Salt Lake City
Workshop 33: Reinventing Communities
10th September 2005

LIVERPOOL, UK: REINVENTING THE CITY
ALAN JONES
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1. INTRODUCTION: The Key Players

Merseytravel

Steer Davies Gleave
1. INTRODUCTION: Putting Liverpool on the Map

City Population: 440,000
City-Region (Merseyside) Pop: 1.4 million
1. INTRODUCTION: City Development

Liverpool Population

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1850</td>
<td>240,000</td>
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<tr>
<td>1931</td>
<td>850,000</td>
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<tr>
<td>1961</td>
<td>750,000</td>
</tr>
<tr>
<td>2001</td>
<td>440,000</td>
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1. INTRODUCTION: Liverpool, a brief snapshot

- Liverpool is 800 years old.
- 17th and 18th century - major centre of commerce, trade, shipping
- 18th, 19th and early 20th century – major growth in the City and its hinterland
- Post WWII – out-migration, decline in traditional industries, containerisation of Port
- 1960s – major housing projects, site clearances and major road building
- 1980s – beginnings of regeneration
- Late 1990s onwards – re-inventing the City
1. INTRODUCTION: City Development – City Centre
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1. INTRODUCTION: City Development – Inner Suburbs
1. INTRODUCTION: City Development – City Fringes
1. INTRODUCTION: Liverpool’s Transport System

- Extensive city-wide tramway
  - Built 1890s – 1930s
- Segregated tree-lined tramways
- Dismantled in 1950s
  - Last tram September 1957
- Overhead railway
- Extensive electric railway
  - 75 miles of tracks
  - 66 stations, including 4 underground stations
- Comprehensive (private sector) bus network
- Mersey Ferries
1. INTRODUCTION: Liverpool Corporation Tramway
1. THE MERSEYTRAM PROJECT: Part of a Wider System

RAIL: 35 million pax p.a.
FERRY: 0.5 million pax p.a.
BUS: 165 million pax p.a.
AIR: 3.4 million pax p.a.
1. INTRODUCTION: The City Region’s Legacy

- Issues to be addressed:
  - Out-Migration
  - Skills Gap
  - Loss of Port-Related Jobs
  - Unemployment
  - Vacant Properties
  - Old Office and Housing Stock
  - Redundant Docks and Warehouses
2. TODAY’S CHALLENGE: Re-Inventing the City

The Catalysts for Change

- Albert Dock
- Government Policy
  - Towards an Urban Renaissance
- European Funding Support
  - £880million/US$1.6billion
- Liverpool Vision Regeneration Company
- Merseyside Local Transport Plan
  - “Putting the Passenger First”
- World Heritage Status
- Renewed Private Sector Confidence
  - City Centre Living (15,000+ new residents)
  - The Paradise Project
- 2008: European Capital of Culture
  - 9 million visitors forecast
3. THE MERSEYTRAM PROJECT: New Approach to Transit Planning

- Joined up land use and transport planning
  - linear urban regeneration
- Stakeholder engagement
  - Broadening the ownership
- Maximum segregation of tramway
  - Line 1 95%
- Direct Routeings
  - keep it simple
- Integration with Other Services
  - rail, bus, car parks
- Transit is Urban Design
- Transparent Procurement
3. THE MERSEYTRAM PROJECT: New Approach to Transit Planning

Merseytram Line 1
- 95% segregated
- 45% grass track
- 2 for 1 replacement of trees
  - 1,600 new trees
- The Green Scheme
- Low Floor Trams
- Level Boarding at Stops
3. THE MERSEYTRAM PROJECT: Project Definition

- Problem Identification
  - quality and capacity

- Assessing Alternatives
  - corridor studies
  - technology appraisal
  - keep it “demand-led”

- Think Network

- Project Development
3. THE MERSEYTRAM PROJECT: Project Definition

- Merseytravel Policy Standards:
  - ½ mile catchment for rail
  - ¼ mile catchment for bus
  - Adopt “rail standard” for Merseytram

- Accessibility Analysis
  - Health care, jobs, education, shopping, entertainment
3. THE MERSEYTRAM PROJECT: The Line 1 Route

- Alignment Design: 2000 – 2005
- Stakeholder Programme: Ongoing
- Investment Case: Funding approval 2002
- Public Consultation: 2003/ongoing
- Transport and Works Act: 2004
- Procurement: 2003 – 2005
- Final Bid/Closure: 2005
- Opening for Passenger Service: 2008
3. THE MERSEYTRAM PROJECT: CCMS

The City Centre Movement Strategy

- The Balanced Approach
  - Pedestrian Priority Areas
  - Improved cycle routes and facilities
  - Traffic/parking circulation plan
  - Removal of Flyover
  - Bus priority routes and improve stop facilities
  - Re-routeing of buses for more efficient use of network
  - Improve the environment of rail stations including improved access
3. THE MERSEYTRAM PROJECT: CCMS
3. THE MERSEYTRAM PROJECT: City Centre Loop

- Used by full 3-line network
- 10 stops
- Interchange with Railways, Buses, Ferries
- A Waterfront Link
- Serves main Retail Area
- Connects the “Cultural Quarters”
- Links to the Commercial District
- Your Local Service – City Centre Living
4. LIVERPOOL CITY CENTRE: Europe’s Biggest Regeneration Programme

Albert Dock
- The biggest group of listed buildings in the UK
- Mixed-use development
- Cultural centre
- Residential community
- Retail and entertainment facilities
- Liverpool’s No. 1 tourist attraction
4. LIVERPOOL CITY CENTRE: Europe’s Biggest Regeneration Programme
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**The Paradise Project**

- 1 million sq. ft development
- £900 million / US$1.6billion
  - Shops
  - Restaurants
  - Residential
  - Multi-screen cinema
- Respects historic street pattern
- Not a Mall
- Planning consent – 67% trips by non-car modes
- 100% private finance
- Includes:
  - Merseytram route
  - Major new tram/bus interchange
4. LIVERPOOL CITY CENTRE: Europe’s Biggest Regeneration Programme
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King’s Waterfront

- Arena
  (10,000 capacity)
- Convention Centre
  (1500 capacity)
- 2 hotels
  (400 beds)
- 1800 new apartments
  (a new neighbourhood)
- includes Merseytram terminus
4. LIVERPOOL CITY CENTRE: Europe’s Biggest Regeneration Programme
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5. THE MERSEYTRAM PROJECT: Stakeholder Strategy

- Project Partners
- Integrated Transport Forum
- Public Sector Agencies
- Private Sector “movers and shakers”
- Private Sector Developers and Investors
- The Emergency Services
- Major Employers
- Design Advisors and Interest Groups
- Utility Companies
- Press and Media – The Importance of the Positive Message
5. THE MERSEYTRAM PROJECT: Stakeholder Strategy

City’s transport plan will create 1,000 jobs
5. THE MERSEYTRAM PROJECT: Public Consultation

- Community Links Team
- Leaflets and Questionnaires
- Website
- Business Breakfasts
- Exhibitions
- Presentations
- Advertising
- Radio phone-ins
- Schools Programme
  - Design the Livery
  - Design a Mascot
5. THE MERSEYTRAM PROJECT: Schools Programme
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Trevor the Tram Driver
5. THE MERSEYTRAM PROJECT: Marketing the Scheme
5. THE MERSEYTRAM PROJECT: The Vehicle

**Merseytram Line 1**

- 11 miles long
- 26 stops
- 21 Light Rail Vehicles
- 80 seats/200 passengers
- Bombardier vehicle

- £270million / US$480million
- Drivers and Conductors
- 6am to Midnight Operation
- 700+ space Park and Ride
6. THE RELEVANCE TO RAIL~VOLUTION?

- “Put the Passenger First” – stakeholders and the public
- Plan – establish clear aims and objectives, gather the right team
- Politics – local, regional, national
- Partnership, partnership, partnership
- Press & Media – keep it positive
- Procurement – keep it simple – Public/Private Partnerships