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## Cultural Heritage Integrated Management Plan for *Liverpool – Maritime Mercantile City World Heritage Site*

John Hinchliffe, City of Liverpool



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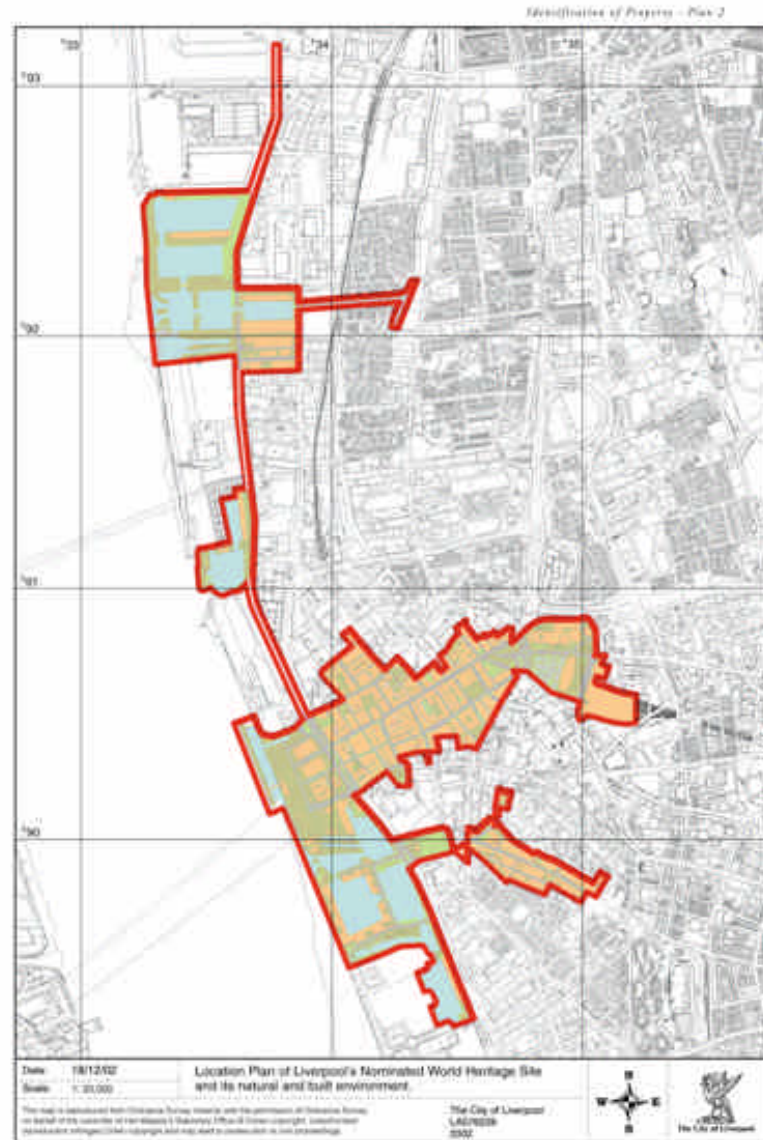
## The Theme of the Liverpool's WHS

“Liverpool – the supreme example of a commercial port at the time of Britain’s greatest global influence.”



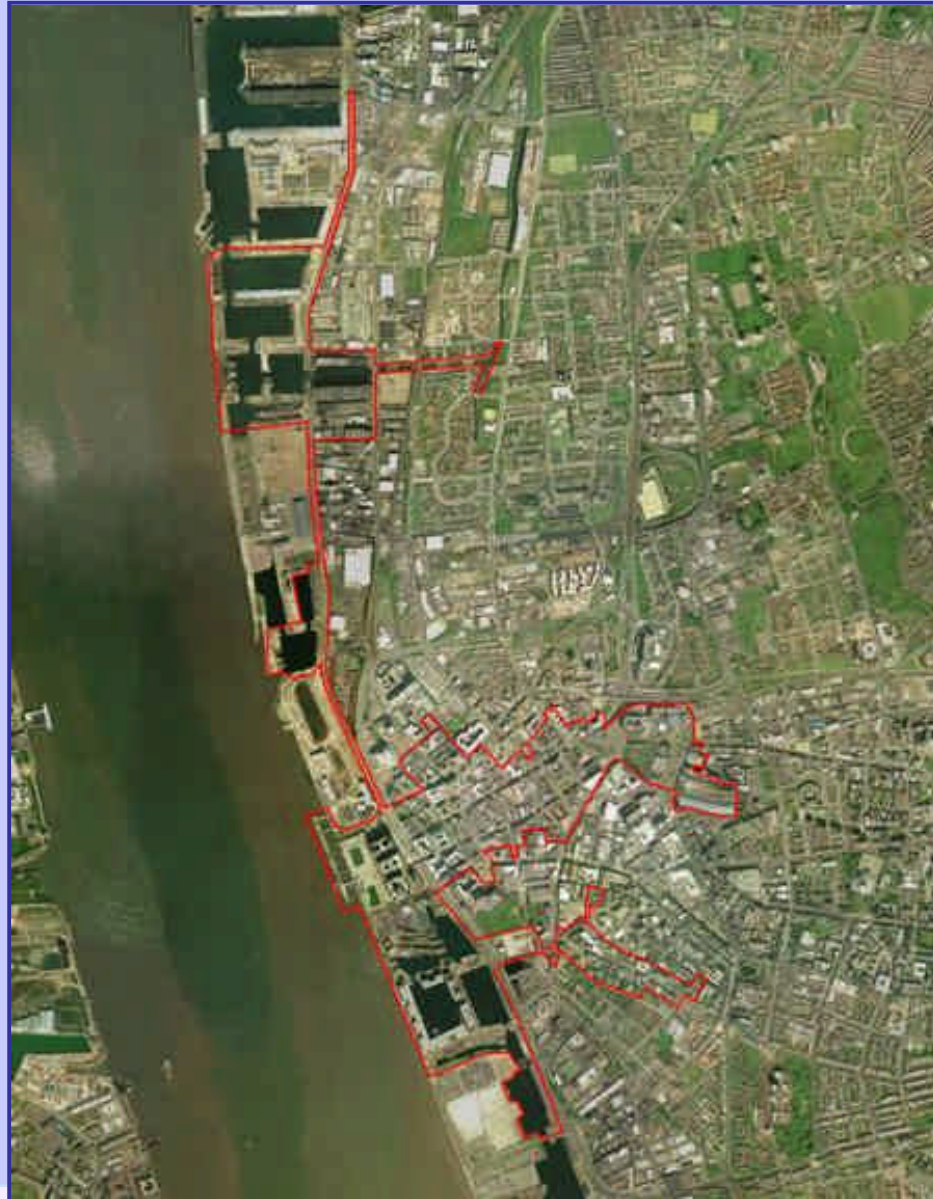
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Stanley Dock





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Liverpool  
EUROPEAN  
CAPITAL OF CULTURE

  
The City of Liverpool



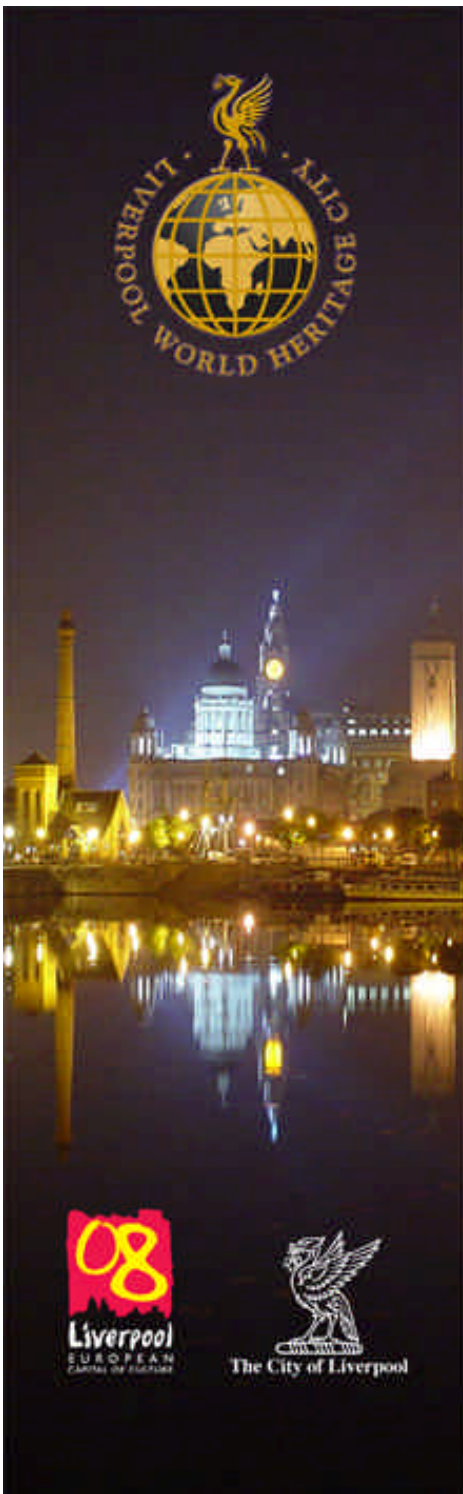
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1. The Objectives of the Management Plan
2. Structure and content
- 3. The Organisational and operational structures/Procedures**
4. The instruments/methods/regulations
- 5. The process of implementation**
6. Lessons learnt
7. The emerging Supplementary Planning Document



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The Pier Head



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## The Objectives of the Management Plan

1. The Objective of producing the Management Plan:

To provide a consensual framework for the conservation and management of the (aspiring) World Heritage Site

*Operational Guidelines for the Implementation of the World Heritage Convention (2005), S.96:*

*“All properties inscribed on the WH List must have adequate long-term legislative, regulatory, institutional and/or protection and management to ensure safeguarding (of the outstanding universal value of the site)”*



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## 2. The Objective of the Management Plan:

The Management Plan seeks to:

1. Achieve a responsible management of cultural heritage and changes that affect it
2. Raise standards of urban design in its widest sense
3. Increase appreciation and improve understanding of the special qualities of the site

**NB. It does not seek to prevent change.**

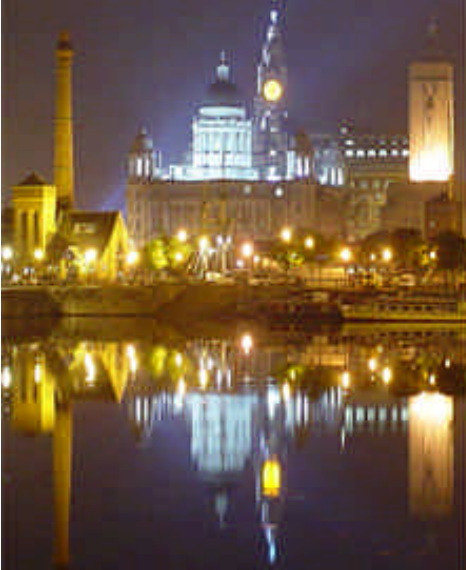


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## UNESCO's Budapest Declaration (2002)

The World Heritage Committee will:

“...seek to achieve an appropriate and equitable balance between conservation, sustainability and development so that World Heritage properties can be protected through appropriate activities contributing to **the social and economic development and quality of life of our communities.**”



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## 3. The stated Objective of the Management Plan - The Future for the WHS

“The organisations and people responsible for the management of the World Heritage Site are committed to ensuring that ***Liverpool – Maritime Mercantile City*** will be managed as an exemplary demonstration of sustainable development and heritage-led regeneration.”

- Forge an identity for Liverpool as a thriving, historic city of international significance
- Make Liverpool city centre a more attractive place for people to live, work, shop and visit
- Foster pride, awareness and understanding of Liverpool’s cultural distinctiveness and diversity
- Promote Liverpool’s heritage as a driver for sustainable development
- Engage the residents of Liverpool in helping to sustain its significances
- Integrate world heritage matters into educational programmes within Liverpool.”





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The diagrammatic “Future For the World Heritage Site”





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## WHS Management Plan Structure and content:

### Issues covered in the Management Plan:

- Management of Site
- Regeneration
- Built Heritage Conservation
- Townscape and public realm
- New development
- Transportation
- Archaeology
- Understanding the site
- Culture and intangible heritage
- Education and Interpretation
- Visitor management and sustainable tourism
- Site Boundary
- Setting of the site
- Natural environment



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## WHS Management Plan Structure and Content:

### Contents Page

The Future

1. Introduction
2. Description of the Site
3. Statement of Significance
4. Opportunities, Threats and Management Issues
5. “Future for the World Heritage Site” and Management Objectives
6. Implementation (Action Plan) and Monitoring

Bibliography



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## The most important components of the WHS Management Plan:

1. The Future – The *Vision* for how the WHS will evolve
2. The Objectives – how the Vision will be delivered
3. The Action Plan – how the objectives will be met





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## Example 1 of how the Management Plan works

### 1. The Future:

“Promote heritage as a driver for sustainable development”

### 2. Objectives 2.2:

“Implement regeneration schemes that conserve and enhance the significance of the WHS”

### 3. Action 2.2.1:

“Encourage developers to bring forward schemes that have identifiable benefits for the WHS”



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## Example 2 of how the Management Plan works

### 1. The Future:

“Define, conserve and protect the Site’s Outstanding Universal Value”

### 2. Objectives 5.2:

“Ensure that new development respects the significance of the site and is appropriate to its historic, spatial and townscape context.”

### 3. Action 5.2.2:

“Prepare, develop and implement a Tall Buildings Policy for the city, with special reference to the Site and Buffer Zone.”



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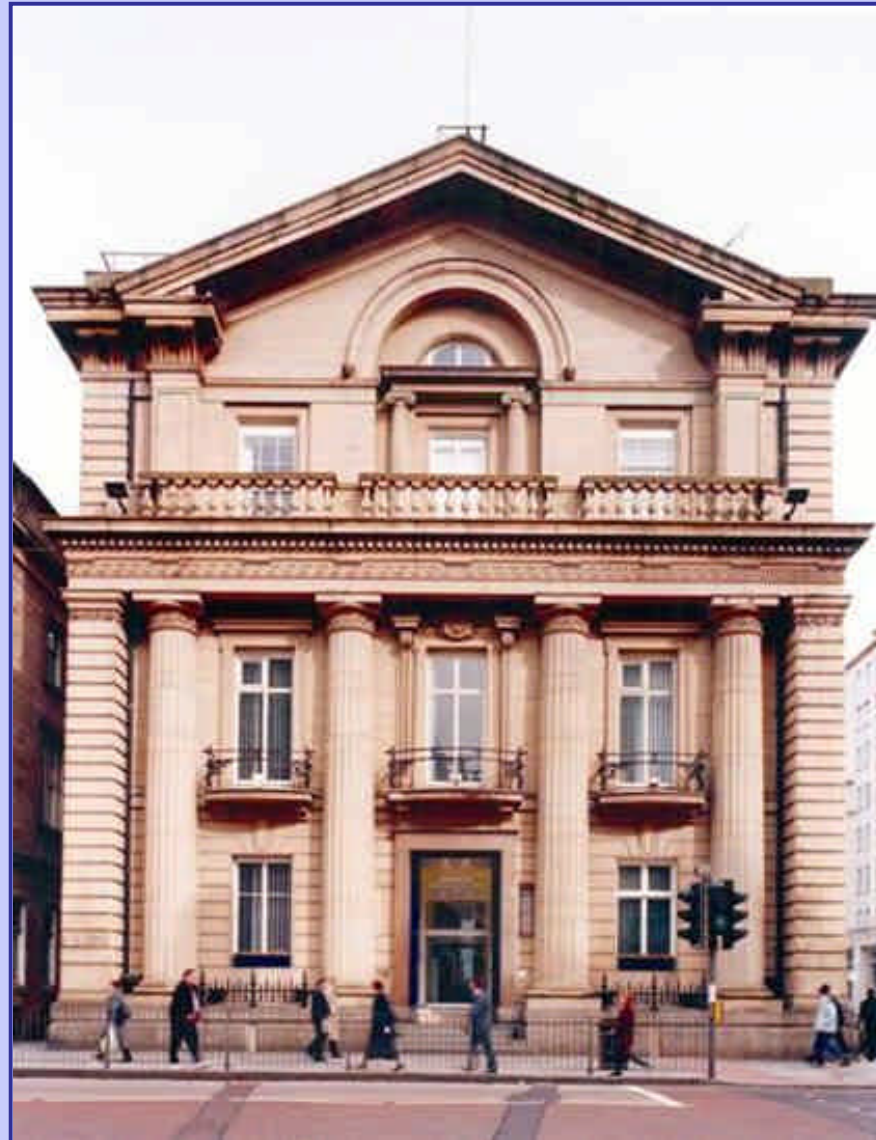
## The Action Plan:

- Objective
- Action
- Extent (In WHS/Buffer Zone)
- Agencies Responsible for Implementation
- Funding
- Target for Implementation



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Historic Commercial Centre





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## Organisational and Operational Status of the WHS Management Plan:

1. It is a corporate strategic document.
2. It forms the basis of my work programme.
3. It should ensure that the protection and enhancement of the Site's cultural heritage is considered in **all** decisions that affect the Site
4. It provides justification for resource allocation



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**The Decision-making Process**

**WHS Management Plans are not part of the statutory Planning framework. It is not binding but Planning Policy Guidance Note 15 (Planning and the Historic Environment):**

- WHS is a material Planning consideration
- Great weight attached to protection of World Heritage values
- Environmental Impact Assessments required for significant development proposals
- Requirement for comprehensive management plans





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WHS Management Plans should:

- Appraise the significance of the site
- Ensure the physical conservation of the site to the highest standards
- Protect the site and its setting from damaging development
- Provide clear policies for tourism as it may affect the site

The Management Plan has been used to justify the refusal of some development proposals and accepted at subsequent appeals



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**The WHS Management Plan:**

1. Approved by Liverpool City Council as the framework for the management of the WHS
2. Foreword from the Secretary of State (Central Government)
3. Preface by the Leader of the Council (Local Government)
4. Introduction by Chairman of English Heritage







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**WORLD HERITAGE SITE INSCRIPTION**

UNESCO WORLD HERITAGE COMMITTEE

— ICOMOS

UK GOVERNMENT- DEPARTMENT  
FOR CULTURE, MEDIA AND SPORT

ICOMOS – UK

English Heritage

LIVERPOOL STEERING GROUP

Community Support

Political Support

Financial Support

Description  
& History

**NOMINATION  
DOCUMENT**

**MANAGEMENT  
PLAN**

Conservation

Management

Statement of Significance

Wide range  
of issues

Vision

Objectives

Outstanding  
Universal  
Value

Action Plan

Authenticity

Boundary



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Duke Street Merchants' Quarter





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## The Key Steps in the WHS Management Plan Production

1. Public consultation to find out key issues (Spring 2002)
2. Establish Technical Officer Steering Group (representatives from LCC, EH, LV, GONW, Merseytravel and NWDA) to steer the production (Summer 2002)
3. Brief for Consultants (Summer 2002)
4. Consultants' Baseline Study/Issues Paper (Winter 2002)
5. Public Consultation Draft (Spring 2003)
6. Final Management Plan approved (December 2003) – **Now in need of Review!**





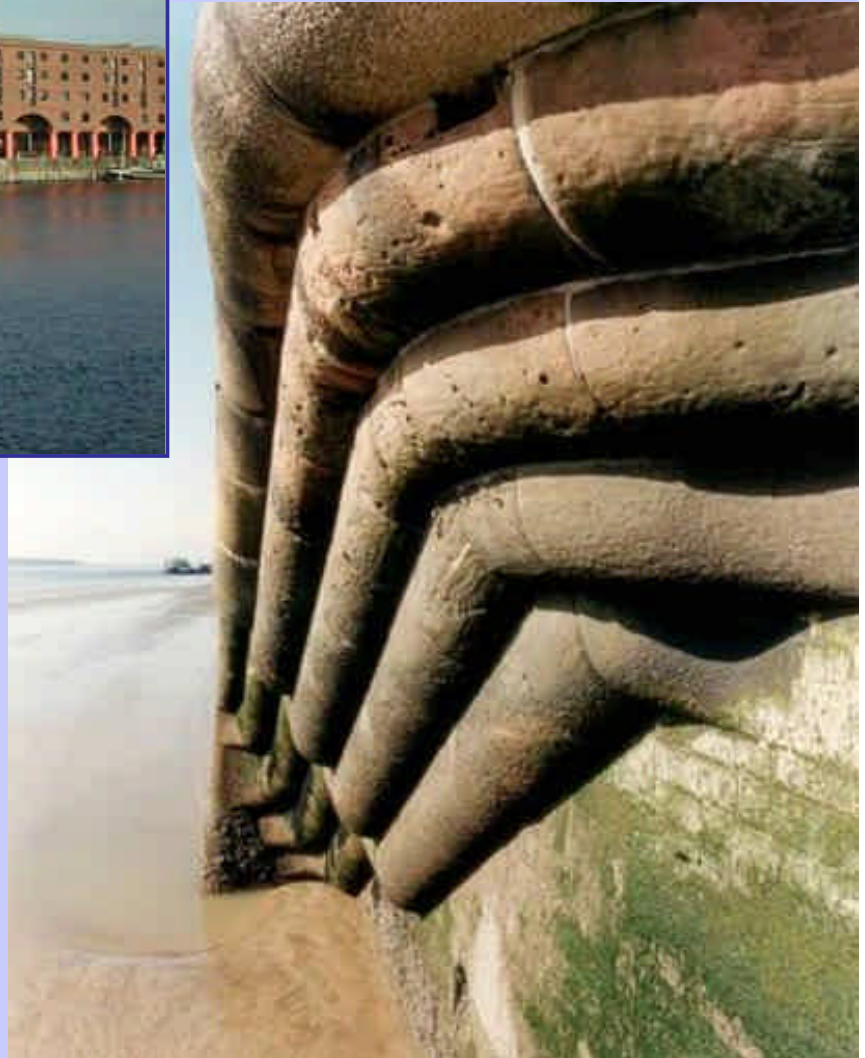
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## **Review of the WHS Management Plan**

1. Re-assessed membership of Core Steering Group/Local Support Group
2. All members re-affirmed commitment to supporting the WHS
3. Seeking a “Champion” for the WHS
4. Will undertake baseline study to monitor progress on:
  1. Delivery of Future, objectives and actions
  2. Protection of heritage assets
  3. Conservation of heritage assets
  4. Presentation of heritage assets
  5. Education in respect of the heritage assets
5. Will re-assess Future, objectives and actions

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Albert Dock



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## World Heritage Site Steering Group

Liverpool City Council

English Heritage

Liverpool Vision

North West Development Agency

National Museums Liverpool

Government Office NW

Merseytravel

ICOMOS-UK

Liverpool Chamber of Commerce and Industry

The Mersey Partnership

Liverpool First

Department for Culture, Media and Sport

Environment Agency

Liverpool University

Liverpool John Moores University.





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Civic Pride in St George's Hall





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## Lessons Learnt

1. Consult as widely as possible – build community support
2. Keep an open mind
3. Build consensus - Keep the vision and objectives broad
4. Produce high quality documents
5. Express ideas in text and diagrammatically
6. Stress the benefits of proper management of cultural heritage
7. Be patient!

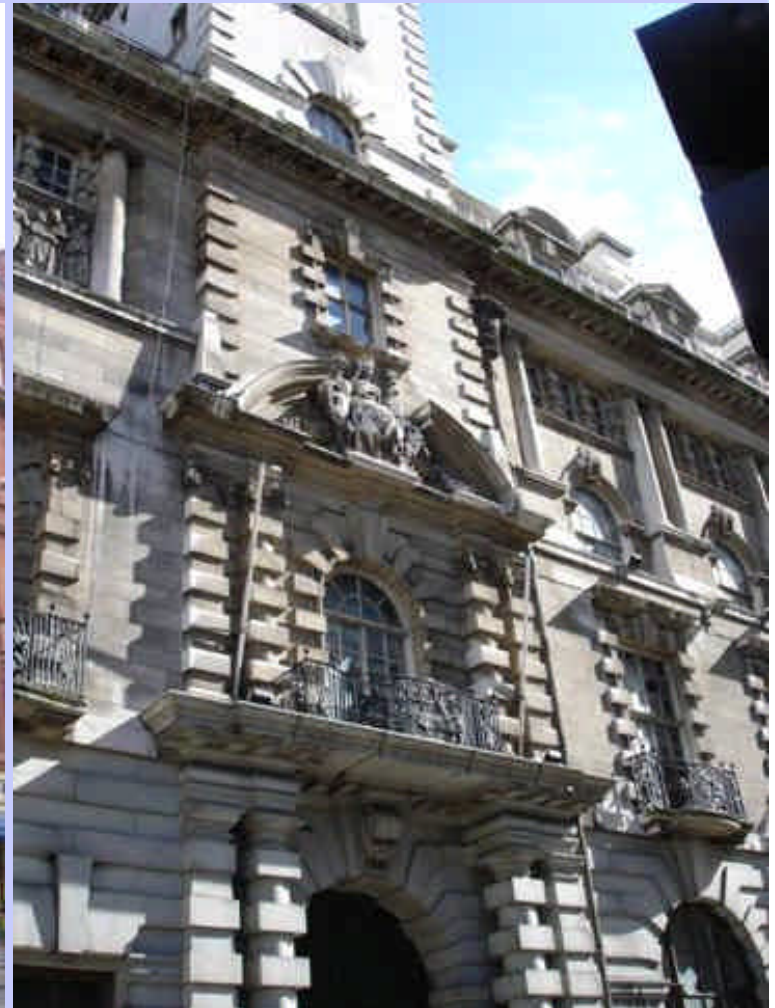




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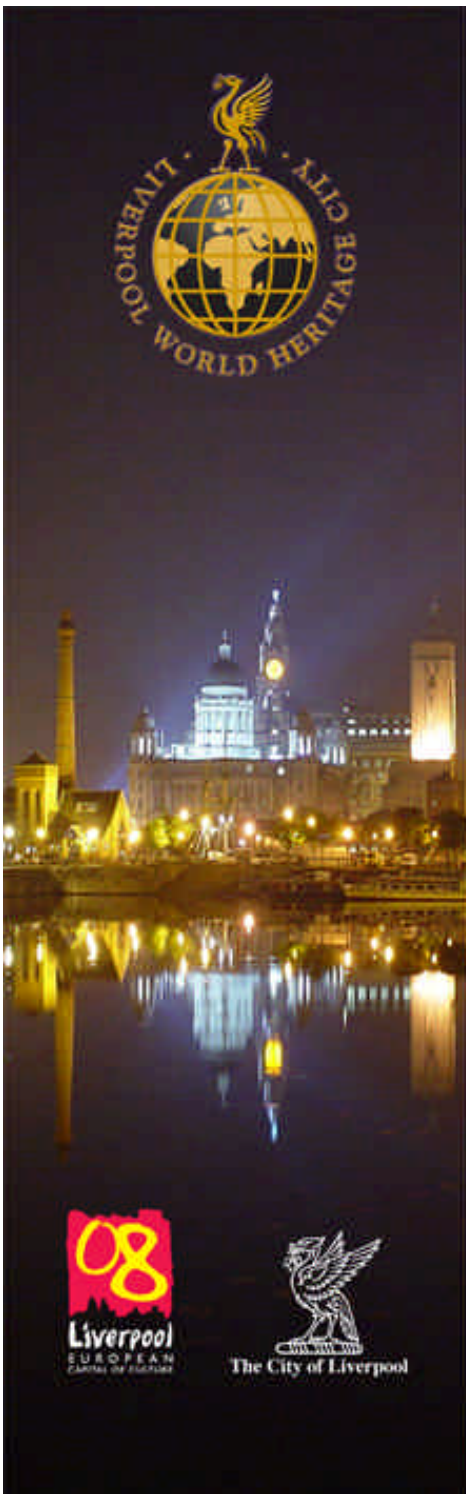
## Historic Commercial District



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In 2007, UNESCO's World Heritage Committee requested that stricter planning guidance should be prepared to:

- a) clearly establish and respect prescribed heights
- b) adhere to the townscape characteristics, wider values (building density, urban patterns and materials) and sense of place.



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**Progress on Supplementary Planning Document:**

1. Set up a Technical Officer Group consisting of representatives of LCC, Liverpool Vision, NWDA, GONW, English Heritage and CABE.
2. Secured funding from the NWDA and EH
3. Agreed a brief
4. Appointed consultants
5. Evidential Report based on consultations and comprehensive townscape analysis
6. **WHS SPD agreed for interim Development Control and Public consultation (December 2008).**



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**Key Issues for the SPD:**

1. Design Guidance
2. Views
3. Tall Buildings
4. Building Heights in the WHS
5. Water-spaces.
6. The Future for Unlisted Buildings
7. Conservation of Historic Buildings
8. Roof-scapes
9. Archaeology
10. Visions



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Merchants' Houses and Warehouses in Rope Walks



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**The overarching aim of this SPD is:**

**“ To provide a framework for *protecting and enhancing the outstanding universal value of Liverpool – Maritime Mercantile City World Heritage Site, whilst encouraging investment and development which secures a healthy economy and supports regeneration.* ”**



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**The formal Public Consultation period for the SPD is 2<sup>nd</sup> March-14<sup>th</sup> April 2009**

**All comments received will be considered**

**The aim is to adopt the SPD before the next meeting of the World Heritage Committee in June 2009**



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William Brown Street Cultural Quarter





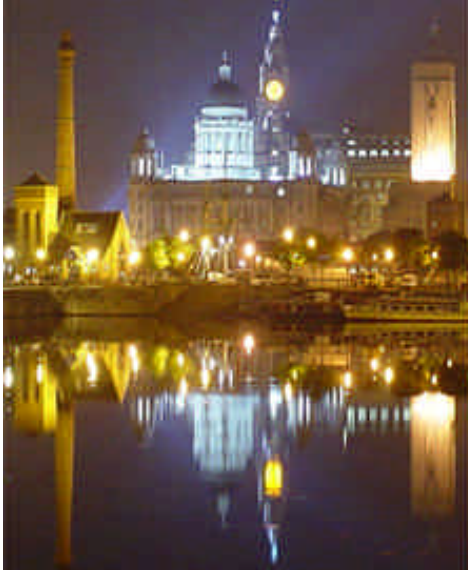


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World Heritage Site status is not an exercise in nostalgia.

It is a tool which will enable us to plan confidently and optimistically for the future, proud of our past.



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**Liverpool -  
A place to remember all your life!**