



## **Design and Access Statement**

**Event Strategy  
Liverpool ONE**

**Grosvenor Liverpool Fund  
September 2017**

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## 1 INTRODUCTION

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- 1.1 This Design and Access Statement has been prepared by HOW Planning on behalf of Grosvenor Liverpool Fund and is submitted to Liverpool City Council in support a full planning application for:

*"The temporary change of use of areas within the Liverpool ONE Estate, including Chavasse Park, Paradise Place, Peters' Square, Thomas Steers Way and Custom House Place to enable events to be hosted at these locations for temporary periods in accordance with an approved Event Strategy, with associated development and works"*

- 1.2 This Statement accompanies a planning application to renew the temporary change of use at Liverpool ONE to hold various temporary events across the Liverpool ONE estate for a period of up to five years. The original change of use application was granted on 12 October 2012 (Ref: 12F/2172) for 5 years. The purpose of this application is to alleviate the need for numerous, ad-hoc planning applications for temporary events at Liverpool ONE over the course of the 5-year period, which are not already covered by permitted development.
- 1.3 This Design and Access Statement has been prepared as Section 9 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 requires the preparation of a Design and Access Statement for major development. An Events Strategy accompanies this planning application and defines the parameters that would be acceptable in order to hold an event at Liverpool ONE. It is anticipated that conditions will be used to control the submission of details in advance of individual events that propose significant structures.

## 2 USE

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- 2.1 This planning application is being submitted to enable temporary events to be hosted at various locations throughout the Liverpool ONE estate for temporary periods in accordance with an approved Event Strategy. As set out by the Event Strategy, the events are organised either directly by the Liverpool ONE Management Team or by third parties. Subject to having the necessary planning consent, Liverpool ONE has the final decision on third party events held within its estate.

### 3 AMOUNT, LAYOUT AND SCALE

- 3.1 The Liverpool ONE Management Team prepare an annual calendar of events at the start of each calendar year in preparation for the year ahead. Whilst the calendar of events is subject to change, particularly with interest from third parties, the broad pattern and frequency of events is summarised below:

Table 1 - Typical Calendar of Events

Type	Calendar	Other
Liverpool ONE Events	<p><b>School Half Term Holidays:</b></p> <p>Notably February, May and October.</p> <p><b>Easter Period:</b></p> <p>The weeks either side of Easter Sunday.</p> <p><b>Spring Period:</b></p> <p>Likely to occur mainly in April and May.</p> <p>May Bank Holidays and Early June</p> <p><b>Summer Period:</b></p> <p>Focused on school summer holidays around July and August.</p> <p><b>Christmas Period:</b></p> <p>Likely to occur from November through to January.</p>	<p><b>Seasonable Dates:</b></p> <p>Valentine's Day, Easter, Christmas.</p> <p><b>Notable Dates:</b></p> <p>Liverpool Triathlon, Grand National, River Festival.</p> <p><b>Other Events:</b></p> <p>One-off wider national or sporting events such as the Olympics, Grand National, World Cup or events relating to the Royal Family.</p>
Brand Experiential Events	Ad hoc events held all year round.	
Retail and Leisure Partners' Events	Ad hoc events.	
Enlivenment Programme	All year round.	
Third Party Events	Ad hoc events.	

3.2 There will be a variety of events and promotions within Liverpool ONE, organised by either the Liverpool ONE Management Team or third party organisations. Such events will vary in scale, duration and management, however all will broadly follow the following definitions.

Table 2

Scale	Organiser	Summary
Very Small	Third parties such as: charities, Liverpool ONE retail / leisure occupiers, and schools.	<p>Likely to be a promotion: no barriers and no requirements from the Liverpool ONE Team. Includes:</p> <ul style="list-style-type: none"> <li>• Acoustic music performance, such as carol singing, busking;</li> <li>• Static &amp; roaming sampling/food stalls;</li> <li>• Roaming fashion show; and,</li> <li>• Static &amp; roaming promotions e.g. car display advertisements.</li> </ul>
Small	Liverpool ONE Team and/or External Organisation.	<p>Power, barriers, supervision and involvement of the Liverpool ONE Team may be required. Includes:</p> <ul style="list-style-type: none"> <li>• School choir and dance performance;</li> <li>• Display of exhibitions;</li> <li>• Children's activities such as face painting, or football lessons;</li> <li>• Small sporting promotions; and,</li> <li>• Fitness classes</li> </ul>
Medium	Liverpool ONE team and/or External Organisation in line with permitted development rights	Structures are likely to form part of the event. The Liverpool ONE Team are likely to be involved before and during the event. Examples include:
Medium	Liverpool ONE Team and/or External Organisation.	<p>Event in or on a temporary structure (marquee / stage) i.e. fashion show, sampling promotion, dance, corporate event;</p> <ul style="list-style-type: none"> <li>• Big LED screen;</li> <li>• Family attraction;</li> <li>• The holding of a market, antiques, food, crafts etc.; and</li> <li>• Enlivenment programme, including:</li> <li>• Reading Trees;</li> <li>• Lit Theatre Mirrors;</li> <li>• Giant Shopping Bag;</li> <li>• Christmas Snow Globe;</li> <li>• Third Party Events and Charity Events;</li> <li>• Retail and Leisure Partners' Events; and.</li> <li>• Brand promotions</li> </ul>
Large	Liverpool ONE Team and/or External Organisation	The inclusion of large structures is likely to form part of the event. The Liverpool

Scale	Organiser	Summary
		<p>ONE Team are likely to be involved before and during the event. Examples include:</p> <ul style="list-style-type: none"> <li>• Christmas Grotto / Ice-Rink / Observation Wheel or Christmas attractions;</li> <li>• The Beach, Summer of Sport or Big Screen;</li> <li>• Filming of a TV show; and,</li> <li>• Music / Theatre Concert.</li> </ul>
City Wide	<p>A Partnership approach which may include, amongst others, Liverpool City Council, City Central Bid, Liverpool ONE Team, Landowners, notable businesses and occupiers. Takes place within Liverpool ONE as well as rest of the City.</p>	<p>Structures are likely to form part of the event. Liverpool ONE would form part of a collaboration of interested parties to co-ordinate events. Examples include:</p> <ul style="list-style-type: none"> <li>• 10th Anniversary of the Capital of Culture '08-18;</li> <li>• Christmas light switch on;</li> <li>• Olympics;</li> <li>• River Festival and Armed Forces Day;</li> <li>• Fireworks; and,</li> <li>• 50 Summers of Love</li> </ul>

**Key**

 Permitted Development

 Covered by 5-year temporary consent

## **4 APPEARANCE**

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- 4.1 The form, type, size, dimensions and overall appearance of structures will vary from event to event and year to year dependent upon who is responsible for the event, where it is located and what equipment the organiser uses. Details will be provided in accordance with the Events Strategy.



## 5 ACCESS

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- 5.1 Transport to the proposed events will use the existing city and shopping centre transport infrastructure, including buses, taxis and pedestrian routes. Over 3,000 car parking spaces are provided at Liverpool ONE and the centre is located in close proximity to other car parks in the city centre. Access to events will generally be provided by established pedestrian and vehicular routes and provision will be made for disabled access to guarantee continual pedestrian movement throughout Liverpool ONE when events take place.
- 5.2 Liverpool ONE is highly accessible by a range of public transport. Liverpool ONE has a bus station which provides connections to the wider urban area. The bus station also provides national coach services. Liverpool ONE is also located within half a mile of three train stations, including Liverpool Lime Street which provides national rail connections and James Street and Liverpool Central which form part of the Merseyrail network.

## 6 SUMMARY

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6.1 This Design and Access Statement has been prepared by HOW Planning in support of a planning application by Grosvenor Liverpool Fund for the renewal of consent to allow for events to be held throughout the Liverpool ONE Estate.

6.2 The planning application, submitted in full, seeks planning permission for:

*"The temporary change of use of areas within the Liverpool ONE Estate, including Chavasse Park, Paradise Place, Peters' Square, Thomas Steers Way and Custom House Place to enable events to be hosted at these locations for temporary periods in accordance with an approved Event Strategy, with associated development and works"*

6.3 As set out by this Statement, the proposed consent seeks to allow a range of events to be held across the Liverpool ONE Estate and the precise nature of each will follow the principles (scale, location, form and equipment etc.) established by the Events Strategy.

This report has been prepared by HOW Planning LLP, with all reasonable skill, care and diligence. The scope of this report is subject to specific agreement and has been prepared solely for the benefit of our Client and should not be relied upon by any other party. Any third parties that use this information do so at their own risk. HOW Planning LLP accepts no responsibility for information contained within this report that has been independently produced or verified.

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