

**Introducing an
area of expertise,
knowledge and
wealth creating
potential.....**





Liverpool
Knowledge
Quarter



THIS PROSPECTUS HIGHLIGHTS THE CONCENTRATION OF IMPORTANT WEALTH-CREATING KNOWLEDGE ASSETS IN THE CITY AND AIMS TO RAISE THE INVESTMENT PROFILE OF THIS UNIQUE LOCATION AMONGST INVESTORS, DEVELOPERS AND OTHER STAKEHOLDERS. THE LIVERPOOL KNOWLEDGE QUARTER'S STRENGTHS, OPPORTUNITIES AND CHALLENGES ARE SET OUT HERE, TOGETHER WITH AN OVERVIEW OF OUR PLANS FOR FUTURE GROWTH.

What is Liverpool Knowledge Quarter?

Liverpool Knowledge Quarter stretches from the City's Anglican Cathedral to the South, through the core facilities of Liverpool John Moores University and University of Liverpool, taking in the Metropolitan Cathedral, Liverpool Science Park, Hope Street's cultural offering and the Royal Liverpool University Hospital and Liverpool School of Tropical Medicine at its Northern fringe. The Knowledge Quarter also reaches out to and includes John Moores University's City campus on Byrom Street, an important gateway to the city centre from north Liverpool where much of their science and technology research is based. The Quarter's role as a centre of learning is further enhanced by Liverpool Hope University, Liverpool Community College and Liverpool Institute for Performing Arts (LIPA). Together these institutions house a concentration of expertise, knowledge and wealth creating potential, which we believe is unrivalled in the UK.

Scale and impact

Together, the Knowledge Quarter institutions generate £1 billion for Liverpool each year, or 15% of Liverpool's total GVA. They support 14,000 full-time jobs, around 7% of the Liverpool total. A large number of these are highly paid and skilled knowledge-based jobs. The area plays a central role in knowledge-based activity within the Liverpool City Region and the wider North West, helping to extend its impact throughout the wider knowledge economy.

Liverpool Knowledge Quarter provides a unique focal point for learning, knowledge transfer, research, cultural pursuits and economic development within the City. These knowledge and cultural assets all operate in a highly competitive environment and require continuous attention and investment if they are to help support prosperity and growth in the City.

Our key investment priorities for the physical environment of the area are:

- Tackling key linkages to the City centre core.
- Concerted investment in underperforming Brownlow Hill, Mount Pleasant, Hardman Street/Myrtle Street and London Road quadrants.
- Improving routes within the Knowledge Quarter.
- Developing physical linkages with other key assets and neighbouring communities.
- Overcoming domination by cars.
- Making memorable spaces, better linked to their surrounding buildings.

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Liverpool Knowledge Quarter

Lifting the lid on an area of opportunity





Liverpool Knowledge Quarter

The Knowledge Quarter is home to **an impressive concentration of compelling economic assets**. Two leading universities, a teaching hospital, two cathedrals and the School of Tropical Medicine share this compact and distinctive area with businesses, other important education institutions, cultural facilities and visitor attractions. All this sits on the edge of Liverpool City Centre, just a short walk from Lime Street Station and the bustle of Liverpool's reinvigorated shopping and commercial centres. It plays a vital role in the knowledge economy of the North West and plugs Liverpool into global networks of innovation, intellectual creativity, technological invention and commercial exploitation.

The Knowledge Quarter offers a unique opportunity to advance the renewal of Liverpool and drive up its competitiveness. As work on other aspects of the City's regeneration takes root, **we believe the time is right to shift the focus towards our knowledge assets and to unlock the long-term wealth potential they hold**. Knowledge is mobile, so Liverpool must compete and we must continue to build our

strengths. The Knowledge Quarter must be nurtured through targeted investments in place-making, urban design and public realm to build and sustain its true potential as a driver of economic activity in the City and beyond.

Despite its strengths and strategic importance the Knowledge Quarter does not yet enjoy the profile and recognition it deserves; it is one of the City's well-kept secrets. We aim to change that, lifting the lid on its potential and seizing the opportunities that now sit before us.

The Knowledge Quarter contains **a remarkable concentration of outstanding research, teaching, technology transfer and commercialisation assets, all located at a key gateway into the City centre**. Many of these assets are of national and international repute and help to put the City of Liverpool and the North West firmly on the map. The expertise in the Knowledge Quarter covers a breadth of disciplines in the medical, physical and mathematical sciences, engineering and technology, management and business, and the social sciences and humanities. The considerable resources in the two universities are enhanced and complemented by partner institutions, including Liverpool School of Tropical Medicine, Royal

Liverpool University Hospital and the Proudman Oceanographic Laboratory.

These knowledge assets are supported by **an increasingly strong and high quality cultural and leisure offer which is focused on the attractive and distinctive environment of the Hope Street Quarter**. Across and around the Knowledge Quarter, high quality Georgian architecture and original redbrick university buildings lend the area a strong sense of place and history. For people in the knowledge economy it is a great place to work, network, relax and invest. **With targeted improvements it can be so much better.**

A striking and distinctive feature of the Liverpool Knowledge Quarter is its concentration of knowledge economy assets. Within ten minutes, a visitor to the Knowledge Quarter can find outstanding professionals collaborating with academic and industry partners on cutting-edge research and knowledge transfer in a wide range of areas, including:

Health and Biosciences: Liverpool's key knowledge assets combine to offer probably the largest national grouping of complementary health and bioscience related disciplines in Medicine, Veterinary Science and Tropical Medicine. This expertise combines in an increasing number of Research Centres. Teams in the Quarter are working on scientific and practical responses to many of the world's most serious health challenges, including HIV and other retroviruses, malaria and obesity. Important areas of strength and further opportunity include tropical medicine, oncology, and microbial infections, sports science and public health.

Liverpool Knowledge Quarter

Key knowledge assets:

- University of Liverpool.
- Liverpool John Moores University (LJMU).
- Royal Liverpool University Hospital.
- Liverpool School of Tropical Medicine.
- Liverpool Science Park.
- Proudman Oceanographic Laboratory.
- Liverpool Hope University.
- Liverpool Community College.
- Liverpool Institute for Performing Arts.

Supported by a strong cultural offer:

- Anglican and Metropolitan Cathedrals.
- Royal Philharmonic Hall (and the Royal Liverpool Philharmonic Orchestra).
- Everyman Theatre, Unity Theatre, Blackburne House.
- An increasingly strong high quality hotel, bar and restaurant offer.
- Attractive and distinctive architectural and public realm assets.

Proudman Oceanographic Laboratory

One of only three Government funded research laboratories in the North



Proudman
Oceanographic Laboratory
NATURAL ENVIRONMENT RESEARCH COUNCIL

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Advanced Science, Technology and Engineering:

The Knowledge Quarter houses international expertise and leading edge research in Accelerator Science, Micro and Nanotechnology, Bio-engineering, Materials Chemistry, Astrophysics and Advanced Computing. This expertise supports the ongoing development and expansion of leading edge research centres, including in Aerospace, Astrophysics, Materials Development, General Engineering, Mechanical Engineering, Accelerator Science and Digital Technology.

Oceanography: The Proudman Oceanographic Laboratory, a research centre wholly funded by the National Environment Research Council (NERC) and one of only three Government-funded research laboratories in the North, is housed in a purpose-built facility within the Quarter. It is home to the British Oceanographic Data Centre and is working at the forefront of key environmental challenges including climate change, sustainable water resource management and renewable energy.

Social Sciences and Humanities: The Universities have played a leading role in the Capital of Culture build-up. This includes Impact 08, a joint research initiative of the University of Liverpool and Liverpool John Moores University which will evaluate the social, cultural, economic and environmental effects of Liverpool's European Capital of Culture celebrations. The Universities also have extensive experience in Art & Design and Urban Regeneration (helping to shape and inform debate through the European Institute for Urban Affairs).

Management and Business: The Universities provide leading edge support in the development of management capacity and skills, from on-line and traditional MBAs to advanced support for supply chains, leadership (including participation in the Northern Leadership Academy), innovation (in particular the Innovation Network) and social enterprise support and governance.

Liverpool Knowledge Quarter occupies a very strong and distinct core area to the east of Liverpool City centre. This contains the majority of the activities of the University of Liverpool, Liverpool John Moores University, the Royal Liverpool University Hospital and the Liverpool School of Tropical Medicine. It also reaches out to and includes Liverpool John Moores University's City Campus on nearby Byrom Street (home to outstanding research departments including General Engineering, Sports Science and Physics), helping to form a key gateway between the City centre and north Liverpool. There are also important linkages with vital knowledge assets in other parts of the Liverpool City-Region, including Particle Accelerator Science at Daresbury Science Park, the National Biomanufacturing Centre at Speke and the University of Liverpool's three veterinary hospitals at Leahurst, Wirral.

The Quarter's role as a centre of learning is further enhanced by Liverpool Hope University, Liverpool Community College (both of which play a vital role in providing pathways to and widening participation in higher education, and other forms of learning, for the people of Liverpool and beyond) and Liverpool Institute for Performing Arts (LIPA).

Liverpool Knowledge Quarter has demonstrated, for many years and in a wide variety of disciplines, its ability to attract national and international funding (public and private) to support research activities in Liverpool. Looking forward, our strengths provide us with an opportunity to stimulate further investment in Liverpool's knowledge economy across a wide range of sectors and disciplines, including physics, engineering, design and digital technology. One of our strongest areas of opportunity is in the field of Health.

Our combination of expertise in bioscience, medical sciences, pharmaceuticals and public health policy means that we are well-placed to capitalise on the growth in spending on health research across the world and to secure further investment.



We aim to ensure that Liverpool Knowledge Quarter continues to be a strong, natural choice for investment in research.

An Engine of Growth



Taking the University of Liverpool, Liverpool John Moores University, the Royal Liverpool University Hospital and the Liverpool School of Tropical Medicine together, **we estimate that they support 14,000 FTE jobs (7% of the Liverpool total) with a profile strongly weighted towards higher value, knowledge based work and £1 billion in annual income in Liverpool (equivalent to 15% of Liverpool's GVA*)**. As such, they are the core of Liverpool's growing knowledge economy.

Across the North West these institutions support 15,400 FTE jobs and generate £1.6 billion in annual income. **This major economic impact is centred upon a compact and distinctive area accounting for just 1% of the total area of Liverpool.**

Improving the supply of labour - Graduate Generation and Retention

Liverpool Knowledge Quarter

Driving Liverpool's Knowledge Economy:

- Major knowledge based employers.
- Supply chain impacts.
- Strong multiplier income effects.
- Improving labour inputs in local, regional and global markets.
- Transferring knowledge and expertise into the business base.
- Image-makers.
- Raising aspirations.
- Driving urban regeneration and development.

*More detailed information on economic impact is provided in our accompanying technical report, available from www.liverpoolvision.co.uk

The largest two Universities in the Knowledge Quarter produce around 14,000 graduates every year. Around three quarters of these are first degree graduates and the remainder are postgraduates. Data from graduate destination surveys indicates that around one in three graduates from Merseyside institutions stays on in the sub-region to work. This represents a significant addition to the graduate labour pool in the local economy every year and a potential for the future.

A Major Centre of Research

The two Universities have a combined research portfolio approaching £300m in value, reflecting the University of Liverpool's status as a leading Russell Group research-intensive university and Liverpool John Moores University's performance as the leading post 1992 Science and Technology research University.

The Research Assessment Exercise (2001) confirmed the strong research credentials of the two institutions. Of the 43 departments that were assessed at the University of Liverpool, 38 were rated as having nationally or internationally excellent research output. Three departments achieved the top 5* rating.

Liverpool John Moores University contributes a further 5* rated research centre (in Sports Science) and an additional 5 centres of international standing. The University's Astrophysics Research Institute was recently ranked in the top 1% of institutions worldwide in the field of Space Science Research.

Both of our Universities operate in a competitive environment for research funding, staff and students. Attracting and retaining the best people from across the world is vital to our future success, and the creation of a compelling sense of place with an array of complementing cultural and entertainment assets

will be a key determinant of this success. The Knowledge Quarter's continued standing depends upon its ability to offer a strong and attractive environment which competes with the best.

We know that we cannot afford to stand still and there can be no complacency.

It is important that other partners work with and support our Universities through investment in the wider physical, economic and social environment.

A Critical Mass of Health Research and Teaching Assets

With international standing in health education and research, clinical trials, commercialisation, public health and health policy, the Knowledge Quarter is well placed to benefit from increased investment in health research globally. Indeed, this critical mass of complementary and supporting facilities and expertise is already leading to new investment. We aim to exploit this potential yet further, bringing considerable value to the region's flourishing biomedical sector (the second largest in the UK).

Recent investments in the health research infrastructure and capacity of the Knowledge Quarter include:

National Centre for Zoonosis Research:

In March 2006, the University of Liverpool secured £1.7m from the North West Science Fund to establish the Liverpool-led National Centre for Zoonosis Research in partnership with Lancaster University. The new centre will strengthen Liverpool's reputation, expertise and capability in infections transmitted between animals and people.

Centre for Tropical and Infectious

Diseases: Building upon the outstanding expertise within the Liverpool School of Tropical Medicine, over £30m has recently been invested

Liverpool Knowledge Quarter

Total Economic Contribution:

11,250 FTE staff 45,200 students.
Income of £700 million.

Contribution to Liverpool Economy:

14,000 FTE jobs (7% of Liverpool total).
£1.0 billion in income.

Contribution to North West Economy:

15,400 FTE jobs.
£1.6 billion in income.

in the development of the Centre for Tropical and Infectious Diseases. The new centre has attracted £30m high-profile investment from the Gates Foundation and will develop strong links with the City's National Bio-Manufacturing Centre.

Biomedical Research Centre for Microbial

Diseases: The University of Liverpool, the Liverpool School of Tropical Medicine and the Royal Liverpool Hospital together form a newly designated biomedical research centre (BMRC) for microbial diseases, one of eleven BMRCs nationally and one of only two to be located outside the London-Oxford-Cambridge triangle. This is a highly prestigious investment, which recognises the Knowledge Quarter's multi-disciplinary strength in the research and treatment of infectious diseases.

Harnessing the Spirit of Entrepreneurship



UK Medicines for Children Network: The University of Liverpool is leading a £20m Department of Health initiative to develop medicines specifically for use in children. The project, in partnership with the Royal Liverpool Children's NHS Trust, Alder Hey, will establish the UK Medicines for Children Network, to develop a wide variety of drugs to treat illnesses such as meningitis, asthma and epilepsy as well as preventative therapies for diseases in newborns and children in intensive care.

Liverpool Experimental Cancer Research Centre: The Centre is to be created in order to provide higher quality services and enable international, early stage trials of new cancer therapies.

Centre for Public Health: The Centre for Public Health is a World Health Organisation-recognised centre of expertise in teaching and research on public health. It works with its partners to deliver improved health outcomes at local, regional, national and international levels.

It is home to the North West Regional Health Observatory and employs over 60 staff in specialisms ranging from drug abuse, sexual health and violence to broader expertise in health economics, epidemiology and statistics.

Building upon our health research assets, both within and beyond the Knowledge Quarter, is a key strategic priority for the city region. Our research into the development and better application of treatments, the management and prevention of a wide range of conditions and our long history of outstanding work on public health policy align strongly with health research priorities in both the developed and developing worlds. The concentration and combination of expertise across the complementary areas of Zoonosis, BioSciences, Vaccine Development and Tropical Medicine, together with Liverpool Science Park, the National BioManufacturing Centre and linkages with Merseyside's large pharmaceutical companies, means that Liverpool Knowledge Quarter can play a lead role in the fight against the world's most important health challenges.

The Largest Portfolio of Knowledge Transfer Partnerships in the North West

Both of our Universities are at the centre of a wide range of Knowledge Transfer Partnerships (KTPs) and have a long history of engagement in key knowledge transfer initiatives. Together they have the largest portfolio of KTP projects in any of the North West's sub-regions.

The following initiatives give a flavour of the current extensive range of projects with local, regional and national industry partners:

Accelerator Science and Technology: The University of Liverpool is the leading partner in the Cockcroft Institute at Daresbury Science Park. The Institute will enable the UK to take a major role in the design, construction and operation of particle accelerators.

Telecommunications: The General Engineering Institute's Radio Frequency and Microwave Group at Liverpool John Moores University has pioneered the transmission of high frequency electromagnetic waves through sea water, enabling data and images to be transmitted at rates up to 1MB per second over distances in excess of 100m. This breakthrough has the capacity to transform military, environmental and commercial marine operations.

Materials Science: The Centre for Materials Discovery is part of a major investment in the Department of Chemistry at the University of Liverpool which will further expand industry access to cutting-edge expertise. It works with companies in a range of sectors, including those involved in the discovery of new materials for applications such as medicine, communications technology and energy storage.

Liverpool Science Park (LSP): A limited company owned by Liverpool City Council, the University of Liverpool and Liverpool John Moores University, LSP has been established to lead the development of a major science park over the next 10 to 15 years. The science park operator, Cam-Sci Ltd, has a strict gateway policy to ensure that LSP develops as a fully fledged science park.

Encouraging Knowledge Based Inward Investment

As potential collaborators and sources of skilled labour, our universities are increasingly able to attract knowledge based businesses to Merseyside and are actively engaged in efforts to do so. This includes attracting companies and entrepreneurs to new development locations within Liverpool Knowledge Quarter but also within the wider region.

Central to our efforts to promote the development of the knowledge economy is the success of Liverpool Science Park. Phase 1a (Liverpool Science Park Innovation Centre) opened in 2006 and provides approximately 40,000 ft of workspace. It currently has 22 tenant companies, primarily early stage firms in the Life Sciences and IT sectors. A multi-occupancy grow-on facility (Phase 1b) is currently being brought forward on an adjacent site within the Cathedral Precinct. Building works will begin in Summer 2007, with an Autumn 2008 completion date. When open, the new facility will offer a further 40,000 ft of grow-on space for firms in the knowledge economy.

Further development of Liverpool Science Park, including the provision of an escalator of accommodation for growing science-based firms, is planned nearby at Edge Lane.



Liverpool Science Park Innovation Centre - Part of the first phase of development of Liverpool Science Park

Creating an Inspiring Environment



Change and development is already underway across the Knowledge Quarter.

Both Universities are implementing major capital investment programmes (with a combined estimated value of £300m), whilst the Royal Liverpool University Hospital is to be rebuilt at a cost of over £400m, ensuring that it develops much stronger physical and visual links with the Universities and key collaborating research centres. New opportunities for appropriate private sector investment within the Knowledge Quarter are also being created.

Alongside this investment we must also consider the wider characteristics that a vibrant knowledge environment should offer and continually explore how the physical environment of the Knowledge Quarter can be enhanced. The University of Liverpool, Liverpool John Moores University and the Royal Liverpool University Hospital are collectively seeking to address and improve the public realm in and around the areas under their control. **However, these efforts need to be complemented with action to address problems in-between and adjoining these areas in order to maximise the impact of these improvements.**

Why Quality of Place Matters

Knowledge and knowledge workers are mobile. Academics, researchers, students and knowledge-based businesses have a great deal of freedom over where they locate. It is vital that Liverpool and the North West are able to offer outstanding knowledge environments in which these knowledge workers can work, study, collaborate and relax. Surveys of leading researchers who have been attracted to Liverpool in recent years confirm that the quality of the physical environment is an issue that we need to address.



The area's growth depends upon high quality environments in which people can move, experience the arts, meet, socialise, stay overnight, live, eat and drink - the social and physical fabric of the Liverpool Knowledge Quarter. The leisure and cultural offer focussed on the Hope Street area must be seen as key to Liverpool's efforts to attract and retain students, academics, researchers and other knowledge workers. The recent high quality public realm works in and around Hope Street have been highlighted by CABE as a best practice example and demonstrates the impact that such investments can achieve.

What Makes for a Strong Knowledge Environment?

- **A distinct sense of place:** The visitor should have a strong sense of having entered a distinct part of the city.
- **Clear but permeable boundaries:** The ideal knowledge environment needs to have a defined campus with clear, albeit permeable borders.
- **Visual and physical linkages within and between:** Visitors, users, students and staff need to navigate efficiently and safely between buildings and places in the campus area.
- **Open and inclusive spaces:** A vibrant knowledge location must be open and accessible, in order to foster a sense of interaction and to allow people to understand what is going on in the surrounding buildings.
- **Facilitating and encouraging social interaction:** Social and public space where people can meet and interact is very important.
- **An engaging feel and structure:** Thriving knowledge locations do not feel sterile and empty, they are active, lived in, comfortable and relaxed but also have a determined air of progress and endeavour.
- **High quality teaching and working environments:** Learning environments must provide quality teaching and research facilities
- **Places conducive to social, commercial and educational interaction.**

Taking a Break in the Heart of the City





Liverpool Knowledge Quarter Today

Strengths:

A human scale: The area is compact and can be walked across in 15 minutes. Buildings are generally of a size and density which is sympathetic to the pedestrian.

Significant architectural value and character: Many parts of the area have notable and attractive buildings and there is a diversity of styles across the Knowledge Quarter. A number of new buildings provide high quality and striking additions to the townscape.

A rounded offer: The Knowledge Quarter, notably within the Hope Street area contains a diverse and vibrant set of leisure pursuits which are a strong complement to our knowledge strengths.

Clear and logical routes: The area benefits from a number of strong landmarks and some parts of the Knowledge Quarter are highly legible making it relatively easy for visitors to find their way around.

Weaknesses:

Poor quality and often degraded public realm: Many parts of the Knowledge Quarter and its adjoining areas are untidy in appearance.

King car: Many parts of the Knowledge Quarter are dominated by the car, with open spaces used as vehicle access routes or surface car parks which threaten the intimacy and safety of the area.

Lack of animation and vibrancy: Large areas have little in the way of active ground floor uses or are occupied for low value activities. There are also a number of highly prominent redundant spaces.

Poorly integrated buildings: The architectural styles and uses of some buildings do not complement the knowledge focus of the overall area. Some, including multi-storey car parks and a number of buildings from the 1960's appear to be actively hostile to their surroundings and large parts of the area are now out-dated.

Poor legibility: Visitors are not able to navigate around the entire area with ease and simplicity, some aspects of the Knowledge Quarter suffer from a lack of clear and logical routes.

Separation of LJMU City campus: Linkages between the City campus, on Byrom Street, and the rest of the Knowledge Quarter and the City centre are poor. Major traffic routes help to exacerbate this separation.

Seizing the Opportunity





Our Vision for the Liverpool Knowledge Quarter

Our vision for the Knowledge Quarter is simple but comprehensive. It is of a Knowledge Quarter which is:

- Recognised locally, nationally and internationally for its remarkable concentration of world class knowledge economy assets, particularly in health related areas.
- Able to attract increasing levels of public, private, and individual investment from organisations and individuals within the knowledge economy.
- Acknowledged as a place which encourages people to aspire to success, which inspires these people to think and to achieve, and as a place in which new ideas can be born and take shape.
- Accepted as generating increasing economic impact in Liverpool and the North West, which drives the development and transformation of our knowledge economy.
- Recognised as a centre of excellence in knowledge transfer, from which innovation flows into the local and regional business base and in which new products and process are developed.
- Acknowledged as an attractive and distinctive place to live, work, study, play and invest as a knowledge worker. This reputation should be founded on a highly sustainable quality of experience that is available to all.
- Well-managed, maintained and marketed as a cohesive and strategically vital location within the City and region.



Building a Vibrant Community



Our Investment Priorities

A summary of where and how we intend to focus our efforts. It highlights those areas which we regard as priorities for investment in public realm improvements, those which we believe have the greatest potential for developing and enhancing a strong sense of place and identity and the key pedestrian routes within and through the Knowledge Quarter. Our priorities are to improve the area's image & marketing; better co-ordinate improvements and pursue an integrated programme of public realm enhancements, which distil down into the following activities:

Tackling key linkages to the city centre: To create a strong route from Lime Street Station up Mount Pleasant and Brownlow Hill, complemented with more animated active ground floor uses and improvements to the public realm, which enhance pedestrian priority.

Concerted investment in underperforming areas: The London Road, Brownlow Hill, Mount Pleasant and the Hardman Street/Myrtle Street quadrants are critical to the development of the knowledge economy in Liverpool. They each need investment in image and identity.

Improving routes within the Knowledge Quarter: Strengthening the quality and legibility of routes within the area, particularly within and across the University of Liverpool campus.

Developing the physical linkages with other key assets and neighbouring communities: Promote a vitality of the urban environment linking the core area to key knowledge assets such as the City Campus on Byrom Street and to adjacent neighbourhoods such as Edge Hill, Kensington and Everton.

Overcoming domination by cars: At the moment, the car has a largely negative impact on the environment and quality of the Knowledge Quarter. Further vehicle calming, creative solutions to car parking and improvements to public transport, along with better pedestrian links, are all required.

Making memorable spaces: Examine the relationship between important buildings and groups of buildings and how they relate to adjacent spaces to create memorable and useable spaces that promote a convivial environment for the exchange of ideas and knowledge.

Promoting awareness of the Knowledge Quarter both nationally and internationally: It is vital that awareness of the strengths, opportunities and aspirations within the Knowledge Quarter are raised amongst investors and other stakeholders, both in the UK and overseas. We believe that the Knowledge Quarter should play an increasingly prominent role in the ongoing repositioning of Liverpool and the North West.

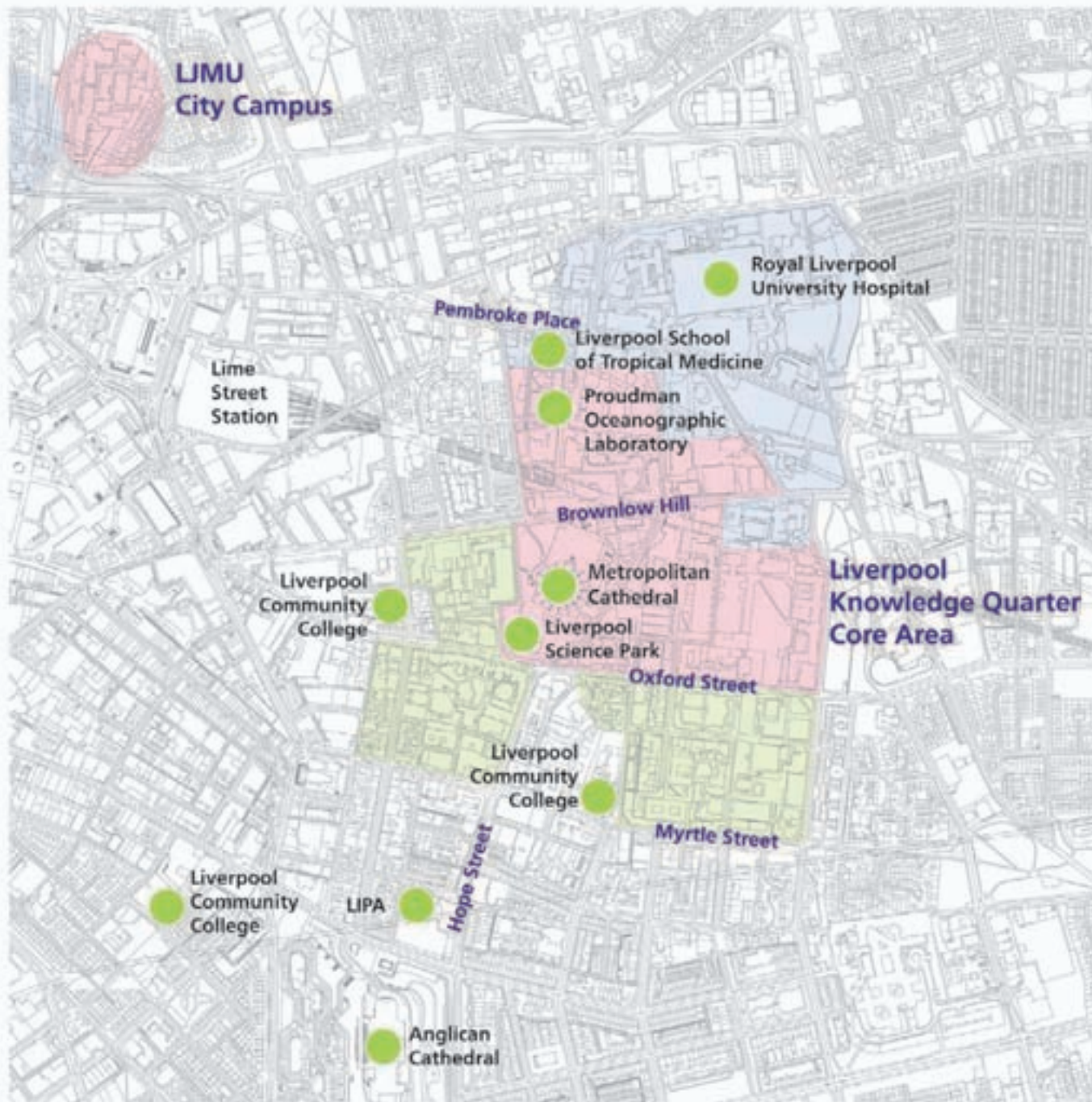
Competing In the Knowledge Economy

The Knowledge Quarter plays a vital role in the knowledge economies of Liverpool and the North West, yet it has so much more potential. Its growth and development, both physical and economic, is being led by ambitious and dynamic organisations with a clear vision for their future and a commitment to work together to create the environment to support this growth.

We will continue to assess our detailed priorities for investment in the Knowledge Quarter. In particular, we will seek to identify opportunities to invest alongside knowledge organisations and the private sector in order to maximise impact. We are also committed to improving the management and maintenance of the Knowledge Quarter and will work together to ensure we look after what we have.

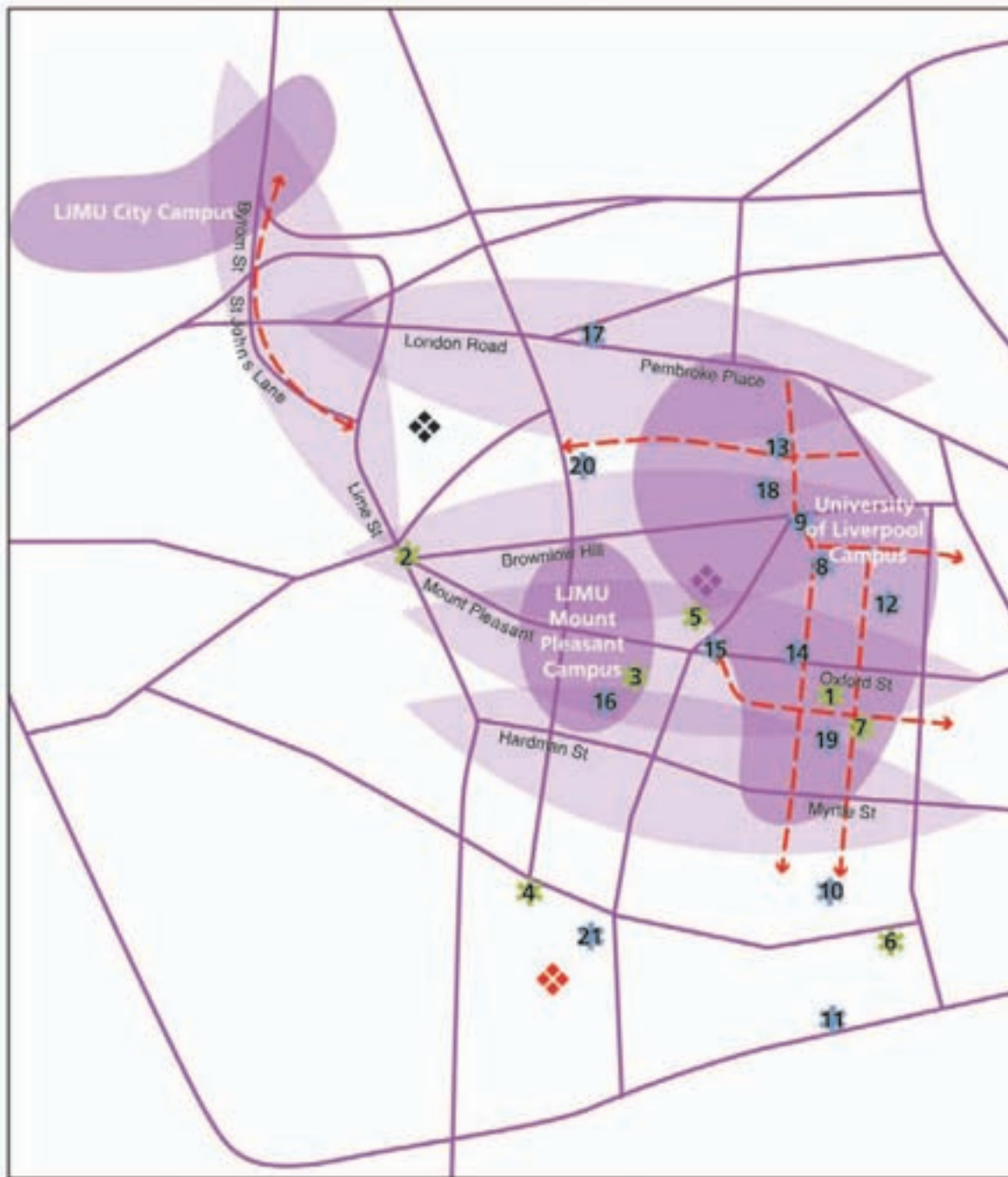
There is now an outstanding opportunity for other partners to get behind this vision to realise its growth potential. The investment required to realise the Knowledge Quarter's outstanding potential will be modest in comparison to the scale of regeneration and development seen elsewhere in Liverpool. We believe that the dividend, in terms of the impact on the North West's long-term prosperity and competitiveness, will be immense. **We look forward to working together to reap this dividend for Liverpool and the North West.**





- Engineering, Science
- Health, Bio Science, Veterinary Science,
- Social Science, Arts, Humanities, Business, Management

Concentration of Assets



Placemaking Priorities

Key

- Investment in the quality of public realm and the relationship between buildings and open space, concentrated along multi-nodal boulevards
- Creation of a distinct sense of place and identity through investment in the quality of open space, buildings, legibility and connections
- Strategic pedestrian linkages of importance to the Knowledge Centre
- Quality Public space
- Public space in need of improvement
- Liverpool Metropolitan Cathedral
- Liverpool Anglican Cathedral
- Liverpool Lime Street Station

Quality Public Spaces

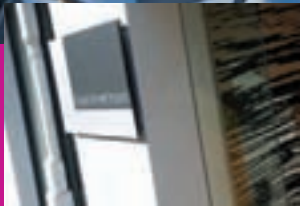
1. Abercromby Square
2. Adelphi Circus
3. Aldham Roberts/John Foster Gardens
4. Cathedral Gate
5. Cathedral Steps
6. Falkner Square
7. Sydney Jones Library

Public Space in Need of Improvement

8. Bedford Street North
9. Brownlow Hill/Mount Pleasant
10. Chatham Street/Sandon Street
11. Egerton Street
12. The Green
13. Infirmary Car Park
14. Oxford Street/Bedford Street North
15. Oxford Street/Mount Pleasant
16. Maryland Street
17. Pembroke Place/London Road
18. The Quadrangle
19. Rendall Square
20. Russell Street/Dansie Street
21. St. James' Cemetery

Liverpool
knowledge
Quarter

A Cosmopolitan Area of Culture and Learning





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