



Maritime Mercantile City  
**LIVERPOOL**



*Management Plan*

*December 2003*



The City of Liverpool



# *'The Future for the World Heritage Site'*

**T**he *Liverpool - Maritime Mercantile City* World Heritage Site will be managed as an exemplary demonstration of sustainable development and heritage-led regeneration which aims to:

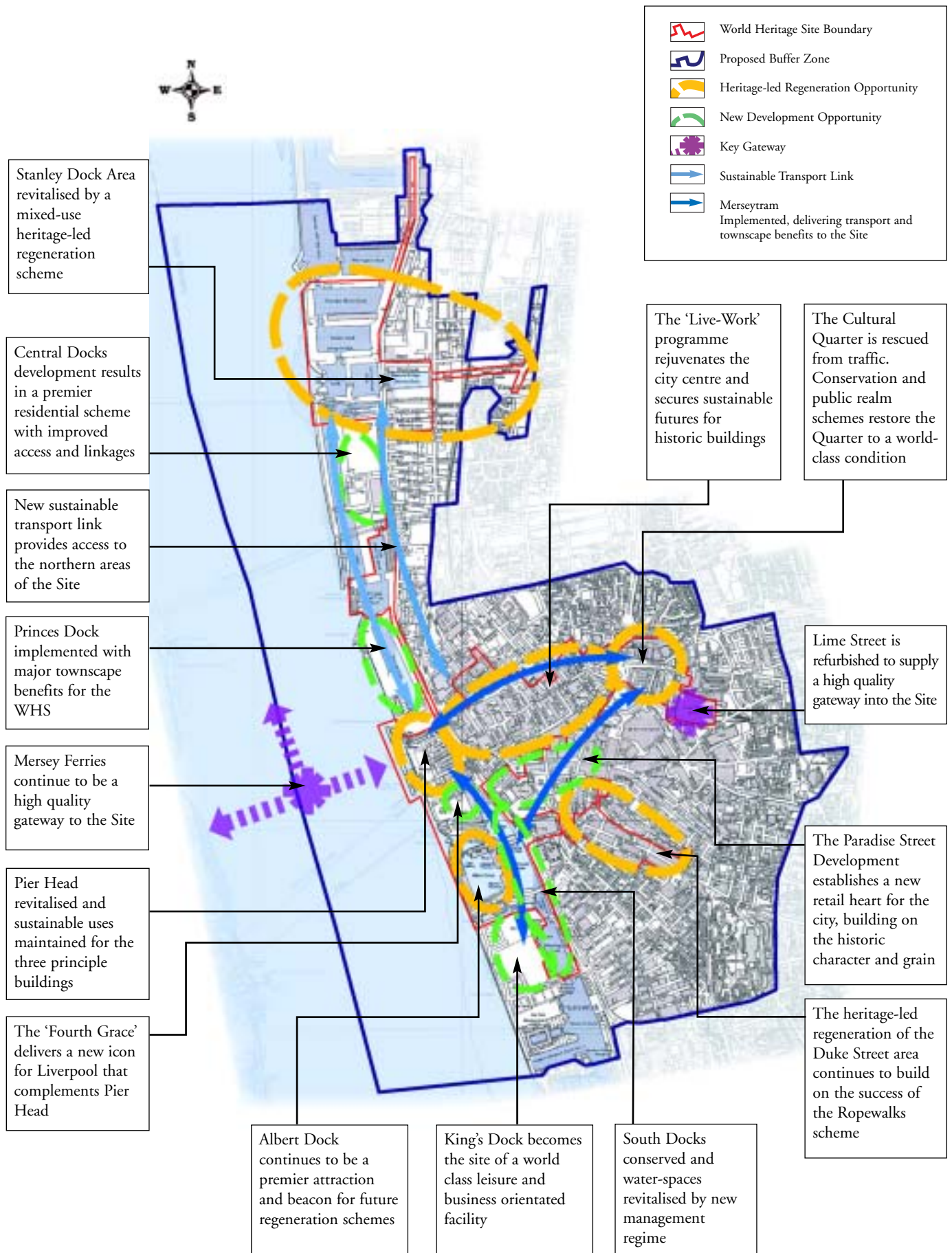
- ◆ Forge an identity for Liverpool as a thriving, historic city of international significance
- ◆ Make the Liverpool city centre a more attractive place for people to live, work, shop and visit
- ◆ Foster pride, awareness and understanding of Liverpool's cultural distinctiveness and diversity
- ◆ Promote 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

Delivering this Vision will involve drawing together all the key players involved in Liverpool's World Heritage Site to allow them to work in partnership to unlock the heritage potential of the Site and maintain a high-quality historic environment. The mechanism for delivering this Vision will be the Management Plan, which is based on the principles of:

- ◆ Defining, conserving and protecting the Site's outstanding universal value and significances
- ◆ Protecting, conserving and enhancing Liverpool's historic buildings and townscape
- ◆ Encouraging the continued use of historic buildings for their original purpose, where possible
- ◆ Promoting sustainable new development and re-use of Liverpool's historic buildings and water-spaces, where the original use is no longer viable
- ◆ Developing and maintaining a high-quality public realm
- ◆ Ensuring sustainable access to the Site for all
- ◆ Continuing Liverpool's distinctive cultural life and identity
- ◆ Fostering national and local partnerships and facilitating social inclusion
- ◆ Promoting knowledge of the site and its significances to a local and global audience.

As a result, Liverpool's next generation will be endowed with a heritage legacy of global significance woven into the heart of a vibrant city. Liverpool will be universally recognised as a city of international standing for both its unique contribution to world history and the outstanding quality of life it affords residents and visitors.

# 'THE FUTURE FOR THE WORLD HERITAGE SITE'





# *The Management Plan*

**T**his Management Plan for Liverpool's nominated World Heritage Site was commissioned by Liverpool City Council in 2002 on behalf of its partner organizations. It was drafted by Chris Blandford Associates and, following a thorough consultation process, it has been amended by Liverpool City Council. The Management Plan was approved by the World Heritage Site Steering Group and Liverpool City Council in November 2003. It has been submitted to the International Council on Monuments and Sites (ICOMOS) and UNESCO's World Heritage Committee as evidence of governmental commitment to Liverpool's nomination and represents a consensus on the future conservation and management of the Nominated Site.

Any comments or queries on local issues relating to the Management Plan should be made to:

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# *Foreword by the Secretary of State*

**I** am delighted to present this Management Plan for the Liverpool Commercial Centre and Waterfront World Heritage Site.

Liverpool's commercial port is an outstanding example of Britain's global influence from the 18th century to the early 20th century and the vital role it played in achieving that global significance. The site includes surviving historic docks, monumental dockside warehouses and many other important dock structures such as the dock security walls. The port also contains one of the finest, and most complete, Victorian commercial districts in Britain and the stunning trio of buildings at the Pier Head form one of the most dramatic and recognisable waterfronts in the world.

The Government is accountable to UNESCO and the wider international community for the future conservation and presentation of this important site. It is a responsibility we take seriously.

This Management Plan has been developed in close co-operation with the organizations responsible for the day-to-day care of the Site, together with the local community and others with a special interest in it. The Plan aims to ensure that the conservation and management of the Site is undertaken in a sensitive and appropriate manner. It also seeks to ensure an appropriate and equitable balance between conservation, sustainability and development, so that the site can continue to contribute to the social and economic development of the local community. In addition, it highlights the key issues affecting the Site both now and in the future, and outlines how these will be addressed.

I am extremely grateful to the many bodies and individuals who have worked so hard to produce this Plan, in particular the constituent members of the Liverpool Steering Group. I feel sure that this document will prove to be an invaluable management tool to all those involved in the ongoing conservation and presentation of this very special place.



**The Rt Hon Tessa Jowell MP**  
Secretary of State for Culture, Media and Sport

*Tessa Jowell*

# *Preface by Councillor Mike Storey*

**A**s Leader of Liverpool City Council, I am delighted that we have prepared this Management Plan on behalf of all of our partners and that it has achieved such an overwhelming level of support, not only in the public agencies, but also in the business community. I hope that it will become a key document for the planning of the city, and be viewed alongside the Unitary Development Plan, the Strategic Regeneration Framework, Liverpool First and the Local Transport Plan. I am grateful to the Northwest Development Agency for providing the funding for its production.

As Liverpool celebrates its success in being named European Capital of Culture in 2008 and looks forward to its 800th anniversary in 2007, its historic importance as "the supreme example of a commercial port" is central to its identity and its future. We have set out to make Liverpool once more a premier European City, and this Management Plan will help us to achieve that aim.

Quite rightly, UNESCO will not now add properties to the World Heritage List unless adequate mechanisms are in place for the conservation and management of those properties. Liverpool's nominated site already has adequate powers to ensure its conservation, through the Conservation Areas that cover the whole of the site, and the high proportion of Listed Buildings. English Heritage's involvement in Liverpool through casework and the Historic Environment of Liverpool Project provides further reassurance that conservation in its widest sense will always be given a high priority. I am personally committed to promoting the proper care and maintenance of this great seaport's unique built heritage. I am determined that no more of its best historic buildings or structures will be lost through neglect. Conservation and innovation will be combined as never before to make Liverpool an exemplary demonstration of sustainable development and heritage-led regeneration.

This Management Plan now provides the framework for the proper management of the site. It brings together all agencies, owners and interested parties and will ensure that they accept their responsibility to care for the Site on behalf of the international community. The production of this Management Plan is only the start of effective management of the site, as the hard task is now to implement the Plan. A glance at the Action Plan demonstrates that the management of this historic city is an ongoing task. Much more work is still required to aid a full understanding of the site, to improve its interpretation, to provide further guidance to developers, to remove ugly buildings, to develop vacant sites, etc.. The Management Plan contains many ambitious aspirations and identifies the additional work that is required to meet them. Liverpool City Council is committed to honouring its obligations in "the Liverpool Way."

Many proposals for major development schemes in and around the site are emerging, but the Management Plan does not seek to resist the principle of new development. It recognises that Liverpool is a dynamic living city with a tradition of innovation and a continuity of change. The Plan promotes appropriate new development as being essential to the regeneration of the city and accepts that, in general, its design should express the spirit of the day. However, it also requires that the design of infill buildings should take into consideration their historic context and the special significance of the site. The recent Liverpool Urban Design Guide provides helpful guidance on the application of established urban design principles in Liverpool and the forthcoming Tall Buildings Policy will provide further guidance on this key issue.

Liverpool's cultural heritage is a priceless and irreplaceable asset. I salute this Management Plan as the means of ensuring that it endures for the benefit of all.



**Councillor Mike Storey**  
CBE, Leader of Liverpool City Council

# *Introduction By Sir Neil Cossons, Chairman of English Heritage*

**F**or those who have lived and worked in Liverpool – and I am proud to count myself amongst them – is it difficult to avoid being captivated by the city and in particular its townscape. In the 19th century Liverpool entered confidently on to the stage of world history. The story of its rise to world importance can be read in its extraordinary assemblage of streets, buildings and spaces. Walk through the docks, along the Pier Head, and through the warehouses district. Walk through the commercial centre around Castle Street, or amongst the great cultural buildings on William Brown Street. Each offers powerful reminders of Liverpool's rise to world prominence and how the world in turn brought its influence to bear on the city.

This unique legacy is a reflection of the city's economic power and international stature and the civic pride that it engendered. But, in the 20th century this confidence declined as the world changed and the city, in common with many others, went through great economic and social upheavals. However, as the city approaches the 800th anniversary of its Charter in 2007 and prepares to be the European Capital of Culture in 2008, so it is undergoing a remarkable renaissance. I am pleased to say that the bid for World Heritage status forms a crucial part of the city's move back on to that international stage.

To support the World Heritage bid, Liverpool City Council and its partners have prepared two documents. The first of these, the WHS Nomination Document, identifies the proposed boundaries for the proposed World Heritage Site and sets out the justification for why Liverpool should be considered of universal significance for world history.

The current document, the WHS Management Plan, describes how the historic elements within the proposed World Heritage Site will be conserved and managed. This will ensure that the city's importance to world history is not lost and that as many people as possible can understand and share the city's outstanding historic environment.

The preparation and implementation of a management plan in a major urban area is a challenging task. There is an overwhelming need to ensure a dynamic yet secure base for the city's economy. This will mean that historic buildings do not lie empty and that funds are available for their upkeep and repair. Whilst some buildings may be used for cultural activities and tourism, by far the majority must find other new uses – commercial and residential - as the city moves through the 21st century. There will also be new buildings and major redevelopment. It is crucially important to ensure that these are of superb quality to complement and enhance the city's townscape.

The management plan has therefore to include flexibility, allowing the city to grow and change, whilst ensuring that its historic environment is not inadvertently lost or unnecessarily damaged through oversight or thoughtlessness. This is a very difficult task and there will undoubtedly be challenges ahead in achieving the correct balance between preservation and change. I believe that this Management Plan offers a sound basis for mediating change whilst allowing the historic environment to play a central role in the city's renaissance.

I have taken particular interest and pleasure following Liverpool's progress towards world heritage status and am especially pleased that English Heritage has been able to work with the City Council and its other partners in preparing the bid. Throughout I have been deeply impressed by the energy and commitment shown by Liverpool City Council. The encouragement and support of the North West Development Agency and the Cultural Consortium have also been particularly notable. It is a strong endorsement of the growing belief of the leading role that the historic environment can play in social and economic regeneration. I greatly welcome this Management Plan and am delighted, once again, to offer my wholehearted support to Liverpool's bid for World Heritage Status.



**Chairman of English Heritage**

Sir Neil Cossons

A handwritten signature in black ink that reads "Neil Cossons". The signature is written in a cursive, flowing style.

# Contents



*"Conjectural view of Liverpool 1680" © Liverpool Record Office*

*Celia Fiennes-The Journeys of Celia Fiennes 1698*

*"Liverpool... is built just on the river Mersee, mostly new built houses of brick and stone after the London fashion; the first original was a few fishermens houses and is now grown to a large fine town and but a parish and one church, tho' there be 24 streets in it; there is indeed a little chappell and there are a great many Dessenters in the town; it's a very rich trading town the houses of brick and stone built high and even, that a street quite through lookes very handsome, the streets well pitched..."*



# Contents

	<i>Page</i>
The Future for the World Heritage Site	2
The Management Plan	4
Foreword by the Secretary of State, The Rt Hon Tessa Jowell MP	5
Preface by Councillor Mike Storey, CBE, Leader of Liverpool City Council	6
Introduction By Sir Neil Cossons, Chairman of English Heritage	7
<i>Part 1: Introduction</i>	
1.1 What is World Heritage?	12
1.2 The United Kingdom and World Heritage	13
1.3 Process of Inscription	14
1.4 The Need for a World Heritage Site Management Plan	14
1.5 Basis of the Plan	15
1.6 Status of the Plan	16
1.7 Preparation of the Plan	17
1.8 Structure of the Plan	18
<i>Part 2: Description of the Site</i>	
2.1 Location and Extent	22
2.2 Description of the Site	31
2.3 Interests and Ownership	41
2.4 Legal Status	42
2.5 Protective Measures	44
2.6 Agencies with Management Responsibility	49
<i>Part 3: Statement of Significance</i>	
3.1 Statement of Significance	52
3.2 Nomination Criteria	60
<i>Part 4: Opportunities, Threats and Management Issues</i>	
4.1 Introduction	64
4.2 Opportunities	65
4.3 Threats	68
4.4 Management of the Site	70
4.5 Regeneration	72
4.6 Built Heritage Conservation	82
4.7 Townscape and Public Realm	89
4.8 New Development	94
4.9 Transportation	97
4.10 Archaeology	99
4.11 Understanding the Site	104
4.12 Cultural and Intangible Heritage	107
4.13 Education and Interpretation	111
4.14 Visitor Management and Sustainable Tourism	115
4.15 Site Boundary	119
4.16 Setting of the Site	121
4.17 Natural Environment	127

<i>Part 5:</i>	<i>‘The Future for the World Heritage Site’ and Management Objectives</i>	
5.1	Introduction	132
5.2	‘The Future for the World Heritage Site’	132
5.3	Management of the Site	134
5.4	Regeneration	137
5.5	Built Heritage Conservation	138
5.6	Townscape / Public Realm	141
5.7	New Development	143
5.8	Transportation	145
5.9	Archaeology	146
5.10	Understanding the Site	147
5.11	Culture and Intangible Heritage	148
5.12	Education and Interpretation	150
5.13	Visitor Management and Tourism	151
5.14	Setting of the Site	153
5.15	Natural Environment	153
<i>Part 6:</i>	<i>Implementation and Monitoring</i>	
6.1	Introduction	156
6.2	Implementing the Management Plan	157
6.3	Action Plan	158
6.4	Monitoring and Reviewing the Plan	174
6.5	Monitoring the Site	174
6.6	Administrative arrangements for monitoring the property	177
	<i>Bibliography</i>	179
	<i>Appendix 1:</i>	
	Index of Principal Post-Medieval Monuments show on Figures 4.1 and 4.2	181
	<i>Figures:</i>	
2.1	Location of the Site.	23
2.2	Location Plan at 1:20,000 showing the Site and its natural and built environment.	24
2.3	Plan of the Nominated Site divided into six areas.	25
2.4	Nominated Site and the proposed Buffer Zone, together with natural features, listed buildings and conservation areas.	30
4.1	Principal Medieval and Early Post-Medieval Features	101
4.2	Key 18th and 19th Century Features	102
4.3	Visual Elements of the setting of the Site	123
	‘The Future for the World Heritage Site’	133