

# Ideas for Liverpool

Collaborative thinking | Fresh perspectives

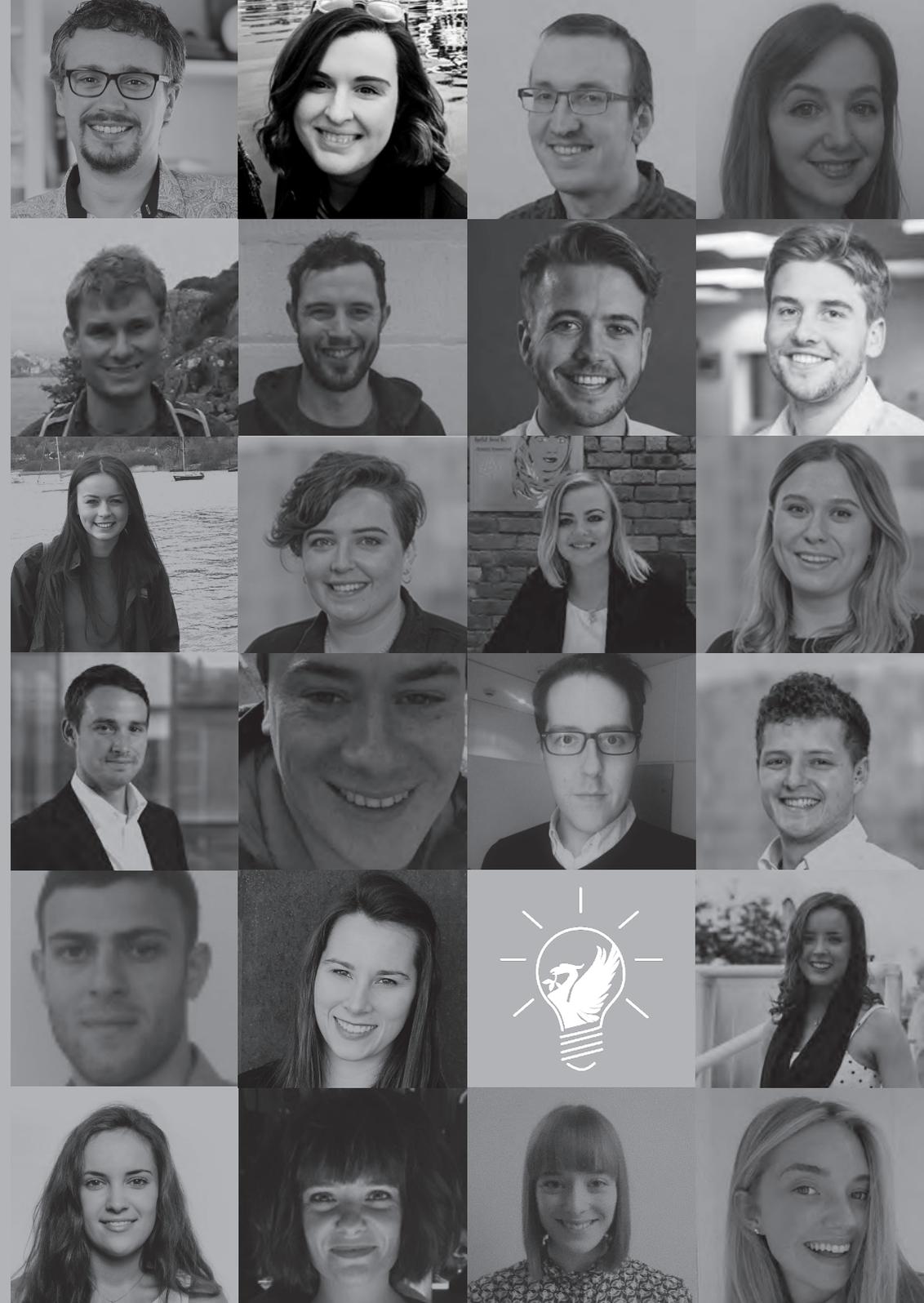


Curated by the Young  
Professionals of  
Liverpool 2019

ARUP

In April 2019, a 60-strong group of young professionals from 40 different companies gathered for the first time to discuss what their Liverpool should be. Facilitated by Arup, over the next 6 months the group developed ideas to help make Liverpool the most exciting and inclusive place to live and work.

This book summarises their findings and the ideas generated with support from the Mayor of Liverpool, Professional Liverpool, Liverpool BID, KQ Liverpool, Culture Liverpool, University of Liverpool and Liverpool City Council. Together, they have developed a collection of real and tangible ideas, each positively impacting on the people of our city.



# ARUP



## FOREWORD

Tony Reeves, Chief Executive of Liverpool City Council has supported the Ideas for Liverpool Forum since its inception. He explains here why:



The City Council published its Inclusive Growth plan in 2018, setting out a vision of a strong and growing city based on fairness.

The plan issued a call to arms for all of the city's stakeholders to come together and make this vision a reality. In spite of austerity, budget cuts and pressing environmental and socio-economic challenges, I firmly believe that we can improve outcomes for the city and its residents through building upon our assets. Liverpool is blessed with a wonderful waterfront and architectural heritage, its culture resonates across the world but its greatest asset is its people.

If we can mobilise the city's residents, workers and businesses through collaboration and innovation the sky is the limit to what we can achieve. And so this is why I was so attracted to the Ideas for Liverpool proposal.

Empowering young professionals to put their collective talents towards identifying solutions to some of the biggest issues facing their city is such a brilliant initiative.

Collaboration across professions and organisations is the foundation of innovation and is vitally important in generating fresh perspectives on wicked issues, it strengthens links between businesses and develops leaders.

More importantly it challenges all of us to deliver a better future for the city and its residents.

The ideas highlighted within this book respond expertly to many of the complex issues that are so important to the future of our city. From responding to the climate emergency to reviving our high streets, improving air quality, promoting health and wellbeing and developing a more sustainable and inclusive economy.

I would like to offer my sincere thanks and appreciation to all of the talented young professionals involved and to add that I have been genuinely blown away by the levels of intelligence, enthusiasm and commitment that I've witnessed from participants as the project has progressed.



Ideas for Liverpool Chair, Kim Cooper explains why she started the project and her hopes for the future:

As a Town Planner, born, raised, educated and working in Liverpool, my ambition is to make my City the best it can be. For all of us, town planner or not, we want to live somewhere which meets our needs and contributes to our happiness. I'm a strong believer that to shape places which work for everyone, we need the input of everyone; one person, one company, one organisation cannot achieve this alone.

Across the world, cities face many challenges; increasing and ageing populations, the climate crisis, growing energy demands, the rapid pace of digital transformation, low productivity, skills shortages, housing need, connectivity and the deterioration of the physical and mental health of residents. When coupled with austerity and under-resourced, under-valued local authorities; cities are at crisis point.

Liverpool faces many of these challenges, but we also have the ability to be the solution too. With that in mind the following questions

emerged:

- How can we make Liverpool the most exciting city in the UK?
- How can we create spaces and places that allows everyone to thrive?
- How do we create an inclusive city, so that we all have the same access to resources and opportunities?

A group of early career professionals in Arup Liverpool had been meeting to discuss these big questions. Recognising that there is much power in sharing knowledge and working together, we reached out to other young professionals in the city and in April 2019 established the Liverpool Ideas Forum.

Comprised of over 60 young professionals from 40 companies, and with the backing of the Mayor of Liverpool and Chief Executive of Liverpool City Council, the young professionals have been pooling their collective knowledge, creativity and innovative thinking to develop some tangible project ideas which will help

improve our city.

After identifying what we felt were the key trends which will drive change over the next 5-10 years, and the challenges that we will face as a City, four key themes emerged. These were:

Theme 1: Mobility and Work/Life Balance

Theme 2: Health and Wellbeing

Theme 3: Skills and Education

Theme 4: Decarbonisation and the circular economy

After working in groups to generate ideas addressing these themes, this book presents what we felt were the top, achievable ideas for improving Liverpool. All text, graphics, branding and concepts have been developed and curated by the young professionals themselves.

The Forum, although focused on ideas generation, has also provided an opportunity for young professionals across the city to meet, grow their network, enhance their skills, improve their knowledge of other sectors and to understand the challenges the City faces. In collaborating we have provided a voice to our young professionals, to help shape, and take ownership of, the Liverpool of their future.

For me, I'd like this project to be a call to action. This is our city. We have the skills, knowledge and resource when working together to make Liverpool a truly outstanding place to live, work, have fun and be happy. Importantly, through collaborating we can support our local authority colleagues in the significant challenges they face.

Pooling what is best about Liverpool, (and there are many great things!) to create 'Liverpool' solutions to some of our challenges, this book is a young professional vision for how the future could be.

I hope you enjoy what we have to say,

Kim Cooper

Senior Town Planner, Arup Liverpool



### DRIVERS OF CHANGE WORKSHOP

To identify the key challenges facing Liverpool, the young professionals participated in a Drivers of Change workshop, led by Marcus Morrell who leads Arup Foresight & Innovation (F&I) for Arup UK. Arup F&I is an internal think tank with a remit to help the firm and its clients better understand the drivers shaping change and to explore what the implications from these changes may be for any given focal issue- a project, a business, an industry or a geography.

Participants worked in groups to develop tangible ideas that the Mayor of Liverpool should consider

to make a better Liverpool; a better city for residents, workers, visitors, for the economy, jobs and for the environment.



▲ Drivers for Change workshop



▲ From left: Tony Reeves, Kim Cooper, Colin Sinclair, Julie Johnson & Garry Banks  
©Deana Kay

### IDEAS LAB EVENT

As part of the process for developing ideas, our groups tested their thinking with established city leaders at an 'Ideas Lab'. Each group gave a presentation and received feedback, advice and guidance from experienced professionals to help them further progress their thinking. The Ideas Lab provided an interesting insight into the passions and desires of our city's young professionals. The Ideas Lab panel consisted of:

- Tony Reeves, Chief Executive, Liverpool City Council
- Julie Johnson, Business Operations Partner, Morecrofts
- Claire McColgan, Head of Culture Liverpool
- Colin Sinclair, Chief Executive, Knowledge Quarter Liverpool
- Garry Banks, Director and Office Leader, Arup Liverpool (Panel Chair)



**80** participants

**44** companies

**17** skills

**10** sectors



*“Its really inspiring to know that we have so many talented people across Liverpool who care about the city enough to commit to trying to improve it.”*

Jack Farrell / Falconer Chester Hall

## FORUM DIRECTORY

The Liverpool Ideas Forum is made up of a collection of inspirational young professionals, all based within Liverpool City Centre and passionate about creating a better, more sustainable home.

### REBECCA ASHALL

CBRE

*Assistant Surveyor*

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### THOMAS ATKINSON

Derek Gough Associates

*Quantity Surveyor*

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### BETH BARLOW

Merseyside Pension Fund

*Investment Analyst*

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### JOSHUA BARLOW

MgMa Studio

*Part 2 Architectural Assistant*

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DeTrafford Construction Limited

*Assistant Quantity Surveyor*

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Architectural Emporium

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*Tesm Coordinator*

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VIGHNESH DAAS

Sensicon

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SOPHIE FOULKES

Curtins

*Structural Technician*

---

DANIEL GALLAGHER

Liverpool City Council

*Senior Development Officer*

---

EHSAN GERAMI

Mott MacDonald

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SARAH GOULDEN

Liverpool Hope University

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*Senior PR Account Executive*

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*Trainee Solicitor*

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**TOM MCGOVERN**

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*Apprentice*

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TOBY WALLIS

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MATTHEW WHELAN

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*Investment Manager*

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JESSICA WHITE

Torus

*Project Manager*

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MATT WILLIAMS

Faithful+Gould

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*Marketing & Social Media Executive*

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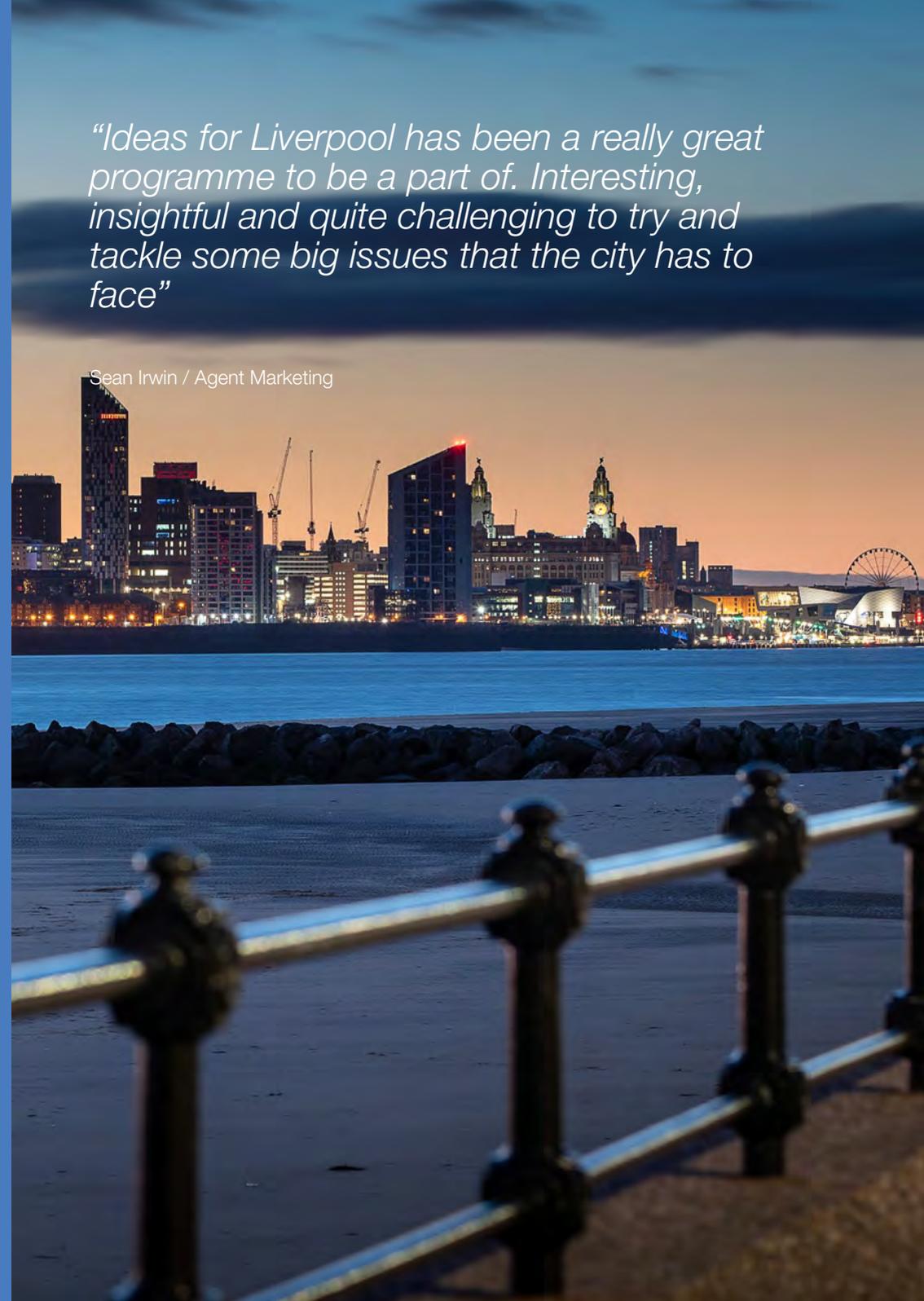
BEN WOODCOCK

Avison Young

*Senior Surveyor*

*“Ideas for Liverpool has been a really great programme to be a part of. Interesting, insightful and quite challenging to try and tackle some big issues that the city has to face”*

Sean Irwin / Agent Marketing



Discussions centred around four themes, each having great impact on the city now and in future years. The themes were explored and ideas developed.

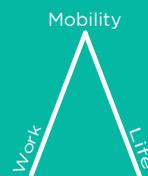
### THEME 1 - MOBILITY + WORKLIFE BALANCE

With a rise in the 'always on' work culture, stress, exhaustion and 'burn-out' are common feelings experienced by employees. It's hardly surprising when modern workers are putting in longer hours than ever before (both in and out of the office). When coupled with long daily commutes (the average daily commute lasts 58 minutes equating to 219 hours each year) people are 'on the clock' for significantly longer than their contracted working hours, with damaging results.

'Once we pass a certain threshold of working hours, our sleep starts to become impaired; we're more likely to feel depressed and stressed; and can even have a harder time communicating, collaborating and getting things done'<sup>2</sup>.

One recent trend has seen a shift towards strengthening work-life balance amongst employees. Initiatives such as flexible working, 4 day working weeks and working from home have shown stress, exhaustion and burn out to decrease, while also improving productivity. How we travel from a to b is also changing rapidly and there is now a greater focus on public and active transport modes. The trends in how we work, and how we travel to our place of work, will impact on how Liverpool develops.

How do we make Liverpool the best city for work-life balance?



<sup>1</sup> [www.tuc.org.uk/news/annual-commuting-time-18-hours-compared-decade-ago-finds-tuc](http://www.tuc.org.uk/news/annual-commuting-time-18-hours-compared-decade-ago-finds-tuc)

<sup>2</sup> [blog.rescuetime.com/work-life-balance-study-2019/](http://blog.rescuetime.com/work-life-balance-study-2019/)

### THEME 2 - HEALTH & WELLBEING

Health in Liverpool has improved considerably over the last few decades. However the city continues to have health and social inequalities and strong disparities in life expectancy; the gap in average life expectancy within different areas of the city is around 11 years<sup>1</sup>. That said, Liverpool has an ageing population but those residents who are living longer, are not necessarily living well. Although improving, the statistics regarding Liverpool's health and wellbeing makes sobering reading;



- 30% of Liverpool residents live with one or more long-term health conditions<sup>2</sup>
- One in three of the population experiences poor mental health, which is associated with reduced life expectancy of between 15-20 years<sup>3</sup>
- One in three Liverpool children are living in poverty; 11 of Liverpool's 30 electoral wards have job seeker allowance rates more than twice the national average<sup>4</sup>
- 86% of people in Liverpool are not active enough to maintain good health<sup>5</sup>
- 25% of Liverpool adults still smoke<sup>6</sup>

Good health and wellbeing of residents is important both for individuals and for the city; with healthy residents being an important factor in productivity, attracting investment and job creation. Healthy people are also happy people and importantly are more likely to remain healthy.

How do we reduce health inequalities to ensure our residents can live healthy, safe and fulfilling lives?

<sup>1</sup> [liverpool.gov.uk/media/9138/health-and-wellbeing-strategy-final.pdf](http://liverpool.gov.uk/media/9138/health-and-wellbeing-strategy-final.pdf)

<sup>2</sup> [liverpool.gov.uk/media/1355752/greenspacesstrategyrevised.pdf](http://liverpool.gov.uk/media/1355752/greenspacesstrategyrevised.pdf)

<sup>3</sup> [www.liverpoolexpress.co.uk/wp-content/uploads/2014/01/Health-commission-report-low-res-for-web.pdf](http://www.liverpoolexpress.co.uk/wp-content/uploads/2014/01/Health-commission-report-low-res-for-web.pdf)

<sup>4</sup> [liverpool.gov.uk/media/9138/health-and-wellbeing-strategy-final.pdf](http://liverpool.gov.uk/media/9138/health-and-wellbeing-strategy-final.pdf)

<sup>5</sup> [liverpool.gov.uk/media/1355752/greenspacesstrategyrevised.pdf](http://liverpool.gov.uk/media/1355752/greenspacesstrategyrevised.pdf)

<sup>6</sup> [liverpool.gov.uk/media/1355752/greenspacesstrategyrevised.pdf](http://liverpool.gov.uk/media/1355752/greenspacesstrategyrevised.pdf)

### THEME 3 - SKILLS & EDUCATION



To secure a successful, prospering and resilient economy in Liverpool, we need to ensure our labour force is equipped with the skills necessary to fulfil the jobs available now, and in the future.

Liverpool, like other core cities, faces numerous barriers to economic growth, including a historic skills gap, too few private sector jobs, high levels of worklessness, graduate retention and pockets of concentrated poverty<sup>1</sup>. 16% of working age residents in Liverpool have no qualifications—double the national average and only 35% of residents have a degree level qualification below the national rate of 38%<sup>2</sup>. Furthermore, there remains a lack of understanding and awareness of the skills required to enter and succeed in different sectors and businesses resulting in a disconnect between skill supply and skill demand.

The Combined Authority is investing £400 million in schemes focused on creating jobs and apprenticeships, renovating and upgrading schools and colleges, and helping long-term unemployed back into work. To support this, we also need to improve careers advice, develop mentorship systems, improve commercial awareness and enhance peer-to-peer networking opportunities.

How do we ensure that everyone in Liverpool has the skills and sector understanding necessary for them to succeed in their chosen profession?

1 [www.liverpoollep.org/wp-content/uploads/2016/06/SGS-Final-main-lowres.compressed.pdf](http://www.liverpoollep.org/wp-content/uploads/2016/06/SGS-Final-main-lowres.compressed.pdf)

2 [liverpool.gov.uk/media/1356877/mayoral-growth-may-2018-a3-spreads.pdf](http://liverpool.gov.uk/media/1356877/mayoral-growth-may-2018-a3-spreads.pdf)

### THEME 4 - DECARBONISATION & CIRCULAR ECONOMY



The Earth's climate is changing at a faster rate than ever before. The reason? Us.

Burning fossil fuels, industrialisation, cattle farming, palm oil plantations and deforestation are some of the top contributors to high CO<sub>2</sub> and greenhouse gas (GHG) emissions. As a result, the amount of CO<sub>2</sub> in Earth's atmosphere has increased exponentially with devastating effects. Compounding this, the health of important ecosystems has declined, making the situation worse; plants which were previously absorbing excess carbon are now no longer available to play this vital role.

The result? Drier, hotter conditions; sea level rise and flooding; increased frequency and severity of extreme weather events; air pollution; acidic oceans. The list goes on. In light of increasing urbanisation, cities must adapt and transform so they can be resilient to these stresses and shocks.

With local authorities such as Wirral Borough Council and Liverpool City Council declaring a climate emergency, decarbonisation and the circular economy have never been more important. Our local authorities have recognised that action is needed and have set targets—the Liverpool City Region Sustainable Energy Action Plan (SEAP) commits Liverpool to becoming a zero-carbon city region by 2040<sup>1</sup>—but is it enough?

How does Liverpool survive and thrive in the face of a climate crisis?

1 [www.liverpoollep.org/wp-content/uploads/2015/06/wpid-lcr-sustainable-energy-action-plan-07-2012.pdf](http://www.liverpoollep.org/wp-content/uploads/2015/06/wpid-lcr-sustainable-energy-action-plan-07-2012.pdf)



## MOBILITY + WORKLIFE BALANCE



### IDEAS

Tide Line  
Green Avenues  
Werk

# MOBILITY + WORKLIFE BALANCE

The issue of mobility is key to any city, but it's especially pressing to Liverpool in 2019. With wealth, health and life expectancy disparities across the city boroughs, how can a change in mobility help solve some of these challenges?

## Team

Sophie Foulkes, Joshua Barlow, Thomas Atkinson, Pippa Hought, Ian Ford and Joe Keggin

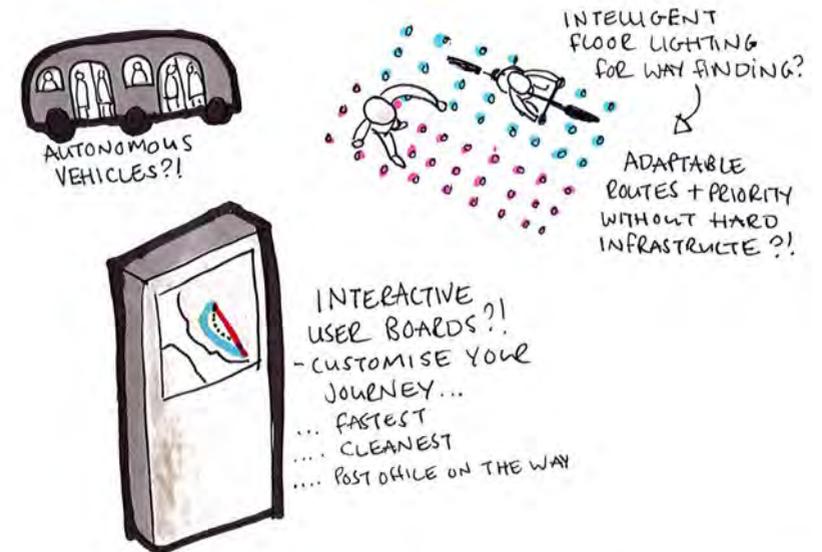
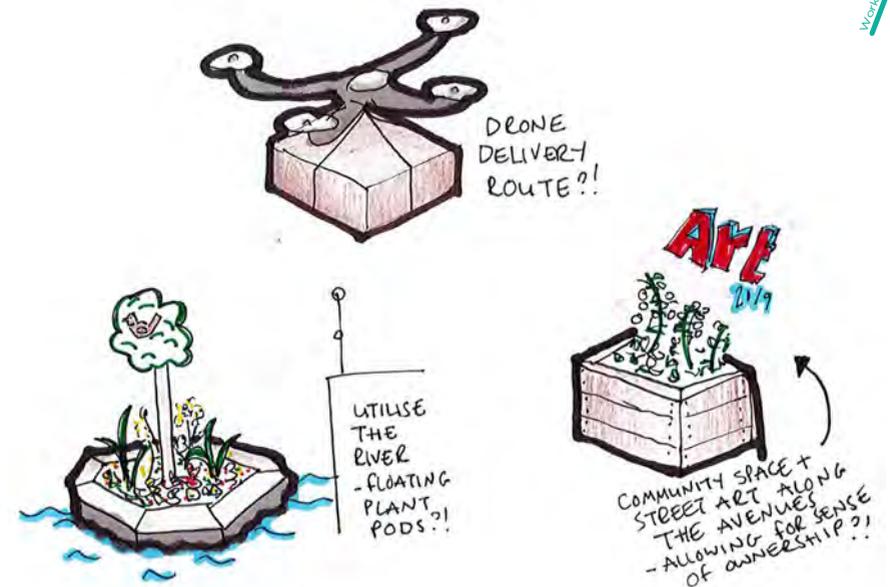
## DISCOVERY

As a waterfront city, Liverpool cannot expand at all in one direction. This is despite the waterfront becoming ever more important, with developments including Festival Gardens, Everton Football Club's proposed new stadium and increasing tourism numbers year-on-year. We did a recce on the waterfront, observing how much of it was currently open to the public and tracing a viable route along it which would build on existing infrastructure and thus cause minimal disruption.

Liverpool remains a city with significant wealth disparity, and our research shows this directly correlates to life expectancy and childhood obesity. A recurring theme was that many of the areas with the lowest life expectancy and opportunity

were also those furthest away from the waterfront and the city centre. Combined with the expense of public transport and the changing nature of public services, this leaves a lot of people increasingly isolated. We wanted to consider how mobility could help to solve this.

Due to the layout of the city and the increasing density of jobs in and around the city centre, Liverpool's congestion problems show no sign of alleviating unless action is taken. The implications for the environment are finally being discussed, but there is also a significant impact on people's mental health; this was another issue we aimed to provide solutions for.



## INITIAL IDEAS - MOBILITY!

IDEA 1 - TIDE LINE

Liverpool Tide Line - an unbroken path along the waterfront connecting from Liverpool John Lennon Airport, through the city centre and north as far as Crosby beach.



▲ Liverpool Canal Link ©David Millington

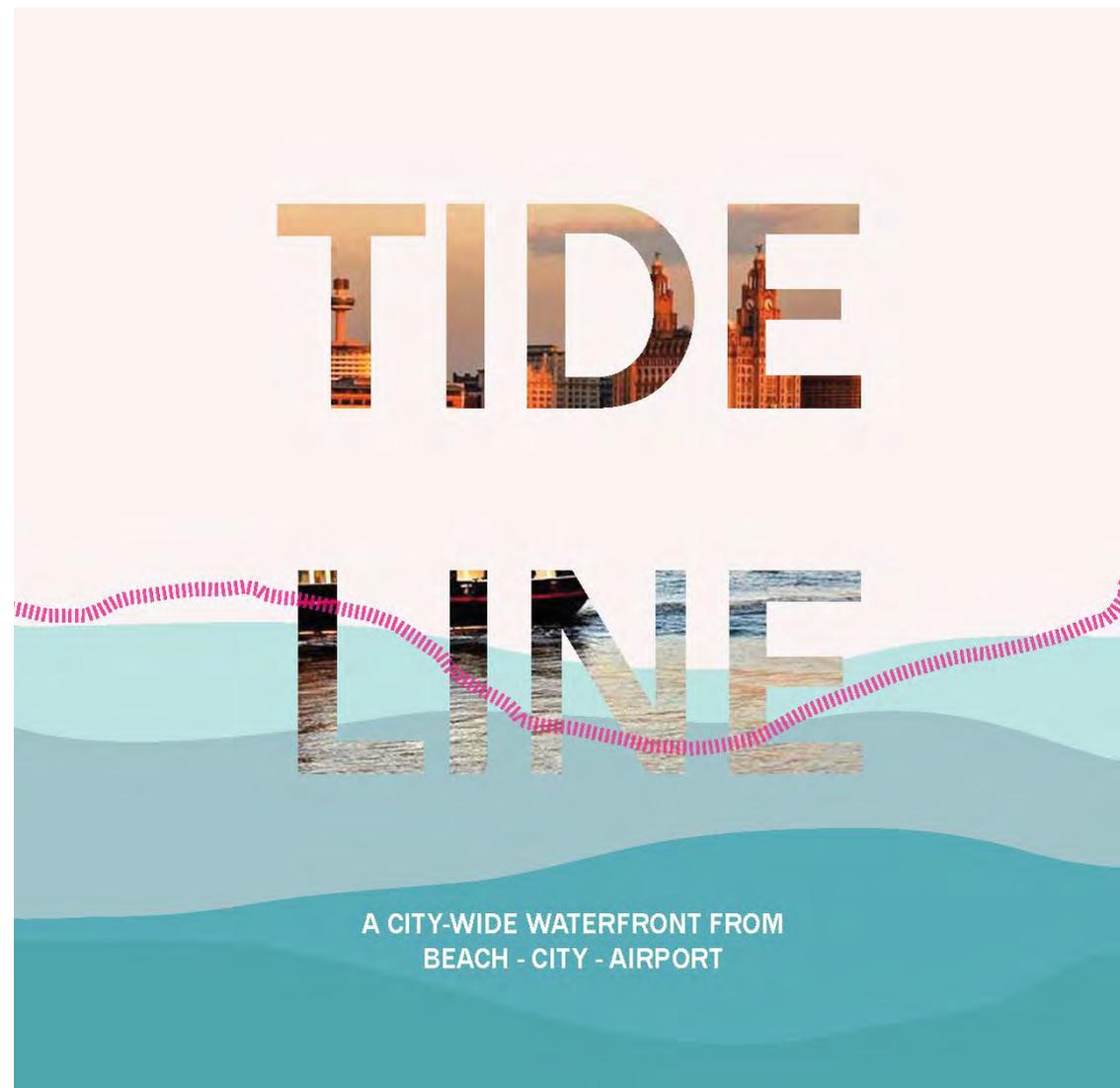
Liverpool's waterfront is an asset jealously eyed by cities around the UK and beyond. We all know how the water is inextricably linked to the city's history, its character, its industry and image - as borne out by the plethora of camera-wielding tourists around the Albert Dock and Pier Head on any given day.

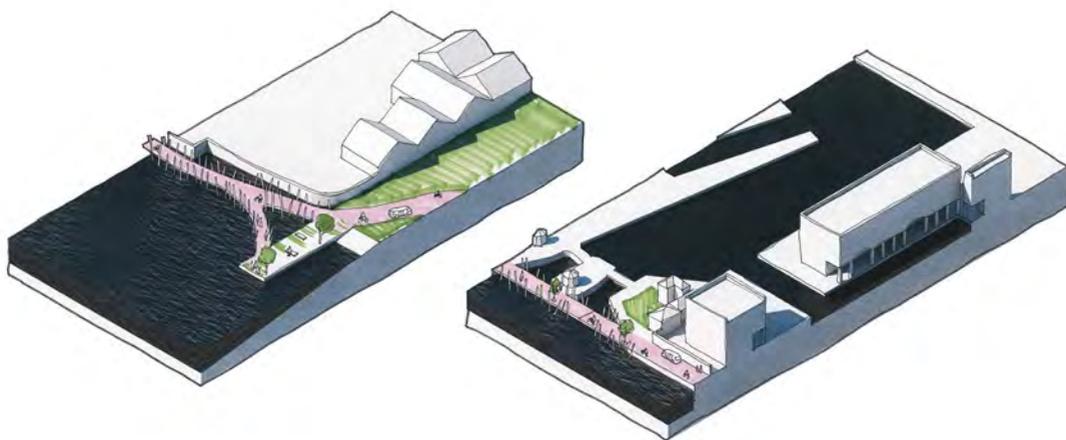
However, we feel that it's not used to its full potential. Outside of the city centre, vast swathes of it are barely used, either because they are inaccessible, poorly signposted or feel isolated.

From looking at ward profiles for the city, it was clear that the waterfront was particularly inaccessible to the wards with the highest levels of poverty and lowest life expectancy.

We have set out to imagine the future of the waterfront - one that is adaptable, inclusive and accessible to the whole city.

Concept for the Tide Line brand >





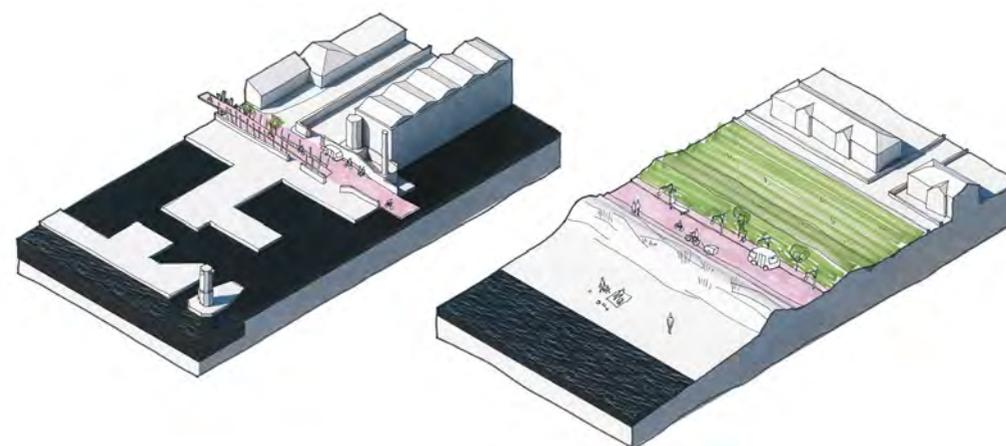
The Tide Line would build on existing infrastructure to create an unbroken route stretching from airport to beach, blending seamlessly with its surroundings as well as big infrastructure projects such as Festival Gardens, Liverpool Waters and Everton Football Club's proposed new stadium.

This route would be for the shared use of pedestrians, cyclists and environmentally-friendly public transport to make the Tide Line truly accessible to all.

We believe that the Tide Line will have the effect of opening the waterfront to the whole city and deliver real, immediate benefits for

people whether they are commuting, exercising, or spending free time there. It can address problems as diverse as transport, mental health and sustainability and show Liverpool as a genuinely innovative city that is reimagining what infrastructure means in the 21st Century.

This project can be delivered now without excessive financial outlay or structural upheaval. The key partners would be Liverpool City Council, Sefton Council and Liverpool City Region Combined Authority, as well as private sector partners who either own land or have interests along the route - including Peel L&P, Everton FC and Liverpool John Lennon Airport.



### IDEA 2 - GREEN AVENUES

**Green Avenues - five green routes stretching from the Tide Line to different parts of the city bringing the water to the furthest parts of the city**

Expanding on the first idea, we would plan an initial five routes leading from the Tide Line to different parts of the city. Again, they would encourage active travel with some free public transport up and down the routes.

It would build on existing, underused infrastructure, similar to what Liverpool Loop Line has done in the east of the city.

These avenues would not just be a thoroughfare, but address problems in themselves. They would act as

a community hub, with practical facilities for the 21st Century including package collection lockers, one-stop-shop services and space for communities to use as they see fit.

Our initial routes are:

- To Croxteth, via Anfield and Walton
- To Wavertree, via Toxteth
- To Kirkby, via Bootle
- To Childwall, via Garston
- To Kensington, via city centre

Trades Union Congress (TUC) reported in November 2018 that rail commuters face the longest journeys, taking an average of 2 hours and 11 minutes every day. Drivers spend 52 minutes on the road to work and back, while bus commuters spend up to 79 minutes in traffic congestion. The TUC blames growing commutes on three main factors, one of which is real lack of flexible and home working.

## Team

**Daisy Reed, Sophie Hanson, Daniel Gallagher, Michael Southern, Anna Kochan, Alex Nurse**

## DISCOVERY

Coworking or hotdesking can offer a solution to a wide range of problems for either work-at-home professionals, people who travel long distances by both public and private transport or those who travel short to medium distances but suffer daily with traffic congestion on road networks.

Although work-at-home professionals receive the benefits of not having the arduous daily commute, they don't benefit from the shared values of

working with others and the social interaction that brings. Lone working for some, can be lonely.

Co-working is about establishing a new working culture of flexibility and collaboration and ultimately the creation of a new working community. We see this now regularly in Incubator centres, often set up for science or tech industries.

Average UK commute length (both ways)	2007	2017	Change 07 - 17
Mins per day	53.6	58.4	+4.8
Hours per year	201	219	+18



“Store closures hit record levels...an average of 16 stores a day closed, as restructurings and the online migration of shopping and services continue to hit the high street”

▲ Aigburth Road & Lark Lane, Liverpool

PwC and the Local Data Company report Sept 2019

The emergence of the internet and the rise of Amazon has resulted in a structural change in how ‘We’ shop. Poorly performing high streets and boarded up shops are a result. The likelihood of preserving and creating an inclusive, integrated and cohesive community is diminished. Struggling high streets need to be made attractive for investors and businesses. Expanding knowledge based industries onto the high street for highly skilled workers and professionals is one way to revitalise decaying urban centres.



IDEA 3 - WERK

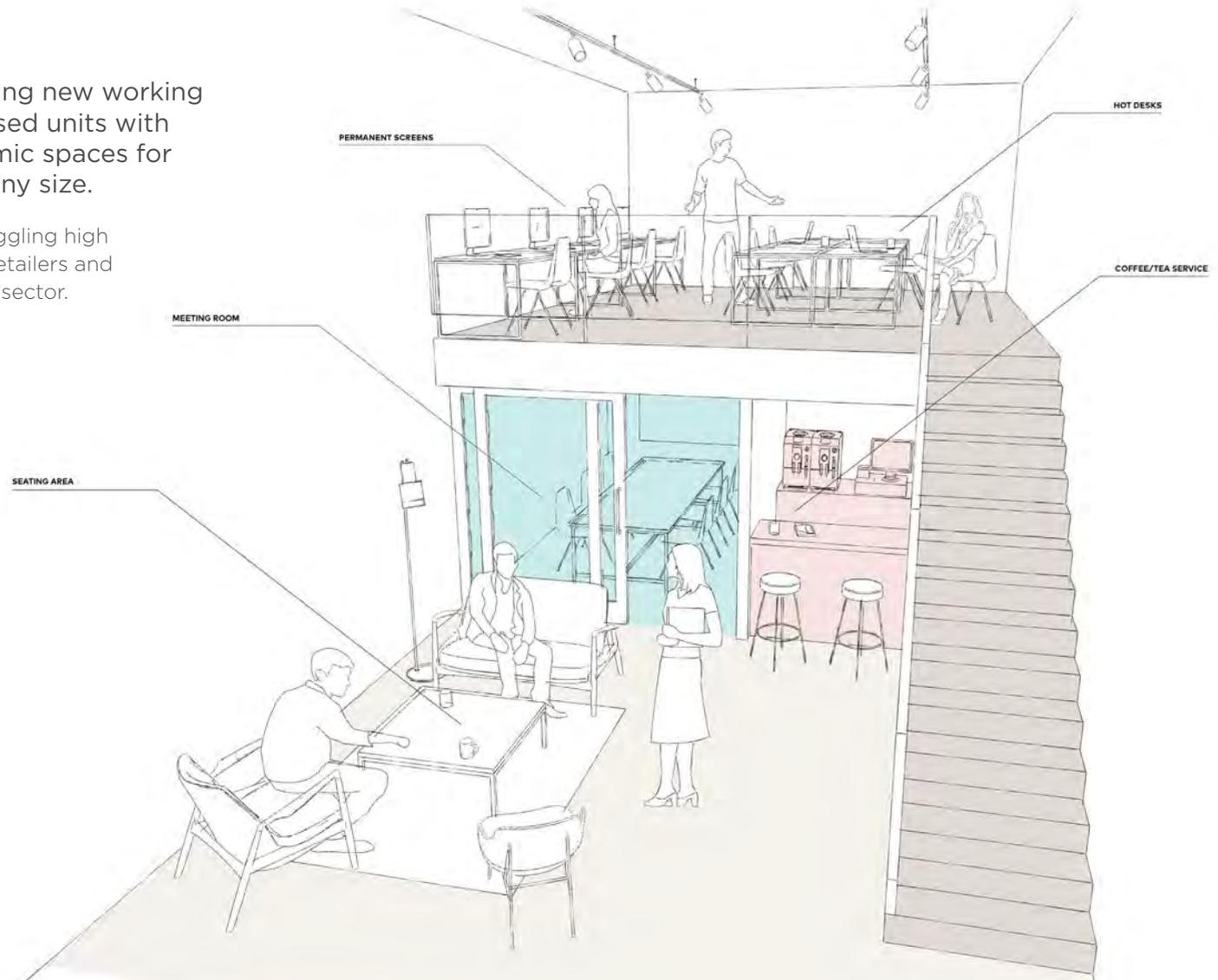
Suburban Hotdesking - a.k.a **werk**. Introducing new working spaces by reinvigorating empty or underutilised units with a focus on the High Street. Creation of dynamic spaces for individuals and employees of companies of any size.

This idea will establish knowledge based workers on struggling high streets, creating attractive investment opportunities for retailers and independents. They can be operated by public or private sector.

Sustainability is often defined as meeting the needs of the present without compromising the ability of future generations to meet theirs. It has three main pillars: economic, environmental and social.

Werk. would be different from the traditional co-working environment. It would still provide a destination for companies and individuals, however would be focused on the suburbs of the City of Liverpool and wider Region as opposed to the City Centre.

People spend too much time commuting into city centres by various means causing stress, demotivation and ultimately an unhealthy work-life balance. It is a common sight in city centre's to see queues of cars and buses and heavy traffic flows and the pedestrian is forced to breathe in the fumes. It isn't environmentally friendly or responsible to unnecessarily travel. If people could travel a shorter distance at more convenient times it would reduce commuting times, the number of people overall on the road network and air pollution. Progressive change is needed in how people live, work and move around in the city.



**werk.**

crosby.woolton.oxton.aigburth.countryroad.westkirby.heswall.huyton.southport.sthelens.speke.crosby.woolton.oxton.aigburth.countryroad.

## HEALTH & WELLBEING



### IDEAS

Tide Line  
Green Avenues  
Werk

# HEALTH & WELLBEING

Our mission is to creatively communicate positive health and wellbeing initiatives to every resident in Liverpool that will inspire and engage the city as a whole and will promote a healthier and more vibrant place to work and live.

## Team

Rebecca Ashall, Jon Cooper, Alex Dunn, Luke Ferguson, Katy Kernohan, James Mulcrone, Jamie Nicholson, Emily Witter, Kate Costello.

## DISCOVERY

The Drivers of Change workshop highlighted a number of common themes such as :

- A general sense of loneliness amongst certain sectors of society
- The need to generate community spirit
- The need to encourage volunteering across the city

- The need to change the perception that Liverpool is not a green city

From these key issues, the team then generated a number of ideas which we believed could help tackle some or all of these challenges. These ideas included annual street closures to encourage community interaction, pedestrianising selected roads within the city to reduce traffic and create opportunity for more green spaces, and a platform for volunteering & time sharing.

Two ideas emerged.

The first was to combat loneliness and to encourage volunteering, in order to create a more inclusive society and one which could provide mutual benefits for all parties.

We decided to move forward with a volunteer & time sharing idea as we believed that this had the potential to have the biggest impact on the city in terms of improving health & wellbeing.

The initial idea was to create a centralised platform which would enable residents to see what volunteering opportunities are available in Liverpool, and build up a form of 'time credit' as their reward which could then be exchanged across the city for various things.

From this high level idea, the team then explored the details of exactly how this idea could be implemented in Liverpool, which events would be best to support it, and how the 'time credit' could be used.

The second idea was focused on changing the perception of Liverpool as a green city and sought to achieve the carbon neutral incentives set out by the local authority.

We discussed general themes such as:

- The lack of good bike storage



- The disconnected nature of the existing cycling network
- The lack of awareness around cycling
- The need to highlight Liverpool's 'best bits' through cycling
- The public perception of cycling versus that of the perception in other cities - Copenhagen and Amsterdam



< Drivers for Change workshop

Photo by Carl Raw, Unsplash.com >



▲ Cyclists in Liverpool One ©Jon Cooper

Through research, the group noticed that there was already an undercurrent of bike schemes and initiatives for encouraging cycling but they weren't widely advertised or communicated.

Our thoughts were that our idea would complement this and create an overarching and joined up approach.

We considered that there was already an existing infrastructure which would allow for amendments for bicycles and cycle paths to be created. For example plenty of duplicate roads leading to one place and plenty of derelict buildings which would easily

be created into 'cycling nodes'.

We knew that cycling nodes could be made into wider community hubs which would support local areas and enhance the general perception of cycling. It was for the reasons above that we understood that there could be substantial improvements made across the cycling network as a whole.

The culmination of research and development lead to the creation of two ideas; **Givapool** and **Bike More Car Less**.

Amsterdam road crossing ©Christian Lendl >

“Amsterdam was a perfect model for bikes as a main form of transport and a format that we thought other cities should be striving for”

Katy Kernohan - Royal College of Physicians





IDEA 1 - GIVAPOOL



Givapool provides a centralised, online platform to broadcast opportunities for time and skill exchange across Merseyside.

Givapool promotes physical and mental wellbeing among participants while fulfilling the needs of local companies and charities.

Givapool's take on time-banking enables volunteerism, which is positively associated with health and wellbeing, not only bolstering the health of volunteers but also fostering healthy, resilient communities. In particular, there are strong associations with improved mental health, nurturing positive health-related behaviours, and a reduction of social isolation amongst marginalised and vulnerable groups.

By promoting volunteering and increasing social capital, Givapool has the opportunity to positively impact the wellbeing within and across communities in Merseyside.

Givapool connects participants with opportunities to volunteer with companies, charities, and one-time-events. Through this time-banking scheme, hours accumulated can be exchanged within Merseyside for benefits to assist the improvement of individuals health and wellbeing.

FEED PROFILE LOG IN MAP THEME



“It’s clear that the community of Liverpool are excited to be involved and that there really is a need for Givapool.”

Emily Witter - DTM Legal



Givapool aims to:

**1. Bring communities together**

We want to bring communities together to help raise the awareness that everyone can make a difference. We want to promote the importance of working collaboratively.

**2. Provide new opportunities for everyone**

Givapool will provide new opportunities for all skills/age levels with no barriers. Givapool will help improve any relevant skill shortages.

**3. Meet new people and make new friends!**

Givapool will provide the people of Liverpool opportunities to meet like-minded people and hopes to combat the ever-increasing loneliness epidemic.

**4. Givapool will convert scrolling into productivity.**

We want people to scroll to find their next opportunity and make a difference. On average, we spend 3 hours and 15 minutes a day on our phones. Givapool will convert these hours into productivity!

Givapool, would be rolled out across the city with the ability for organisers to upload events and/or requests for volunteers. The app would enable potential volunteers to easily search and join events across the city.

We envisage the app being launched at student “RAG” weeks / having stalls at events to promote and encourage sign ups across the student body and across the whole city.

**Event stakeholders:**

- Liverpool City Council
- Sefton Council
- Visit Liverpool
- Culture Liverpool
- ACC and Exhibition Centre
- Major Event planners within the city for large/outdoor events

**Other volunteers agencies:**

- City stars
- LCVS

**Universities and other colleges:**

- Liverpool John Moores
- University of Liverpool
- Edge Hill University
- Hope University

Implementation:

**Short Term:**

Development of database / Building relationships with stakeholders / Funding opportunities / Key influencers

**Medium Term:**

Development of the application

**Long Term:**

Corporate involvement

“We have approached and secured interest from the University of Liverpool to explore how they can support promoting ‘Givapool’ to their staff and student body, contributing volunteers and opportunities for volunteering in the community.”

Jon Cooper - Agent



IDEA 2 - BIKE MORE. CAR LESS.

BIKE MORE. CAR LESS. is a cycle-centric initiative which aims to increase legibility of existing cycle routes, enhance connectivity throughout the city and promote more responsible, active forms of personal transport.

**BIKE MORE.  
CAR LESS.**

Within the Liverpool city region, a significant number of residents achieve less than the recommended daily amount of physical exercise.

Research suggests that this has an adverse effect on everyday quality of life, life expectancy rates of residents and is a contributing factor putting local health services under increased strain. Conducive to this is the city's dependency on automotive transport.

Not only does this dependency directly impact resident's health and wellbeing through inactivity, it is also instrumental in defining the air quality of central Liverpool for locals and visitors alike.

Whilst changes at local policy level are being made to reduce the use of certain fuels, BIKE MORE. CAR LESS. looks at changing the way we look at transport and promotes alternative ways for how we move across the city.

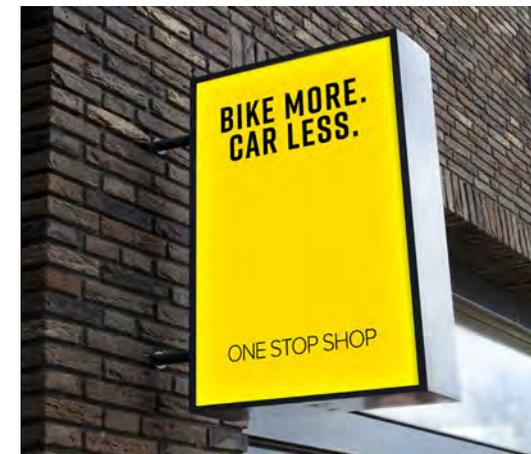
The idea behind BIKE MORE. CAR LESS. is to raise the profile of cycling and to make it the primary form of transport throughout the city.

Initially, steps would be taken to improve the legibility of existing cycle networks across the City which would dovetail with minor changes to local policy, placing greater emphasis on the safety and accessibility of cycling whilst promoting it's inherent health benefits.

Longer term, this would evolve into providing communal 'nodes' located between the existing transport network to provide secure storage and which bridge the gap between many residents and local Metro Rail stations. Newly formed facilities could also include provisions to trade, repair or loan bikes to their visitors.

“We researched local council initiatives to understand the baseline we were working from, local projects that were already leading the way and asked local universities for input from their student and staff bodies to build a picture of the current city and how we could improve it.”

Jamie Nicholson – ArchiPhonic





The end goal of Bike More, Car Less is to increase public engagement with cycling whilst moving away from a reliance on automotive transport. The city has the potential to reach, and exceed, its ambition to become synonymous with sustainability and the bike revolution is an important strand for achieving this.

Next steps:

**1. Improve the legibility of existing cycle networks**

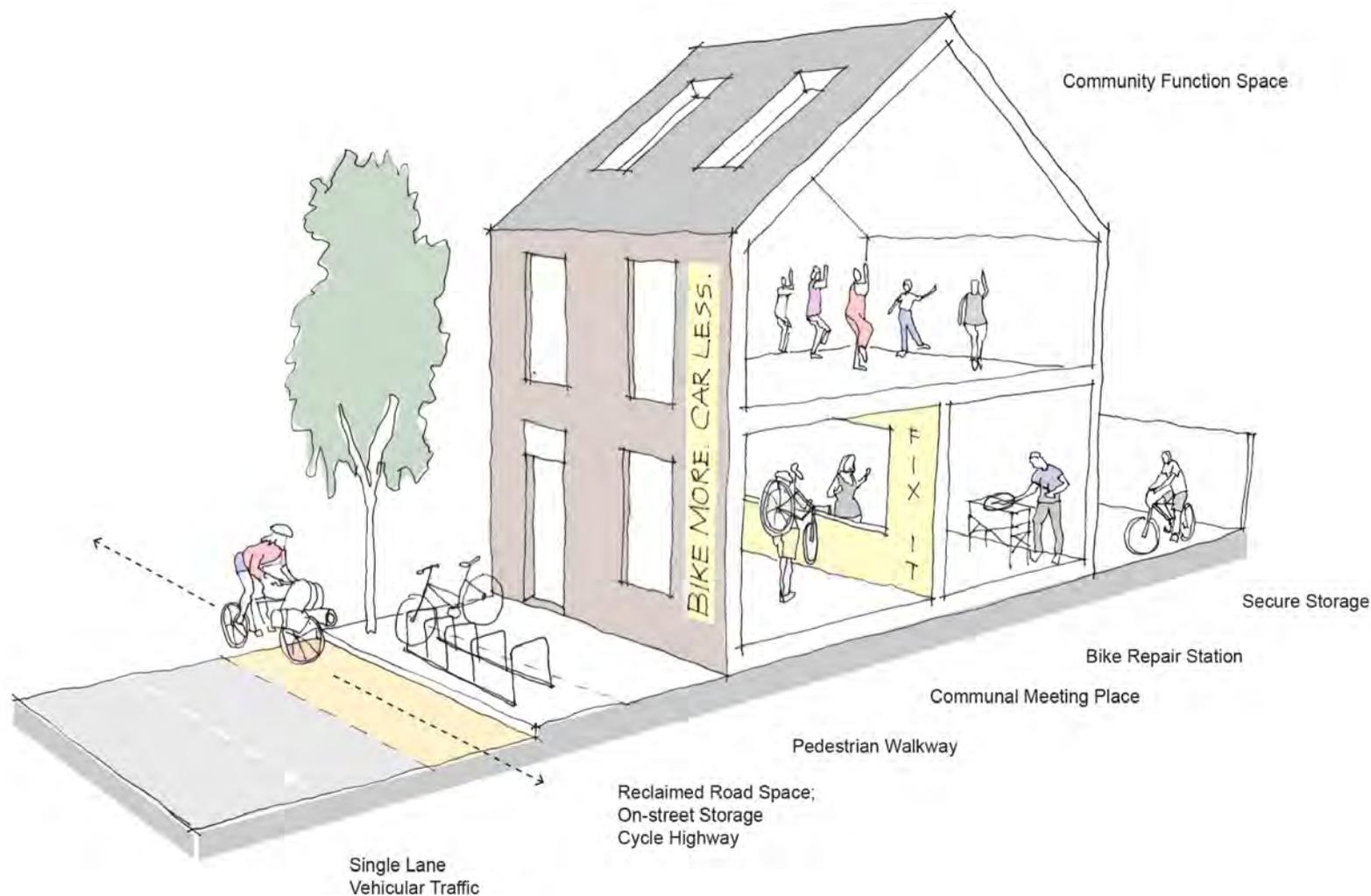
across the City with branded signage to show the Council's support of the scheme.

**2. Minor changes to local policy**

which place greater emphasis on the safety and accessibility of cycling whilst promoting its inherent benefits.

**3. Providing communal wellbeing 'nodes'**

located between the existing transport network to provide secure storage and wellbeing facilities such as repair cafes.



## SKILLS & EDUCATION



**IDEAS**

In2

# SKILLS & EDUCATION



Liverpool has some frightening statistics despite its established centres of excellence in various industries and though it is home to world leading institutions. There is a disconnect that we need to solve, to drive inclusive growth.

## Team

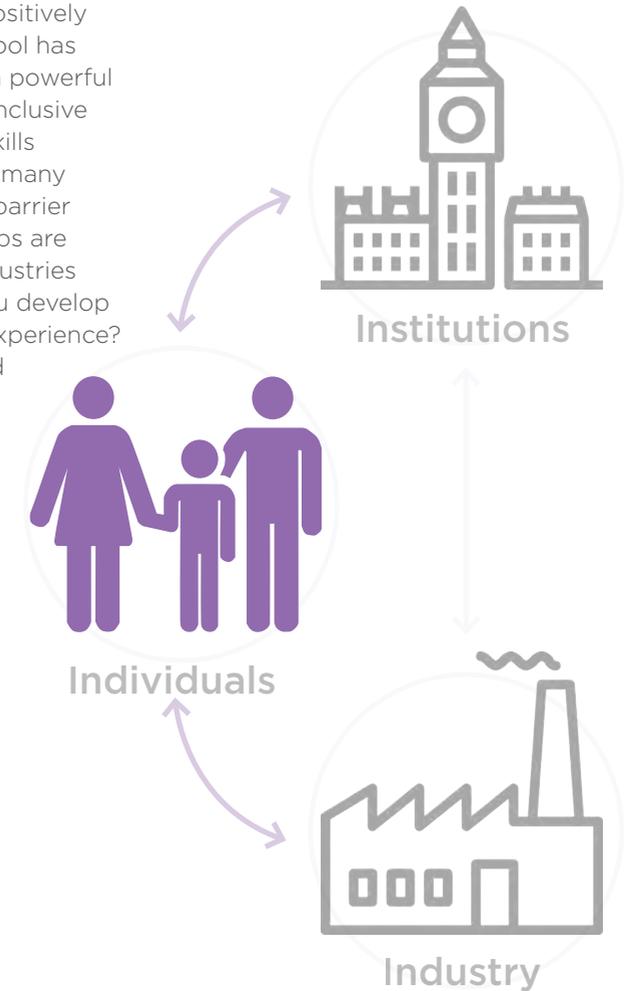
**Dan Costelloe, Jack Farrell, Sarah Goulden, Paul Guyers, Jenny Harden, Sean Irwin, Xiaorong Li, Alex Parkington, Matthew Whelan, Jess White, Matt Williams.**

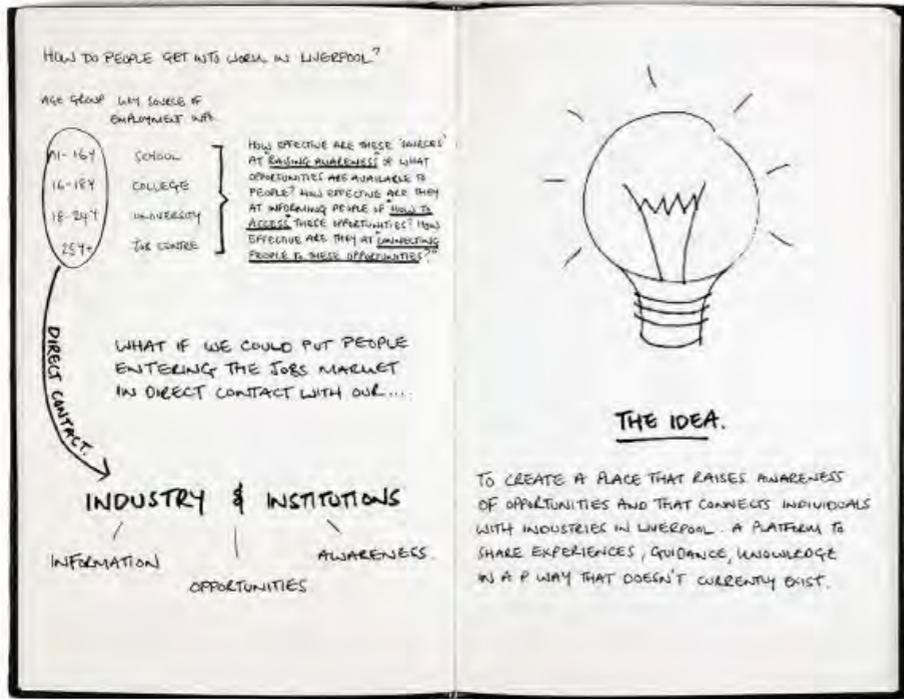
## DISCOVERY

Exploring the current perceptions of skills and education started with a discussion about our own experiences. With team members having completed or still studying apprenticeships, degree apprenticeships, traditional degree education as well as on the job experience/vocational courses across the city region, it was immediately identified that there were some common problems with 'the system'. In Liverpool today, there are 45,800 unemployed people wanting a job, equating to 1 in 5 households entirely without work. We know the challenges.



There are vast amounts of people who live this reality every day, but there are even more people living and working in the city who with the right skills and education contribute positively to the city's growth. Liverpool has the ingredients to become a powerful economy and kick start its inclusive growth agenda. There are skills available, jobs available and many pathways to get there. The barrier to this? Awareness. What jobs are out there, what skills are industries looking for, and how can you develop skills if you don't have the experience? Moreover, where do you find out this information?





AIMS AND OBJECTIVES

- 1 Create a place that gives the people of Liverpool entering the jobs market **access to the opportunities** available within our city
- 2 Develop a place where people can discover the businesses, of all sizes, across our city and gain a **greater understanding** of what it is they do
- 3 Provide a space for businesses to **promote themselves** and explain what it is that they do and what sets them apart without the need for marketing jargon
- 4 Provide a resource where

- 5 people can find out what skills, experience and qualifications are **needed for roles** with profiles from real people written in a clear, easy understand way that isn't focused all about recruitment
- Develop a forum for **connecting** potential candidates wanting to enter a sectors with real life businesses and staff who want to help and can offer meaningful advice and guidance
- Develop a **platform for anyone** in the City who are seeking their first role in industry, who are committed to improving their career prospects and want to explore a new way to



IDEA 1 - In2

In2 is an online platform that connects individuals, industries and institutions to share information about skills and opportunities within Liverpool, in a way that has never been done before.

The digital platform we are proposing to develop will connect individuals looking to enter the jobs market directly with a real person working within the industry they want to find out more about, setting them up to provide support, advice, guidance and mentoring. For industry, the platform will provide real social value and a chance to give back to the local community and economy by allowing employees to offer their advice and guidance through mentoring. For institutions, it is a place to showcase what is on offer across the city on a platform that is already connected to candidates and employers.

A positive output is for the Local Authority to be able to understand the current status of skills and education in the city (due to the data rich real time nature of the platform) to inform future decision making on policy.

# In2

## Welcome to In2

When thinking about a new career, it can be difficult to know or navigate what is out there. Unless you know an industry, it is difficult to see the opportunities.

In2 is an online platform, developed to provide those thinking about a new career in Liverpool with the most useful information, relevant advice and industry guidance they need to make a decision.

This information is provided by industry and gives a meaningful insight into the careers and opportunities in the region.

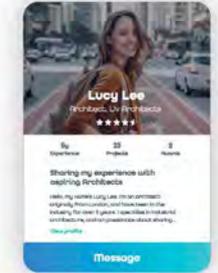
How do I get into...



# In2

## Meet your mentor

Congratulations Mike you've Found yourself a mentor.  
This is the first step to finding out more about a new career. Lucy will be able to guide you through your journey and share her valuable knowledge and experiences with you.



<Back

Next>

# In2

## Become an industry mentor

Business

Individual

Industry

Housing

Good news!  
There are a lot of people that could use a mentor like you.

48 People looking for a mentor in your industry

Business name  
Insert business name here

Business size  
26 - 50 employees

Email address  
example@company.co.uk

Get started>



NEXT STEPS FOR In2

Step 1  
**IDENTIFY CHAMPIONS**

Outline a strategy of how best to reap the rewards of the platform in either the public or private sector. Key 'Champions' are then to be engaged to act as the anchor stakeholders.

Step 2  
**DEVELOP THE BUSINESS CASE**

Champions to develop platform contents and business mechanics.

Step 3  
**BUSINESS BUY-IN**

With the platform mobilised, it is paramount that local businesses of all sizes in the city engage with the scheme to develop database of mentors.

Step 4  
**DEVELOP THE CONTENTS**

With stakeholders committed to becoming a mentor, the platform content needs to be developed to ensure its provides users with a clear, informative place to engage with mentors across the city.

Step 5  
**BRAND AWARENESS**

With the platform up and running, people need to know about it! The benefits of utilising the platform need to be clearly prescribed and attainable for Liverpoolians.

Step 6  
**EVOLUTION AND GROWTH**

A constant process of updating and developing the platform content is needed to ensure that it remains relevant to the city's dynamic economy.



## DECARBONISATION & CIRCULAR ECONOMY



### IDEAS

Green Triangle  
Liverpool's Organic Roof  
Consortium  
E-COLlective

Decarbonisation & the circular economy are themes we feel passionately about. It was inspiring to gather our thoughts as a collective in order to establish how we in Liverpool can come together to tackle the current global climate crisis

## Team

**Doug Smith, Beth Barlow, Harriet Powell-Hall, Mark Russell, Amanda Hughes**

## DISCOVERY

At the forefront of public and government attention, from the Kyoto Protocol to the more recent Paris Agreement, decarbonisation and the shift away from a linear waste system have been key to addressing global warming, resource scarcity and pollution amongst a host of further benefits. Furthermore, this is a focus of the United Nations Sustainable Development Goals.

A key challenge is the global scale of the issue. It became clear that it was important to focus our ideas at a local level to ensure we as a city can take responsibility in tackling the climate crisis. This, coupled with creating ideas that have the greatest impact in the support of decarbonisation whilst remaining feasible and realistic in the current economic climate

proved to be the hardest balance to strike. With public funding cuts across government bodies it was clear that economics, whilst not the driver, would always need full consideration.

From the get-go we felt that ideas supported by the public and driven by local communities, businesses and local authorities were key to the success. This resulted in a community engagement aspect to decarbonisation and encourages the city's residents and businesses to work together in improving their surroundings to become more sustainable in the long term. We want Liverpool to lead by example and start the journey to become the UK's first truly green city through the implementation and development of our two ideas.

Our initial thoughts focused around influencing decarbonisation within the city through the circular economy paying particular attention to utilising waste to reduce landfill. Seeing significant progress already made in this area, we diverted our efforts to a subject already under review by the City Council; reducing traffic within the city centre.

Whilst the Lime Street pedestrianisation plans are due for completion in 2020, similar schemes have already been implemented globally. The Greenway Network in Vancouver is a coordinated programme incorporating road closures, diversions, wider sidewalks, speed restrictions and bike lanes. The city was able to provide a greenway within a 25 minute walk or 10 minute bike ride from every residence in Vancouver.

With Liverpool's architectural heritage our group wanted to incorporate retrofitting into our decarbonisation projects. The logistics of this idea required significant research but its variability in terms of scope let us be quite creative. Proposals included technology incubators and testbeds for the latest technologies through to urban farm opportunities. Across the

world, there are many examples to take inspiration from; in Europe, Paris is looking to have the biggest rooftop farm in the world to prove the model of sustainable food production in cities whilst aiming to feed the South-West of the city, reduce food miles and remove harmful pesticides. In America, Washington DC has the Green Area Ratio which is an environmental sustainability zoning regulation that incentivises the use of green roofs. While in Chicago, they have the Floor Area Ratio Bonus for those with over 50% green roofs, allowing developers to make more money by building more square footage on the same plot. San Francisco has become the first city in the US to mandate solar and living roofs on most new constructions taking place. At least 15-30% of roof space on new builds will have solar, living roofs or a combination of both.



Green Roof Project, Washington DC >  
©U.S. Department of Agriculture

IDEA 1 - THE GREEN TRIANGLE

A reimagined Ropewalks that capitalises on its central location and narrow streets, utilising multi-modal transport with a focus on cycling and walking to improve health, air quality and reduce emissions in the city centre.



The streets within Ropewalks are narrow, full of character and at most times, busy. The challenge is how to open up the Ropewalks area to residents, visitors and proprietors in a way that can contribute to the wellbeing of people and planet.

Different times of the day leads to a different use of public realm within the Ropewalks area. The daytime economy differs from the night time economy, the transport needs vary depending on the day and time of the week. A one size fits all approach is not viable for this dynamic quarter of the city, now is the time to address this and create



a space where wellbeing is at the forefront.

The phased approach to implementation is to enable a cohesive area of the city by which businesses and customers are inspired by their surroundings in order to make Liverpool a leader in becoming a Green City.



By limiting private vehicles, more of the streetscape can be activated, providing an improved offering from businesses and the public realm.

The total reimagining of the Green Triangle will be supported by the introduction of transport hubs, like that seen in Liverpool One. These hubs will have space for cyclists to store their bikes and provide people with an additional low carbon transportation option in and out of the city centre.

An electric vehicle public transport bus will be available that will also support any pedestrians less mobile.

By reinforcing active and public transport methods the Green Triangle will enhance well-being through a greener, more vibrant zone with less pollution and an improved carbon footprint.

Key development considerations are to be addressed in order to fulfill this ambition:

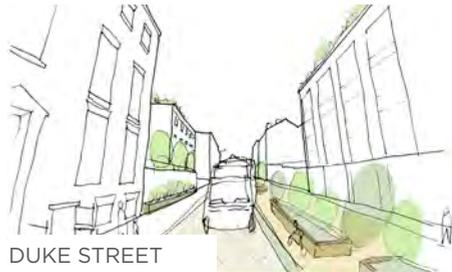
- Created space activating more of the streetscape to provide an improved offering from businesses and public realm.
- Carbon Reduction through a reduced reliance on private transport.
- Future transport needs consolidated to facilitate business needs and deliveries whilst enabling access for all.
- The introduction of key transport hubs to integrate the space into the wider city with internal electric vehicles supporting movement within the Ropewalks
- Enhanced wellbeing through a greener, more vibrant zone with less pollution and more active travel.

✓ Pocket Habitat, London ©Tom Graham



BERRY STREET

Street furniture and community planting / guerilla gardening opportunities



DUKE STREET

Biophilic design promoted through the use of natural materials and urban greening



RENSHAW STREET

Sustainable approach and incremental design



DUKE STREET

Parking bays turned into public seating and pocket parks

### NEXT STEPS

1. **Explore** opportunities for a Ropewalks Business Improvement District
2. **Engage** with local business owners to understand local opinions, business needs and impact the project would have directly
3. **Research** and consultation with stakeholders of Ropewalks areas

- (qualitative and quantitative)-user research types; ethnographic research, surveys, interviews, focus groups - analysing reports
4. **Create** a replicable model format for other parts of the city that share similar characteristics



IDEA 2 - LIVERPOOL'S ORGANIC ROOF CONSORTIUM

A city-wide green roof strategy - Liverpool will be the first UK city outside London to embrace green roofs as a necessary action to combat climate change, improve health and wellbeing and increase biodiversity.

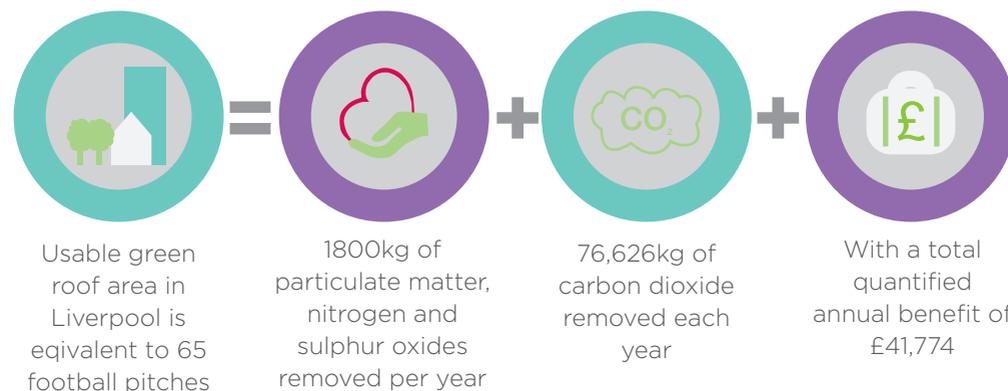
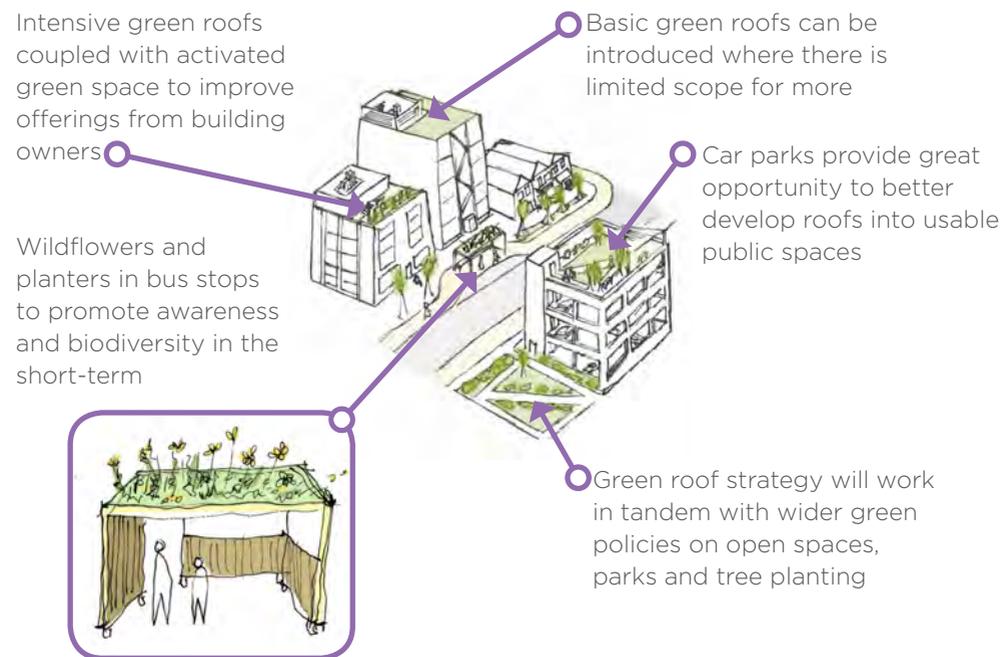
The past few decades have seen cities become greyer. Parks, gardens, trees and vegetation continue to disappear to make way for more development. In addition to the visual dulling this has introduced, it has also led to increased temperatures and removed the natural filtration plants provide to remove harmful pollutants from the air. Whilst the surrounding areas of Liverpool continue to hold on to their parks, the city centre has become a swathe of concrete, steel and glass.

For the people of Liverpool, the introduction of green roofs will bring direct health benefits through better air quality; reducing the likelihood of respiratory diseases. Not only this but the visual enhancement of green roofs is known to reduce stress and improve mental health.

Introducing green roofs can help businesses through reduced energy costs, particularly for older buildings where insulation is lacking. This coupled with the proposed incentives from local government to reduce the impact of retrofit costs aim to

make green roofs less of an economic burden whilst delivering the social and environmental benefits clearly needed by the city. The introduction of rooftop greening and even gardens allow building owners to activate currently unused roof space and become more attractive and valuable to prospective investors.

With the declaration of a climate emergency, UK setting a target of net zero emissions by 2050 and the national clean air strategy, Liverpool as a city has a responsibility to act in the benefit of its people and the environment. This need to act is coupled with the chance to become a leader and forge a pathway as the UK's green innovator.



Yale & NUS Campus, Singapore ©Ying Yi >



Green roof technologies are already prevalent around the world with policy introduced in cities across Europe and North America. The key focus of our idea lies in the process of introducing a dedicated green roof strategy to our city. This begins with the establishment of the Liverpool Organic Roof Consortium as a formal body with public and private involvement with the driving goal of cultivating green roofs across the city of Liverpool.

The four-part process outlines a high-level approach that engages with the local councils, private developers and business owners to research, educate and incentivise green roofs.

Rooftops can occupy as much as 40% of land cover in a city which provides a significant opportunity to form a key part of Liverpool's wider greening policy.

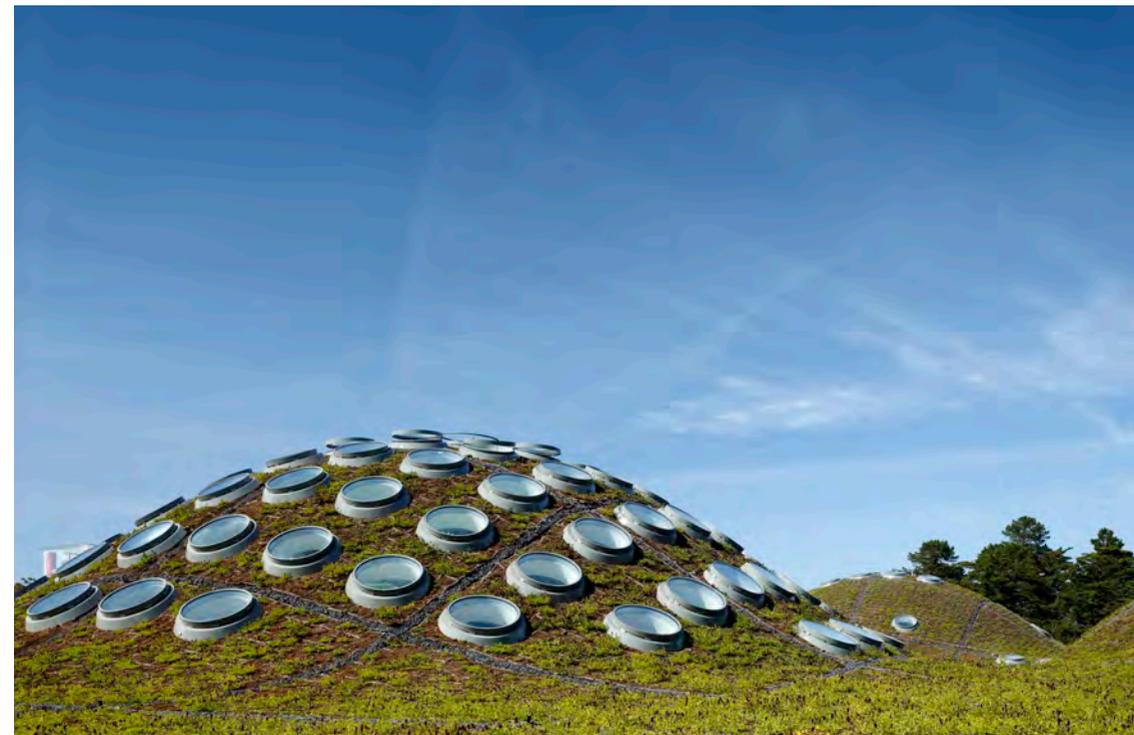
It is envisioned that the adoption of policy mandating green roofs on new buildings, developing a strategy to retrofit green roofs and implementing an accompanying framework will accompany Liverpool's Open Spaces strategy, the Northern Forest project and other initiatives to provide a comprehensive approach to carbon reduction and greening which will provoke and inspire other cities to follow suit.

California Academy of Sciences, Golden Gate Park >  
©Tim Griffith

### NEXT STEPS

The continued development of this idea has four key streams;

- 1. Research** conducted with the help of Liverpool's universities to better understand green roofs in the local context.
- 2. Engage** with developers and suppliers to develop a detailed cost benefit analysis to identify the best route for incentivising the retrofit of the existing building stock.
- 3. Engage** with MerseyTravel to explore bus stops as means for planting native species to promote biodiversity and raise awareness.
- 4. Collaborate** with Liverpool City Council to understand how new local planning policy can quickly introduced and brought into practice mandating a requirement for green roofs and incentivising retrofit.



# DECARBONISATION & CIRCULAR ECONOMY

As the effects of the climate crisis are more evident than ever before, decarbonisation is a top priority for any city. With Liverpool declaring a climate emergency on 17th July 2019, tackling the climate crisis is central to this theme and idea.

## Team

Katelyn Nagle, Maria Walker, Qusay Elshawa, Harry Jones, Darren Muir

## DISCOVERY

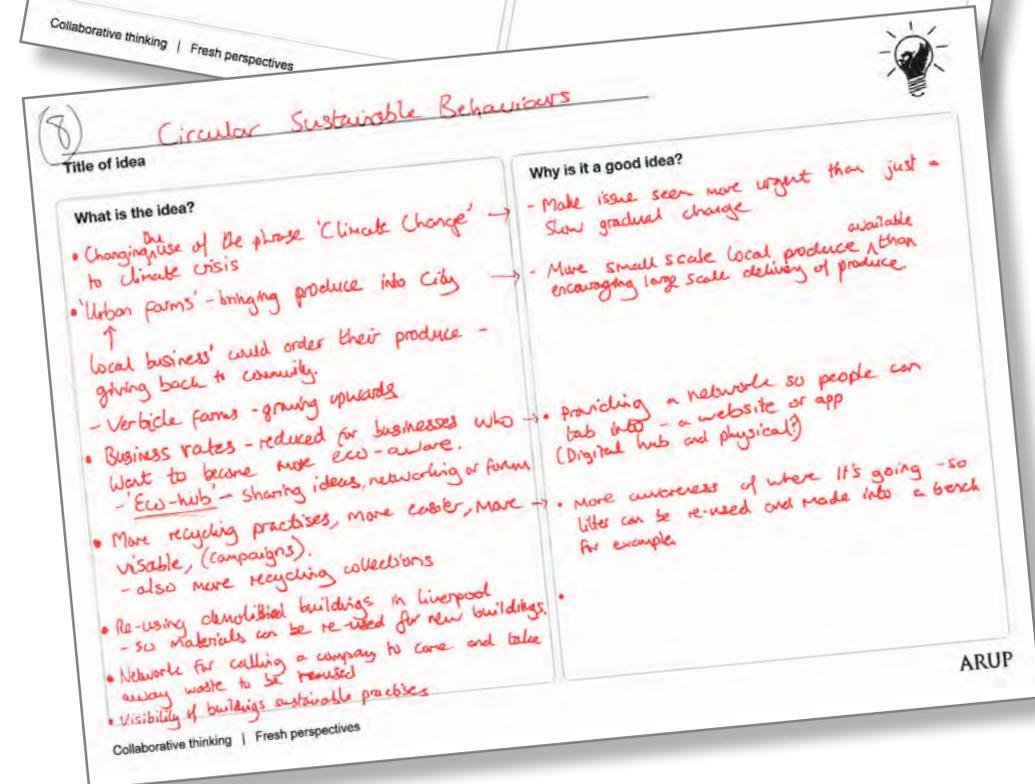
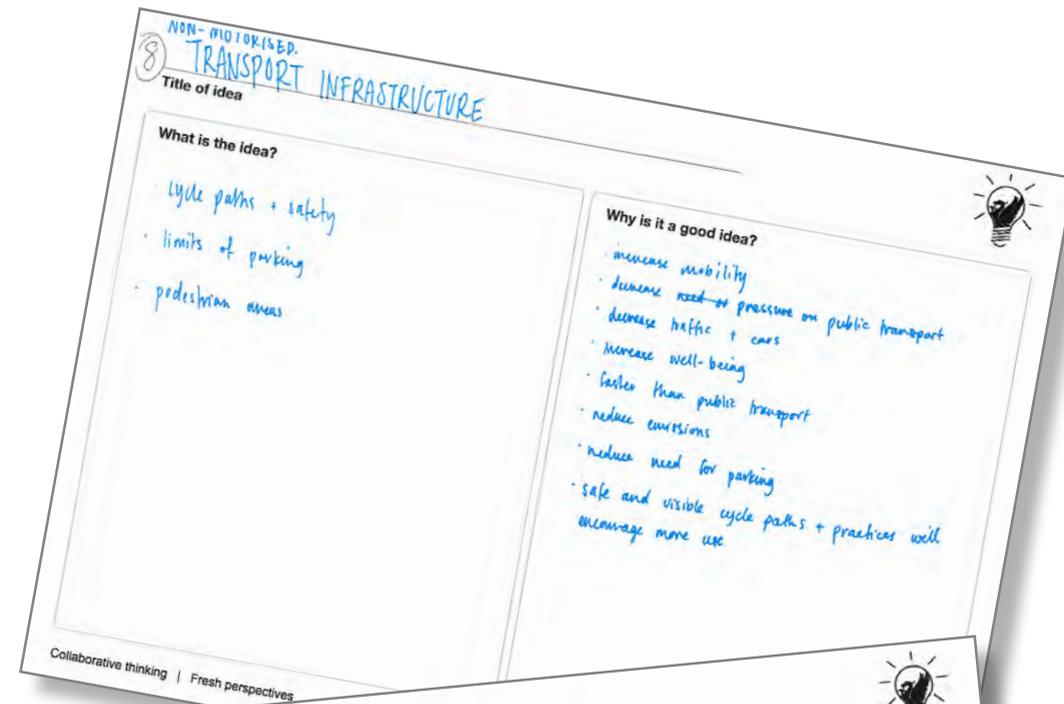
Due to the climate crisis being a global issue, it can sometimes be difficult for the individual to feel as though they can have a positive impact or even play a role in reaching a solution. Therefore, a major challenge we wanted to address was to provide the people of Liverpool a tool which enables them to feel connected to the issue, and thus allowing them to have a positive impact towards reducing their carbon footprint.

At the Drivers of Change workshop, our group was very passionate during the session, but struggled with narrowing down how to practically contribute to decarbonisation. We initially took the approach of focusing on active travel and behavioural

change, as seen in the image to the right.

With a multitude of aspects in a city having potential to contribute towards more sustainable living, over time it became obvious that our 'circular sustainable behaviours' idea had the biggest potential for impact while also enabling the residents of Liverpool to take part in the change in their everyday lives. Our group decided that an app would be the best method to allow people in Liverpool to connect directly to the climate issue and work towards a solution collectively.

Initial 'decarbonisation' idea generation > from the Drivers for Change workshop



IDEA 3 - E-COLLECTIVE

A mobile application engaged with changing behaviour and increasing awareness in order to affect change regarding the climate crisis.



E-Collective is an app to encourage sustainable living behaviours to help combat the climate crisis. This includes reducing waste, promoting sustainable transport and advocating a circular economy for Liverpool. These goals are consistent with the emerging Local Plan Vision and the following specific Strategic Priorities:

- Strengthen The City's Economy;
- Use Resources Efficiently; and
- Maximising Sustainable Accessibility.

The app will also help meet the recommendations and future ambitions identified in the recent climate emergency report provided to the Metro Mayor and Members of the Liverpool City Region Combined Authority. Those directly relevant to

the app and its use across Liverpool include:

- The development of a systematic and holistic approach to the circular economy; and
- The delivery of a network of zero carbon refuelling station (hydrogen and electric charging) by 2025.

The application will combine high-level information such as circular economy practices with practical information such as cycling routes, EV charging points and how to reduce your plastic consumption. It will also integrate events and spaces that engage with sustainable behaviour. Collated information will be divided into suitable categories concerning but not limited to travel, circular economy, energy, food and drink.

# e-collective

learn. act. progress. achieve.



energy



reduce + reuse + recycle



food + drink



travel



events



at home.



at school.

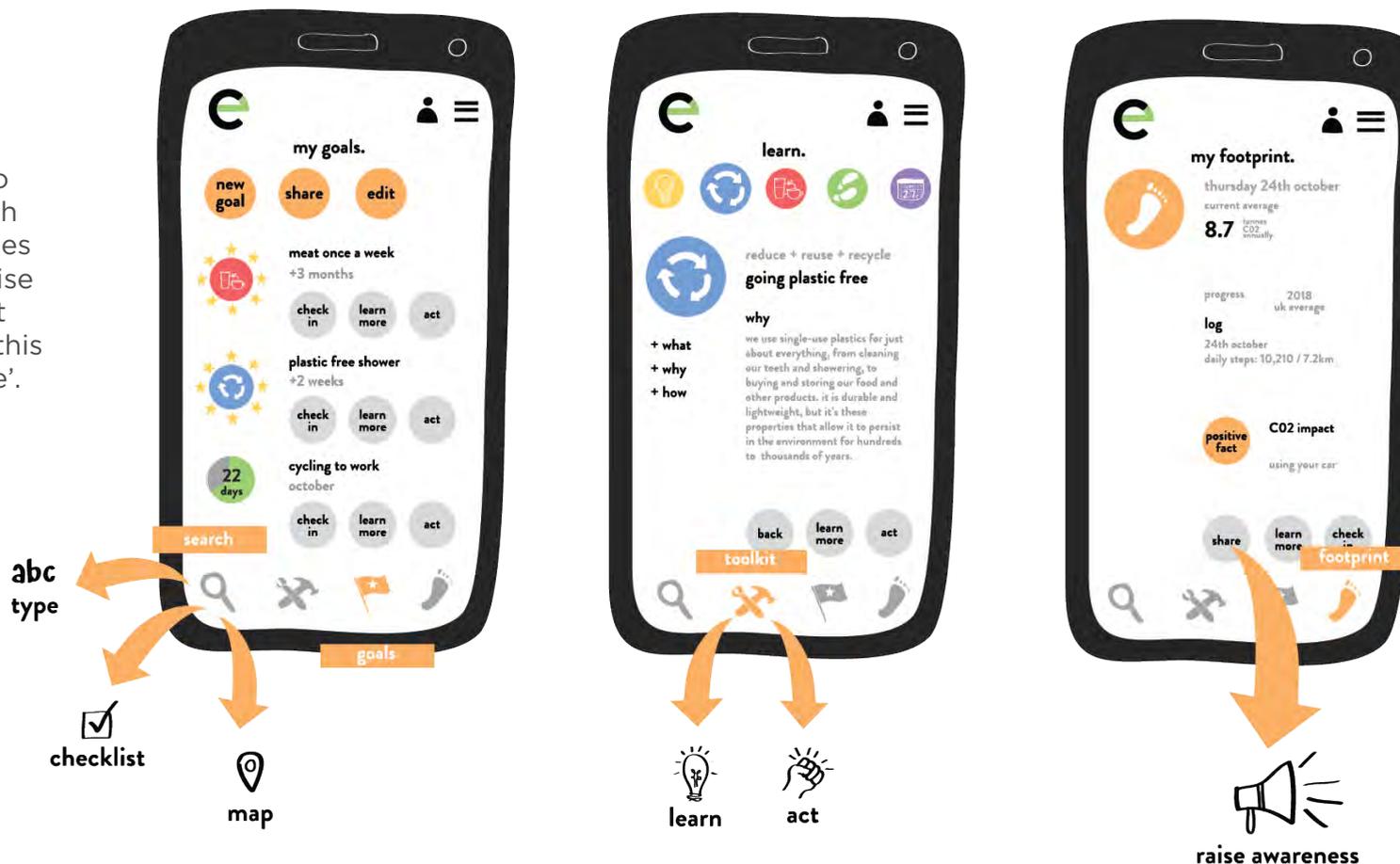


at work.

E-COLLECTIVE is an application which will serve as a platform to educate and to connect, through highlighting initiatives, businesses and infrastructures which exercise sustainable behaviour, making it easier for individuals to access this information and 'make a change'.

The application will be easy to navigate and will include a toolkit that allows the individual to track and manage their sustainable behaviour patterns. It is aimed at both general consumers and businesses.

This application is designed for anyone in Liverpool who wants to contribute towards a better future and earth.

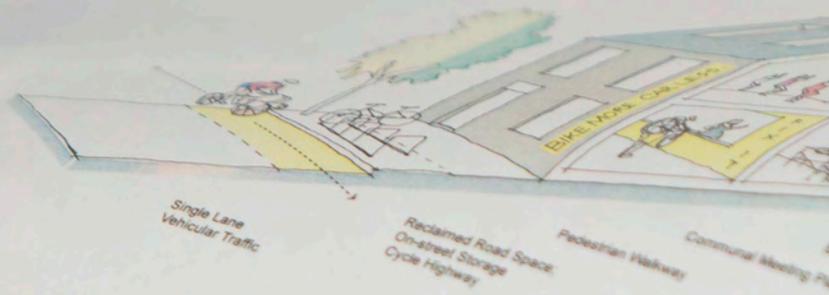


**NEXT STEPS**

E-COLLECTIVE provides tangible actions at the fingertips of the user to tackle climate challenges. With this application, everyone can learn, act, progress and achieve, one step at a time! Moving forward, the following steps would allow for E-COLLECTIVE to become a reality:

- Local community engagement to determine what would influence change most in daily lives around Liverpool, to ultimately shape the app to meet local need.
- Continue research, ensuring current and emerging initiatives are captured on the E-COLLECTIVE app.
- Further engagement to take place with Liverpool City Council and relevant stakeholders to realise the full range of benefits for a platform such as E-COLLECTIVE.
- Collaboration with local designers and programmers to tailor and build the app to reflect Liverpool and its unique identity.

A VISION FOR THE FUTURE



### NEXT STEPS

The ideas within the book provide solutions to some of the biggest challenges facing Liverpool.

Collectively they represent the young professionals vision for their city. However, having a vision is just the first step in a process to delivery and ultimately, improving Liverpool.

Liverpool's young professionals are clearly passionate about their city and care about its development. Through collaborating across professions and organisations, they have developed innovative, creative solutions whilst also enhancing their own skills, knowledge and understanding.

Working collectively over the past 6 months they have built a strong network of future city leaders. This network should be supported, and encouraged to maintain contact and continue collaborating.

These ideas are the start of the process and are intended to trigger conversation and inspire creative thinking with the ultimate goal of delivering projects. To help reach this goal we have proposed 5 steps:

1. **Confirm** an organisation to take on the delivery of Ideas for Liverpool - keeping young professionals at the heart of design and delivery
2. **Carry** out market research to ensure ideas are fit for purpose
3. **Engage** with stakeholders to further refine ideas
4. **Inspire** organisations, businesses, investors to support the delivery of ideas
5. **Deliver ideas!**

## COMPANY DIRECTORY

Agent Academy

Agent Academy is an industry-led, intense and effective leadership development programme. Established as a solution to the issue faced by 16 - 25 year olds who find themselves, post-higher education, without the skills to begin their careers in the creative and digital industries. As a social enterprise we are focused on developing values-led, socially aware young leaders who will go on to make a positive impact in their places of work and in society.

Agent Marketing

Agent help to develop brands through insight and collaboration - we connect people through a unique, united, multidisciplinary approach to marketing. In this era of constant change we do what's absolutely necessary to help you transform and unleash potential.

It's an experience that we love, it's what we do and by meticulously guiding you through our process we'll create success that you'll be proud to communicate.



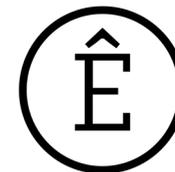
ArchiPhonic is a Liverpool-based practice serving the commercial sector, working with contractors, developers and property professionals. We deliver positive change through architectural design, managing restrictive budgets, complex sites and constrained environments. Our creative approach and commitment to positive outcomes for clients, residents and communities is what sets us apart. The development of new, local talent is also at the heart of our values, demonstrated through our partnership with The PLACED Academy and work as RIBA Architecture Ambassadors. ArchiPhonic.co.uk.

Architectural Emporium is an award winning RIBA Chartered Practice defined by the varied portfolio and architectural background of its members, who offer a wealth of experience in all sectors and work stages. All capable designers, design tutors and project architects, who employ an inclusive and collaborative design approach, fostering creative dialogue with clients, the consultant team, contractors and end users.

Sustainable buildings and communities are key concerns and are integrated into design responses. It is of paramount importance to improve the built environment and provide better quality places through effective strategic planning and contemporary, affordable and original architectural interventions.

Avenue HQ provides a flexible workspace community offering private offices, coworking, meeting and conference rooms, event spaces and much more. We pride ourselves on being a community-driven business created for and facilitating a driven business community. Since conception, we have made big strides and continue to place ourselves at the forefront of the new working movement. We are a company that is evolving every day in response to our members and their constantly changing needs. It is our community which is truly at the heart of everything we do - we believe in creating inspiring environments where individuals, businesses and cities can thrive.

Marketing consultancy for micro-businesses, communities, and teams



avenuehq





Cass Associates is an award-winning multi-disciplinary practice established in Liverpool for over 35 years, including architects, planning consultants and landscape architects. Our multi-disciplinary approach can provide a cost-effective integrated service with a single consultant appointment.

Since 1983 we have applied our specialist skills to over 1500 completed projects across the UK, from the very large to the very small, across a wide range of sectors and for both private and public sector clients.

At Cass Associates we strive to create communities, environments and buildings that enhance people's lives and provide lasting value for our clients.



CBRE Group, Inc. is the world's largest commercial real estate services and investment firm, with 2018 revenues of \$21.3 billion and more than 90,000 employees (excluding affiliates). We serve real estate investors and occupiers through approximately 480 offices (excluding affiliates) worldwide. Our services include facilities, transaction and project management; property management; investment management; appraisal and valuation; property leasing; strategic consulting; property sales; mortgage services and development services



Curtins are a leading consultancy in the built environment, providing a diverse range of services including civil and structural engineering and other related expertise. They were established in 1960 in Liverpool and our head office remains there, in the heart of the city. With a 400+ strong team across 14 offices in the UK and Ireland, Curtins work on projects ranging from long-term redevelopment and regeneration masterplans, to smaller scale refurbishments and alteration projects, across public and private sectors.

Independently owned, their people-focused ethos is reflected in committed and driven staff who provide exceptional services for clients that continue to return to Curtins time after time. Their specialisms include: Civils & Structures, Transport Planning, Environmental, Infrastructure, Geotechnical, Conservation & Heritage, Principal Designer.

Established in 1993, we have provided professional, timely and accurate costing advice for over 20 years. We are proud to be a leading provider of specialist building cost analysis to clients and contractors, both personal and corporate.

Derek Gough Associates

We are DTM Legal, a firm of solicitors that takes pride in our legal excellence and down-to-earth friendly culture.



Located in Liverpool and Chester we work closely with clients to become their trusted partner. We provide expert legal advice by combining commercial acumen, passion and a can do approach to deliver an outstanding service.

A world-leading integrated project and programme management consultancy, delivering constructive expertise throughout the planning and delivery of projects to our clients. Operating at the forefront of our industry for 70 years, our integrated approach delivers business improvements and efficiencies to our projects. With a turnover in excess of £280 million we employ over 1,100 passionate and experienced professionals within the UK, operating from a network of more than 25 offices, most recently opening an office within Liverpool City Centre to support our key projects within the City Region. The office opening also builds on Faithful+Gould's growing portfolio of major development projects in Liverpool, including schemes for Liverpool John Moores University at Copperas Hill



Member of the SNC-Lavalin Group

and Tithebarn Street, Your Housing's Liverpool Waters development and Paddington Village in the city's Knowledge Quarter for Liverpool City Council.

Established in 1997, Falconer Chester Hall has an international reputation for using creative design intelligence to deliver inspirational buildings that maximise the commercial potential of a site. Quietly confident in our abilities, 'yes', is the word that embodies the spirit of Falconer Chester Hall.

We are award winning practitioners in architecture, masterplanning and interior design. We work across a range of sectors, taking a sustainable approach to each design, creating thoughtful and sensitive buildings that respond to and complement the site and its surroundings, be they new build or sensitive conversions, large-scale masterplans or constrained urban sites.

Listening to our client, to their aims and requirements, is vital. With that understanding informing our actions, Falconer Chester Hall adds value to each project. We have developed a powerful track record of working collaboratively, through all stages of the design process to ensure every stage of project delivery runs smoothly.

A RIBA-chartered architects recognised as a Practice Role Model based in Liverpool and working throughout the UK. Founded by Sarah Harrison and Su Stringfellow, they use their different but complementary skillsets to work seamlessly together. HSA have specific experience and knowledge of the creative reuse of buildings as well as consultation and participation activity. HSA are actively involved in activities outside of the workplace and give our staff time and opportunity to develop their interests and contribute to their neighbourhoods. We champion opportunities for career progression whilst

## FALCONER CHESTER HALL

## Harrison Stringfellow

balancing family life. This results in a creative team that is well engaged with clients.

Hitchcock Wright & Partners is a commercial property partnership located in Liverpool City Centre specialising in all aspects of commercial property



With a history extending 175 years, Liverpool Hope has developed a strong tradition of scholarship and research in key disciplines.

Liverpool Hope  
University

Liverpool Hope has two main teaching campuses. Hope Park is situated in a leafy suburb of Liverpool and is a mini educational village. The Creative Campus in Liverpool city centre is the home to our creative and performing arts subjects. Both campuses have seen major investment in recent years, so traditional architecture now sits beside contemporary buildings and facilities.

The University places great emphasis on the bringing together of research excellence and top-quality teaching. This is facilitated by a community of academics and scholars who are of the highest calibre. This research-informed teaching enables our students to develop into rounded and employable graduates who can take their place confidently as global citizens in the 21st century.

## MARKETING LIVERPOOL

Marketing Liverpool is the city region's destination marketing organisation (DMO), promoting it as a global destination for visitors, conventions and inward investment. It is responsible for communicating Liverpool's brand positively and imaginatively to national and global audiences. Marketing Liverpool has an impressive track record in attracting major conferences and events, increasing the number of visitors and improving Liverpool's reputation as a leading UK business destination.



Mersey Design Group are a leading multi-disciplinary design practice founded in 1993 and based in Liverpool. We are committed to the design, specification and management of quality building projects, with experience working on restricted and live working sites with limited budgets. MDG currently have term commissions with several major clients, with projects ranging from £10K to £22M, using all types of procurement. We have in-house Architects, Quantity Surveyors, Principal Designers, Technicians and Interior Designers and offer an experienced and personal approach. The main sectors we operate in our Healthcare, Residential, Education, and Transport.



Merseyside Pension Fund is a Local Government Pension Scheme under the administration of Wirral Council with around £9billion assets under management. The principal aim of the Fund is to provide secure pensions, effectively and efficiently administered at the lowest cost to contributing employers. This requires the Fund to strike a balance between achieving the most from its investments and the need to exercise prudence and caution in considering its future liability profile. The Pensions Committee reviews the Fund's investments, administration, strategies and policies at regular intervals, with the help of its various professional

advisors, to ensure that they remain appropriate. Based on Castle Street in Liverpool community engagement and development of the city region is a priority of the fund.

MgMaStudio Ltd. is a Chartered Architects' practice delivering client focussed, design-led solutions for the residential, commercial, heritage & conservation, and cultural sectors. The practice specialises in producing ambitious interventions, striving for an architecture in formal and material dialogue with its context which delivers social value.



Morecrofts Solicitors has built a reputation of excellence over the course of 200 years. Their outstanding legal services in Liverpool, Wirral and Sefton cover many areas of law in both private and commercial settings



Their broad range of services include Family Law, Property Legal Advice, Employment & HR to name but a few. Their outstanding reputation extends to the business sector as well thanks to our expertise in commercial law.

Their team of solicitors are dedicated to creating the best possible outcome for our clients. We work closely with you to achieve incredible results. Morecrofts LLP

NECO Services Design lead the way in building services consultancy, providing Mechanical & Electrical Services Design to all sectors of the construction industry. With a commitment to excellence, continued learning of new technologies and keeping up to date with ever changing legislation, NECO Services Design are perfectly placed to deal with all manner of Mechanical & Electrical Services Design.



Quilter Cheviot

Our team includes 13 qualified investment professionals with an average experience of over 15 years. We combine a modern, contemporary approach to investment management with a traditional, personalised service. Our clients range from private individuals to intermediaries and charities.

**shedkm**

We put together ideas and design buildings based on simplicity, logic and style. We promote modernist principles and enjoy being architects.

Throughout our progression as a practice over the last 22 years we have sought to develop and refine three key themes which underpin the philosophy of shedkm; innovation, architecture + placemaking.

The Princes Trust

We believe that every young person should have the chance to embrace exciting opportunities. So, we help 11 to 30 year-olds who are unemployed or struggling at school to transform their lives.

Many of the young people we help are in, or leaving, care, facing issues such as homelessness or mental health issues, or have been in trouble with the law.

We have returned £1.4 billion in value to society through our help for disadvantaged young people over the last 10 years alone.

Our free programmes give young people the practical and financial support they need to stabilise their lives. We help them develop key skills while boosting their confidence and motivation so they can continue to dream big.

Our story is one of vision, purpose and an unwavering resolve to make a difference. As individual social landlords, Golden Gates Housing Trust, Helena Partnerships and Liverpool Mutual Homes each held a similar vision. A drive to empower the people living in our homes; unlocking potential and providing life-changing opportunities.

A commitment to creating sustainable, stable, thriving communities through support, investment, development and regeneration.

United, as the Torus group, this shared vision has become a common purpose.



Founded in 1881 as the original 'red brick', the University of Liverpool is one of the UK's leading research-intensive higher education institutions with an annual income of £523 million, including £95 million for research.



Consistently ranked in the top 200 universities worldwide, we are a member of the prestigious Russell Group of the UK's leading research universities and have a global reach and influence that reflects our academic heritage as one of the country's largest civic institutions.

The University has 33,000 students, 8,000[1] of whom travel from all over the world to study here, and a thriving community of 219,000 alumni in 171 countries. Our global focus has led to the establishment of a university in Suzhou near Shanghai, as well as a campus in London.



## ACKNOWLEDGEMENTS

The development of this report was made possible by the young professionals of Liverpool, who with the support of their companies, pooled their passion, enthusiasm, creativity, skills and hours of their time in creating this book. Working collaboratively with a spirit of sharing, this book would not have been possible without their valued input.

In addition, thanks should be given to the following:

Tony Reeves, Chief Executive of Liverpool City Council, Joe Anderson, Mayor of Liverpool and Garry Banks, Director, Arup Liverpool, who each gave their backing and support for the project in addition to their time and knowledge to assist the young professionals in their ambition.

Julie Johnson, Business Operations Partner at Morecrofts, Claire McColgan, Head of Culture Liverpool, Colin Sinclair, Chief Executive at Knowledge Quarter Liverpool together with Tony Reeves and Garry Banks for their

enthusiasm, good humour and wisdom during the Ideas Lab 'dragons den style' workshop.

Arup University for their investment and Marcus Morrell, Head of Arup Foresight for UK, India, Middle East and Africa for hosting the Drivers of Change workshop.

Helen Lafferty, Arup, for her exceptional support throughout the whole project and her generosity of time and creativity in designing the final book.

Further thanks go to Liam McDonald, Arup, for his event support and Jenna McMahon, Arup, for her event support and valued coordination of project logistics.

Arup is an independent firm of designers, planners, engineers, consultants and technical specialists, working across every aspect of today's built environment. Together we help our clients solve their most complex challenges – turning exciting ideas into tangible reality as we strive to find a better way and shape a better world.

The Arup Liverpool office opened its doors in December 2000 and is proud of its contribution to local projects and initiatives. Our local team has been delighted by the response gained by Liverpool's Young Professionals and the support from our city leaders to 'Ideas for Liverpool'. We hope that you find this book, their hopes and aspirations for our city as inspirational as we have.

# ARUP

Ideas for Liverpool

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[@IdeasForLpool](#)

