



Part 2:
CONSULTATION

11. The Consultation Process

In which we describe the methods by which we consult with the community and stakeholders of the Anfield area.

The masterplan for Anfield and Breckfield has been developed hand-in-hand with the local community. This broadly involved three stages.

Stage 1: Introduction

Initial consultations were undertaken to introduce the project and the design team to the community and other key stakeholders. The aim was to establish a dialogue, to understand the history of community involvement and the aspirations of local people and groups. This stage also sought agreement on the format for the main part of the consultation, as well as establish how they would like to be involved during the course of the project.

This stage included an evening workshop at Anfield Football Stadium as well as a number of meetings with the Housing Strategy Group. Meetings were also held individually with local groups based on a list of consultees and stakeholders agreed at the start of the project.

Consulting the wider community at the exhibition



Stage 2: Design for Change

The second stage of the consultation was a three day Design for Change Charrette. This brought together community representatives, council officers, stakeholders and the developers in a three day masterplanning workshop. The event included a walking tour of the area and a visit to a completed redevelopment site. It culminated in the creation of a series of plasticine models developing masterplans for the area.

Stage 3: Exhibition

The options from the workshop were drawn-up and used as the basis for an exhibition that took place in three venues across the area. This included a range of displays from stakeholders in the neighbourhood and was attended by some 1000 plus people. Comments were collected on Post-it notes and reply slips allowing URBED to determine the preferred option from those developed at the workshop. This preferred option has been drawn up as

the basis for the masterplan in this Design Statement. It has been discussed and refined with the Housing Strategy Group alongside the Council and Keepmoat so that URBED are confident that it has widespread support. The final plan is described in Part 3 of this report. However before we describe the plan, we have set out on the following pages the details of the consultation process.

Margaret Fath, resident in the Rockfield area



A walking workshop of the resident's area



Residents on a trip to a reinvented terraced scheme at Northmoor



A visit to Hulme in Manchester



Possibilities Collages



Masterplanning in action



12. Consultation Parameters

In which we describe the history of community participation and involvement in the area.

One of the concerns at the start of the process was consultation fatigue. The community of Anfield and Breckfield are well organised and have been engaged in discussions about the future of their area for many years. As part of this, the community published a report in 2002 on the regeneration of the area and were concerned that the masterplanning process did not duplicate or contradict this work. Consultation had taken place on the demolition areas, the Arena Elderly Village and of course the redevelopment of the football ground. The starting point for the process was therefore an agreement not to reopen decisions that had already been taken but to concentrate the masterplan solely on the development of the area to be cleared.

The vehicle for these agreements was the Anfield/Breckfield Community Steering Group. This was formed in 1999 and brought together the two Neighbourhood Councils for Anfield

and Breckfield. A public planning event was held in February 2000 and a strategy drawn up for regeneration. A series of sub-groups were established to take forward each of these areas. These groups were; 'Shopping and High Street', 'Traffic, Parking and the Environment', 'Health and Social Facilities', 'Housing Strategy Group', 'LFC Liason Group' and 'Neighbourhood Management Group'.

The main contact for the masterplanning study has been the *Housing Strategy Group*. The group's mission statement as set out in the June 2002 report is set out in the box below.

The group has been responsible for guiding the development of the Housing Strategy and have been the consistent point of contact during the development of the masterplan. URBED has worked closely with the group, presenting progress at their monthly meetings and drawing from their exten-

sive local knowledge to troubleshoot and maintain progress on the correct path. The Housing Strategy Group was also instrumental in the organisation and delivery of the Community exhibition where the masterplan options were displayed alongside material from other key stakeholders in the area.

As the project reached its final stages, reforms in the structure of the Community Steering Group led to the dissolution of the Housing Strategy Group and the creation of the Anfield and Breckfield Housing and Physical Regeneration Group. This group was formed to reflect the shift in momentum from planning to delivery and realisation of projects for the area. Since the new group shared many members of the old group, URBED continued liaising with the newer group in the final stages of preparing the documentation and plans for this report.



Liverpool FC's plans led to the creation of the Community Steering Group



The Housing Strategy Group exhibition



Residents and stakeholders on a tour of Hulme

Housing Strategy Group Mission

'The purpose of this Strategy Group is to develop a framework, acceptable to the local community, for a sustainable housing and tenure mix in the Anfield/Breckfield area in the medium to long term. This will mean taking account of the existing housing and tenure mix - whom it provides for and whom it does not provide for - looking at the needs of existing and potential residents and their aspirations, looking at the potential mechanisms for change, including the options for public and private sector investment and looking at physical options to modernise housing conditions that are achievable and consistent with the emerging regeneration plan for the area.

The objective will be to identify and review the roles of the City Council, Housing Associations and other landlords in the area, including the role and position of private owner-occupiers. As a sustainable framework begins to emerge, it will be necessary to consider how moving towards it will impact on each and all of the property-owning interests in the area and to develop enabling packages of resources that will as far as possible allow all interests to be served by the plan.

The short term aim of this Strategy Group will be to consider the level of Housing Investment Programme (HIP) and Approved Development Programme (ADP) resources required to facilitate an early start to housing improvements in the area and have an immediate impact on housing conditions.'

13. Design for Change workshops

In which we describe how members of the community were engaged in the design process through a 3-day design workshop with key stakeholders.

The Anfield and Breckfield Design for Change event was an opportunity for the community to shape the future of the area. The event was run by URBED together with Liverpool-based facilitators and filmmakers *A Sense Of Place*. The structure of the event was based on a workshop process developed in conjunction with the National Tenants Resource Centre and the GlassHouse Trust. The event ran from the 9th to 11th of May.

Day 1: Residents were given an introduction to urban design principles based on three key themes: Streets are important, Spaces are important, Activity is important. The workshop was then divided into two groups and taken on walking workshops allowing residents to show the area to the masterplanning team and pass on local knowledge. After lunch and a workshop debrief, there was an introduction to the masterplanning exercise and residents and stakeholders started work, producing figure ground plans, open space, land use and street network plans.

Day 2: On the second day, a trip was organised to see some completed regeneration schemes so that residents and stakeholders could explore possible futures for the Anfield and Breckfield area. The tour went to Manchester where the group visited the new City of Manchester stadium. They then visited the Northmoor neighbourhood to see how homezones can be used to reinvent a terraced area. The tour culminated in Hulme to see what a large redevelopment scheme looks like once completed. After lunch and a debrief the group returned to Anfield.

Day 3: On the final day the group moved on to create a series of masterplanning options for the area. The day began with a Possibilities Slideshow where residents and stakeholders were shown schemes, projects, buildings and cities from around the world and asked to pick out the pictures that inspired, excited or interested them. From there the masterplanning work began in four smaller groups. First,

the clearance areas were blanked out before the groups considered possible road networks, land uses, open space and housing layouts. These were first drawn and then modelled in plasticine working with facilitators at each table. Each of the plans was then presented and documented by A Sense Of Place for a DVD contained on page 24.

Following the workshop members of the wider community were invited into the venue to view the outputs of the workshop. The models were also photographed and documented so that they could be drawn up by the masterplanning team for the exhibition.

The facing page is a photographic record of the event and on the following pages we describe the options that were developed and the comments made in the presentations.



Residents and Stakeholders at the Design for Change event



The masterplanning process



Possibilities being discussed for the Anfield and Breckfield area



1. **Principles:**
An introduction to the principles of urban design and what makes places work

2. **Walking Workshop:**
A tour of the neighbourhood so that residents can show us the best and worst of the area.

3. **Analysis Plans:**
A series of analysis plans of the neighbourhood so that residents can really start to understand why things work and others don't.

4. **Study Tour:**
A trip to see neighbourhoods that have been transformed. We went to Northmoor in Longsight and Hulme, a neighbourhood that has been rebuilt



8. **Modelling:**
A plasticine model of the final plan is made to get a feel for how the area could look. This model is then filmed

7. **Masterplanning:**
Where residents start to plan the area, starting with the street network of high streets, secondary streets and local streets and then planning where shops and other facilities so and finally the shape of the new housing.

5. and 6. **Possibilities:**
The possibilities slide show and collage. Hundreds of pictures of places from around the world that people cut out into collages as inspirations for how the area could look.

13. Design for Change DVD

The filmed footage from the Design for Change event

This is a DVD of films, photographs and drawings from the three day Design For Change event, held in the Sandon Pub, Anfield on 9th to 11th May, the workshop was run by URBED (as described in previous sections) and filmed by A Sense of Place who are Liverpool based facilitators.

The DVD contains:

FILMS about Design for Change

FILM: Workshop 9th to 11th May

FILM: Study Visit 10th May

FILMS: Presentation of options

SLIDESHOWS: Of the place, the workshop and the study tour

FILMS about Anfield Breckfield

These films were made by interviewing local people about the Anfield and Breckfield area before the workshop.

FILM: Introduction

FILM: Place and People

The DVD-ROM contents are:

Design for Change: Programme and Powerpoint presentation

Options: Drawings and photos of each option A, B, C and D

Photos: The Photos taken over the three days

To view the ROM element (in computer):

Insert the DVD into the computer's DVD drive. Quit or minimise any DVD application which auto starts.

PC Users: Right click on the DVD disc icon under MY COMPUTER and select DVD-ROM contents, select element to view from the menu.

Mac Users: Double click DVD disc icon on the desktop and open DVD-ROM contents, select element to view from the menu.





14. Masterplan Option A

Where we see what one group from the Design for Change workshop planned for the Anfield and Breckfield area.

Option A was based on the following key principles:

- The importance of green space so that new neighbourhoods are to be spacious and well designed.
- The Anfield Plaza to be a focal point for community.
- A new School and LIFT to be developed with a prominent frontage onto Walton Breck Road.

Responses to Option A

The following comments (both positive and negative) were collected from the three day exhibition. These comments were recorded once the plans had been discussed with a member of the URBED team and recorded on Post-it Notes.

Positives:

- Like home zoning
- Good open spaces, need places for kids to go
- Like joint health and school facility on V-Streets
- Like Plaza proposal
- Like Oakfield – shop fronts and high street. More social environment
- Like Green space
- I like the new plans for the street and open spaces and shops
- Open spaces and small streets
- New shops, open space

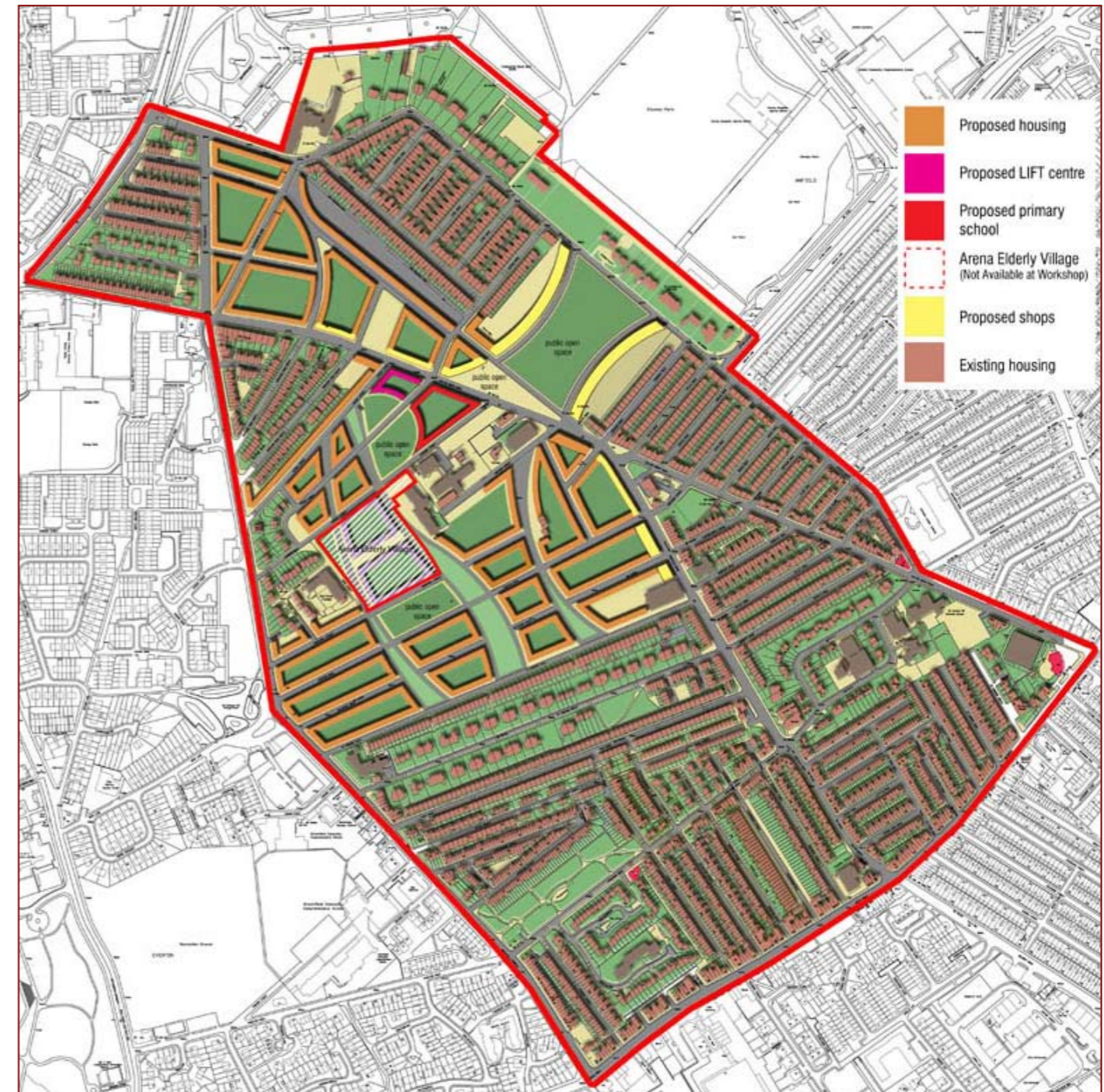
- Public open space
- Health Centre open spaces
- Public open space
- School and health centre
- Like the idea of more open spaces, spaces for the youth and green areas
- I like the idea of option A
- The best plan, Option A
- Like Open Space
- Could we look at the widening of Sleepers Hill to give the remaining properties more space and pavement. Fronts need improving, it is a bus route.
- Like provision of open green space - Need more space for kids to play.
- Need a better school. If drug users use Health Centre, where will used needles go.
- Would be nice to live in housing with the green space
- Like Option A better but with semi detached from Option B

Negatives:

- Don't like Street network
- Need a local youth centre and community centre for all ages
- Oakfield Road, it was a nice street front/high street in the past
- Open plan gardens would improve views.
- No spaces allocated for the youth anywhere
- Lack of shops on Robson Street
- Shared green space could be a

downfall if anti-social behaviour families are living within this space.

- Many disused shops in Breck Road, needs to have major improvements close to shop fronts on Breck Road
- Open spaces by Elderly Village just cries out for vandals to gather each evening . Like the idea of the village though
- Doesn't seem to be enough living space
- Like the idea of having more open green spaces
- Patio doors + extension on back of Donaldon Court makes this a challenge
- Shared gardens
- Lack of amenities
- Would open space right by elderly village attract kids and cause problems, especially at night?
- Extended gardens and driveways for even side of St Domingo Vale
- Not enough shops.



Option A redrawn by URBED for the Design for Change event



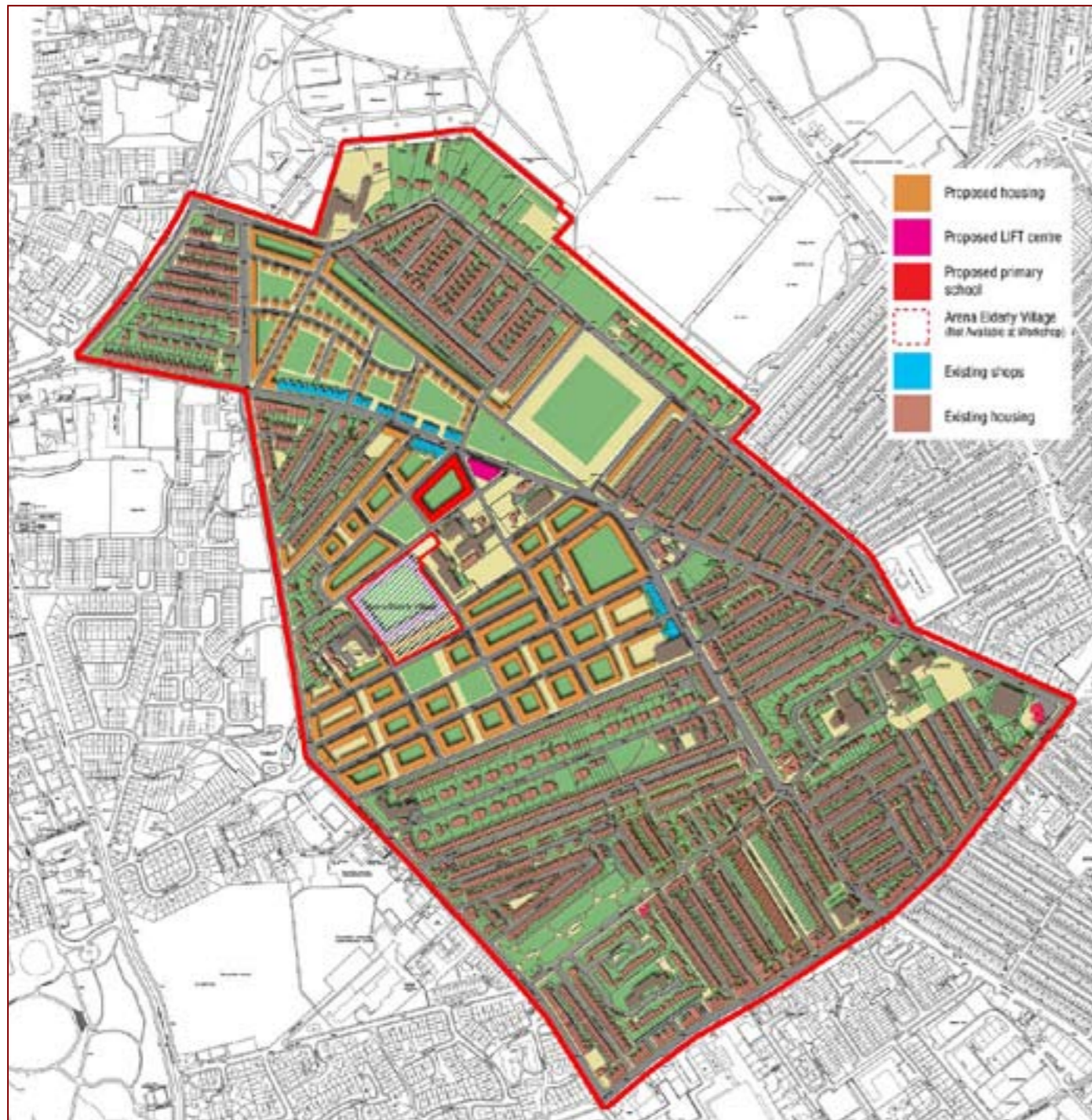
Option A completed



Option A in its workshop form

15. Masterplan Option B

Where we see what one group from the Design for Change workshop planned for the Anfield and Breckfield area.



Option B was based on the following principles:

- Reducing the lengths of streets
- Maximising the range of housing types
- Creating lots of open space

Responses to Option B

The following is a cross section of comments that were collected from the Post-it notes at the exhibition:

Positive

- Like semi-detached housing
- Like school being set back from main road
- Best for school, away from main road
- Open space for kids to play safely
- Like the idea of shared communal spaces but also think that space should be partitioned so you still have your own garden
- Large green space on old football ground
- Like idea of various housing
- Open spaces for children and I like the elderly being in the middle of the community.
- Semi-detached housing. Nice to have some variety from terraced housing
- Definition of private and public space
- Need club for all generations
- Open spaces OK as long as they are

kept clean

- Less centres and shops
- Like small plots
- Shorter streets good idea
- More shops in centre of estate OK, but who will be responsible for maintaining public green and who pays for it.

Negatives:

- Shared gardens not a good idea. Not fussy on new style houses. Best Derby Road Houses much nicer.
- Too many old shops nothing new
- Build a new Police Station in the Centre of the development
- Post Office priority and shops
- There is more houses, less space and no shops. (aged 16)
- Leaving shops on ground side
- Who manages open space, dogs ball games etc...
- Health Centre too close to school. Drug addicts getting prescriptions too near young and vulnerable
- Concern about shared communal private spaces
- Will a police station be included in future plans – badly needed in Everton/Breckfield
- No increase in retail outlets
- Don't like shops, need to get rid of old shops and make new ones
- Less large green spaces. Housing all packed together
- There is not enough shops (aged 16)
- No new shops all old shops

- Shops to stay and be refurbished. Police station? Facilities for community?
- Not many shops around, no secondary schools (aged 15)
- Not really bothered about more open space
- Don't keep shops, build new ones
- No new retail
- Too boxy
- Too much open space for kids to congregate. Not good, too much vandalism – kids not disciplined
- Less demolition more refurbishment
- Need youth centre
- Not spaced out

Option B redrawn by URBED for the Design for Change event



Option B overhead view



16. Masterplan Option C

Where we see what one group from the Design for Change workshop planned for the Anfield and Breckfield area.

Option C was based on the following key principles:

- New school and LIFT on Donaldson Street
- V-Streets school refurbished and kept for housing and feature in the area
- Some retail frontages retained.

Responses to Option C

The following is a cross section of comments from the Post-it Notes at the Exhibition:

Positives

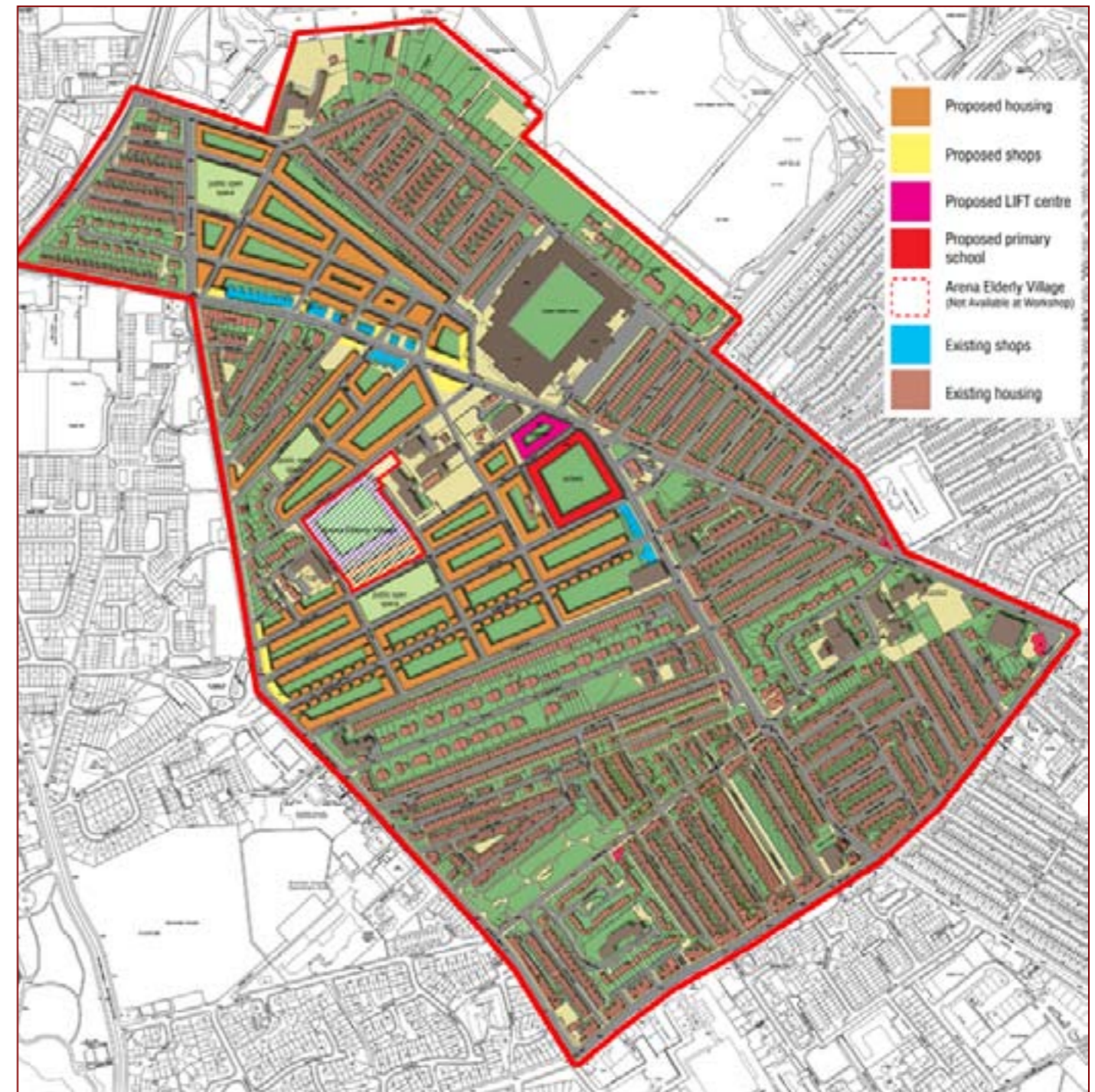
- LIFT Centre excellent
- Good but needs youth centre
- Brilliant idea School/LIFT Centre all facilities together
- Closes and cul-de-sacs better than streets. Good plan, open spaces
- Community safety. Option C has best layout plan
- Good idea, school LIFT Centre
- All options look pretty good
- Good idea with straight streets
- New shops
- Open space well organised for youth – very needed
- Teenage activities need to be catered for in open spaces.
- Best layout for community safety
- More space
- More space for children to play

- Keep the school building
- You don't have to walk around houses
- Like layout, very Victorian
- New shops and also plenty of open space for houses (aged 16)
- More green
- Retail shops, good point
- Best plan for school is C

Negatives:

- Less demolition, more refurbishment
- An awful lot of demolition
- Road layout too similar
- More shops needed near elderly village
- What is going to be in the open space. With no shops and road will it become an area for dumping stolen cars?
- Open spaces near to where vulnerable elderly people is not good
- Cul-de-sacs or small closes
- Where are the areas for children and young people?
- Not enough open spaces for children to play
- It will get wrecked
- Don't trust council. Feel that ideas might change in another year.
- There doesn't seem to be any provision for a public house in the new plans
- Green space not central
- Prefer school to be separate build to PCT. Vulnerable youngsters may

- face drug addicts
- Not enough shops (aged 15)
- School on main road
- Prefer school separate from LIFT centre
- Need a supermarket, where is the post office, is it in walking distance? Facilities for the youth and entertainment
- Public space in middle of main road
- Need more redevelopment of shops on Oakfield Road in particular this applies to all schemes
- Not enough new shops
- There is not much public open space
- Too much green space
- More open space not too many shops
- Doesn't look like a major change public space limited
- Not enough shops, too many communal green spaces.



Option C redrawn by URBED for the Design for Change event



Option C from an aerial perspective



Option C in its completed form

17. Masterplan Option D

In which we describe how members of the community were engaged in the design process with the key stakeholders in the area.

Option D was based on the following principles:

- Extensive facilities in elderly village
- Retail to be improved across the site
- Plaza focal point, to be an attractive square

Responses to Option D

The following is a cross section of the comments from the Post-it notes at the exhibition:

Positives:

- There are existing shops as well as new shops and also there are different types of houses with plenty of space (aged 16)
- Like the shops
- Points of view sound OK
- More spaces for children to play
- Could do with more green space along Lothair Road
- Lots of open space, like the idea of gardens
- Preferred option for school, large site combined with LIFT centre off main road, central location
- Arena elderly village and plaza
- Not enough open space for children but like the idea of school being close to busy road
- School in better position, not enough shops though
- Like open spaces
- Works best because housing op-

tions are not limited to courtyard type, properties which can isolate communities. Also, school and health centres are separated by a road

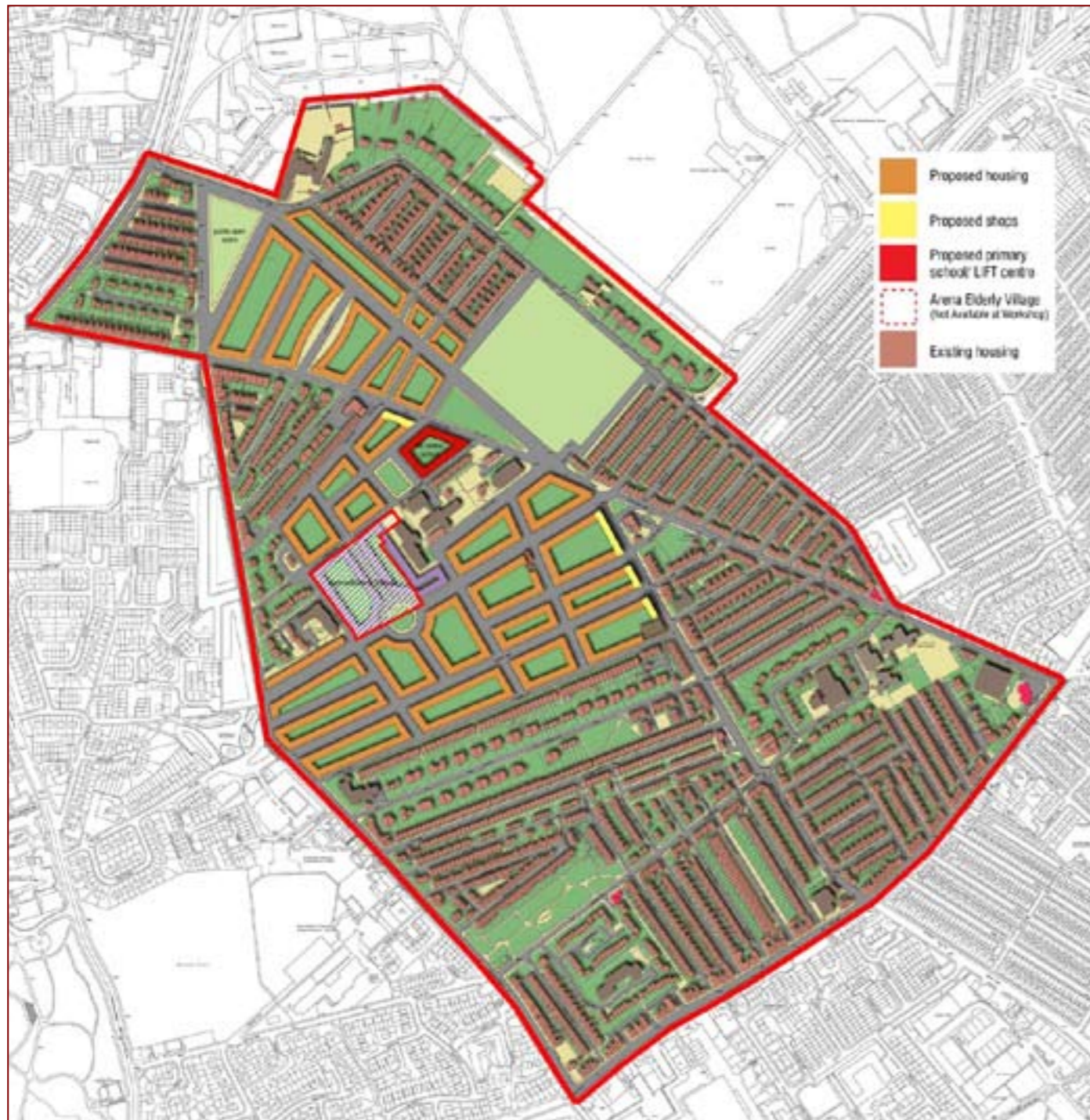
- Option D seems a good format but any thought been given to pubs because they can be a vital part for any community
- Like the idea of shops at both ends of plan D and detached and semi-detached housing
- I think it is the most space and you have more shops (age 9)
- The planned option for Breckfield school sounds ideal with a health centre next to it. It's the upheaval that the changes are going to make that is the bugbear.
- There is more of everything that the other options
- Because of shops on Robson Street Closer to all residents.

Negatives:

- Wouldn't like a shared garden
- Definitely need places for children to play without inconvenience to others
- Hardly any new shops – not good
- No provision on your plan for a public house and three are going in redevelopment
- Where are the green spaces – me and our children need a good environment
- School too noisy by a main road for

children to concentrate if they are by the front

- Too many old shops
- More for children under 5
- The school is too close to the road, this could cause accidents
- Too much housing, not much green (Sleepers Hill Area)
- Shops need to be rebuilt
- Where's the change?
- Not enough green space. Not enough new houses. Too built up and claustrophobic
- Definitely need places for children to play without inconvenience to others.



Option D redrawn by URBED for the Design for Change event



The completed Option D



18. Community Exhibition

Where we show what happened to the plans created at the workshop and how they shaped the final URBED masterplan.

URBED used the four options that emerged from the Design for Change workshop to seek the views of the wider community about their preferences for the final masterplan. This was done through a three day exhibition, coordinated through the Housing Strategy Group that took place between the 19th and 21st of July at three venues in the Anfield and Breckfield area; All Saints, Christ Church and BNENC.

Residents were given Post-it notes to comment on each masterplan and residents were also asked to select their favourite masterplan from the four on display.

The total number of attendees at the three days of exhibiting was 1033 and URBED collected 246 comments and responses together with 82 selections of a favourite plan. Of these, 52% of responses picked Option A as favourite, 21% picked Option C, 16% picked Option B and 11% picked Option D as their preferred masterplan.

Option A: This was by far the most popular choice on each day of the exhibition. People liked the uniqueness of design, the retention of the road network in the Granton area, the open space networks and new shops. Concern was expressed who would occupy

new retail units following the ASDA development on Breck Road and about the maintaining of the green spaces.

Option B: This was less favoured than A or C. People liked the school's position (set back from the road), the semi detached housing and open space. The boxiness of the design did not appeal to many and concerns were expressed about green space management. Some expressed a strong dislike for retaining the old shop frontages considering the new build that it would be hiding.

Option C: This was the second favourite option from the exhibition. People liked the revised layout, the mix of old and new frontages, the possibility of keeping the Primary School. However, many felt that there was not enough open space in this plan and that some of the layout design what not much of a change to what is there now.

Option D: This was also not favoured strongly by the community. People liked the 'Victorian' layout, joint School and LIFT site and the organised green spaces. However, the criticisms were much stronger about the lack of central green space, road layouts and impersonal feel of the streets.

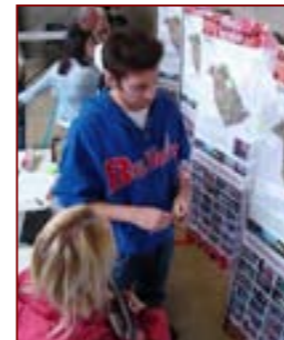
The preferred plan

Taking all of these comments into account a reasonably strong consensus emerged from the consultation. There was strong support for the approach to Granton and V Streets areas in Option A because of the uniqueness of the forms, the shorter street lengths creating the potential for home zones. However there was concern about the green spaces outside the elderly village and behind the school because of worries that they would attract anti-social behavior.

There was also a positive response to elements of Option C and elements of this were incorporated into the final plan. This is described in Part 3.



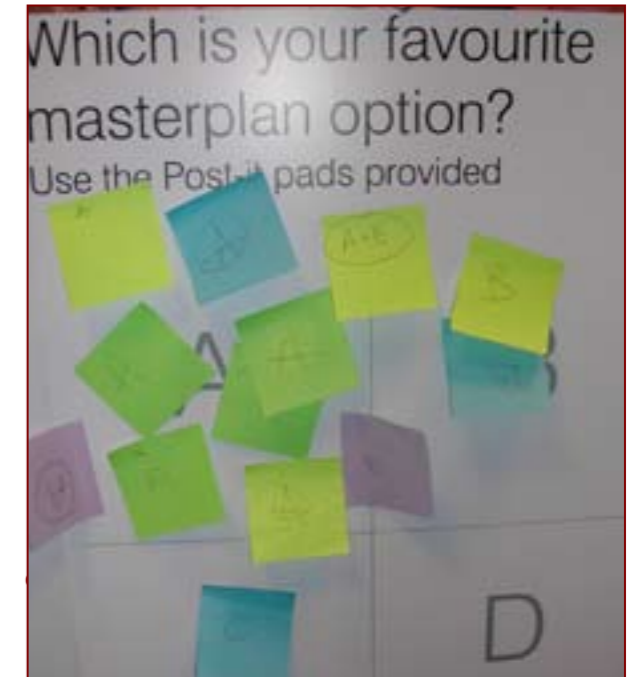
The exhibition at Christ Church



Discussing options



One of the exhibition venues, All Saints



Decisions on the favoured masterplan from the four available options



Residents viewing the four options at All Saints

