

# LIVERPOOL

A WORLD HERITAGE CITY



United Nations  
Educational, Scientific and  
Cultural Organization



Liverpool – Maritime  
Mercantile City  
inscribed on the World  
Heritage List in 2004



Liverpool  
City Council





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## A WORLD HERITAGE CITY

Liverpool is at a crucial moment for its economic renaissance, its post-COVID future and for its current heritage status. Decisions will be made locally, nationally, and internationally in the next few months which could affect all these aspects of the city's future. Liverpool has always been a world-class heritage city – with its fine architecture, its world-class waterfront, its cultural assets with the people at its heart - as well as a city of firsts. Its Maritime Mercantile City status was acknowledged and inscribed by UNESCO as a World Heritage Site in 2004. Defined as 'the supreme example of a commercial port at the time of Britain's greatest global influence', Liverpool's World Heritage Site status ranks it alongside other internationally known historic cities such as Edinburgh, Bath, Bordeaux, and Venice.

But this accolade is now under severe threat. In July 2021 the UNESCO World Heritage Committee will meet to consider the potential deletion of Liverpool from the list of UNESCO

World Heritage Sites. In our judgement its removal would be damaging for Liverpool but even more damaging for the United Kingdom, to UNESCO, and the wider World Heritage movement.

This document is a reminder why Liverpool is a World Heritage City. Its purpose is to convince UNESCO not to remove Liverpool from its list of World Heritage Sites but rather to engage with us since we firmly believe that Liverpool deserves a place at this elite table. It also is designed to demonstrate that Liverpool cares deeply about its heritage, has plans and processes to sustain it and to underline it and remains a key part of the foundation for the city's future success. It has key messages that demonstrate the substantial investment in the social, economic, cultural and physical historic environment the city has made in recent years, the role that heritage will play in the continuing growth and prosperity of the city and the way in which city stakeholders combine to govern with assurance.



## Why is Liverpool under threat of deletion?

The primary reason is the significant redevelopment proposals along the city's North Shoreline on land that although now developing, has been mainly derelict and inaccessible to the public for many decades. UNESCO argues these proposals, despite only impacting one part of one of the six UNESCO World Heritage Site character areas, will irreversibly damage the Outstanding Universal Value of the totality of the site. We beg to differ. Urban World Heritage Sites like Liverpool, are a critical example of the challenge involved in reconciling the voices of the past with the needs of tomorrow. Liverpool's desire to see its outstanding cultural heritage retained as a part of the city's future has to be reconciled with the urgent need for inward investment in an at least partially derelict part of the north Liverpool area which has some of the greatest economic and social challenges in the whole UK – indeed Europe. This is the heart of the city's dilemma. Giving those communities and people a brighter future is critically important for the city. If World Heritage Site status seriously constrains Liverpool's ability to improve the economic prospects of its people, it presents a huge economic, social, and moral challenge to its leaders across the whole city. However, we believe World Heritage Site status is one of the keys to a new prosperity.

The city already recognises and invests hugely in its heritage and has made it a key driver of its continuing renaissance. The city has received growing national and international acclaim for its important cultural and heritage offer. We believe the city's experiences and its recent policies demonstrate that growth and conservation are and can be mutually supportive not mutually exclusive. Our commitment to promoting both underpins our vision for the future of the site as set out in the current World Heritage Site Management Plan (2017 -24).

The City Council and its public, private and community partners and institutions are committed to ensuring Liverpool's World Heritage Site status is retained as one of the engines of the city's regeneration. We want to continue to work in partnership with UNESCO to continue to receive the prosperity that can flow from World Heritage Site status. We believe there is an outstanding opportunity for UNESCO, UK Government and Liverpool to work in partnership together on this crucial issue. We believe it meets UNESCO's emerging policy of social value as one of the benefits of World Heritage Site status as well as of the levelling up ambitions of UK Government. We wish to explore these possibilities in depth and in detail.

*Liverpool World Heritage Site Task Force and Steering Group Partners - May 2021*



*Liverpool then and now - Cunard liners Campania (about 1900) and Queen Mary II in 2011*



# 1. Liverpool - A City of Heritage Firsts



Liverpool waterfront in 1865

Liverpool's remarkable growth from obscurity to world seaport began with construction of the world's first commercial wet dock in the early 18th century. Thanks to substantial investment and continuing technical innovation, the dock system, over 7 miles long at the time of Liverpool's 700th anniversary in 1907 was celebrated in Ramsay Muir's history as 'the most stupendous work of its kind that the will and power of man have ever created'. The same spirit of innovation and enterprise was evident in the accompanying and ever taller warehouses and grandiose 'palaces of trade' which adorned the maritime mercantile city at its apogee, a built environment deserving of its status as 'second city of Empire', the period of 'Britain's greatest global influence'.

The vertical accenting of the skyline chronicles the development of tall building technology – with the world's first commercial metal framed building at Oriel Chambers in 1863, paving the way for buildings of height throughout the city. The Royal Liver Building built 1911 within the former George's Dock basin, with its innovative use of metal framing and Hennebique concrete construction is widely acknowledged as Europe's first 'skyscraper', rising to 98 metres at its highest point.

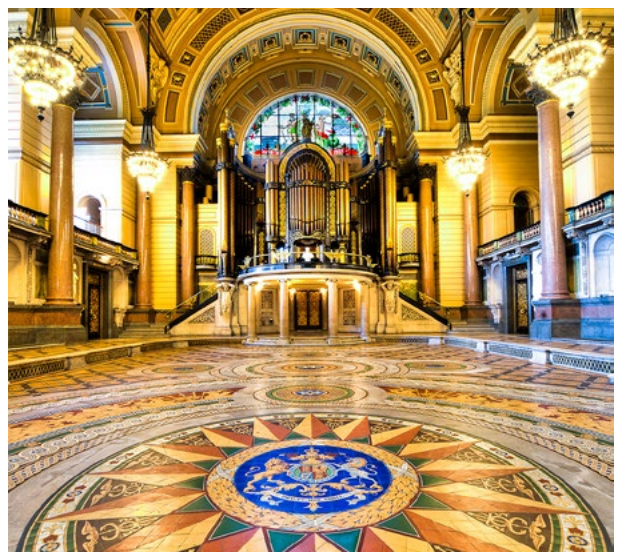
The same combination of technical innovation and quality design pursued by Jesse Hartley and his successors as Dock Engineers was evident in several transportation 'firsts', connections which enabled the seaport to expand

and prosper. Following the early turnpike roads and canals linking the burgeoning seaport to its hinterland, there were subsequently major innovations by road and rail. The Queensway Tunnel, the longest road tunnel in the world when opened in 1934, enriches the World Heritage Site at the Liverpool end with its splendid ventilation towers and associated structures designed by the local architect Herbert Rowse. The world's first passenger railway linked Manchester to Liverpool: when the line was extended right into the city centre, another of the areas within the World Heritage Site, Lime Street Station boasted the world's largest iron roof.



Carved figure of 'Day' - Mersey Tunnel building, George's Dockway

Across Lime Street, St George's Hall with its innovative heating and ventilation system, is the embodiment of Victorian 'Liverpolis', a city state, as it were, committed to culture, commerce and civilization. Described by Muir as 'the supreme architectural boast of the city', the magnificent building, 'one of the noblest in the modern world', symbolised and embodied the city's efforts to reposition (and rehabilitate) itself after abolition of the infamous slave trade, the first of a series of rebranding/ place-making exercises to be undertaken by Liverpool to improve its image and identity. Today as we re-examine the slave trade and Liverpool's role in colonial, imperial and global history, there is an upsurge in public support for a monument to 'the Liverpool enslaved', exploring and reflecting critically on a source of the city's wealth.



The magnificent Great Hall in St George's Hall

## 2. Liverpool - The world in one city



View over the Royal Albert Dock and the south of the city

As well as its physical heritage, its magnificent built environment, Liverpool is renowned for its intangible heritage, drawing upon both its global cosmopolitan complexion – the world in one city – and its local sense of Merseypride, its distinctive scouse culture.

Cosmopolitan cultural diversity stems from the port's dominant role in both the unfree and free movement of people across the Atlantic. Liverpool now acknowledges (and regrets) its prominent role in the infamous and shameful slave trade of the 18th and early 19th centuries. Soon to be moved to prestigious new premises in the Royal Albert Dock, the International Slavery Museum is the essential first stop (or port of call) for residents and visitors seeking to come to terms with Liverpool's problematic past. Following abolition of the slave trade, Liverpool took the leading role in the free movement of people across the seas as the gateway of empire and the human and commercial entrepot linking the old world and the new. As a world seaport, Liverpool attracted a variety of ethnic groups from around the Irish Sea, the Black Atlantic and the oceans beyond, whether as transients, sojourners, or settlers. It was this cosmopolitan presence that placed Victorian Liverpool apart, leading the Illustrated London News to acknowledge in 1886 that the great seaport was 'a wonder of the world.

It is the New York of Europe, a world-city rather than merely British provincial'. The Edwardians were no less impressed as guidebooks attested: 'In olden times it used to be said that "all roads lead to Rome". Today all



Passengers leaving Liverpool for New York in the late 1800s

seas lead to Liverpool, if not as a terminus, at least as an exchange or a clearinghouse for world-wide international transport. There is no part of the globe, however remote, whose natives may not be met on the Liverpool landing stage'. Other guidebooks described the landing stage as 'the most wonderful place in all the world ... all sorts and conditions of men, of all colours ... everybody seems to be here, from everywhere'. Today's cruise terminal is a continuation of this remarkable legacy bringing visitors from around the globe celebrating Liverpool as a world heritage city. Many visitors, indeed, come to Liverpool to trace their genealogical roots. Of the 5.5 million 'moving Europeans' who crossed the Atlantic between 1860 and 1900, 4.75 million sailed from Liverpool. All told, from the 1830s to the 1930s some 9 million migrants passed through Liverpool.



Neptune -  
Cunard Building



A short waterside walk from the International Slavery Museum is another of our world-class museums: the Museum of Liverpool where celebration of cosmopolitanism merges with due appreciation of local scouse culture. The Museum is a reminder that Liverpool is in the North of England but not of it: the city region was (and has continued to be) highly distinctive, differing sharply in socio-economic structure, cultural image and expression, political affiliation, health, diet and speech from the adjacent industrial districts. Through a process of historical evolution Liverpool, Roscoe's early Victorian city state of commerce and culture, now takes the form of the People's Republic of Merseyside. Although a place apart – a city on the edge - Liverpool has an identity with worldwide recognition, thanks in no small part to music. The experiences of the 'Cunard yanks' who worked from Liverpool on the liners crossing the Atlantic, led to the import of music from the USA which was absorbed and re-packaged with the Mersey Beat initially, and then the

city's most famous export – the Beatles. Liverpool was recognized as a UNESCO World City of Music in 2015, with research showing that its reputation is much greater than that of any other city of comparable size in the Northern Hemisphere.



*Beatles statue at the Pier Head*



*Pier Head and north shore*



### 3. Liverpool - A vision for the North Shore

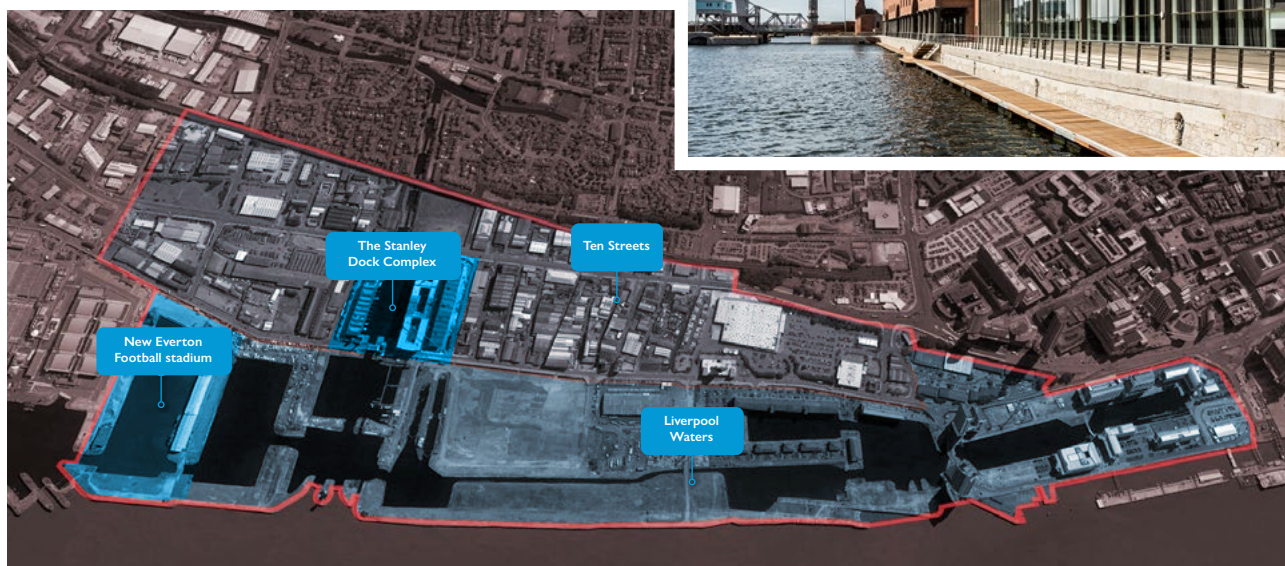
Liverpool for the first time now has a coherent vision and plan for the whole of the north shore which encompasses much of the World Heritage Site. Launched in August 2020 - Liverpool's North Shore Vision is an international exemplar of heritage-led regeneration to deliver sensitive development alongside urban renaissance and economic prosperity in one of the city's most challenging communities. It aims to drive and guide the future growth and development of Liverpool and the City Region by harnessing the embedded value of the North Shore neighbourhood – embracing an urban heritage-led re-use of the historic former docks, dock infrastructure and buildings celebrating and confirming of Outstanding Universal Values that underpin its status as a global Maritime Mercantile City.

The Vision will guide the sensitive renewal of a largely forgotten element of Liverpool's outstanding heritage. The North Shore area encompasses the Stanley Dock Conservation Area, as one of the six World Heritage Site Character Areas, and consists of three related zones:

- Liverpool Waters - The mainly derelict former docks covering an area of 60 hectares (150 acres) from Princes Dock at the southernmost point and extending North to include Bramley-Moore Dock, the location proposed for Everton Football Club's new stadium, as its most northern extremity, and bounded to the east by the Dock Boundary Wall to Regent Road.

- The Stanley Dock complex - Consisting of the dock water space, the two original Jesse Hartley warehouses, and the later, monumental Tobacco Warehouse; and
- Ten Streets - The 50-hectare (125 acre) area of warehouses and industrial units within an area known as Ten Streets, which stretches from the east of Princes Dock and then beyond the Stanley Dock complex to the North – defined by the railway line to the east.

The Vision shows how the city is directly responding to the threat to World Heritage Site status because of redevelopment proposals along the city's North Shoreline, which is currently mainly derelict, and inaccessible to the public. The Vision will guide existing and future development - bringing together heritage and urban development, not as conflicting objectives. It aims to deliver high quality renewal and economic growth in a collaborative and harmonious way. This is particularly crucial in the North Shore area, where redundant buildings and spaces which have lost their original economic purpose are simply a residual and derelict townscape, which contribute little to the socio-economic or cultural life of the city when they could be the first part of the city's post-Covid development.



North Shore plan and Stanley Dock (inset)

## 4. Liverpool - Regeneration through conservation

Here the city has a decent record, but this a relatively recent development. Little account was taken of heritage as the city rose up the urban hierarchy. In its Victorian and Edwardian heyday, the determination to acquire and maintain global status required a US style approach to urban development: a process of constant innovation and redevelopment, demolishing the obsolete and redundant to make way for the new, a dynamic celebrated in the history published in 1907 to mark the 700th anniversary of the city.

Attitudes changed once history, geography and commerce turned against Liverpool. While badly damaged by the Second World War blitz, the remarkable waterfront and public architecture of England's finest Victorian city subsequently escaped some of the worst excesses of late twentieth century 'planning' vandalism, perhaps the one advantage of Liverpool's declining fortunes. A relative late comer to the redevelopment process, Liverpool found itself well placed to adopt a distinctive approach: regeneration through conservation.

It was this new appreciation of its heritage assets which prompted the application for World Heritage Site Status and with Government support it was also hoped the award would re-purpose redundant and obsolete areas, drawing upon the previous Liverpool tradition of urban recycling. World Heritage Site inscription was

thus intended to be a spur to further regeneration and development enhancing the historic urban framework.

In more recent times, Liverpool City Council's strategy for securing the future of its historic Buildings at Risk, supported by Historic England, is achieving one of the highest success rates in England. The numbers of buildings at risk have been reduced from 12% of stock to less than 3% over the past 10 years. Several listed buildings that have been repaired and brought back into use, include the Grade II\* listed North warehouse at Stanley Dock, the Grade II\* listed Royal Insurance building and Grade II\* listed Albion House on James Street.

These buildings continue to operate very successfully as hotels, and the success of the Titanic Hotel located at Stanley Dock has encouraged the owners to secure planning permission, finance and commence redevelopment of the adjacent Grade II listed Tobacco warehouse to residential apartments, with commercial and exhibition spaces. Continual change, redundancy followed by re-invention, are of huge importance to Liverpool, and has allowed the city to reassess and reposition itself to become one of the most important cultural capitals in northern Europe.

Repurposing historic buildings with passion and determination is Liverpool - built on a spirit of optimism and innovation, which is still reflected in its buildings.



*Titanic Hotel at Stanley Dock*



Being bold is a tradition for the city, willing to test new ideas and pioneer new technology. That underlying spirit remains, despite the massive difficulties of economic restructuring which have been faced in recent years. Part of this tradition is the 'Liverpool twist' where adaptation and re-purposing leads to dramatic change – the location of the Three Graces was originally that of George's Dock, and following a decision that it was no longer commercially important, the three emblematic buildings were constructed on the site. The 1715 'Old' Dock was infilled and replaced by the Customs House, itself replaced by commercial offices following the war, and now forming part of Liverpool ONE retail destination. Kings Dock was infilled and now hosts the Liverpool Arena Convention and Exhibition centre.

Since 2010, investment in the Heritage assets within the World Heritage Site provides for a monumental headline figure of £562 million across 75 projects. This is from a wider programme of £792.2 million completed schemes comprising 94 projects. Similarly, in the World Heritage Buffer Zone which takes in most of Liverpool City centre outside of the World Heritage Site itself, investments in Heritage assets amount to £148 million across 44 projects. This is from a wider programme of £1.798 billion completed schemes comprising 122 projects.

Investment will continue and quite apart from Liverpool Waters, Ten Streets and Bramley Moore Dock, today, 2021, National Museums Liverpool (NML) have a stunning plan to create vibrant, welcoming and relevant public spaces for everyone to share, enjoy and explore Liverpool's rich heritage.

National Museums Liverpool want to re-engage local communities and empower individuals to bring this significant and incredibly rich part of the waterfront back to life. The landmark project will be transforming the area between the Royal Albert Dock and Mann Island, as well as revitalising all National Museums Liverpool waterfront facilities, as part of a 10-year masterplan of reimagining Liverpool's waterfront.



Albion House



Kings Dock - Now the site of Liverpool Arena Convention and Exhibition centre



**Table 1**

The financial value in £GBP in investments in Heritage assets completed within the World Heritage Site; comprising a headline figure of £562 million across 75 projects. This is from a wider programme of £792.2 million completed schemes comprising 94 projects.

	Completed 2012 - 19		On site		Proposed	
	No of projects	Value	No of projects	Value	No of projects	Value
GRADE I	6	£14.5m	-	-	-	-
GRADE II*	10	£132.6m	-	-	2	£51m
GRADE II	25	£268.2m	7	£181m	4	£15.1m
OTHER HERITAGE ASSETS	34	£147.3m	2	£7.5m	14	£42.6m
<b>SUB TOTAL</b>	<b>75</b>	<b>£562.6m</b>	<b>9</b>	<b>£188.5m</b>	<b>20</b>	<b>£108.7m</b>

**Table 2**

The financial value in £GBP in investments in heritage assets completed within the Buffer Zone; comprising a headline figure of £148 million across 44 projects. This is from a wider programme of £1.798 billion completed schemes comprising 122 projects.

Of which heritage schemes include:	Completed 2012 - 19		On site		Proposed	
	No of projects	Value	No of projects	Value	No of projects	Value
GRADE I	0	0	-	-	-	-
GRADE II*	4	£8m	-	-	-	-
GRADE II	14	£60.4m	1	£2m	7	£27.5m
OTHER HERITAGE ASSETS	26	£80.3m	5	£33.2m	11	£10.4m
<b>SUB TOTAL</b>	<b>44</b>	<b>£148.7m</b>	<b>6</b>	<b>£35.2m</b>	<b>18</b>	<b>£37.9m</b>



## 5. Governance - With one voice

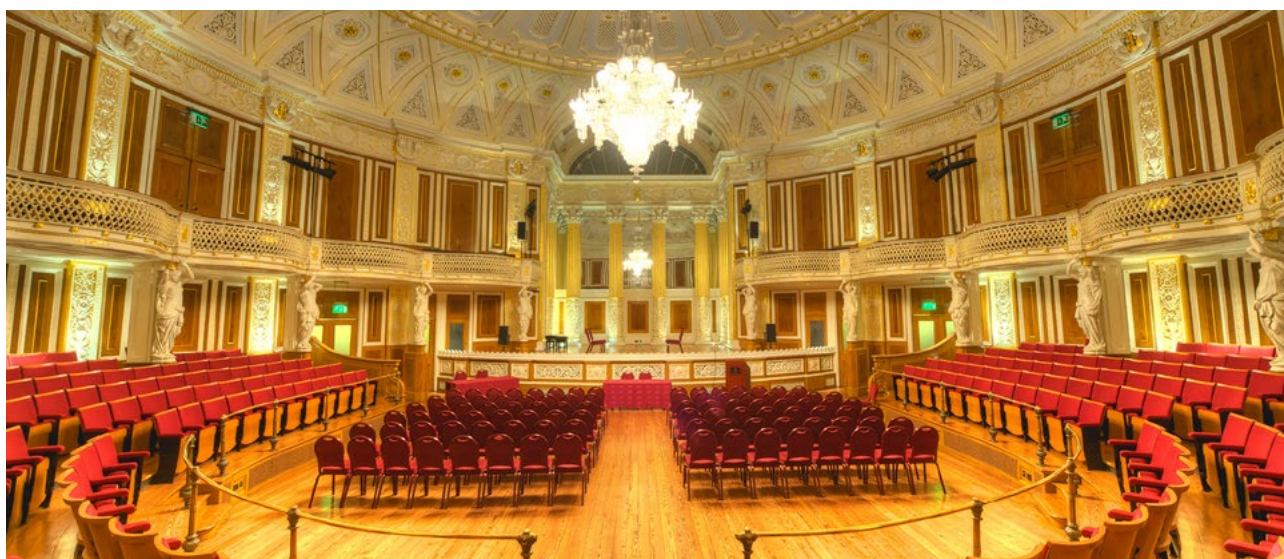
Liverpool is profoundly passionate about its heritage which combines a myriad of assets, venues, buildings, groups, collaborations, and interests. There are numerous charitable trusts presiding over several historic assets such as St Georges Hall, the Bluecoat and National Museums Liverpool. This diversity is complemented by public sector organisations who carry statutory responsibilities and the private sector that invariably own land and or property.

All share a common quality – they all call, or have called, Liverpool ‘home’ - either by birth, or by adopting the city as a place to live, work and raise their families and enjoy. This collaboration can claim vast experience of urban regeneration, urban design, and the historic built environment, gained not just from Liverpool, but nationally and internationally. The other shared quality is passion – a deep understanding, appreciation of, and a desire to ensure that the city continues to thrive, with its historic legacy safeguarded and enhanced. As a city of opinions and passions one of the things which benefits heritage in Liverpool is the multiplicity of voices - there is a role for debate in a community valuing, protecting and preserving the most significant elements of its heritage. Occasionally this passion is misunderstood or misrepresented – but nearly always a passion for good, outweighs the myopic stance of a few. The city has one voice.

The Liverpool World Heritage Site Steering Group, a non-executive advisory committee of diverse partner organisations has managed the World Heritage Site since

inscription. It brings together the diverse collective. The role of the Group is to educate, translate, advise, and support in doing so engaging with the wider civic society. The Group continues to benefit from the continued support and representation of civil society through the membership of Engage Liverpool and the Merseyside Civic Society. Both organisations, through their respective websites and programme of talks and events, continue to raise awareness of the value of the World Heritage Site to Liverpool and provide invaluable community engagement. In addition, the private sector together with a range of public sector organisations bring commercial, academic, and governmental perspectives accordingly.

The City Council has the support of an independent Task Force. This external and independent group continues to support the city. In May 2019 the Task Force initiated the visit of UNESCO Ambassadors and the World Heritage Centre to Liverpool followed by direct discussions with UNESCO and their technical advice team in Paris in 2020. The Task Force continued its work into the summer of 2020 culminating in the production and completion of the Vision for North Shore and has proven to be invaluable in devising and deploying strategy, the need to grow the city’s economy and the apparent incompatibility between the city’s quality-based regeneration plans and projects and the seemingly inflexible guiding principles of UNESCO. With one voice - Liverpool as a world-class heritage city - a pioneer in innovation, good quality design, construction, and regeneration and consequently growth and prosperity.



St George's Hall Concert Room



## 6. Heritage, regeneration and sport



*Visualisation of Everton FC stadium at Bramley Moore Dock*

Over the years, both the city's football clubs have had remarkable success. Everton, founder members of the Football League, have played more top-flight matches than any other club. Then, in 1966, while Liverpool were League Champions and Everton were FA Cup winners, Goodison Park was used for five of the matches in the World Cup Finals, including a semi-final. Everton and Liverpool were two of the group of five clubs that initiated formation of the Premier League, which brought in new wealth and international exposure. Yet both their stadiums are situated within one of Britain's poorest districts, North Liverpool and as such have provided the catalyst for a change in fortune and new opportunity.

Addressing the issues facing North Liverpool is probably the city's biggest challenge. There are big economic, social, and physical problems across the whole of Liverpool which must be tackled in future. Nevertheless, the most challenging area of the city is North Liverpool.

To illustrate the scale of the challenge in North Liverpool it is worth looking in detail at the condition of the four wards that make up north Liverpool, home also to its two famous professional football clubs: Liverpool and Everton. The government's Index of Multiple Deprivation showed that in 2016 one third of the whole area was in the most deprived 1% of areas nationally. Over 83% of the people living in North Liverpool were in the most deprived 10% wards in the country, in contrast to Liverpool's average of

45%. Worklessness was 23% in contrast to 14% across the city and 8% nationally.

Liverpool look set to stay at Anfield for many years now following their stadium regeneration plans and complementary large-scale regeneration project. However, a new stadium for Everton Football Club is proposed within the North Shore at Bramley-Moore Dock. Proposals for the new stadium, for which a planning approval was granted in March 2021, follow the principles of the North Shore Vision and look set to deliver an exemplar in sustainable and sensitive heritage-led design – reflecting the stadium's position in the World Heritage Site, respecting the Outstanding Universal Values of its location and taking reference from prominent buildings in the Stanley Dock Conservation Area such as the iconic Tobacco Warehouse. Planning permission was granted following overwhelming support from city stakeholders, residents and fans as a response to Everton's meaningful consultation processes.

The delivery of a new stadium has the potential to realise important heritage benefits, both on-site and to the public, by enhancing and repurposing degraded on-site heritage assets including the derelict Grade II listed Hydraulic Engine House, providing access to an underutilised and inaccessible area of the World Heritage Site, and by strengthening interpretation of the heritage and history of the World Heritage Site within the North Shore. The Hydraulic Engine House, which could be

lost completely without short-term investment, would become a new cultural destination in its own right and sit at the heart of the stadium development, providing flexible space to tell the story of both Everton and the docks through the lives of the people of Liverpool – including footballers, dockers, and other key figures that reflect the entrenched historical and cultural connections between football and the dockland community. Bramley-Moore Dock itself (including its listed Dock Walls) will be fully preserved as part of the stadium development, through the utilisation of an innovative engineering approach that supports the ‘reversibility’ of the development long into the future.



*Dock wall at Bramley-Moore dock*

The loss of part of the water space is characterised in Everton’s submission as being consistent with the well-documented Liverpool tradition of re-purposing redundant docks. A water channel will be retained between Liverpool Waters and the working docks, with the impressive hydraulic tower restored as part of the development. Everton’s detailed planning application includes exemplary analysis and approach to the historic fabric, with all interventions reversible.

Liverpool recognises UNESCO’s concerns that the stadium development, if built, will have a major adverse impact on the authenticity, integrity and Outstanding Universal Value of the World Heritage Site property, however, there are wholly exceptional circumstances that provide compelling reasons for the development. It has been proven the site is the only feasible location for a stadium which will provide very substantial economic, social and cultural benefits for a local community in real need. Everton Football Club has responded very positively to advice provided by the city and Historic England with a design that reflects the industrial dockland character of the site and incorporates many of its historic features. There is overwhelming support for the development

across the city because, collectively it is understood the substantial public benefits offered mean it is vital the city capitalise on this unique opportunity. This is a unique and exceptional once in a lifetime opportunity for vast investment and jobs and as such both planning authority and Government has given the scheme its backing.

Across Stanley Park and back with Liverpool Football Club, since October 2012, whilst not in the World Heritage Site, The Anfield Project has been transforming the community that sits in the shadow of Liverpool Football Club’s world famous Anfield Stadium. The £260 million scheme, seeing the creation of 1,000 new homes, new business space, improved heritage assets and public realm is being carried out as a partnership between Liverpool City Council, Liverpool Football Club and Your Housing Group bringing together the private and public sectors to revitalise one of Liverpool’s most famous neighbourhoods.

Some may consider this as straightforward regeneration but the value of extending the existing stadium and retaining the significant heritage value of one of the country’s most successful football clubs acting as a centrepiece and catalyst for the regeneration of that wider community including the total restoration and transformation of the 70 acre Grade II listed Victorian Stanley Park and its grandiose Isla Gladstone Conservatory from a rotten wreck into a showcase for heritage regeneration has attracted both plaudits and visitors from around the globe.



*Isla Gladstone Conservatory and Anfield Stadium*

Combined these transformational projects, if delivered in their entirety, will provide an estimated £800 million worth of direct stadium investments, 8,500 construction jobs and 900 new job opportunities on completion. Together, they will also deliver an estimated £2 billion of economic benefit to the local economy in one of the most socially and economically challenged areas of the city and country.



## 7. The Role Of Culture & Art In Heritage & Regeneration

The image and perception of Liverpool – as well as its fortunes – were transformed by the award of European Capital of Culture status, quickly followed in 2004 by inscription of the Maritime Mercantile City as a UNESCO World Heritage Site. In ensuing years new ‘Livercool’ emerged, an urban renaissance according to pride of place to heritage and culture. In 2007 Liverpool marked both its 700th birthday and the bicentenary of abolition of the slave trade, a ‘year of heritage’ which brought new appreciation of the city’s past.

Following in its wake, came the resounding success of Capital of Culture itself in 2008: visitor numbers increased by 34%, generating £753.8 million for the economy. Impacts 08, a research programme covering the period 2005-10, charted the upward trajectory. Media coverage of Liverpool’s cultural attractions doubled and for the first time in decades, positive stories outweighed negative portrayal. Of the visitors surveyed, 99% said they liked the general atmosphere and 97% felt welcome. Most important of all, some 85% of Liverpool residents agreed that it was a better place to live than before.

As cultural tourism flourished, venues expanded, including the Bluecoat, the oldest building in the World Heritage Site. Constructed in the immediate aftermath of the opening of the Old Dock, the building was under repeated threat of demolition after the school vacated the premises in 1906. Its future was finally secured when it evolved into the UK’s first Arts Centre. In preparation for Capital of Culture, the premises were extended in a sympathetic and exciting manner by restoring the original H-shaped Queen Anne design while providing purpose-built galleries and a performance space. A most fitting example of the blending of the old and the contemporary, it offers a standing rebuke to those who have sought to polarise positions, whether

redevelopment or conservation – an appropriate physical legacy of Capital of Culture year.

2008 was never intended to be a ‘one off’. The pace-setter in cultural tourism, the city has since produced an emphatic programme of annual events and activities. In 2012, Liverpool citizens were joined by visitors watching in awe as giants roamed through some of the city’s most popular locations in a commemoration of 100 years since the sinking of the RMS Titanic. The story of the event was designed and produced by Royal de Luxe, and was inspired by a letter written by a 10-year-old girl, May McMurray, in 1912 to her father William, a bedroom steward on the Titanic who did not survive the sinking. The letter did not arrive until after the Titanic sailed, and was returned to the sender. Featuring the Little Girl Giant, the Giant Uncle and the girl’s dog, Xolo, this three-day event was unprecedented at the time of its occurrence, attracting an estimated 600,000 people and resulting in an economic impact of £32 million.

More recently, the cultural offer has responded in creative manner to Black Lives Matter and the structural inequalities laid bare by the Coronavirus pandemic. Culture Liverpool has been working with Creative Organisations of Liverpool (COoL) and partners to recognise the role the arts play in effecting change, coming together to promote equality and justice through a range of artistic activities to stand in solidarity with all of our communities facing racial discrimination.

The economic value of Liverpool’s heritage should not be understated. As an example, National Museums Liverpool quantifies the economic value of the 3.9million visits it receives annually as benefitting the Liverpool economy by £83 million each year.



Giant Spectacular



Royal Albert Dock - River of Light Trail 2021

## 8. Make no small plans...

Liverpool was designated as a World Heritage Site (Liverpool Maritime Mercantile City) in 2004, this the result of focussed and enthusiastic support from Liverpool City Council and the United Kingdom Government. At the heart of the Liverpool proposal was the widespread recognition that the historic urban landscape of the city, embracing its docks, waterfront, commercial heart and civic architecture was of Outstanding Universal Value, such that it met UNESCO's criteria for World Heritage Site status. This was strongly supported by UNESCO's external assessors.

The zenith of Liverpool's power and prosperity as Europe's greatest international seaport was the period from the eighteenth century to immediately after the Second World War.

This gave rise to an urban landscape without compare and which, despite bombing in the war years and aspects of post-war renewal, stood substantially intact, more than justifying its World Heritage designation. Liverpool does not stand alone as a UNESCO World Heritage Site as it formed a key element in a wider strategy on the part of the United Kingdom Government. This was set out in the 1999 Tentative List, with its emphasis on Britain's outstanding industrial and commercial heritage, which defined a group of sites reflecting the United Kingdom as the 'world's first industrial nation'. Most of the sites from 1999 have now been designated. Liverpool thus represents a significant site, not only in its own right, but as part of this wider group.

Should Liverpool lose UNESCO World Heritage Site status it will not represent a free for all for investors or developers alike. Instead, akin to the sentiment and proposition outlined in the North Shore vision, regeneration plans and policy documentation will have an unequivocal eye for quality development. Looking at North Shore its historic past was crucial in helping to establish Liverpool as the second city of Empire; at its peak it was a thriving area full of vitality, noise, bustle, movement and activity, offering the opportunity of economic gain for many, and new lives for thousands of

migrants. But as the nature and operational logistics of shipping and goods changed, the Northern docks and its complementary warehousing at Stanley Dock and the Ten Streets were unable to adapt without huge levels of investment and significant adaptation.

The balance between the public benefits afforded by major regeneration projects and the potential harm to heritage assets is acknowledged in the National Planning

Practice Guidance and needs to be considered in any strategies. The North Shore Vision recognises all of this, articulating how projects will be tested against Historic Urban Landscape Principles and the United Nations Sustainable Development Goals. Before a planning application hits the table it also proposes collaboration between investor, landowner,

developer, and civic society in the form of an atelier.

At a city-wide level the sentiments for quality development articulated through the North Shore vision will be consistent with new planning policy, set to be improved with a new Local Plan for Liverpool. Alongside this, the World Heritage Site Supplementary Planning Document, first adopted in 2009, is being reviewed and will be finalized further to the Local Plan. It cannot run ahead of the Local Plan as it provides additional detailed guidance on the implementation of the policies relating to the World Heritage Site set out in that plan. A series of measures have been put in place that offer substantive commitments to the effective regulation of new development. These include an update to the existing Tall Buildings policy. The update to this policy document is in development and will be included in the emerging Liverpool Local Plan.

Liverpool may lose its UNESCO World Heritage Site status but as a world heritage city it will still be governed by a suite of planning policy documents aligned to the UK Government's National Planning Policy Framework that has key policy components associated with heritage assets.



Glass window in the Great Hall of St George's Hall



Gatepost -  
Stanley Dock  
Warehouse



## 9. In conclusion

Liverpool is in the middle of an extraordinary and continuing renaissance. Despite the global pandemic there is much economic, social, good news about the city. However, the renaissance has affected different people and parts of the city in different ways. Some have benefitted more than others. And that is why the city leaders have made inclusive growth a crucial policy target so that more people and places can share in the city's success in future and that is why heritage and the World Heritage Site status can continue to play a positive and crucial role in the future regeneration of the city.

Urban World Heritage Sites like Liverpool, are a critical example of the challenge involved in reconciling the voices of the past with the needs of tomorrow. Liverpool's desire to see its outstanding cultural heritage retained as a part of the city's future has to be reconciled with the urgent need for inward investment in an at least partially derelict part of the north Liverpool area which has some of the greatest economic and social challenges in the whole UK – indeed Europe. This is the heart of the city's dilemma. Giving those communities and people a brighter future is critically important for the city. If World Heritage status seriously constrains Liverpool's ability to improve the economic prospects of its people, it presents a huge economic,

social and moral challenge to its leaders across the whole city. However, we believe World Heritage Site status is one of the keys to a new prosperity and we urgently wish to have engagement with UK Government and UNESCO as a partner in and supporter of that regeneration.

The city already recognises and invests hugely in its heritage and has made it a key driver of its continuing renaissance. The city has received growing national and international acclaim for its important cultural and heritage offer. We believe the city's experiences and its recent policies demonstrate that growth and conservation are and can be mutually supportive not mutually exclusive. Our commitment to promoting both underpins our vision for the future of the site as set out in the current World Heritage Site Management Plan (2017 – 24).

The City Council and its public, private and community partners and institutions are committed to ensuring Liverpool's World Heritage Site status is retained as one of the engines of the city's regeneration. We want to continue to work in partnership with UNESCO to continue to achieve the prosperity that can flow from its World Heritage Site status. We believe there is an outstanding opportunity for UNESCO, UK Government and Liverpool to work in partnership together on this crucial issue.

