considers there should be greater clarity in defining:

- The role and purpose of the LWPP
- The audience - who is it intended for?

'Crafting a Vision' is clearly important and is at the heart of the LWPP as is ensuring that the Waterfront achieves comparability with and the status accorded to other world class waterfronts but the LWPP is also about:

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- Realising opportunity
- Addressing current issues and 'gaps'
- Beginning to outline an agenda for the future

WHERE HAVE WE COME FROM?

Despite the loss of WHS status, the Waterfront has not existed in a policy vacuum over the past 25/30 years. There is a need to acknowledge the legacy and relevance of:

Policy and Management Reports, many still relevant: e.g. the WHS Management Plan and SPD; the reports on the future of the Festival Gardens site, incl. work on an emerging Masterplan; Conservation Area designations; the Liverpool Local Plan (see later); Strategic Regeneration Frameworks and related SPD's

Past Initiatives: including the work of the Merseyside Development Corporation; NWDA investment in the Mersey Waterfront Initiative; the Liverpool Waters Enterprise Zone; the Waterfront Partnership CIC.

Emerging Initiatives: the proposed Cruise Terminal; the IoM Ferry Terminal; the proposed 'Beatles/Music City?' venue; the (North) Docklands Trail; the Accommodation BID

TAKING STOCK

The Society considers that the LWPP provides the basis for identifying and assessing:

- What is currently taking place, e.g. projects, investments
- Who is doing what, e.g. the agencies, companies, owners, investors, developers
- What works/what doesn't
- What needs 'refreshing'/adapting
- Issues that need to be addressed, perhaps through a SWOT analysis with a focus on Assets and Opportunities

WHERE DO WE WANT TO BE?

The Society notes that in the Conclusion (Page 22) there is reference to 'Strategic Planning' but would question whether as currently drawn up, the LWPP really does provide a 'strategic framework' for 'identifying priority areas for development'. In such circumstances, the LWPP might also consider:

- What needs to be done to 'get the basics right'
- How to build on success (because there have been many successes on the Waterfront)
- Identifying what potential (and not just in the form of physical development) there is for the future

CLIMATE CHANGE

We would like to see more consideration of climate change and rising sea levels along the waterfront. Both existing and future developments will need to be more resilient to such impacts. HafenCity Hamburg has shown how potential flooding can be taken into account in the design of a whole neighbourhood.

MORE SPECIFICALLY

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Strategic Priorities/Policy Position (Pages 19 & 20):

This section is taken from the Liverpool Local Plan and is largely descriptive. We would suggest that it might be better included as an Appendix but with the key issues/priorities/messages incorporated into the main body of the text.

Individual issues discussed at the Meeting on 21st July:

1. Maintenance and Management - to include buildings, public realm, wayfinding, etc., including the allocation of revenue funding resources and defining who is responsible
2. Connectivity - both along the Waterfront including the Society's wish to see a Riverside Walkway northwards from the Pier Head to Bramley-Moore, having regard to the England Coast Path, to promote 'Active Travel' within and along the Waterfront, together with connectivity and routes eastwards into nearby communities
3. In 'Next Steps' reference engagement with the other boroughs along the Waterfront for a collective vision / strategy emerging for the river frontage and the estuary .
4. Holistic connectivity of the design of projects along the waterfront in terms of material palettes, signage, etc
5. Quality of design / finish / public realm - establishing design standards
6. Establish a materials log / encyclopaedia to address corporate memory and to assist with future developments and maintenance
7. Reference public transport connections to, across and along the Waterfront having regard to major Waterfront residential and leisure developments particularly in the North Docks, including the new Everton Stadium, as well as the Festival Gardens site to the south
8. Ensuring the environment is at the core of decision making.
9. Consider connections through spaces/squares that can offer resting places and seating
10. Consider the usability of spaces in terms of toilets, drinking fountains, power, adaptability for events.

Enhancing the Visitor Experience:

Many of the points mentioned above impact directly on the quality of the visitor experience but visitors prompt additional considerations:

1. Connectivity – linear connectivity along the extended waterfront including shuttle bus service, innovative transport offers, active travel and the overall visitor journey including rest places, quiet spots, refreshment opportunities, shelter, signage and interpretation and public art
2. Connectivity to key transport hubs especially Lime Street station – what is the arrival experience for Business and Event visitors attending a Pier Head or ACCL conference
3. Coaches and Guided Tours – how can we enhance their visitor experience?
4. What is the offer for families with younger children?
5. What is the arrival experience like for those coming by cruise ship, narrowboat or yacht and how can other visitors get closer to the water?

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Governance:

The Society broadly welcomes the suggested Governance arrangements set out on Page 23 but would wish to emphasise the importance of the engagement and participation of residents, community and voluntary sector groups and organisations as significant stakeholders with representation on any Board or other formal structures.

Page 16: Please note there is a repeated paragraph on this page.

The Society hopes that these observations will prove useful in informing the preparation of the final version of the LWPP. As ever, the Society would be happy to discuss further any aspect of them and would welcome the opportunity to contribute further to this important piece of work and continue the valuable dialogue with you begun at the meeting last month.

Kind regards,

Pam Wilsher

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