

University of Liverpool

City Centre campus Masterplan: Statement of Community Involvement

May 2012

Contents

- 1.0 Executive Summary
- 2.0 Statement of Community Involvement
- 3.0 Pre-submission Public Consultation Exhibition
- 4.0 Future Consultation
- 5.0 Conclusion

Appendices

Appendix I Exhibition invitation letter

Appendix II Exhibition display boards

Appendix III Exhibition questionnaire



1.0 Executive Summary

- 1.1 In March 2011, the University of Liverpool appointed Four Communications, a specialist public relations agency, to handle community consultation and stakeholder relations in relation to the University of Liverpool Masterplan. Consultation was carried out in conjunction with the planning team's discussions and meetings with Liverpool City Council's planning and regeneration officers.
- 1.2 The brief was to develop and implement an engagement strategy with Liverpool City councillors, local residents and local community and stakeholder groups. These included the Royal Liverpool University Hospital, Metropolitan Cathedral of Christ the King, Liverpool Vision and the Liverpool Chamber of Commerce.
- 1.3 Activities undertaken as part of the consultation process include:
 - A letter to members and officers at Liverpool City Council offering them a briefing on the proposals;
 - A presentation to Cabinet members and officers of Liverpool City Council;
 - A meeting with the Leader of the Opposition group at Liverpool City Council;
 - A meeting with a ward councillor for Central ward;
 - A meeting with Louise Ellman MP, Member of Parliament for Liverpool Riverside;
 - A letter to local residential and amenity groups offering them a briefing on the proposals;
 - A meeting with the Archbishop Blanch C of E school;
 - A meeting with the Georgian Group;
 - A presentation to the NHS Trust Board at the Royal Liverpool University Hospital;
 - A meeting with Liverpool Vision;
 - Letters to circa 1,800 local residents and businesses, providing an invitation to the public consultation exhibition;
 - Letters to community and stakeholder groups, officers and members of Liverpool City Council providing an invitation to the public exhibition;
 - An article in the Liverpool Echo publicising the public exhibition;
 - A public exhibition (Wednesday 2nd November and Thursday 3rd November);
 - Provision of questionnaires at the exhibition, enabling residents and business people to provide feedback.
- 1.4 Throughout the consultation process, a telephone number, e-mail and FREEPOST address have been supplied and managed by Four Communications, providing further information to residents, businesses and stakeholders on request.
- 1.5 The University of Liverpool is committed to ongoing consultation and providing further information as the application progresses. Future consultation activity includes:
 - Letters to local groups and other stakeholders, informing them that an application has been submitted to Liverpool City Council;
 - Further consultation meetings with local councillors, amenity societies, local residents and businesses to be arranged as necessary.



1.6 This report has been informed by Central Government Guidance within Planning Policy Statement PPS1: Creating Sustainable Communities, 2005 on community involvement in planning. It forms part of the supporting documentation informing the planning application.



2.0 Statement of Community Involvement

2.1 The table below provides a record of all the meetings held with local and political stakeholders since the outset of the programme in March 2011.

Date	Stakeholder activity	Attendee (s)
8 th July 2011	A meeting with a ward councillor for Central ward	Cllr Nick Small
1 st August 2011	A presentation to Cabinet members and officers of Liverpool City Council	Cllr Joe Anderson Cllr Jane Corbett Cllr Alan Dean Cllr Nick Small Cllr Wendy Simon Cllr Roz Foyer Cllr Steve Munby Cllr Tim Moore Nick Parisella
6 th September 2011	A meeting with Liverpool Vision	Matthew Biagetti Jenny Douglas
16 th September 2011	A meeting with the Member of Parliament for Liverpool Riverside	Louise Ellman MP
2 nd November 2011	A meeting with the Leader of the Opposition group at Liverpool City Council	Cllr Paula Keaveney
2 nd – 3 rd November 2011	Public exhibition (see below)	
8 th November 2011	A meeting with the Archbishop Blanch C of E school	Jane Griffiths Arthur Coumbe
8 th November 2011	A meeting with the Georgian Group	James Darwin
15 th November 2011	A presentation to the NHS Trust Board at the Royal Liverpool University Hospital	Board members

- 2.2 Working with and on behalf of the University of Liverpool, Four Communications developed a consultation strategy with key stakeholders and local residents in conjunction with the planning team's conversations and meetings with Liverpool City Council's planning officers.
- 2.3 At the meetings, the development team briefed councillors and other stakeholders on the proposals. The feedback received was generally very positive.
- 2.4 A programme of consultation with the wider community began in October 2011 with the issuing of approximately 1,800 letters to households and businesses in area surrounding the



- site, introducing the scheme and publicising a public consultation exhibition. The exhibition provided an opportunity for residents to view the proposals and discuss key local issues with leading members of the development team.
- 2.5 The University of Liverpool will maintain contact with local councillors, amenity groups, and the wider community throughout the consultation process. Letters will be circulated providing an update on the application's status following submission and members of the team will remain available to discuss the scheme with interested parties.



3.0 Pre-submission Public Consultation Exhibition

- 3.1 The University of Liverpool held a public consultation exhibition to display its Masterplan proposals for its City Centre campus. The exhibition was held on Wednesday 2nd November at Local Solutions, Hall Lane and on Thursday 3rd November at Liverpool Metropolitan Cathedral. Both venues were easily accessible to all local residents.
- 3.2 Invitations were sent to approximately 1,800 local addresses as well as local stakeholder and community groups in the area, and key members and officers at Liverpool City Council.
- 3.3 The purpose of the exhibition was to show local residents and stakeholders the Masterplan proposals for the University of Liverpool's City Centre campus redevelopment proposals. It was also an opportunity for local residents to raise any key issues or concerns they may have relating to the proposals for the campus.
- 3.4 In total, 70 people attended the exhibition. The majority of exhibition attendees were local residents, which included members of local stakeholder groups, such as Arthur Coumbe from the Archbishop Blanch C of E school and Anthony O'Brien, the Dean of Liverpool Metropolitan Cathedral. Other attendees were Cllr Malcolm Kennedy, Cabinet Member for Regeneration and Transport at Liverpool City Council and Peter Skates, Divisional Manager for Development at Liverpool City Council.
- 3.5 The scheme was presented on exhibition panels and boards, providing local residents with a clear overview of the scheme to date. Copies of the boards have been incorporated into this document as *Appendix II*. Members of the development team were available to explain the information presented and answer any questions.
- 3.6 A total of 34 questionnaires were completed at the exhibition. Residents were also given the opportunity to take away the questionnaire to complete and return at a later date. A freepost return address was provided on the questionnaire. Since the exhibition no further questionnaires have been received to date. A copy of the questionnaire can be found as *Appendix III*.
- 3.7 The feedback from the exhibition revealed that local residents are encouraged about the proposed Masterplan and appreciate and understand the role that the University plays in the city of Liverpool. On the whole most residents were pleased to see that the proposals would benefit the local community; however some residents, in particular church-users, were keen to understand how the University would manage any traffic impact on the local area.
- 3.8 The exhibition was also helpful in identifying potential future stakeholders who will be kept informed as the application progresses. All exhibition feedback has been logged and securely retained by Four Communications, who will keep local residents informed as the scheme progresses.



Publication

- 3.9 The exhibition was publicised through a letter, mailed to approximately 1,800 households and businesses in the area surrounding the site. A copy of the letter can be found as *Appendix I*. The letter was also sent to local stakeholder and community groups in the area, as well as key members and officers at Liverpool City Council. These included all local ward councillors for Central ward and Princes Park ward, as well as relevant Cabinet members, council planning officials and executives and Louise Ellman MP.
- 3.10 The delivery area is shown on the distribution map below:



Fig. 1 Distribution area

- The black circle identifies the Mulberry Court site
- The **blue** circle represents the School of Veterinary Science site
- The addresses within the **red** line received a letter of invitation to the exhibition

Venue

3.11 The exhibition was displayed at Local Solutions, Hall Lane on Wednesday 2nd November and at Liverpool Metropolitan Cathedral on Thursday 3rd November. Local residents were familiar with these locations which were well signposted and easily accessible from the surrounding streets and footpaths. Full disabled access was provided.



Written feedback

- 3.12 Over the course of the exhibition, 70 people came to the exhibition, including members of local stakeholder groups, such as Arthur Coumbe from the Archbishop Blanch C of E school and Anthony O'Brien, the Dean of Liverpool Metropolitan Cathedral. Other attendees were Cllr Malcolm Kennedy, Cabinet Member for Regeneration and Transport at Liverpool City Council and Peter Skates, Divisional Manager for Development at Liverpool City Council.
- 3.13 All exhibition attendees were encouraged to provide feedback using the questionnaires provided. Attendees could complete the questionnaire at the exhibition or, alternatively, take the form away and return it to the FREEPOST address provided.
- 3.14 At the time of writing, 34 fully completed questionnaires have been returned to Four Communications.

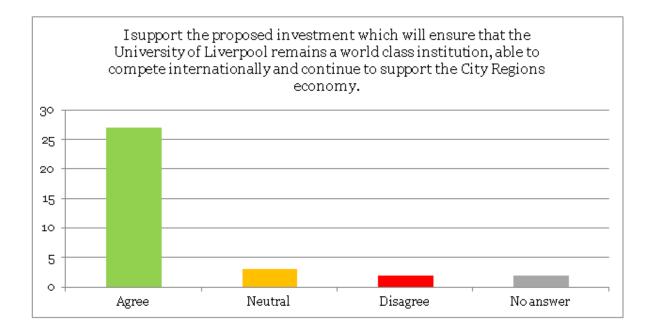
Questionnaire responses

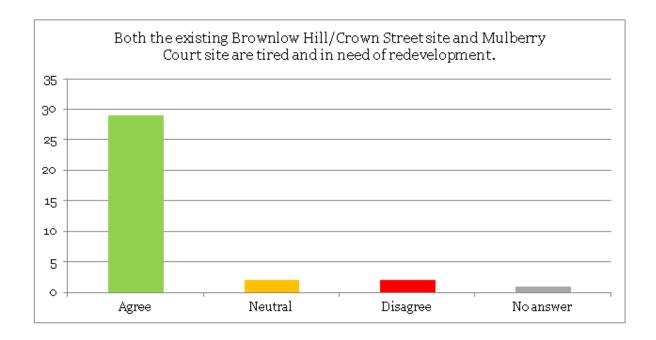
3.15 The responses to the questionnaire are documented in tabular form below:

Question	Agree	Neutral	Disagree	No answer
Q1. I support the proposed investment which will ensure that the University of Liverpool remains a world class institution, able to compete internationally and continue to support the City Regions economy.	27	3	2	2
Q2. Both the existing Brownlow Hill/Crown Street site and Mulberry Court site are tired and in need of redevelopment.	29	2	2	1
Q3. The quality of accommodation at the University of Liverpool is a key factor in attracting the best students and researchers to Liverpool and improving the University's own student accommodation offer to students has a key part to play.	27	5	1	1
Q4. The proposed Masterplan will help to open up the campus and reconnect surrounding communities.	24	7	2	1
Q5. It is important that the proposals provide job opportunities for local people and business opportunities for local firms.	32	1	0	1
Q6. It is important for the local community to be continually consulted throughout the planning and development process.	31	1	1	1

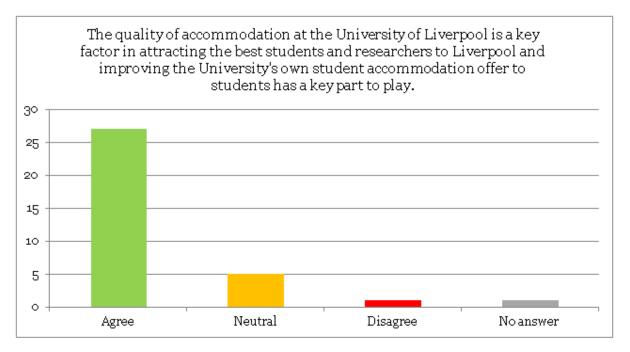


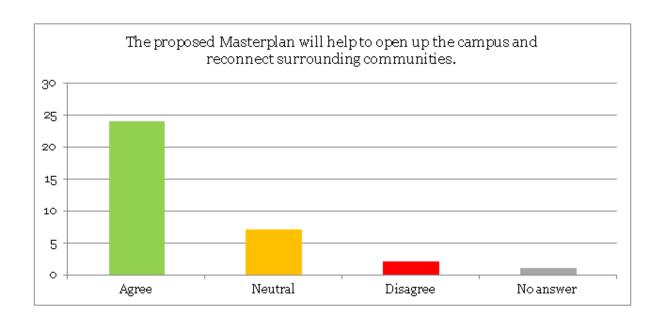
3.16 The responses are depicted in graphical form below:



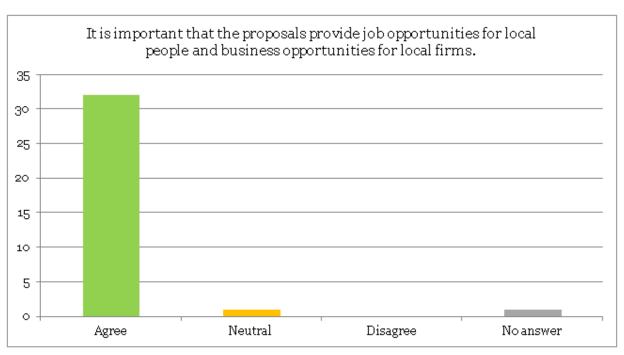


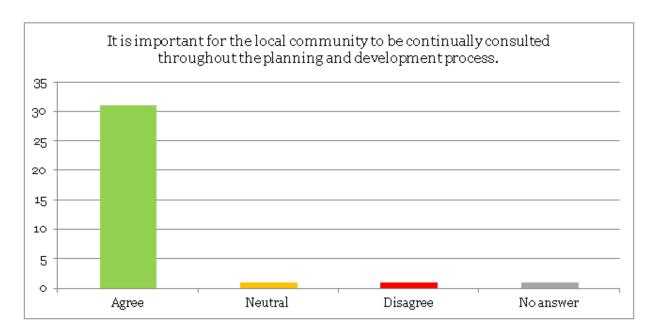












3.17 The addresses of questionnaire respondents have been securely logged and retained by Four Communications. They will be added to the University of Liverpool's mailing list and will be kept informed as the application progresses and invited to future consultation events (unless expressed otherwise by the respondent).



Additional comments

3.18 Respondents were also given the opportunity to leave additional comments at the bottom of the questionnaire:

•		
Issue	No. of comments	Comments
Liverpool Metropolitan Cathedral	6	 A number of respondents were members of the Liverpool Metropolitan Cathedral congregation who used the facilities regularly: The largest student accommodation project near the Cathedral must work with the stylish buildings (new and old) around the Cathedral. This area could be a wonderful University entrance. The Cathedral needs to be consulted directly regarding the construction period on Mount Pleasant and traffic issues The Cathedral shouldn't be blocked from the skyline Keep roads near Cathedral open for access Parking should be available for those who attend the Metropolitan Cathedral. I come to Cathedral (RC) every day but parking causes major problems on Sundays.
Other campuses	4	 Several residents were keen to understand the University of Liverpool's proposals for its other University campuses: Keep Carnatic and Greenbank campuses as they add charisma to student life, and all students enjoy living there as we were made to bond with each other. Also keep it catered. South Campus needs to be addressed as well - Eleanor Rathbone and civic design building are not that nice compared to other buildings and can't compete with other universities. Need to reduce number of students travelling to Carnatic/Greenbank - public transport can't cope with the current volume.
Consultation	4	 Local residents were impressed with the consultation exercise, and were keen to be kept informed during the consultation phase and beyond: This consultation with the local community and other users of buildings in the area is very positive and is a huge contrast with some of the development in the past, which appeared to be imposed on the community. Found the event and team members very informative and helpful. Some leaflets to take away would have been useful.
Alsop Court	3	A few residents from Alsop Court answered the questionnaire and were concerned about how the proposals would affect their current accommodation. Other



		respondents felt that the proposals to redevelop Alsop Court were positive.
		 Alsop Court (Barclays and shops) is also rather life-expired and should also be replaced. Concerned at redevelopment for Alsop Court/Peach Street. Tenants are given enough time and notice to seek further homes.
Accommodation proposals	3	 It is important to have plenty of student accommodation on campus. Improvements in this area are good. Post grad research and high quality staff are important and may/do have higher aspirations than living with Undergraduates on campus I live immediately adjacent to existing student accommodation on Grove Street - on the basis of this experience; I would oppose any proposal to provide more student flats in the vicinity because of the noise, disruption and anti-social behaviour of students in this existing accommodation.
Parking	3	 There needs to be a lay by outside the shops and banks below student accommodation on Oxford Street Parking should be readily available to encourage and allow non-undergraduates to travel to the University and work with safe and easy access (Multi-storey car park?) Certain roads need short term parking such as Oxford Street
Construction impact	3	 Building road works will impact on school life and exam periods need to be built into discussions Building traffic will need to be directed away from roads connecting school to local access and bus routes. Concern about the impact of construction on Upper Mount Pleasant which now has only one way in and out
Green space	2	 Another consideration is the need to maintain the amount of green space in the campus as this is one of the University's plus points, and a lot was lost for the new central science labs. University value and attractiveness should and is based on quality of teaching and research, not just pretty gardens. There are many non-Russell Group universities with very nice buildings if that is what is important to students.
Other campus facilities	2	 Centralisation of teaching laboratories - will this include moving biological sciences teaching laboratory from life sciences building to new building? Will there be any centralisation of library facilities? There are an inadequate number of study rooms in Sydney Jones library.
Views/iconic buildings	2	Redevelopment should not essentially mean demolition



		 and we need some iconic buildings in a city boasting an impressive array of architectural buildings Due to proposed size of buildings, Archbishop Blanch School will lose views of both cathedrals from its 2nd floor 6th form room which is a selling point within the 6th form prospectus.
University of Liverpool	1	The current development also suggests that the University will be better positioned in the academic market place than it was 20-40 years ago.
Other	1	As these proposals are not in residential areas I have no objection.



4.0 Further consultation

- 4.1 The University of Liverpool is committed to continuing its engagement with the community and other key stakeholders throughout the planning application process.
- 4.2 Post-submission consultation activity will be submitted to planning officers in the form of an addendum to this report.



5.0 Conclusion

- 5.1 The consultation strategy sought to engage with statutory and non-statutory consultees, including local politicians, local community groups and neighbours living in close proximity to the University.
- 5.2 The pre-submission stakeholder meetings and public consultation exhibition provided an opportunity for constructive engagement with leading members of the development team, including representatives from The University of Liverpool, Knight Frank, URBED, Stride Treglown, Gleeds and Four Communications; a dialogue the team hopes to extend throughout the planning process.
- 5.3 Overall, feedback on the proposals has been very positive. Local stakeholders have shown support for the scheme, and are impressed with the consultation process undertaken by the University of Liverpool. Stakeholders and local residents are aware that the proposals will be a boost to the economy of the City of Liverpool and the local community, both in terms of providing jobs locally and opening up the campus to surrounding communities. There is overwhelming support for the investment proposals and the redevelopment of 'tired' buildings around the campus; stakeholders understand the need for the University to continue attracting the best students and researchers to the City.
- 5.4 The consultation process was also supported by stakeholders and the local community who were impressed with the level of consultation and wished to be kept informed as the proposals developed.
- 5.5 It is important to note that despite a generally positive feeling towards the proposals, several key issues were raised by ward members, interest groups and local residents, which include the impact of construction on surrounding properties and buildings, and also the management of traffic and parking in the area.
- 5.6 The University of Liverpool remains committed to consultation and will continue to ensure that local councillors, planning officers, immediate neighbours and the wider local community are kept informed as the application approaches Planning Committee stage and beyond.



Appendix I Exhibition invitation letter



Add 1 Add 2 Add 3 Postcode

19th October 2011

Dear Neighbour,

University of Liverpool – City Centre campus

I am writing to invite you to a public exhibition to view our proposals for the redevelopment of some of our City Centre campus. In particular we are keen to share our initial ideas to redevelop the Brownlow Hill/Crown Street site and Mulberry Court on Mount Pleasant.

Earlier this summer, we announced plans to invest £600 million in our academic and residential estate across the Liverpool City Region to ensure we can continue to provide a world class student experience and research environment. The investment includes a £250 million redevelopment of the University's student accommodation, alongside new teaching, research and sustainable energy infrastructure. We know that in order to attract the best students, the University needs to offer better quality student accommodation; the majority of our residential stock is beyond its design life and no longer provides the standards of comfort our students expect.

We are also determined that our investments benefit quality of life for residents and businesses around the campuses, by creating better environments and improving local amenities. We have and continue to invest in the public realm around the campus by introducing high quality paving and new planting, examples of which are the public spaces at University Square and Chatham Street. The magnificent Victoria Building is now open to all to enjoy, free of charge, as a public museum and art gallery.

Over the past few months, we have been in discussion with Liverpool City Council and Community Stakeholders regarding our proposals and would now like to share these with the wider public before submitting planning applications to the Council later this year.

The residences proposals will be on view at a public exhibition on **Wednesday 2nd November 2011 between 3.30pm and 7.30pm in the Mersey Suite at Local Solutions,** Mount Vernon Green. Hall Lane, Kensington, Liverpool, L7 8TF and **Thursday 3rd November 2011 between 3.30pm and 7.30pm in The Gibberd Room at Liverpool Metropolitan Cathedral**, Mount Pleasant, Liverpool, L3 5TQ.

We are keen to deliver investment which will enhance the area and contribute positively to the future of the City of Liverpool. I look forward to meeting you at our exhibition. If you have any further questions or queries you can contact Alun Hayes or Adam Calmonson on 0870 626 9000 or e-mail alun.hayes@fourcommunications.com.

Yours sincerely,

Steve Dickson BSc MRICS, MBIFM **Director of Facilities Management**



Appendix II Exhibition display boards





LIVERPOOL UNIVERSITY MASTERPLAN

INTEGRATING THE CAMPUS INTO THE CITY

INTRODUCTION

The University of Liverpool is £100 million into a £500 million investment programme, the biggest in the city. The central aim is to make the Campus more open and welcoming to the public. The buildings, streets and spaces are being designed with local people in mind. The masterplan has been drawn up in partnership with the city council and the Hospital. New student residences and other high quality facilities are being planned.









THE UNIVERSITY AND THE CITY





The Higher Education sector generates around £1 billion every year for Liverpool. Around 10% of Liverpool's population is made up of 50,000 students during term time. The University is at the heart of Liverpool's 'Knowledge Quarter', which makes up just 1% of Liverpool's land but sustains nearly 20% of the city's economy. The University directly employs 5,000 people. Many of the staff and students live in the vicinity, helping support the inner city. The University maintains 47 listed buildings and an estate of many seros.



RECENT SUCCESSES ON CAMPUS

- £8m Victoria Museum and Gallery open to all, free of charge.
- University Square new public space at the gateway to the campus.
 Abercromby Square refurbishment of listed buildings and public realm
- Abercromby Square returbishment of listed buildings and public realm.
 Bedford Street and Chatham Street spine route transformed by new paving and planting.
- Bedford Street and Chatham Street spine route transformed by new pa
 Investment around Myrtle Street has brought new shops and facilities.
- Award winning environmentally friendly Combined Heat and Power (CHP) energy system
- Support for new pedestrian routes and crossings round Mount Pleasant, Dansie Street and Brownlow Hill.









EGRATING THE CAMPUS INTO THE CITY

THE NEED FOR CHANGE



Liverpool University needs to stay world class to compete in an international context. At present, much of the campus and its accommodation falls far short. Almost half was built in the 1960s and 70s – only 14% is under 30 years old. Just 9% of student rooms are ensuite – compared to 60% in the Russell Group, the 20 leading universities in the UK. Almost 20% of students who turn down places cite poor accommodation as the reason. As student numbers continue to increase, Liverpool University has a pastoral role to provide good living standards at affordable rates.





PUTTING THE MASTERPLAN INTO CONTEXT

The masterplan aims to open up the campus and reconnect it to surrounding communities. The streets and public spaces will be radically improved to create a welcoming place. New buildings are being specifically designed with ground floor facilities and activity. A network of public squares, street trees and quiet quadrangles is proposed. Activity will return to the 'shatter zone' around the edges of the centre.





900





WHAT'S NEXT AND WHEN IS IT HAPPENING?



- The masterplan is steadily moving forward over a 10 – 15 year period.

 • A feasibility study for the Vets site is complete and
- a planning application is expected Spring 2012.

 Site clearance is anticipated Summer 2012, with
- construction completed Summer 2014.
- Mulberry Court will proceed to a similar timescale.
- The University is keen to engage closely with our neighbours and encourages you to comment and stay involved.
- To ensure that we understand your views, we would be grateful if you could take a few moments to fill in a feedback form providing us with your thoughts The form can be completed and left with staff or sent back to us later using the FREEPOST address
- If you have any questions or would like further information, please contact: Adam Calmonson: adam.calmonson@fourcommunications.com on 020 3023 9913 Or Jonathan Brown at URBED: jb@urbed.com or 0161 200 5500



four

LIVERPOOL UNIVERSITY MASTERPLAN INTEGRATING THE CAMPUS INTO THE CITY

THE CHALLENGE

Use other universities, the University of Live good is facing cuts to funding we receive from Central Government. We are also facing increased competition from global competitions. With an ageing estimated auditors as processors increasing, we need to line at now to ensure and such as a processors increasing, we need to line at now to ensure a work. boding university. we continue to attract the best students to Userpool and remain a world

WHAT'S ALBEADY UNDERWAY?

PHASE 1 £150M CURRENTLY ON SITE

- Electricity Infrastructure, Central Teaching Labs, APEX Building Infrastructure, Student Experience, Centra for Better Births, Campus Enhancements/Public Realm and Research accommodation
- Sports Investment Edm
- Phase 1 Residences Vine Court

MAINEXT?

PHASE 2 (£250M 2012/14)

- Veterinary Science Investment Feat billy Studies commenced Student Gulid
- Management 5 chool Extension
- South Campus
- Sustainability Projects (carbon reduction target 36% (2005)
- Key infrastructure investment
- Phase 2 Residences £100m
- PHASE 3 2015-2020

- £100s earmarked Faculty discussions ongoing
- Phase 3 Residences £100m

£ 100M UNDER CONSTRUCTION









four

LIVERPOOL UNIVERSITY MASTERPLAN INTEGRATING THE CAMPUS INTO THE CITY











PROVEMENTS TO PUBLIC REALM



Appendix III Exhibition questionnaire

University of Liverpool – City Centre Campus

NOV 2011

Questionnaire

We would be grateful if you would take a few minutes to complete this questionnaire. There is a space overleaf for further comments you would like to make. If you leave us your name and address we can keep you informed about the progress of this scheme. (Your details will remain confidential).

Name				
Address				
			Postcode	
Telephone				
Email				
		Agree	Neutral	Disagree
University of Liverpoo	l investment which will ensure that the l remains a world class institution, able to ly and continue to support the City			
	vnlow Hill/Crown Street site and e tired and in need of redevelopment.			
key factor in attracting Liverpool and improvi	nodation at the University of Liverpool is a the best students and researchers to ng the University's own student to students has a key part to play.			
The proposed Masterp reconnect surrounding	olan will help to open up the campus and g communities.			
	e proposals provide job opportunities for ess opportunities for local firms.			
	local community to be continually the planning and development process.			

If you have any other comments please write them overleaf

Please return questionnaire (no stamp required) to:

Liverpool University – City Centre Campus FREEPOST RLSX-KHXT-BGSR, 48 Leicester Square, London, WC2H 7FG

Telephone: 020 3023 9913

E-mail: adam.calmonson@fourcommunications.com

Four Communications plc will retain the information from the questionnaire on behalf of University of Liverpool to allow you to receive regular updates on this development. If you do not wish to be kept informed please tick the box: