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**9th October, 2015**

**Liverpool population mix must change to ensure future economic success**

A massive culture change is required to create the vibrant knowledge-rich residential city centre population Liverpool needs to establish itself as a major economic force in the coming decades.

That was one of the key messages to emerge from the first Engage Liveable Liverpool seminar at the Tate.

The annual seminar series offers residents and stakeholders in the city centre and waterfront – the chance to meet with experts in city planning. Their aim is to give residents a voice in the development of the city centre to create better living spaces that encourage people to spend their whole lives in the centre, from cradle through establishing a family, to grave.

At the first seminar of 2015, guest speaker Andrew Carter, deputy chief executive director of Policy & Research for thinktank Centre for Cities revealed that 50% of Liverpool city residents are in their 20s, only 3% are over 65 less than one in five are under 19.

In addition 50% are students, meaning the population is constantly in flux.

“The things which made Liverpool and other major cities the powerhouses they were are not what will make them the powerhouses of tomorrow,” said Mr Carter. “Economic success in the coming century will be based around knowledge sharing, which is why the idea of creating living spaces in cities where people can live, raise families and remain into old age deserves serious consideration.

“The population mix currently will not deliver that.”

Engage chairman Gerry Proctor MBE also welcomed architect Kevin Logan, Associate Director at Maccreanor Lavington’s Rotterdam office.

He highlighted how Rotterdam has used building controls and a city-wide development plan to create a city where families and businesses can co-exist.

“Clever design and a clear vision for the city mix by local government officials with real control helps to combat property speculation. Rent controls through landlord associations also maintains standards and affordability.”

A vibrant discussion with more than 150 residents also heard contributions from Dawn Coward, planning consultant at Ryder Architects, Mike Burkett, chief executive of Regenda Group and Matthew Ashton, architect with MGMA. A video of the seminar is available to watch at the Engage Liverpool website.

Now in its fifth year, the Engage Seminar Series’ next event takes place on Wednesday, October 14 when a mainly female panel will look at what lessons Liverpool can learn from Paris, with special guest speaker Alessandra Cianchetta, Architect and Planner, Founding Partner & Director AWP office for territorial reconfiguration, Paris.

The seminar will take place at the Women’s Organisation, 54 St James Street from 5.30pm.

**For times and venues or to register for a free place, visit the website:** [**www.engageliverpool.com**](http://www.engageliverpool.com)

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**Picture caption: Gerry Proctor MBE.**

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**Notes to editor:**

Engage Liverpool CIC is a social enterprise, run by volunteers who live in the apartments of the Waterfront and City Centre.

Its aims are to improve the quality of life for people living in the Liverpool City Centre and  
Waterfront neighbourhoods, by empowering residents through aspirational engagement and  
action to bring about positive transformation and progress.

Speakers at the Liveable Liverpool seminars include the following:

* Kevin Logan, Architect and Urban Designer: Associate Director Maccreanor Lavington, Rotterdam.
* Andrew Carter, CEO of Centre for Cities.
* Dawn Coward, Planning Consultant at Ryder Architecture.
* Architect Matthew Ashton, Director of MgMaStudio.
* Michael Birkett, CEO of The Regenda Group including Redwing Living
* Alessandra Cianchetta, Architect and Planner, Founding Partner & Director AWP office for territorial reconfiguration, Paris.
* Lindsay Whitley of the Royal Town Planning Institute, Principal Urban Designer WYG.
* Urban Designer Rob Burns from Liverpool City Council’s Planning Department.
* Architect Amanda Wanner, Associate Senior Lecturer at Leeds Beckett University.
* Social Housing expert, Ben Clay from Clay & Co Housing Consultancy.
* Peter Hinterkoerner, Urban Planning Project Manager Wien at 3420 AG, Vienna.
* Andy von Bradsky, Chair Royal Institute of British Architects Housing Group and Chair of PRP Architects.
* Charlotte Myhrum, Design Review Manager at Places Matter!
* Antonio Garcia, Managing Director at BLOK Architecture.
* Sandy Kelly, Head of Homes Hub at Plus Dane Housing.