

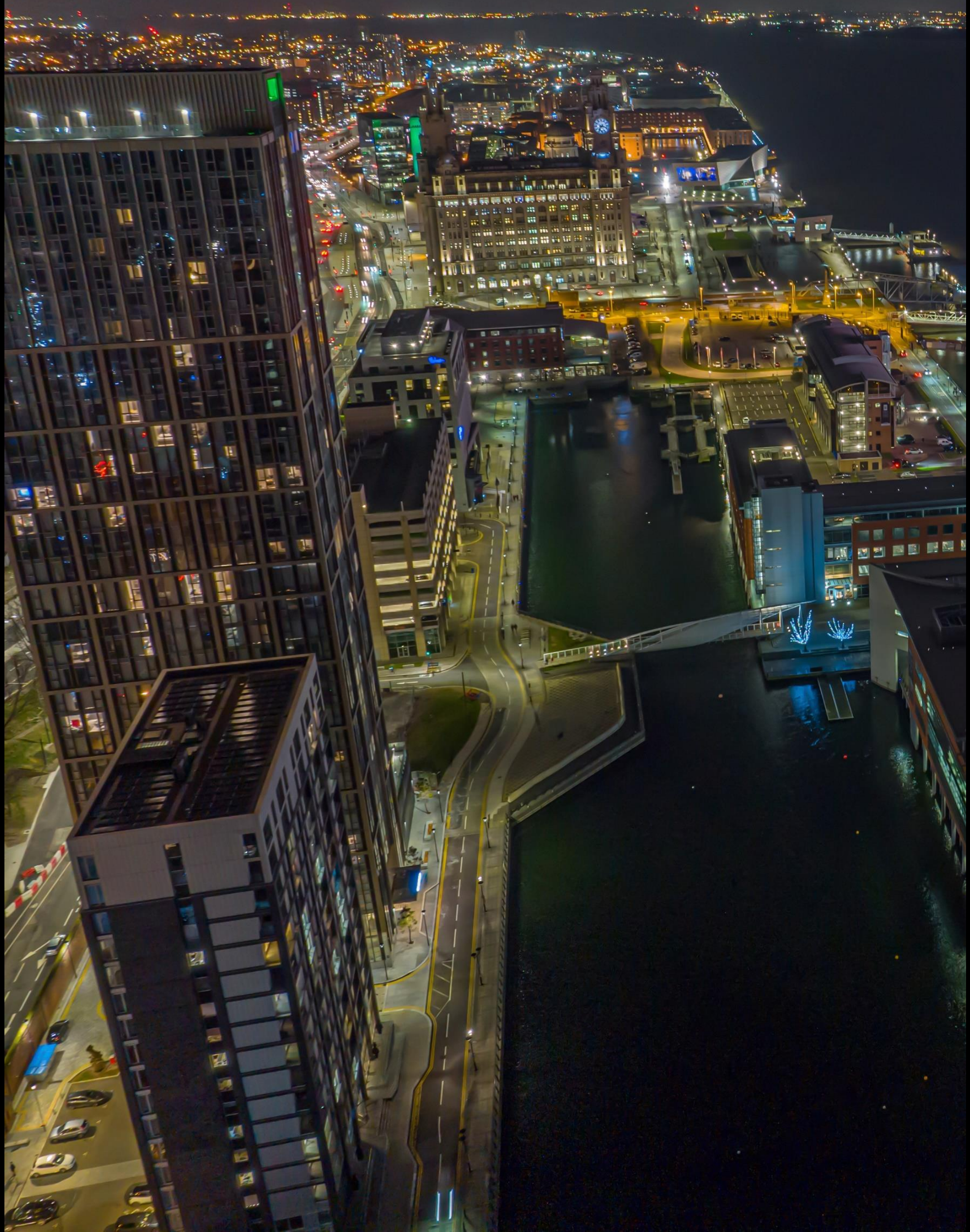


Liverpool Waterfront Positioning Paper

Ours, Yours, Everyone's



Liverpool
BID Company





Liverpool Waterfront Positioning Paper

Ours, Yours, Everyone's

This Positioning Paper has been commissioned by the Liverpool BID Company

Foreword

Provided by Professor Michael Parkinson CBE,
Ambassador for the Heseltine Institute, University of Liverpool

Research Team

Led by Paul Kallee-Grover MBE, Founder and Managing Director of Ki Partnerships Ltd
in partnership with Rachael Bampton-Aiken, Strategic Advisor
Imagery provided by: Stratus Imagery - aerial photography and filming

Acknowledgements

The research team would like to acknowledge the following for their valuable input into the drafting of the Liverpool Waterfront Positioning Paper.

Faye Dyer – ACC Liverpool
Kate Gordon – Canal and Rivers Trust
Laura Clark – CBRE
Ian Edwards – CBRE
Sean Morrison – CBRE
Claire Smith - CBRE
Andrew Willoughby – CBRE
Jacob Lotus – General Projects
Adam Brady – General Projects
Adrian Swift – Merseyside Civic Society
Pam Wisher – Merseyside Civic Society
Mari Johnson – National Museums of Liverpool
Laura Pye – National Museums of Liverpool
Bill Addy – Liverpool BID Company
Katie Bentley – Liverpool BID Company
Chloe Gaughan – Liverpool BID Company
Sophie Bevan – Liverpool City Council
Mark Bourgeois – Liverpool City Council
Samantha Campbell – Liverpool City Council
Nuala Gallagher – Liverpool City Council
Jane Heywood – Liverpool City Council
Donna Howitt – Liverpool One
David Beard – Liverpool Marina
Chris Capes – Peel Holdings
Lisa Marco – Peel L&P
Helen Legg – Tate Liverpool
David Hughes – Wirral Borough Council



Ki Partnerships Ltd

rachaelbampton-aiken
Strategic Adviser



**Liverpool
BID Company**

Contents

<i>Foreword</i>	Page 7
<i>Context</i>	Page 10
<i>The Study Area</i>	Page 12
<i>The Waterfront</i>	Page 14
<i>Key Ideas</i>	Page 16
<i>Historic Context</i>	Page 17
<i>Development Aspirations</i>	Page 18
<i>Strategic Priorities</i>	Page 20
<i>Policy Position</i>	Page 21
<i>Need for a Vision</i>	Page 24
<i>Crafting a Vision</i>	Page 25
<i>Evolving a Vision</i>	Page 26
<i>Vision Statement</i>	Page 27
<i>Conclusion</i>	Page 28
<i>Next Steps</i>	Page 29





Foreword

**Professor Michael Parkinson CBE
Ambassador for the
Heseltine Institute
University of Liverpool**



Green shoots in an age of uncertainty

This is a good – and important – time to discuss the future shape and role of the Liverpool waterfront. In the longer term, the city is continuing its extraordinary - if partial and incomplete - renaissance that has taken place in the past 20 years. In the shorter term it is also addressing some key challenges it has faced - COVID, Brexit, the war in Ukraine, a cost of living and energy crises as well as some local institutional and fiscal challenges. All these created uncertainty and limited wider debate about Liverpool's longer-term future performance. But there are now significant green shoots emerging.

There is new political and administrative leadership in the City Council and new governance arrangements. It has adopted a balanced budget. The Commissioners have reported real improvement in its performance and expressed cautious optimism for its future. The relationship between the city and city region is strengthening. The Secretary of State has appointed a Liverpool Strategic Futures Advisory Panel to develop a 15-year plan for the city.

There is a possibility of a different future government with different policies on cities and devolution. So, there could be a sustained period of institutional and political stability in the coming years. Most recently the city brilliantly staged the globally projected Eurovision programme on the waterfront and National Museums Liverpool launched their very ambitious plans for the transformation of their estate including Canning Docks alongside Tate Liverpool's proposals that will see the transformation of their gallery spaces. Building on its extensive existing assets and huge progress in recent years, Liverpool now has an opportunity to shape its future performance as new patterns of leadership and new economic opportunities emerge locally, nationally, and globally.

'On the Waterfront' Authenticity, quality and character

Three parts of the city will be crucial in different ways to its continuing success. First North Liverpool needs to benefit more than it has done from the city's renaissance. The gap between it and the rest of the city is too big – and it is growing.

Second, the Knowledge Quarter Liverpool must continue to flourish since it will be a key driver of the city's economic performance. The third crucial part of the city - which this report addresses - is the waterfront and the city centre. It is crucial that the right kinds of decisions are made in the right way to ensure it flourishes and becomes an even greater driver of the city's economy. Authenticity, quality and character will be the keys to its future success.

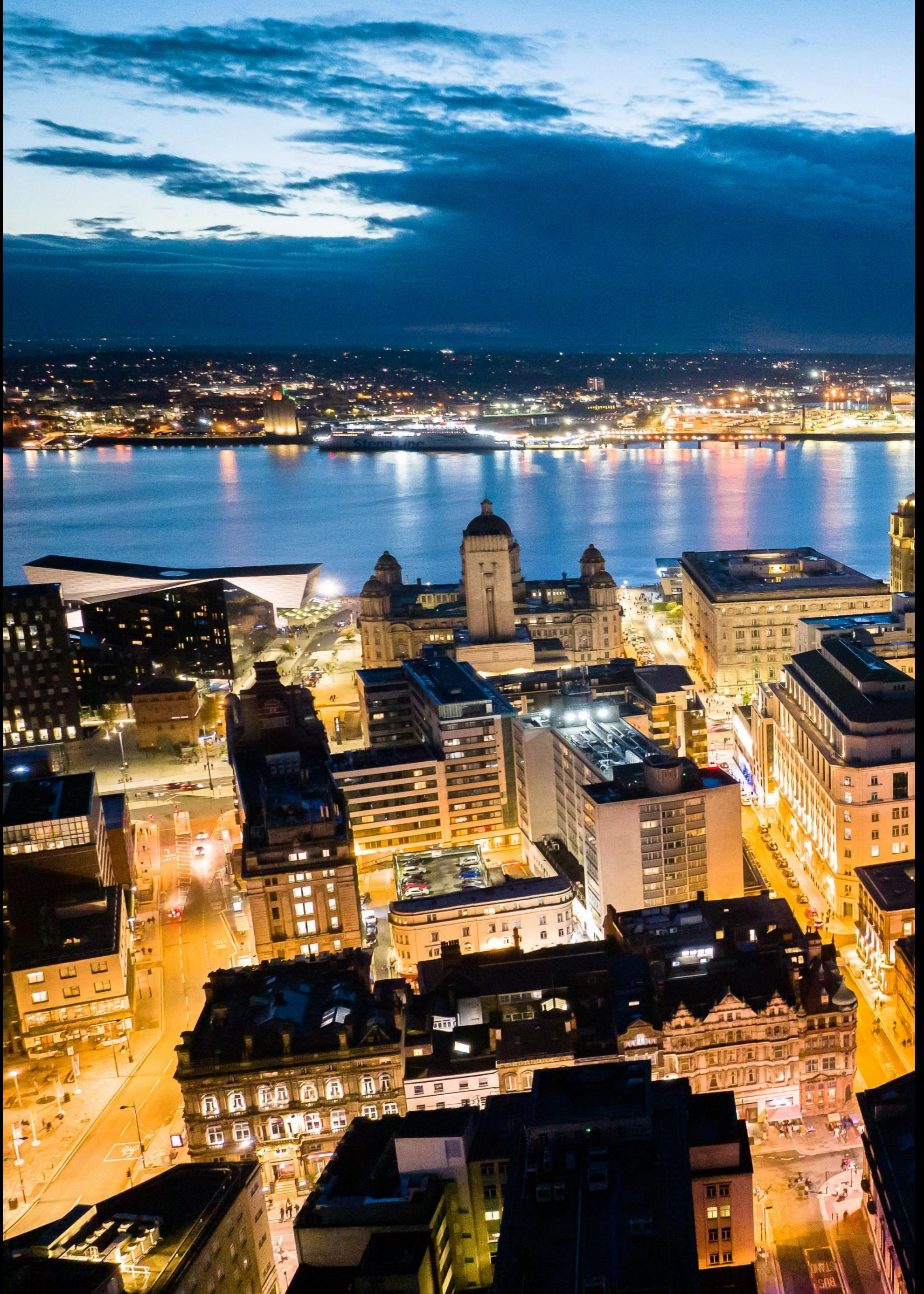
Recently the city has changed with different parts flourishing in different ways at different times for different markets. And quality has not always been enough in evidence. The waterfront is a good example of this.

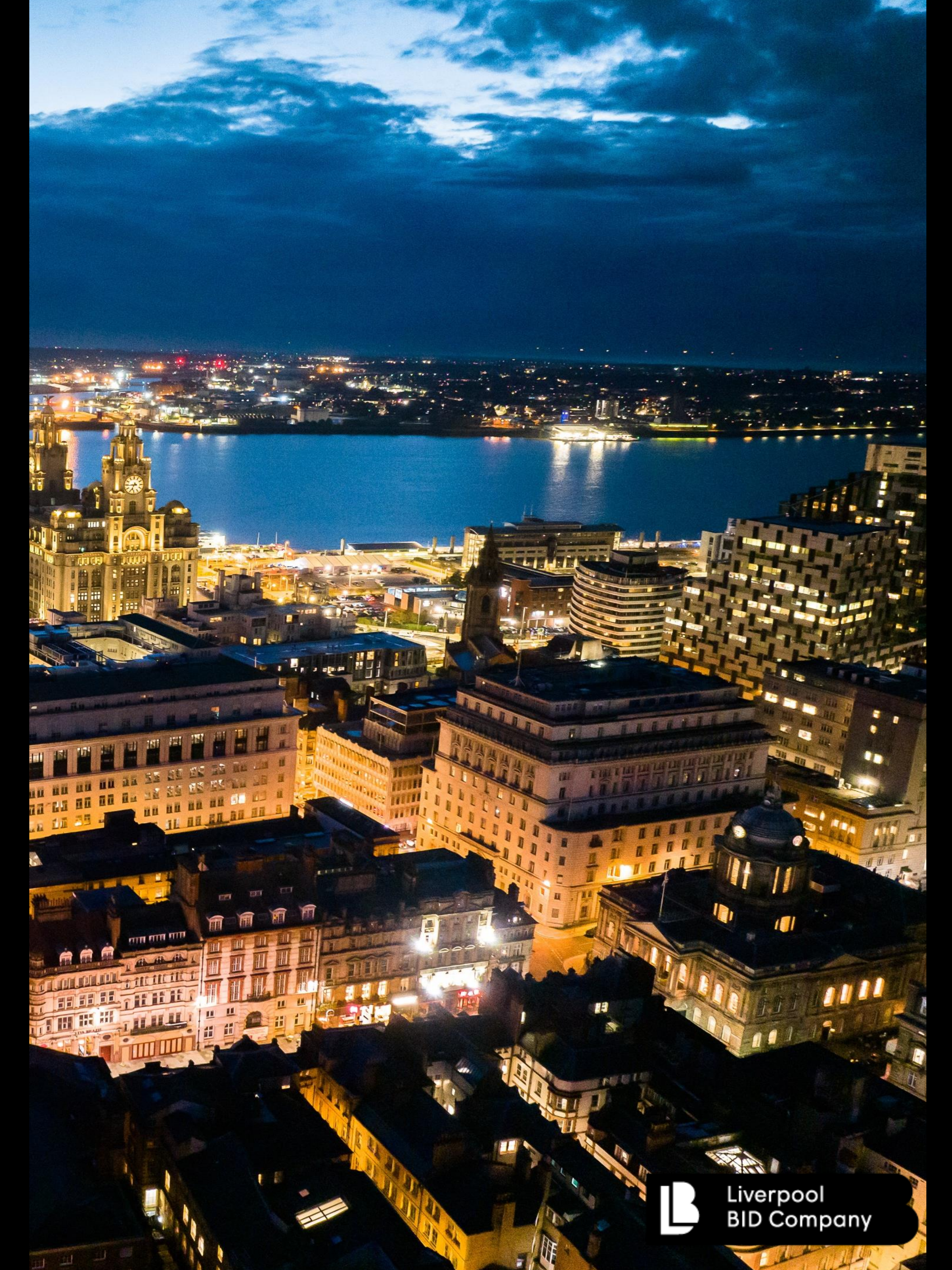
It is Liverpool's Jewel in the Crown and has developed extraordinarily during the past decade. But there are a variety of organisational fingers in the waterfront pie which has produced a phase of significant but ad hoc development up and down the area.

Given its global iconic significance, the Liverpool waterfront needs to be governed and managed in a more coherent way to ensure the quality of the development is high enough in future. And a more strategic, long-term view needs to be taken of the whole area which stretches several miles from the huge opportunity of the original International Garden Festival site in the south, through the Royal Albert Dock Liverpool area in the centre to the north docks and Liverpool Waters up to the development of Everton football stadium at Bramley Moore Dock.

Make No Small Plans

When the city centre had its extraordinary period of growth in the first decade of this century there was a powerful economic development narrative provided by Liverpool Vision's regeneration framework. Liverpool needs a similar one now which links the development of individual sites and buildings, to wider place making issues as well to the emerging needs of the city's future economy. Liverpool rightly is no longer an imperial city, but its reputation means it remains a truly global one. Its aspirations and ambitions for the quality of the place should match that. The city now, should 'Make no small plans'. This document is an important first step in that direction. And the time is ripe.





Liverpool
BID Company

Context

The Liverpool BID Company recognises the critical importance of the city's waterfront as a dynamic and evolving hub for economic, cultural, and social activities. The Liverpool BID Company have commissioned the **Liverpool Waterfront Positioning Paper (LWPP)** to capture the views of businesses and organisations with existing assets and active regeneration projects along the waterfront. The intention being that the LWPP marks a new way of working together and provides a framework for future discussion and collaboration.

Despite the potential value of a unified vision for waterfront, until now there has been no holistic vision by which the Liverpool BID Company or others can guide future decision making, investment or the user experience along the waterfront.

Operating under the remit of the 5-year term of the *2021 Liverpool Culture & Commerce BID*, the Liverpool BID Company held a 'Liverpool Waterfront Visioning Workshop' with key waterfront stakeholders to identify shared aspirations and values for the waterfront. A series of additional one to one conversations were held to understand how individual projects along the waterfront currently co-exist. Based on these discussions a holistic Liverpool Waterfront Vision has been prepared.

Through the LWPP the Liverpool BID Company will be working collaboratively with businesses, stakeholders, and policy makers to contribute towards existing and future efforts to unlock the true potential of Liverpool's Waterfront.



Plan A - Liverpool BID Company Map

The Liverpool BID Company is a private, not-for-profit company, working on behalf of over 800 BID levy payers in Liverpool across three Business Improvement Districts which comprise the *Liverpool Culture & Commerce BID* (covering the Commercial District, the Waterfront and St George's Quarter), the *Liverpool Retail & Leisure BID* (covering Bold Street, Church Street, Lord Street, Metquarter, St Johns, Williamson Square and extending to Hope Street and the Georgian Quarter), and the *Liverpool Accommodation BID* (covering the whole of Liverpool and not just the city centre). Plan A above, identifies parts of the city centre covered by the Liverpool BID Company (excluding the Accommodation BID which is city wide)

Constituted by UK Law in 2004, a Business Improvement District (BID) is a powerful, independent voice representing the interests of a varied community of organisations, committed to working together to ensure that the area continues to progress whilst providing the best possible trading and working environment for its occupiers.

The Liverpool BID Company works to deliver a thriving city bringing additionality through street transformation, connectivity, and collaboration to enhance communities. The Liverpool BID Company are passionate about what they do, strategic, resourceful, and visioning and here to support when needed

..a dynamic and evolving hub for economic, cultural, and social activities.

The Liverpool BID Company provide added value around 4 key drivers:

Managed District – improving the environment and safety.

Promoted District – animating and promoting the BID areas.

Connected District – improving opportunities for connectivity.

Working District – providing business support to BID levy payers.

Liverpool BID Company has a proven track record over the past 19 years in delivering projects and campaigns to make Liverpool a more attractive place to work, live and thrive. Liverpool BID Company lobby on behalf of levy payers provide a voice and future for businesses. Liverpool BID Company works to shape the future of Liverpool, creating engines for growth and recovery.

Whilst the Liverpool BID Company have commissioned the LWPP, the Paper has been informed by active engagement and consultation with key players along the Liverpool waterfront including but not limited to:

ACC Liverpool, Canal and Rivers Trust, CBRE, General Projects, Liverpool City Council, Liverpool Marina, Liverpool One, National Museums Liverpool, Peel Holdings, and Tate Liverpool

The research team would once again thank these organisations and their representatives for their input into this Paper.

This Paper - The Liverpool BID Company recognises the pivotal role that Liverpool's waterfront plays in shaping the city's identity, economic vitality, and overall appeal to businesses, residents, and visitors. The purpose of this Paper is to provide a unifying Vision and Guiding Principles to align stakeholders, attract investment, and foster a sense of pride and identity.

By establishing a Vision and Guiding Principles for the waterfront, the Liverpool BID Company consider that we can inspire collaboration, drive sustainable development, and create a vibrant waterfront that benefits the city, businesses, residents, and visitors for years to come.

This Paper is not a masterplan for the waterfront, nor is it a strategy for the waterfront, instead it seeks to identify, challenge and explore a series of questions that can in turn guide the scope of subsequent work focused on taking specific sites and neighbourhoods forward. This Paper presents an opportunity to find the missing pieces of the waterfront jigsaw.

The intention being that this Paper offers insights, recommendations, and guiding principles that stakeholders can use to make informed decisions about how to best leverage the waterfront's potential while honouring its historical and cultural assets. The Paper has been written to harness the potential of the waterfront for the benefit of stakeholders.

A decision on what form the future work or studies will take that flow from this Paper will be subject to the timing of the adoption of the Government's *Levelling Up and Regeneration Bill* and ongoing discussions and engagement with Liverpool City Council including on the drafting of their 'Waterfront Strategy and Masterplan' and the 'Liverpool Investment and Development Strategy'.

Through this Paper the Liverpool BID Company are looking to provide the voice of business as a key stakeholder in the future of the waterfront. The Liverpool BID Company would like to see this Paper used to guide other stakeholders in making informed decisions that align with the Vision and Guiding Principles for the waterfront contained within this Paper.

..an opportunity to find the missing pieces of the Liverpool waterfront jigsaw.

The Study Area

The area of Liverpool's waterfront that falls within the control of Liverpool City Council extends some 19 kilometres (11.8 miles) along the eastern bank of the River Mersey.

Further to conversations with stakeholders and the Liverpool Waterfront Advisory Group, the decision was taken to focus this Paper on approximately 7.5 kms (4.6 miles) of Liverpool's core waterfront, stretching from the site of the new Everton Football Stadium at Bramley Moore docks north of the city centre, down to the site of the former International Garden Festival Site in St Michaels to the south of the city centre.

All the waterfront explored within this Paper falls within the control of Liverpool City Council.

The remainder of the waterfront within the jurisdiction of Liverpool City Council to the south is covered by the Liverpool Local Plan 2013-2033. Waterfront further to the north falls with control of Sefton Borough Council, and the policies contained within Sefton Local Plan 2015 to 2030.

Land on the opposite bank of the River Mersey is within the control of Wirral Borough Council and is subject to the Wirral Local Plan 2021 – 2037 and the Birkenhead 2040 Framework as prepared by Wirral Borough Council.

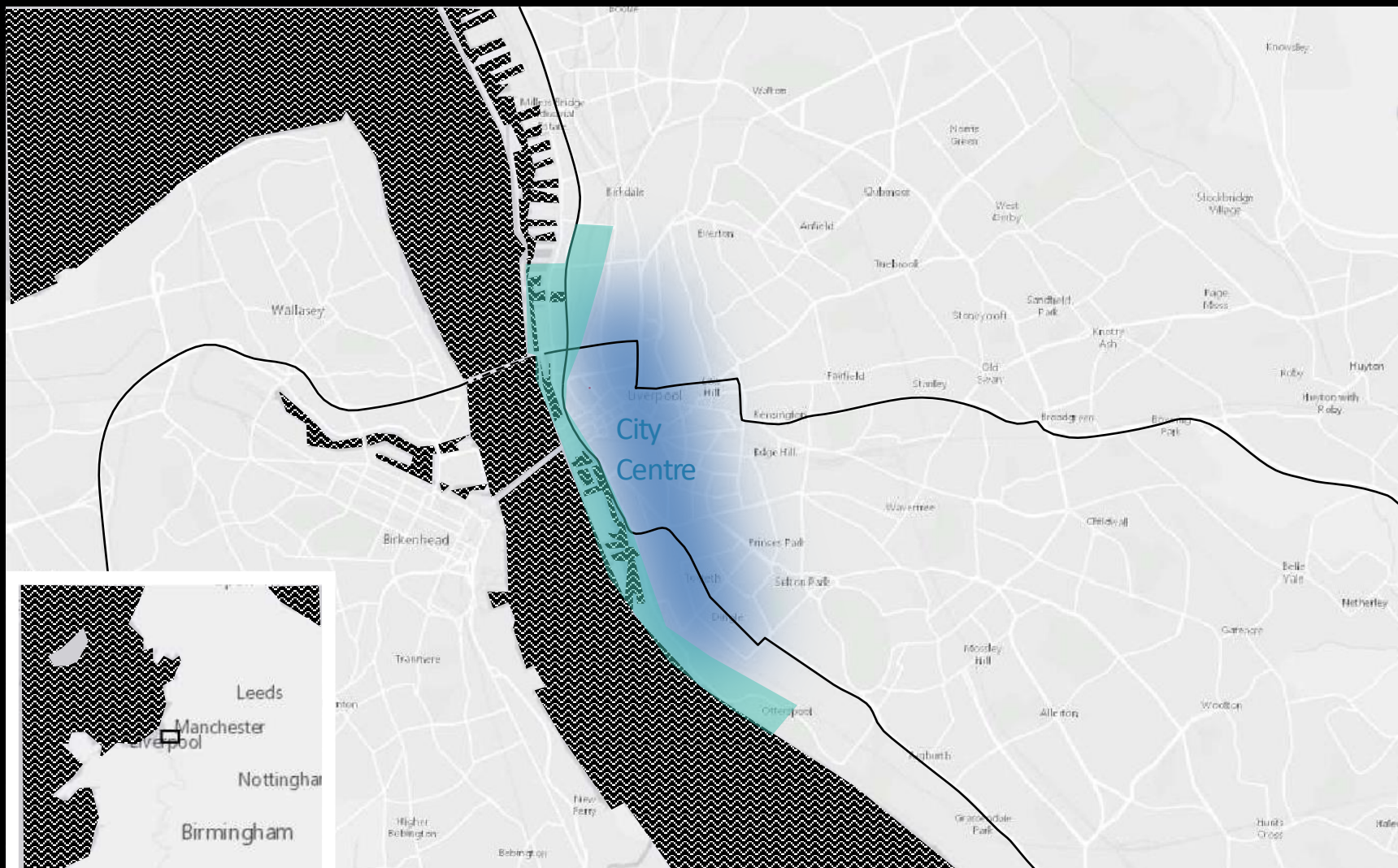
In total this Paper covers approximately 40% of the entire length of Liverpool's waterfront that is within the administrative control of Liverpool City Council.

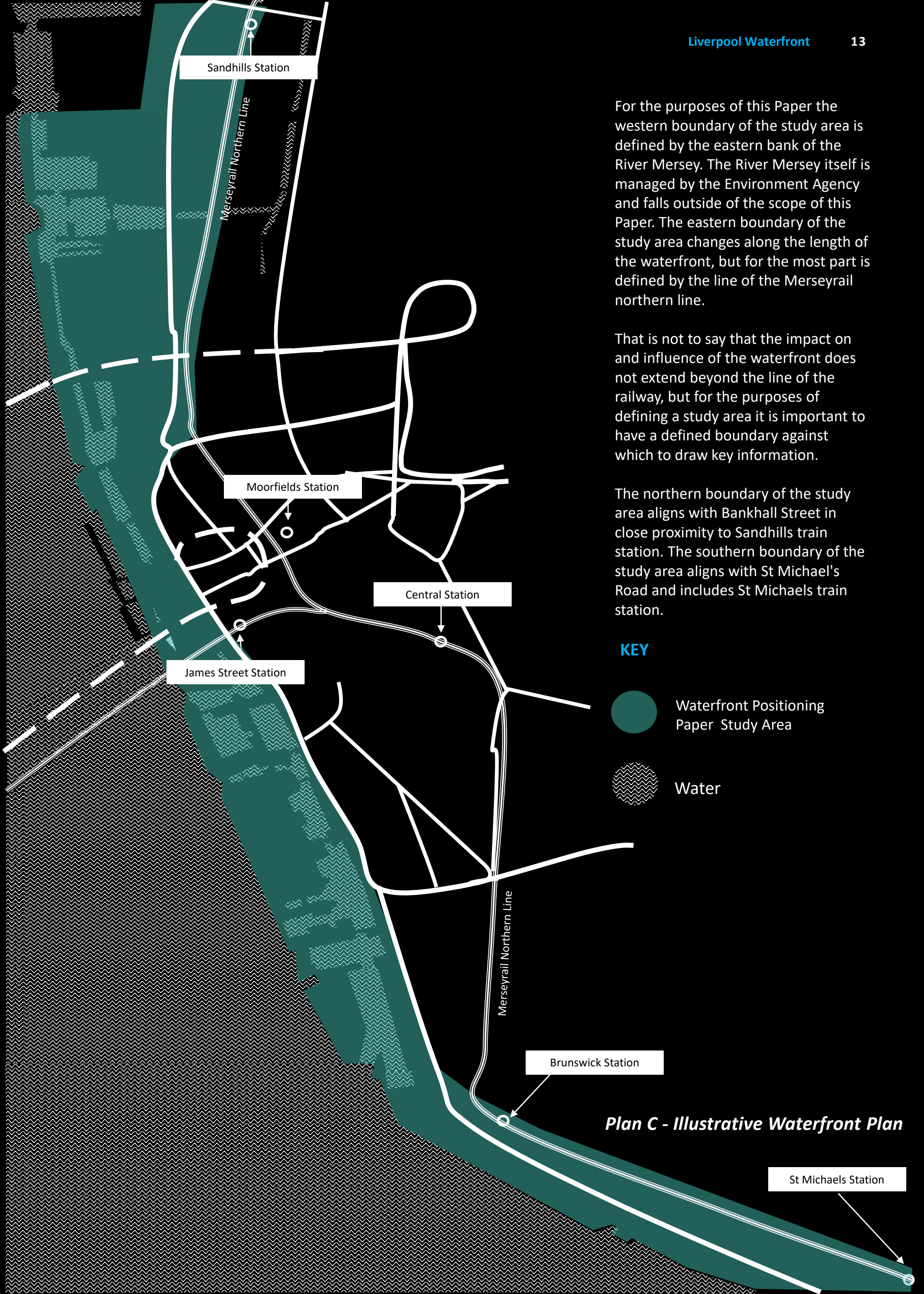
.. this Paper covers approximately 40% of the entire length of Liverpool's waterfront.

KEY

-  LWPP Study Area
-  Liverpool City Centre
-  Water

Plan B - Illustrative Context Plan







For the purposes of this Paper the western boundary of the study area is defined by the eastern bank of the River Mersey. The River Mersey itself is managed by the Environment Agency and falls outside of the scope of this Paper. The eastern boundary of the study area changes along the length of the waterfront, but for the most part is defined by the line of the Merseyrail northern line.

That is not to say that the impact on and influence of the waterfront does not extend beyond the line of the railway, but for the purposes of defining a study area it is important to have a defined boundary against which to draw key information.

The northern boundary of the study area aligns with Bankhall Street in close proximity to Sandhills train station. The southern boundary of the study area aligns with St Michael's Road and includes St Michael's train station.

KEY

-  Waterfront Positioning Paper Study Area
-  Water

Plan C - Illustrative Waterfront Plan

The Waterfront

The waterfront of Liverpool is a captivating destination that embodies the city's rich history, vibrant culture, and boundless potential. Serving as a point of arrival, orientation, and departure, the waterfront offers a unique blend of heritage and contemporary experiences. With its year-round appeal, engaging atmosphere, and soulful rhythm, it has become a place of reflection, celebration, evolution, and inspiration.

As the birthplace of Liverpool, the waterfront holds immense significance in shaping the city's identity and forging its future. The waterfront encompasses a range of land uses including but not limited to:

Commercial Development – there are commercial spaces along the waterfront, including office buildings focused on the Pier Head and Princes Dock, leisure and tourism facilities, hotels and restaurants. These cater to both residents and visitors, offering a range of businesses and services. There are also other commercial developments along the waterfront including a Marina.

Industrial Sites - The waterfront includes active industrial areas that play a role in Liverpool's economy. These sites include warehouses, manufacturing facilities, and logistics hubs, supporting various industries such as shipping, trade, and logistics. There are also pockets of historic industrial land, especially to the north of the waterfront that are now vacant, derelict or currently underutilised.

Cultural Provision - Liverpool's waterfront boasts four national museums, the Open Eye Gallery and RIBA, together with the Arena and Convention Centre. Together these assets draw millions of people to the waterfront each year and drive both tourism and businesses.

Historic Buildings - Liverpool's waterfront is renowned for its historic architecture. The area is characterised by iconic listed buildings such as the Royal Liver Building, the Cunard Building, the Royal Albert Dock Liverpool and the Port of Liverpool Building. Together with several waterfront warehouses and other historic buildings in the commercial business district that front onto or have been influenced by relationships with the River Mersey. These structures contribute to the city's heritage and are often tourist attractions in their own right.

Transport Infrastructure - Liverpool's waterfront is well-connected with various integrated transport facilities. This includes ports for cargo and passenger ships, ferry terminals, together with road and rail tunnels that provide access across the River Mersey. Additionally, the area is served by Liverpool John Lennon Airport, offering domestic and international flights. The waterfront is well served by the Northern Line of Merseyrail as well as providing a series of nationally recognised cycle routes that connect the waterfront to communities across the city.

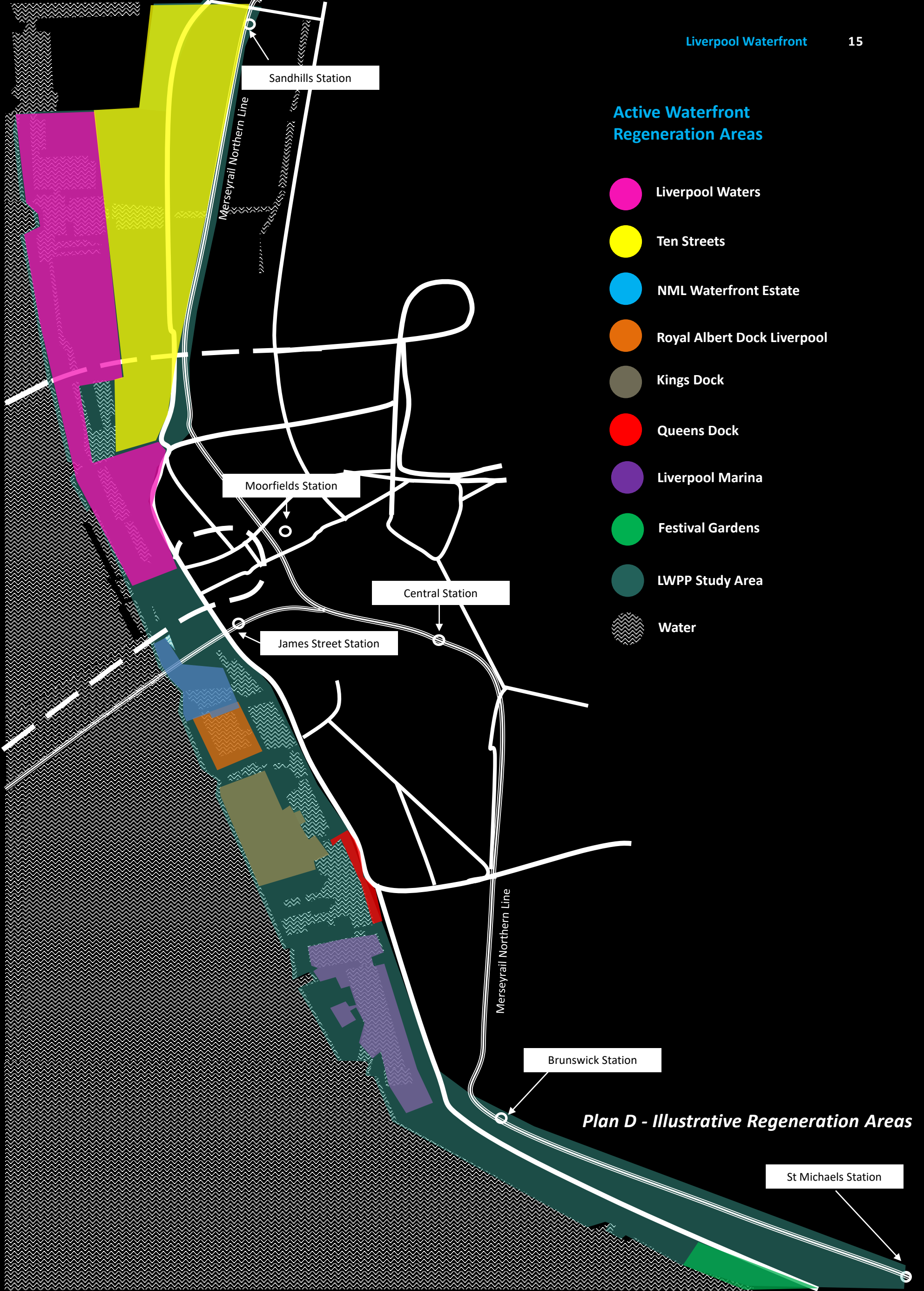
Recreational Spaces - The waterfront offers open spaces and recreational areas where people can engage in leisure activities and gather. These include parks, promenades, and waterfront walkways that provide opportunities for walking, jogging, cycling, and enjoying the scenic views - as well as a series of dock and canal spaces used for active water-based pursuits.

Residential Areas - The waterfront is home to a mix of residential communities. There are residential complexes, apartments, and houses along the waterfront. Historically most of the housing on the waterfront has been in the south, but in recent years residential schemes have been delivered in the north with new residential schemes currently under construction.

Sports Facilities - An important new landmark along the waterfront is the emerging Bramley Moore Stadium, which once it is completed will become the new home to Everton Football Club. The stadium will attract football enthusiasts and contribute to the sporting culture of the city as well providing for other activities that will complement the Arena and Convention Centre Liverpool and the Liverpool Watersports Centre.

Areas of Regeneration – Liverpool's waterfront has been undergoing extensive regeneration over several decades that has already seen parts of the waterfront transformed. Key areas of future regeneration along the waterfront include but are not limited to: **Liverpool Waters, Kings Dock, Queens Dock, Prince's Dock, Stanley Dock, Ten Streets, The Royal Albert Dock Liverpool, the NML Waterfront Estate, Liverpool Marina, Brunswick, Festival Gardens, and Garston Docks.**

..extensive regeneration over several decades that has already seen parts of the waterfront transformed.



**Active Waterfront
Regeneration Areas**

- Liverpool Waters
- Ten Streets
- NML Waterfront Estate
- Royal Albert Dock Liverpool
- Kings Dock
- Queens Dock
- Liverpool Marina
- Festival Gardens
- LWPP Study Area
- Water

Plan D - Illustrative Regeneration Areas

Key Ideas

It is crucial to consider the multifunctionality of the waterfront and the diverse needs of the people who work at, visit, and live on the waterfront. While achieving international significance and enhancing the visitor experience are important aspects, through this Paper we seek to identify a series of Guiding Principles to ensure a well-rounded and sustainable Vision for the Waterfront can be achieved. These Guiding Principles will draw on the key ideas identified through the stakeholder workshop and one to one discussions with businesses and organisations with an interest in the future of Liverpool's waterfront. These include:

Balancing Stakeholder Needs - The Vision and future strategies to be developed for the Waterfront should acknowledge and address the various stakeholders' needs, including businesses, workers, residents and visitors. Striking a balance among these needs will contribute to a harmonious and inclusive waterfront environment.

Community Engagement and Social Inclusion - The Guiding Principles and Vision should prioritise community engagement and social inclusion. The waterfront should be a place where local communities feel a sense of ownership, pride, and cultural representation.

Economic Diversity - Recognising that the waterfront serves as a hub for various economic activities, the Guiding Principles and Vision should support economic diversity by fostering a mix of businesses, ranging from retail and hospitality to creative industries and innovation hubs.

Sustainability and Resilience - Addressing environmental sustainability and resilience is crucial. The Guiding Principles and Vision should incorporate sustainable practices, green spaces, and initiatives to adapt to climate change, commitments to Net Zero and minimise environmental impact.

Cultural Heritage Preservation - While aiming for international comparability, the Guiding Principles and Vision should also emphasize the preservation of Liverpool's unique cultural heritage and historical significance. They should ensure that development respects the area's identity.

Quality of Life for Residents - The Guiding Principles and Vision should enhance the quality of life for waterfront residents, considering factors such as housing affordability, access to amenities, transportation options, and a sense of belonging.

Public Spaces and Connectivity - The Guiding Principles and Vision should focus on creating well-designed public spaces that promote social interaction, recreation, and relaxation. Connectivity within the waterfront area and to the rest of the city should also be addressed.

Arts, Culture, and Entertainment - The waterfront should continue to be a cultural hub, offering a diverse range of arts, cultural events, and entertainment options that attract workers, residents and visitors.

Inclusive Mobility - The Guiding Principles and Vision should prioritise pedestrian-friendly infrastructure, cycling paths, and accessible transportation options to ensure that the waterfront is easily navigable for all, regardless of their mobility.

Education and Learning - Consideration should be given to incorporating educational and learning opportunities, such as interactive exhibitions that build on the success of existing museums that engage visitors, workers and residents.

Collaboration and Partnerships - The Guiding Principles and Vision should promote collaboration between public and private sectors, fostering partnerships that can contribute resources, expertise, and innovation to the waterfront's development.

Safety and Security - Ensuring a safe and secure environment is vital. The Guiding Principles and Vision should address measures to create a sense of safety for all users of the waterfront.

Long-Term Sustainability - The Guiding Principles and Vision should have a long-term perspective, accommodating future developments, trends, maintenance, cleansing and evolving community needs.

By considering these additional aspects, this Paper seeks to create a series of Guiding Principles together with a comprehensive and balanced Vision that serves the best interests of the entire community while respecting the multifunctionality of the waterfront.

Historic Context

Liverpool's maritime prominence and strategic location played a significant role in its development as a major port city during the height of the British Empire. The city's connections to various regions of the world allowed for extensive trade and the exchange of goods on a global scale.

Liverpool's waterfront holds significant historical importance for several reasons:

Maritime Heritage - Liverpool's waterfront was the heart of its maritime industry, serving as a bustling port during the height of the British Empire. It played a crucial role in facilitating trade and the movement of goods, people, and ideas between Britain and the rest of the world. The port's prominence and activity helped shape the city's identity as a maritime powerhouse.

Economic Growth - Liverpool's waterfront was instrumental in the city's economic growth and prosperity. The port's strategic location enabled it to become a major hub for international trade, connecting the British Isles with various regions across the globe. The influx of goods, wealth, and investment fuelled Liverpool's industrial revolution and transformed it into one of the wealthiest cities in the world.

Architectural - The waterfront is adorned with a stunning collection of historic buildings and architectural landmarks. The Three Graces, comprising the Royal Liver Building, the Cunard Building, and the Port of Liverpool Building, are iconic symbols of Liverpool's maritime heritage. These magnificent structures showcase various architectural styles and serve as a testament to the city's past grandeur and architectural prowess whilst also continuing to reflect the role the city played in global trade.

UNESCO World Heritage Site - Liverpool's waterfront, along with the historic commercial district, was designated a UNESCO World Heritage Site in 2004. The inscription recognised the area's outstanding universal value as a maritime mercantile city. The designation highlighted the significance of Liverpool's waterfront as a cultural and historical asset of global importance. Whilst the inscription was removed in 2021, the assets upon which the inscription was based remain.

Whilst the loss of the World Heritage Status for Liverpool, which included extensive parts of the waterfront within the study area, was unfortunate it now represents an opportunity to reflect upon and rethink the future stewardship of the whole of the waterfront in the context of the role of heritage in emerging regeneration, environmental challenges and growth.

Cultural Significance - The waterfront has played a vital role in shaping Liverpool's cultural identity. It has been a site of diverse influences, reflecting the city's connections with different cultures, including its historic links with Africa, the Caribbean, and the Americas. The waterfront's history is intertwined with stories of migration, trade, music, and the arts, making it a rich tapestry of cultural heritage. The city was awarded with a UNESCO City of Music status in 2015 due to music's place in the heart of Liverpool's contemporary culture, education and economy.

Overall, Liverpool's waterfront holds immense historic value due to its maritime heritage, economic significance, architectural splendour, UNESCO recognition, and cultural importance. It stands as a tangible reminder of the city's illustrious past and continues to be a vibrant and iconic part of Liverpool's present-day identity.



'For miles you may walk along that riverside, passing dock after dock, like a chain of immense fortresses:— Prince's, George's, Salt-House, Clarence, Brunswick, Trafalgar, King's, Queen's, and many more.'

(Herman Melville, Redburn – his first voyage, 1849



Development Aspirations

With its rich history, iconic landmarks, and vibrant cultural scene, the waterfront holds immense potential for further growth and enhancement. A series of interviews were therefore undertaken with landowners, developers and tenants of key sites along the waterfront to inform the LWPP. The following provides a summary of some of the key aspirations coming forward along the waterfront from those interviews:

Urban Regeneration

There are a series of large-scale urban regeneration projects underway along the waterfront. Focussed on revitalising disused or underutilised areas, transforming them into attractive mixed-use developments that integrate residential, commercial, and leisure spaces. The goal is to create a series of vibrant and inclusive waterfront district that benefit residents, workers, and visitors alike.

Iconic Architecture

A number of developers are aiming to create striking architectural landmarks that will redefine Liverpool's skyline and contribute to the city's identity. The waterfront already boasts iconic structures such as the Liver Building, and developers aspire to add to this legacy by designing innovative and visually appealing buildings that become symbols of modern Liverpool.

Cultural and Leisure Facilities

There is a desire to enhance the cultural and leisure offerings along the waterfront. Developers aim to create new cultural institutions, as well as enhance existing museums, galleries, and performance spaces that celebrate Liverpool's heritage and support the growth of its creative industries. Additionally, developers envision the addition of recreational facilities, parks, active waters space and other public spaces where people can relax, socialise, and enjoy the waterfront environment.

Sustainable Development

As sustainability becomes an increasingly important aspect of urban planning, developers are aspiring to incorporate eco-friendly and energy-efficient practices into their waterfront projects. This includes utilising renewable energy sources, implementing green infrastructure, and designing buildings with sustainable materials and technologies. Developers have also referenced seeking to ensure that waterfront developments are resilient to climate change and are focussed on the promotion of sustainable transportation options.

Economic Growth and Investment

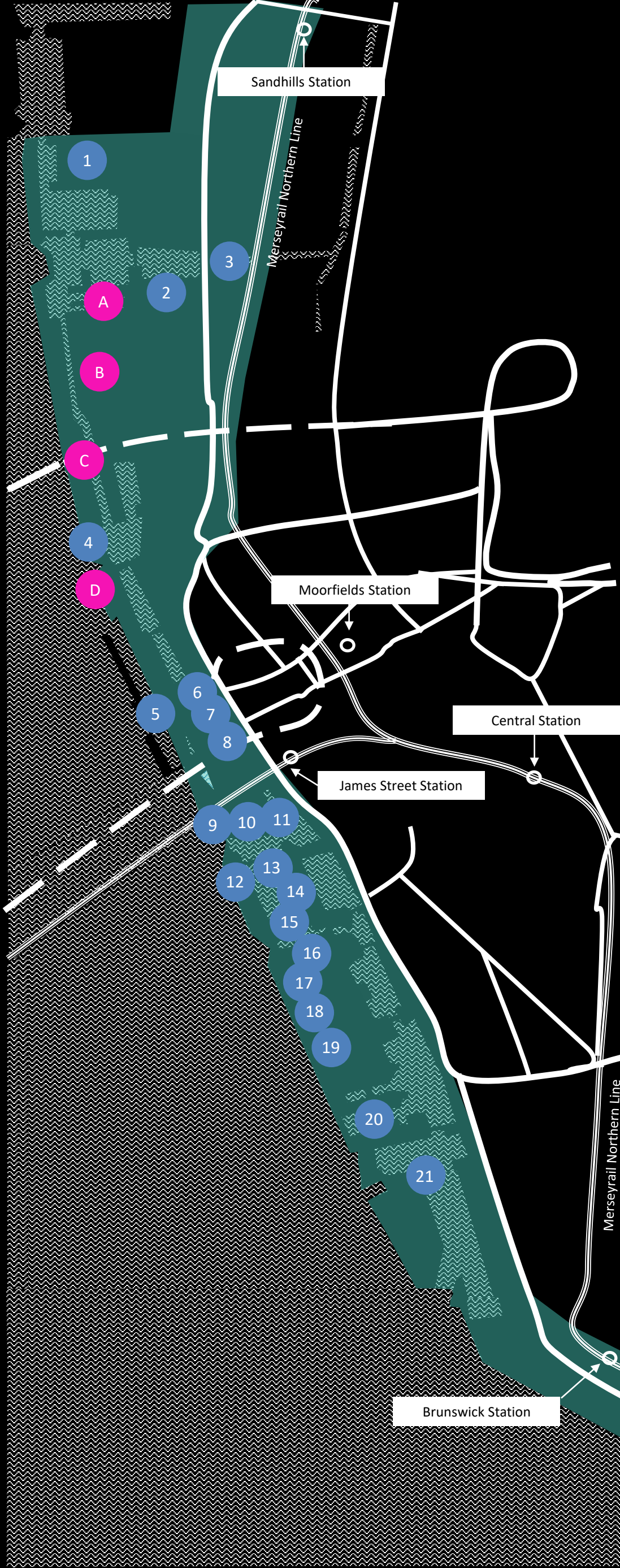
The development of Liverpool's waterfront holds the potential to attract significant investments and stimulate economic growth. Developers aspire to create opportunities for businesses, startups, and entrepreneurs, fostering innovation and job creation. By enhancing the attractiveness of the waterfront, they aim to attract both national and international investors, boosting the city's economy and creating a thriving business ecosystem.

As development schemes take shape and sites along the waterfront are regenerated, there is a growing sense of needing to articulate a collective wayfinding approach. By embracing this approach, we can effectively navigate the waterfront, considering the diverse perspectives of multiple audiences. This collaborative mindset could prove beneficial as schemes evolve and new opportunities emerge along the waterfront in line with the waterfront vision.

Overall, the landowners, developers and organisations with lease hold interests in buildings and sites along the waterfront that were interviewed in the drafting of this Positioning Paper aspire to transform Liverpool's waterfront into a vibrant, sustainable, and culturally significant area that benefits the city's residents, visitors, and economy. Stakeholders agreed that the Liverpool Waterfront showcases the city and as such should be maintained to the highest standards from a safe / clean / managed perspective. Key messaging that came through multiple discussions was around ongoing maintenance of the public realm, including cleaning, signage, and wayfinding.

Through careful planning, innovative designs, and collaboration with local stakeholders, those businesses and organisation with an active interest in the waterfront are keen to find a way to create a waterfront district that reflects the spirit of Liverpool while embracing its future aspirations.

.. aspire to transform Liverpool's waterfront into a vibrant, sustainable, and culturally significant area that benefits the city's residents, visitors, and economy.





Existing Assets

- 1 Bramley Moore Stadium
- 2 Stanley Warehouse
- 3 Stanley Lock Flight Leads to Liverpool Canal
- 4 Isle of Man Ferry Terminal
- 5 Mersey Ferry Terminal
- 6 Royal Liver Building
- 7 Cunard Building
- 8 Port of Liverpool Building
- 9 Museum of Liverpool
- 10 Canning Graving Docks
- 11 Open Eye Gallery
- 12 Tate Liverpool
- 13 Maritime Museum & International Slavery Museum
- 14 Royal Albert Dock Liverpool
- 15 The Beatles Story
- 16 Wheel of Liverpool
- 17 M&S Bank Arena
- 18 ACC Liverpool
- 19 Exhibition Centre Liverpool
- 20 Liverpool Watersports Centre
- 21 Liverpool Marina

Future Assets

- A Northern Graving Docks
- B Central Park
- C Cultural Building
- D Cruise Terminal
- E Festival Gardens

Additional Information

-  Waterfront Positioning Paper Study Area
-  Water

Plan E - Illustrative Assets Map

Strategic Priorities

The adopted Liverpool Local Plan 2013-2033 provides a long-term spatial vision, strategic priorities and policies for future development in the city over the next 15 to 20 years, specifically with regards to the quantity and location of new homes, employment provision, shops, facilities and other services, transport and other infrastructure provision, climate change mitigation and adaptation and the conservation and enhancement of the natural and historic environment.

As set out in the Liverpool Local Plan, by 2033 Liverpool will be a sustainable, vibrant and distinctive and inclusive global city at the heart of the City Region. Fairness and inclusivity will be at the heart of the City's growth. Development opportunities will have been maximised to create an economically prosperous city with sustainable communities and an outstanding and high quality natural and built environment. Liverpool will be a city with a growing competitive and robust economy, attractive to new investment and business.

The City Centre will continue to be a thriving regional centre for commercial and retail investment, cultural, tourist, art, civic, and leisure facilities. It will be welcoming and navigable for visitors and it will have maintained and enhanced its role as the economic hub for the City Region with world class educational and business uses. The waterfront in particular, will be a focus for leisure and tourism activity.

Building on the Council's vision and taking account of the key issues within the city a number of strategic priorities have been identified for the City. These priorities provide the link between the high-level vision set out in the Local Plan and the Plan policies and site allocations by setting out the key outcomes for Liverpool. They will be delivered by the policies in the Local Plan

Strengthen the City's Economy

To increase the City's economic performance by ensuring sustainable economic growth across all business sectors and areas with strong growth potential, for the benefit of the whole City to ensure economic disparities are reduced.

Create Residential Neighbourhoods That Meet Housing Needs

To achieve an overall level of housing growth consistent with Liverpool's requirements and which contributes to social and economic regeneration and improving the design quality and diversity of the City's housing offer to support the creation of vibrant, mixed, healthy and sustainable communities including dwellings designed for people with physical and learning disabilities.

Vital and Vibrant Centres

To protect and enhance Liverpool City Centre's role as a regional shopping, leisure, tourism and cultural destination; and ensure a sustainable spatial distribution of vital and vibrant district and local centres with a diverse range of quality shops, services, community, health and education facilities, which are highly accessible and meet the everyday needs of local communities.

Maximising Social Inclusion and Equal Opportunities

Major developments should make a measurable contribution to the promotion of social inclusion and equal opportunities including physical access for all in the communities in and around the area where the development is taking place.

Attractive and Safe City With a Strong Local Identity

To ensure all new development achieves high quality and inclusive design to ensure an attractive, distinctive, healthy and sustainable City for those who live in, work in and visit Liverpool; encourages physical activity opportunities; avoids adverse environmental impacts; and is adaptive and resilient to climate change.

High Quality Historic Environment

To protect and enhance the City's unique historic and architectural environment, including the World Heritage Site, Conservation Areas, Listed Buildings, Registered Parks and Gardens, Scheduled Monuments and heritage assets of local significance; to maximise the potential contribution they can play in delivering the social and economic objectives of the City; and to encourage their sustainable reuse or adaptation.

High Quality Green Infrastructure

To protect and enhance Liverpool's green infrastructure to ensure more attractive and cleaner residential neighbourhoods; sustain and promote biodiversity; mitigate against and adapt to climate change including contributing to flood risk management; and to provide greater opportunities for sport and recreation, walking and cycling and growing food locally to encourage better health and mental and physical wellbeing.

Use Resources Efficiently

To ensure that all new development avoids adverse environmental impact and mitigates and is adaptive and resilient to climate change impacts; and ensures the sustainable growth of the City. New development should seek to prevent waste, and reuse and recycle materials where possible and to consider these issues in the design stage of new development

Maximising Sustainable Accessibility

To ensure maximum accessibility for all to employment, shops, services, education and training, by supporting and improving the City's transport infrastructure, particularly sustainable modes, and ensuring all new development encourages active travel and is highly accessible by sustainable modes of transport and that Liverpool's transport infrastructure is resilient to climate change.

Policy Position

To achieve this, the adopted Liverpool Local Plan sets out the following:

- 1) Development management policies that guide the delivery of development in the city and will be used to determine planning applications. These policies provide detailed advice to developers and others on the scale, design, accessibility, sustainability etc of proposals.
- 2) Site allocations for residential, employment, retail and other land uses across the city, shown on the policies map.
- 3) Designations where specific policies apply, such as for district and local centres or open spaces which are also shown on the policies map.

The Local Plan is built around the principles of sustainable development and the 3 overarching objectives of delivering economic, social and environmental benefits for the City, including social value.

The Plan makes a significant contribution to delivering the triple lock tests of social value, environmental change and equality and inclusion by ensuring:

- The delivery of a high quality and diverse housing offer to support the creation of vibrant, mixed, healthy, inclusive and sustainable communities;
- Local communities have access to a diverse range of quality shops, services, community, health and education facilities;
- Strengthening the City's economy for the benefit of the whole City to ensure economic disparities are reduced
- Access to quality open spaces to provide greater opportunities for sport and recreation, and to support better mental and physical health and wellbeing for the communities of Liverpool.

The Plan also helps to deliver environmental sustainability and contributes to tackling the impact of Climate Change which is often the most devastating for the most vulnerable. Liverpool City Council's target is to become net zero carbon by 2030.

The adopted Liverpool Local Plan 2013-2033 contains a series of policies specific to the waterfront, including but not limited to:

Policy CC10

Waterfront Design Requirements - Development on the Waterfront should be of a high-quality design that respects its sensitive historic surroundings, whilst making adequate provision for access, parking and servicing

Policy CC11

Recreational Use of Dock Water Spaces, Quayside and the Waterfront - the City Council will support proposals which facilitate greater access and recreational / leisure use of dock water spaces and their quaysides, and which contribute towards the creation of an inclusive and usable movement route along Liverpool's Waterfront

Policy CC12

Liverpool Waters - Liverpool City Council will support planning applications to deliver the vision for Liverpool Waters, which is to regenerate a 60-hectare historic dockland site to create a world-class, high quality, mixed-use waterfront quarter in central Liverpool that will allow for substantial growth of the City's economy.

Policy HD2

Liverpool Maritime Mercantile City World Heritage Site - the City Council will support proposals which conserve or, where appropriate, enhance the Outstanding Universal Value of the Liverpool Maritime Mercantile City World Heritage Site

..delivering economic, social and environmental benefits for the City..

Additional Policy

The adopted Liverpool Local Plan 2013-2033 is supported by a series of supplementary documents and guidance that are used by the Council to inform decisions on planning application alongside the Local Plan. In the context of this Position Paper, the key Supplementary Planning Documents (SPDs) are:

Tens Street Spatial Regeneration Framework (SRF)

The Ten Streets SRF has been prepared collaboratively by the council and its partners to guide the regeneration and future development of the unique Ten Streets character zone and its surrounds as part of the ongoing renewal and evolution of Liverpool's North Docks district. It is one of the city's transformational regeneration projects within the LWPP plan area to deliver a new creativity district in the north of the city. Together with the neighbouring Liverpool Waters project the overall regeneration zone is by far the largest in the region. The document is used to assist in the determination of future planning applications, to guide investment, development and business activity in the area.

Commercial Business District SPD

Prepared collaboratively with key partners and stakeholders in the city including the Liverpool BID Company and Liverpool City Region Local Enterprise Partnership, the SPD was adopted in December 2022 to guide future investment and development of this historic commercial core of Liverpool. The district itself comprises the historic business district with heritage buildings and includes the Pier Head, as well as the modern business district containing contemporary architecture and a cluster of high-rise towers. As with the historic district, the modern business district also stretches down to the waterfront.

The Council's vision for the Commercial Business District is for the area to be an innovative and world class location for a wide range of businesses to grow and for it to be a driver for not just the City's economy but also the City Region's. Offering competitive, high quality office market with premises to meet all current and future business demands.

Baltic Triangle SPD

The Baltic Triangle has a great creative edge and a distinct character and individuality, with residential and business communities who actively care about the future growth and regeneration of the area. Once a place of industry centered around port related activities Baltic has in recent years undergone a renaissance and is now home to a diverse range of creative and digital industries including photographers, artists, fashion designers, digital agencies, recording studios, architects and film makers whilst also having a vibrant nightlife and a growing residential population. Whilst the area is outside of the LWPP study area, it is influenced by and has a direct impact on the waterfront given its proximity.

The SPD is intended to deliver high quality growth in the Baltic that respects its unique qualities and is delivered in collaboration with local communities

The World Heritage Site SPD

Whilst the UNESCO World Heritage Site designation was removed in 2021, the document continues to provide detailed guidance for new development, regeneration and conservation in the context of the Liverpool Maritime Mercantile City World Heritage Site (WHS) and the surrounding area. It was adopted in October 2009. The status of the World Heritage Site SPD is likely to be the subject of further discussion when the formal review of the Local Plan commences.

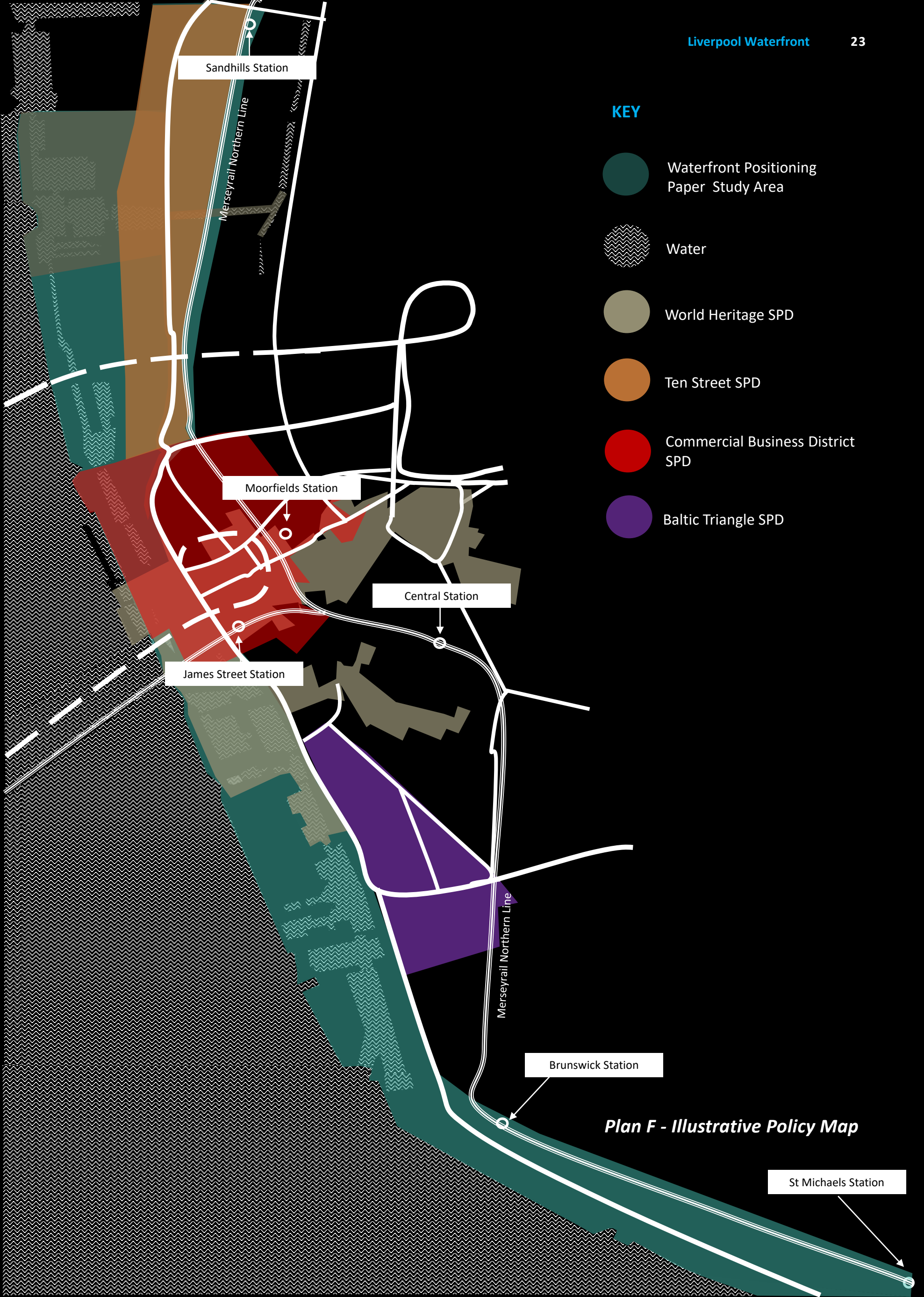
Public Realm SPD

The SPD expands upon policies including within the Local Plan and provides more detailed guidance to ensure the delivery of high-quality public realm across the whole of the city as part of new developments, regeneration and street renewal projects. In the context of the LWPP it provides guidance on the delivery of transformational projects on the waterfront as well connections to and from the waterfront. It is acknowledged within the SPD that the city remains disconnected from the waterfront despite it being a primary destination.

Tall Buildings SPD

Whilst the Tall Buildings SPD has yet to be published (at the point of release of this LWPP) the document seeks to underpin Liverpool's Local Plan by setting out in detail what the council considers to be appropriate in terms of building height in the city. The draft policy sets out clear principles around design, quality and sustainability and what the city expects from developers to meet those standards. Together with the other adopted SPD's the Tall Buildings SPD seeks to inform and influence the best possible development in terms of location, quality and design to further enhance the very special and unique character of Liverpool.

..enhance the very special and unique character of Liverpool.



KEY

- Waterfront Positioning Paper Study Area
- Water
- World Heritage SPD
- Ten Street SPD
- Commercial Business District SPD
- Baltic Triangle SPD

Plan F - Illustrative Policy Map

Need for a Vision

As outlined in the foreword to this Paper, it is essential that a more strategic, long-term view be taken of the waterfront. This Paper seeks to establish a new vision for Liverpool's waterfront that draws on the voices of the business community and those with a vested commercial interest in the future of the waterfront represented by the Liverpool BID Company, so that a vision can be crafted to provide a roadmap for development, establish a strong identity for the waterfront, attract investment, enhance tourism, engage the community, and promote long-term sustainability. A new vision is needed to set the stage for a vibrant and prosperous waterfront that is cherished by business, residents and visitors alike.

The Liverpool BID Company consider that a unifying vision for Liverpool's waterfront drawn from the business community is pivotal for the city's future success. In drafting a vision, we must be mindful that it will need to bring together diverse stakeholders, align development efforts, and create a cohesive, prosperous, and inclusive environment. By embracing a shared vision drawn from those actively representing the wider business community in the city, Liverpool can better position itself as a world-class waterfront destination, enriching the lives of its residents, and leaving a legacy for generations to come.

Initial engagement and consultation with stakeholders with an active interest in Liverpool's waterfront has produced a series of key principles to be fed into the new narrative for Liverpool's waterfront. These include:

Coordinated Development

A clear vision will help to guide and coordinate the development of the waterfront area. It should provide a framework for decision-making, ensuring that various projects and initiatives align with a common goal and vision. This approach will prevent disjointed or haphazard development and promote a cohesive and integrated approach to revitalising Liverpool's waterfront.

Identity and Branding

The waterfront is arguably Liverpool's most iconic and recognisable feature. Having a vision for Liverpool's waterfront will help establish and enhance its identity and branding as a unique and desirable destination. A well-defined vision should highlight the area's historical, cultural, and architectural assets, attracting visitors, investors, and businesses that align with the vision and contribute to its success.

Economic Growth and Investment

A compelling vision for the waterfront could attract investment and stimulate economic growth. When potential investors and businesses see a clear and exciting vision for the area, they are more likely to be inspired to invest in development projects, establish businesses, and create employment opportunities. This could result in increased economic activity, job creation, and prosperity for the local community.

Tourism and Recreation

Liverpool's waterfront is already a significant tourist attraction, drawing visitors from around the world. A well-defined vision could further enhance the tourism potential of the area by identifying key features, attractions, and experiences that can be promoted to visitors. This could lead to increased tourism revenue, job opportunities in the hospitality sector, and a vibrant and thriving waterfront that residents and visitors can enjoy.

Community Engagement and Wellbeing

Involving the local community in taking forward the visioning process could ensure that their aspirations, needs, and concerns are also considered. A shared vision could generate a sense of pride, ownership, and well-being among residents, fostering community cohesion and empowerment. It could also address social and environmental issues, such as affordable housing, public spaces, and sustainability, to create a waterfront that benefits the entire community.

Long-Term Sustainability

A vision for the waterfront should incorporate sustainable development principles, ensuring that the area is resilient and adaptable to future challenges including climate change. This should include considerations for environmental conservation, energy efficiency, public transportation, and the preservation of cultural heritage. A sustainable vision must promote long-term viability, minimise negative impacts, and ensure that future generations can continue to enjoy and benefit from the waterfront.

A unifying vision for Liverpool's waterfront is pivotal for the city's future success ..

Crafting a Vision

A unifying vision for Liverpool's waterfront drawn from the business community is crucial for the city to act as a powerful catalyst for future economic, social, and cultural transformation. By envisioning a cohesive and integrated development strategy, the city can unlock the full potential of its waterfront, fostering sustainable growth, enhancing quality of life, and creating a vibrant and globally recognised destination.

A unified vision should enable the city to capitalise on its unique assets, such as the historic landmarks, the River Mersey, and its rich maritime heritage. It should offer a holistic approach that transcends individual projects, connecting different land uses, communities, and stakeholders along the waterfront.

Through a unifying vision, Liverpool could seek to attract private and public investments, drive economic development, job creation, and increased tourism. The waterfront can become an even more successful part of the city for businesses, innovation, and cultural activities, generating a ripple effect that benefits the entire city and its residents.

Moreover, a unified vision could be used to foster social cohesion and inclusivity. It could ensure that future waterfront development projects addresses the needs and aspirations of all communities, providing affordable housing, accessible public spaces, and opportunities for social interaction.

The vision should also seek to preserve and celebrate the city's history and heritage, whilst acknowledging its history and promoting a sense of pride and identity among residents.

A unifying vision for Liverpool's waterfront should also seek to reinforce the city's global reputation.

A successful and widely adopted vision for the waterfront could showcase Liverpool as a forward-thinking, dynamic, and sustainable city, which can continue to attract visitors from around the world. The vision could contribute to the growth of the tourism sector, cultural exchange, and international collaborations, further bolstering the city's economy and global influence.

Through this Paper we have sought to bring together various sectors, including local government, businesses, statutory bodies and cultural institutions as the first step in fostering collaboration and synergy of those with an interest in the future of Liverpool's waterfront.

The drafting of this Paper has allowed stakeholders to pool their expertise, resources, and creativity towards a common goal, maximising the potential for innovative and sustainable development. By working together, the stakeholders are seeking to create a waterfront that is not only visually stunning but also economically vibrant, socially inclusive, and environmentally sustainable.

A unifying vision for Liverpool's waterfront will therefore allow for long-term planning and adaptability. By having a clear direction on the future of the waterfront from the those represented by the Liverpool BID Company, other decision-makers in the city and beyond can make better informed choices that consider the future needs and aspirations of the city.

A vision should enable strategic investment in infrastructure, public spaces, and amenities that are essential for the waterfront's sustainable growth. Additionally, a vision could provide a framework for adapting to changing circumstances and emerging opportunities, ensuring that the waterfront remains relevant and resilient in the face of evolving economic, social, and environmental challenges.

A unifying vision for Liverpool's waterfront is essential for preserving and celebrating its rich heritage. The city's maritime history and iconic landmarks along the waterfront are part of its cultural identity. A carefully crafted vision is therefore needed to ensure that these historic assets are protected, restored, and integrated into the fabric of the development, allowing residents and visitors to experience the unique character and stories of Liverpool.

Beyond economic and cultural considerations, a shared vision for the waterfront could be used to promote social inclusivity and community engagement. It could provide an opportunity to address existing social inequalities and ensure that the benefits of future waterfront development are accessible to all residents. By actively involving the business community in the next stages of the wider Waterfront Strategy, their collective voices as echoed in this Paper can be heard, and their needs and aspirations integrated into future developments. This could foster a further sense of pride, ownership, and cohesion, making the waterfront a place that truly reflects the values and aspirations of the city as a whole.

A unifying vision for Liverpool's waterfront will allow for long-term planning and adaptability ..

Evolving a Vision

The stakeholders involved in the drafting of this Paper have taken the decision to create a unifying vision for Liverpool's waterfront as a pivotal step towards harnessing the full potential of the waterfront. By crafting a shared vision, we can bring together the diverse range of stakeholders, including government bodies, developers, local communities, and businesses, to work collaboratively towards a common goal in the future.

A unifying vision is intended to provide a clear roadmap for the development of the waterfront, ensuring that future decisions regarding land use, infrastructure, design, and economic activities are made in a strategic and coherent manner. Together with the policy analysis as set out within this Paper, the unifying vision should seek to minimise conflicts between different projects and interests.

By bringing together stakeholders, preserving heritage, promoting economic growth, and fostering community engagement, a shared vision can be used to guide the future development of the waterfront, transforming it into a vibrant, inclusive, and globally recognised destination that will benefit generations to come.

In evolving the vision for Liverpool's waterfront, the stakeholders have sought to identify **6 Guiding Principles** for the waterfront that should be reflected in the Vision and taken forward into future strategic work that will flow from the LWPP.

(1) Heritage and Place

The International World-Class Waterfront stands as a testament to Liverpool's illustrious maritime legacy and diverse heritage. From iconic landmarks such as the Pier Head, Albert Dock, and Royal Liver Building to the historic dockyards and warehouses, the waterfront showcases the city's architecture and serves as a living museum of its maritime past. Preserving and reflecting this heritage through the vision is of paramount importance, ensuring that future development integrates with the existing fabric while celebrating Liverpool's unique sense of place.

(2) Year-Round Exploration

The waterfront is a place that beckons exploration throughout the year. Its dynamic character and diverse offerings provide visitors and residents with a multitude of experiences. Whether strolling along the promenades, delving into the cultural attractions, enjoying waterfront dining, or partaking in recreational activities, there is always something to engage and captivate. The waterfront is designed to cater to all ages and interests, fostering a sense of inclusivity and creating lasting memories for those who visit.

(3) Engaging and Playful

With its vibrant atmosphere and lively energy, the International World-Class Waterfront exudes a playful spirit, interactive installations, public art, and engaging events bring the waterfront to life, inviting visitors to immerse themselves in the experience. Whether it's a street performance, a waterfront festival, or a playful urban intervention, the waterfront encourages spontaneity and invites people to connect with their surroundings in a joyous and playful manner.

(4) Soul and Rhythm

Liverpool's waterfront pulsates with soul and rhythm, mirroring the city's renowned music scene and cultural vibrancy. Music is an integral part of the waterfront experience, with live performances, buskers, and outdoor concerts filling the air with melodies that resonate with the spirit of Liverpool. The waterfront becomes a stage for artistic expression, fostering a sense of connection and inspiring creativity among locals and visitors alike.

(5) Reflection and Celebration

The International World-Class Waterfront offers spaces for both reflection and celebration. Tranquil areas along the waterfront provide opportunities for contemplation and introspection, allowing individuals to connect with the water's edge and find solace amidst the urban buzz. At the same time, the waterfront is a place for communal celebration, hosting major events, parades, and festivals that bring people together to revel in the city's triumphs and embrace its diverse cultural tapestry.

(6) Evolution and Inspiration

Liverpool's waterfront embodies the spirit of evolution and serves as a wellspring of inspiration. It has transformed over the years, adapting to changing times while remaining rooted in its heritage. The waterfront's dynamic nature inspires innovation, creativity, and progress, fostering a sense of pride and possibility among the city's residents and acting as a catalyst for future growth and development.

Vision Statement

In partnership with the stakeholders identified within this Paper, a unifying vision for Liverpool's waterfront has been crafted to provide a clear point of reference for the next stages in the drafting of a wider Waterfront Strategy, as well as informing future actions to be taken by the Liverpool BID Company in relation to the waterfront.

It seeks to ensure that decisions regarding land use, infrastructure, design, and economic activities are made in a strategic and coherent manner that reflect the Vision for the Liverpool waterfront.

The Vision is intended to be used for attracting investment and driving economic growth along the waterfront.

By presenting a cohesive Vision for the waterfront the intention is to instil confidence in investors, showcase the long-term commitment to positive development and create an environment conducive to sustainable economic property.

As with any Vision, it will be important to reflect on the effectiveness of the Vision as it is applied to waterfront development and to revisit and test the Vision in the future.

Whilst not intended as a static Vision for the waterfront, it is hoped that it can be used to bring together wider stakeholders in the preservation of heritage, promotion of economic growth, foster community engagement and guide the future development of Liverpool's waterfront building on its already vibrant, inclusive and globally recognised brand that will benefit the city and generations to come.

The Liverpool Waterfront Vision

Liverpool's International world class waterfront offers a rich diversity of heritage and place, as a point of arrival, orientation and departure.

Offering a year-round place to explore - engaging, playful with soul and rhythm.

A place of reflection and of celebration, evolution and inspiration.

The birthplace of Liverpool.

Ours, Yours, Everyone's.

Conclusion

The purpose of the LWPP has been to develop a strategic Vision and Guiding Principles to guide future engagement on development and the overall management of the waterfront area as identified within this Paper.

This Paper is intended to serve as a guiding document that articulates the desired positioning and objectives for the waterfront drawn from engagement with the business community and those organisations with a vested interest in the future of the waterfront. It is intended to be used to inform emerging documents including Liverpool Council's proposed 'Waterfront Strategy and Masterplan' as well as the 'Liverpool Development and Investment Strategy', both of which are intended to guide development in Liverpool over the next 10-15 years.

This Positioning Paper helps establish a shared vision among stakeholders, including developers, local government bodies, businesses and representatives, cultural organisations and other relevant stakeholders for Liverpool's waterfront. It outlines the desired future state of the waterfront and sets Guiding Principles that align with the broader goals of the city and city region.

This Positioning Paper brings together various stakeholders involved in the development and management of the waterfront. It has facilitated discussions, collaboration, and consensus-building among stakeholders, ensuring that their perspectives, interests, and concerns have been considered and addressed. By aligning stakeholders, the Paper helps create a unified front and fosters productive partnerships for successful future waterfront development.

Here are some keyways in which the LWPP could be used by the Liverpool BID Company and others in the future:

Strategic Planning

This Paper provides a strategic framework for the development of the waterfront. It outlines key strategies, initiatives, and actions that need to be implemented to achieve the desired positioning. This includes identifying priority areas for development, determining the types of projects and activities that should be encouraged, and defining the overall approach to infrastructure, public spaces, and amenities. The Paper has also considered factors such as sustainability, economic viability, and cultural preservation.

Marketing and Promotion

This Paper serves as a marketing tool for promoting the Liverpool Waterfront to potential investors, developers, businesses, tourists, and residents. It highlights the unique attributes, advantages, and potential of the waterfront area, positioning it as an attractive destination for investment, tourism, and living. This Paper can be used in promotional materials, presentations, and discussions to generate interest and support for the development efforts.

Monitoring and Evaluation

This Paper provides a basis for monitoring and evaluating the progress of waterfront development initiatives. It can be used to develop key performance indicators (KPIs) and metrics to assess the success of projects and activities. Regular monitoring and evaluation against the shared vision will identify any necessary adjustments or improvements required to ensure that the waterfront development remains on track against the vision.

In conclusion, the LWPP serves as a roadmap to guide the transformation of this iconic part of the city into a thriving and vibrant destination.

With a clear Vision and Guiding Principles, this Paper lays the foundation for sustainable development, economic growth, cultural enrichment, and future community engagement.

By fostering collaboration among stakeholders, promoting responsible urban regeneration, and prioritising the preservation of the area's heritage, we can create a waterfront that captivates both locals and visitors, while honouring Liverpool's rich history and embracing its future aspirations.

Through thoughtful planning, innovative design, and a commitment to sustainability, we have the opportunity to shape a waterfront area that showcases architectural excellence, provides exceptional cultural and leisure experiences, and becomes an attractive hub for businesses and investors.

By referring to the Vision and the Guiding Principles in future decision making, we can assist in transforming Liverpool Waterfront into a place that inspires, connects, and enriches the lives of all who engage with it. Together, we can ensure that Liverpool waterfront remains a symbol of pride for the city, contributing to its prosperity and cultural legacy for generations to come.

Next Steps

There exists an opportunity to take decisive action to bring the Vision and conclusions of this Paper to fruition. Engagement and collaboration with stakeholders should be at the forefront of driving the vision forward.

First and foremost, the Liverpool BID Company consider that a dedicated Liverpool Waterfront Stakeholder Advisory Group comprised of key stakeholders, experts, voluntary sector groups and community representatives drawn from along Liverpool's waterfront should be established. It would act as a driving force behind the delivery of the Vision outlined within this Paper and could draft an Action Plan to deliver it.

The Advisory Group would comprise of representatives from various stakeholder groups associated with the Liverpool Waterfront. These may include local resident groups, businesses, community organisations, cultural institutions, tourism bodies, local government agencies, and other relevant parties. The role of the Liverpool Waterfront Advisory Group could include:

Expertise and Insight

The Advisory Group would provide insights drawn from their lived experiences of the waterfront to help inform decisions and strategies.

Vision Development

The Advisory Group could play a pivotal role in taking forward the Vision for the Liverpool waterfront. By collectively mind-mapping and discussing possibilities, they could take forward the Vision within this Paper and ensure it continues to align with the city's wider objectives and values.

Stakeholder Engagement and Communication

The Advisory Group could facilitate communication and engagement with other stakeholders, seeking their input, feedback, and concerns. The Advisory Group could act as a liaison between stakeholders and other organisations responsible for managing and developing the Liverpool Waterfront.

Advocacy and Promotion

The Advisory Group could advocate for the interests of the Liverpool Waterfront and its stakeholders. The Advisory Group could work to promote the waterfront as a vibrant, sustainable, and attractive destination, attracting visitors, investment, and fostering community pride.

Collaboration and Partnerships

The Advisory Group could foster collaboration and partnerships with other relevant organisations to achieve common goals. This may involve working closely with Liverpool City Council, the Liverpool City Region Combined Authority, businesses, cultural institutions, tourism bodies, and community groups to coordinate efforts and leverage resources

Monitoring and Evaluation

The Advisory Group could monitor the progress, impact, and outcomes of initiatives and projects related to the Liverpool Waterfront. They could assess performance, evaluate the effectiveness of strategies and policies, and make recommendations for improvements. Regular consultations, workshops, and forums should be held to solicit feedback and foster a sense of ownership among all stakeholders.

Allocating the necessary resources, both financial and timewise will be crucial. It will be necessary to secure funding through a combination of public and private sources, leveraging partnerships and potentially exploring grant opportunities. Adequate staffing and expertise should be assigned to drive the initiatives forward efficiently and effectively.

To navigate regulatory processes and maximise the impact of the initiatives, close coordination with all relevant authorities and statutory consultees is essential. Collaborating with the Council's planning department, transportation department, external heritage organisations, and environmental bodies will help streamline processes and address any challenges that may arise.

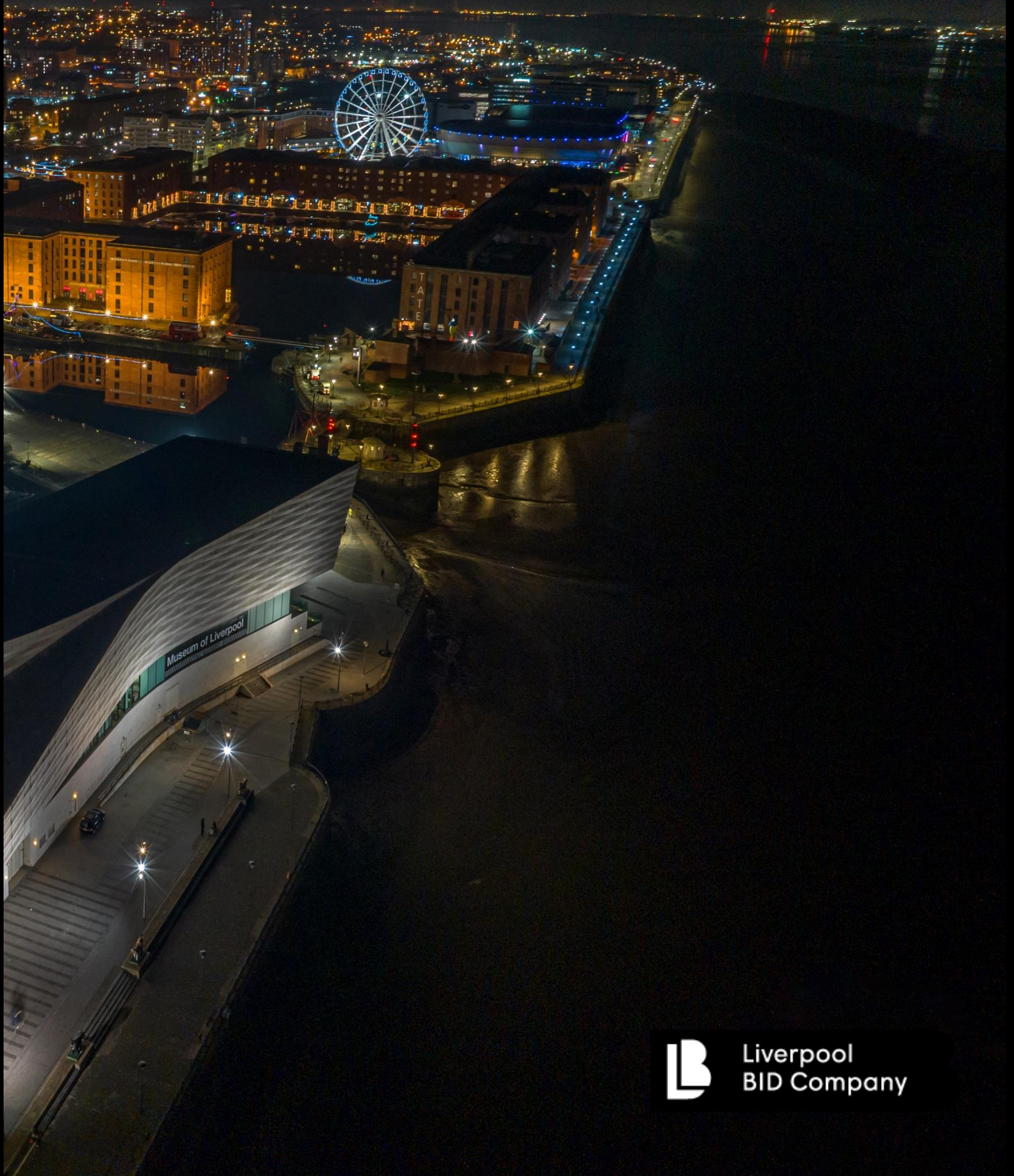
Monitoring and evaluation mechanisms should be established to track progress, measure key performance indicators, and assess the impact of the implemented initiatives. Regular reporting and transparency will help gauge success, identify areas for improvement, and ensure that the objectives identified within this Positioning Paper are being met.

Lastly, the Liverpool Waterfront Stakeholder Advisory Group should periodically review and update this Positioning Paper to adapt to evolving circumstances and emerging opportunities. By staying responsive to changing needs and staying ahead of trends, the board can ensure the vision and aspirations identified within this Paper are delivered.

In taking these steps, the Liverpool Waterfront Stakeholder Advisory Group could transform the conclusions of this LWPP into tangible actions, ultimately creating a dynamic, sustainable, and culturally rich waterfront district that becomes a symbol of civic pride and economic prosperity for generations to come.

Make No Small Plans





Liverpool Waterfront Positioning Paper

Ours, Yours, Everyone's

For more information contact:

Liverpool BID Company
6th Floor St Nicholas House
Old Churchyard
Liverpool, L2 8TX

Email: info@liverpoolbidcompany.com
Tel: 0151 7032399



Ki Partnerships Ltd

rachaelbampton-aiken
Strategic Adviser



**Liverpool
BID Company**