



WEEK 6 HERITAGE TOURISM AND URBAN REGENERATION IN LIVERPOOL – PART ONE

Alexander Scott

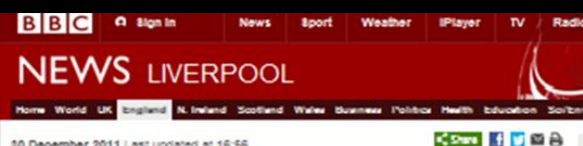




“Liverpool stood in the seventies and eighties as *the* symbol of the inner city. Here, on Merseyside, as laid bare in newspaper article after newspaper article, television programme after television programme, seemed to be concentrated all the elements of large-scale decline. Coupled with the city’s back history of splendours and miseries, they have fired a passion of frustration which has made itself felt all the way to the football terraces. Liverpool is the archetype of a city which grew furiously to meet a particular need and, that need having disappeared, has collapsed on itself”

Ron Middleton, *Cities in Transition: The Regeneration of Britain's Inner Cities* (Michael Joseph: London, 1991), p. 75

Photographs of Toxteth Riots, July 1981 – Media coverage, December 30 2011



Toxteth riots: Howe proposed 'managed decline' for city

Margaret Thatcher was urged to abandon Liverpool to "managed decline" by her chancellor, newly-released National Archives files have revealed.

The confidential government documents, made available under the 30-year rule, reveal Cabinet discussions following the July 1981 Toxteth riots.

But then-Chancellor Lord Howe has said his short letter was misunderstood.

The riots, which lasted for eight days, followed the arrest of Leroy Alphonse Cooper on Seelborne Street.

Some 480 police officers were injured during the disturbances, which began on 3 July.

More than 70 buildings were demolished or burnt down as tensions boiled over between the police and the districts African-Caribbean community.

'Stony ground'

While ministers such as the then Secretary of State for the Environment Michael Heseltine, were arguing for regeneration funding to rebuild the riot-hit communities, Sir Geoffrey Howe, now Lord Howe, thought it would be a waste of money.

He warned Mrs Thatcher "not to over commit scarce resources to Liverpool".

"I fear that Merseyside is going to be much the hardest nut to crack," he said.

"We do not want to find ourselves concentrating all the limited cash that may have to be made available into Liverpool and having nothing left for possibly more promising areas such as the West Midlands or, even, the North East."

"It would be even more regrettable if some of the brighter ideas for renewing economic activity were to be sown only on relatively stony ground on the banks of the Mersey."



Lord Geoffrey Howe: "I wasn't in any sense"



Sending more money to Liverpool was like making "water flow uphill", the chancellor had said

Related Stories

Files reveal Thatcher's frugal side
Thatcher 'debated arming police'

BBC censored Panorama



No 10 SECRETS OF 1981 REVEALED



By TOM HARRY
@TomHarry

MARGARET Thatcher was urged to cut Liverpool adrift and leave it to rot in the aftermath of the 1981 Toxteth riots.

The Tory PM was advised by then Chancellor Geoffrey Howe to abandon the city to a fate of "managed decline".

He wrote to her warning of the need "not to overcommit scarce resources to Liverpool".

In secret documents revealed for the first time yesterday under the 30-year rule, he said: "I fear that Merseyside is going to be much the hardest nut to crack."

"We don't want to find ourselves concentrating all the limited cash that may have to be made available into Liverpool and having nothing left for possibly more promising areas such as the West Midlands or even the North East."

He added: "It would be even more regrettable if some of the brighter ideas for renewing economic activity were to be sown only on relatively stony ground on the banks of the Mersey."

"I cannot help feeling that the option of managed decline is one which we should not forget altogether. We must not regard all our limited resources in trying to make water flow uphill."

Aware of how controversial his remarks would be, Sir Geoffrey said "managed decline" was not a term for general use.

The shocking revelations confirm what many had long suspected about Thatcher's regime's attitude towards Merseyside and the North West in general.

ABANDON LIVERPOOL

▶ Howe's call to Thatcher after Toxteth
▶ She considered giving guns to riot cops
▶ Fears of mob ruining Diana's wedding

The time struggling with a wave of emergencies. They reveal Mrs Thatcher even secretly discussed among the police and fears riots could swamp the city.

When she visited the Met Police Commissioner Sir Robert Melville at Scotland Yard he raised concerns about security for the royal wedding - less than three weeks away. The minutes, which revealed that the Queen had also been informed of the concerns, added: "The arrangements by which foreign dignitaries would be watching from a stand without any cover were especially



We must not expend our resources trying to make water flow uphill

SECRETARY OF STATE

'IT TOOK A RIOT'

Michael Heseltine
and business leaders
touring Liverpool in
the aftermath of the
Toxteth Riots



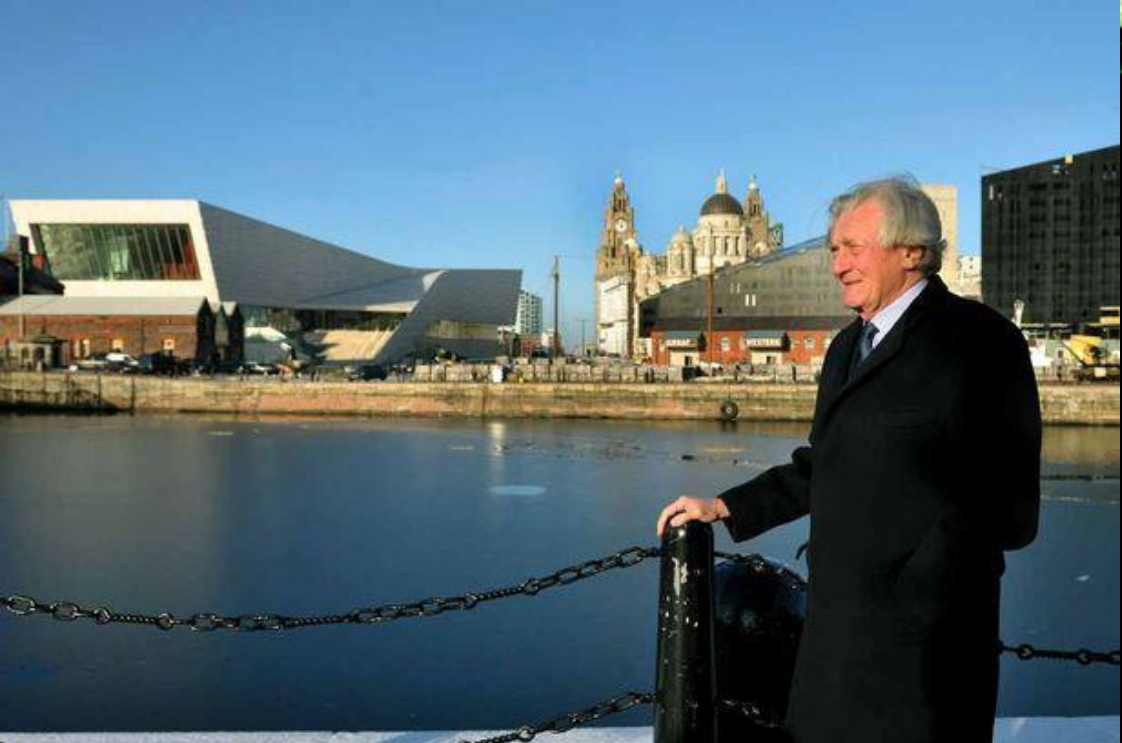
PRIME MINISTER

IT TOOK A RIOT

No sentiment was more frequently expressed to me during the time I spent with Tim Raison in Merseyside. There is no escaping the uncomfortable implications.



STRICTLY CONFIDENTIAL



Michael
Heseltine at
the Albert
Dock during
its
renovation;
in 2014



“Yet there are strengths. There is a substantial City Centre with grand architectural heritage. It is still an attractive and lively place. There is a strong tradition of office work and entertainment, and outstanding cultural (Walker Art Gallery and Philharmonic orchestra) and sporting (Liverpool and Everton FC) assets ... We must build on these things.”

- Michael Heseltine, 'It Took a Riot,' memo to Prime Minister and the cabinet, August 13 1981 (NA [PREM 19/577](#)), p. 4.



Merseyside
Development
Corporation (MDC)
advertisements, *The
Times*, March 17
1983, p. 5-6; March
28 1996, p. 28.



<https://www.hatads.org.uk/catalogue/record/9b69a2bc-2eaa-4ce1-87a5-72c410727c06>



The derelict Albert Dock; *This Morning*, 1990s.

LIVERPOOL'S ALBERT DOCK

WHERE
BUSINESS IS
ALWAYS
A PLEASURE

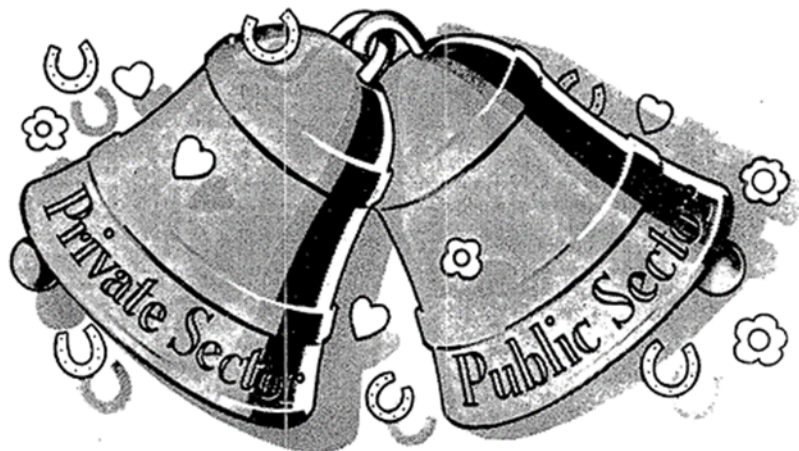
MERSEYSIDE
A Taste
of Talent

Situated on the magnificent Liverpool Waterfront, Albert Dock is one of Merseyside's most exclusive business addresses. This famous landmark, just minutes from the bustling city centre, has around 5.5 million visitors a year, and boasts its own fine restaurants, pubs, cafés, shops, galleries and museums. With space now available for retail and office units both large and small, as well as a further 28,000m² under development, it's positive proof that it is possible to mix business with pleasure.

The development of Albert Dock is one of Merseyside Development Corporation's major projects on the Mersey Waterfront, which is now home to such successful organisations as Costco, Littlewoods, Royal Mail, Meyer UK, Cable North West and McIntyre & King. If you'd like the pleasure of joining them, make it your business to call MDC today.

CALL NOW ON
0151 227 3245

MERSEYSIDE
DEVELOPMENT CORPORATION



051-236 6090. WITH THIS RING, I THEE WED.

At first glance, the Merseyside Development Corporation might seem an unlikely marriage bureau. But the Government recognizes that the only way to achieve successful inner city regeneration is to marry the Private Sector with the Public.

A marriage of convenience, yes. But a highly profitable one. For both parties.

With some very attractive proposals for investors in the Docklands.

We can offer generous financial incentives. Rapid planning permission. And hundreds of acres of what are rapidly becoming

prime waterside sites. Right in the heart of an established city, yet only fifteen minutes from the motorway network.

And there's no reading the banns. We can act with the minimum of red tape and bureaucratic delay.

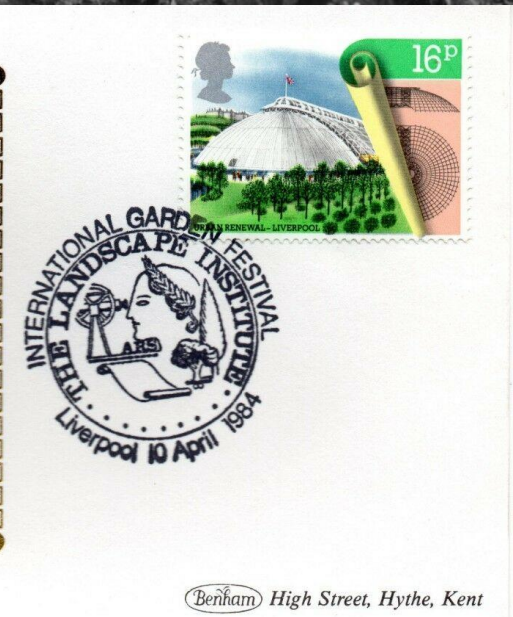
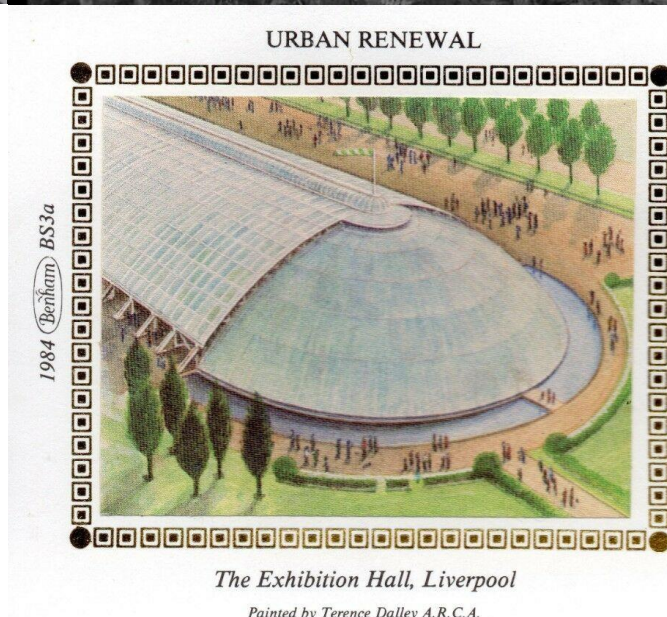
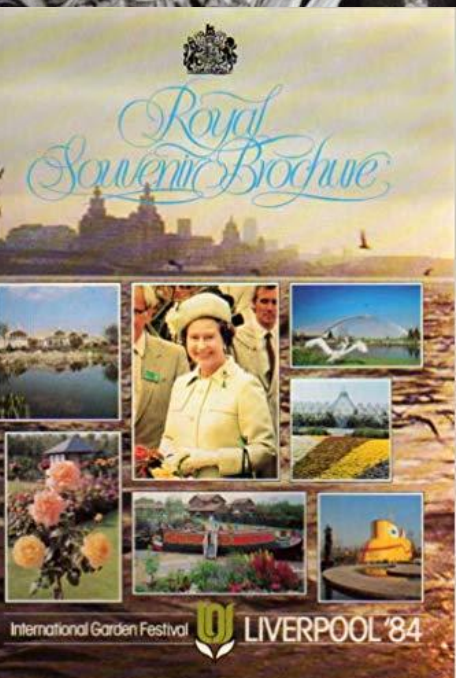
The Government wants Merseyside to be a showcase for its inner city regeneration programme, so it's prepared to put a lot of money into making this marriage of Public and Private Sectors work.

If you'd like to marry into money, just give our Commercial Director a ring.

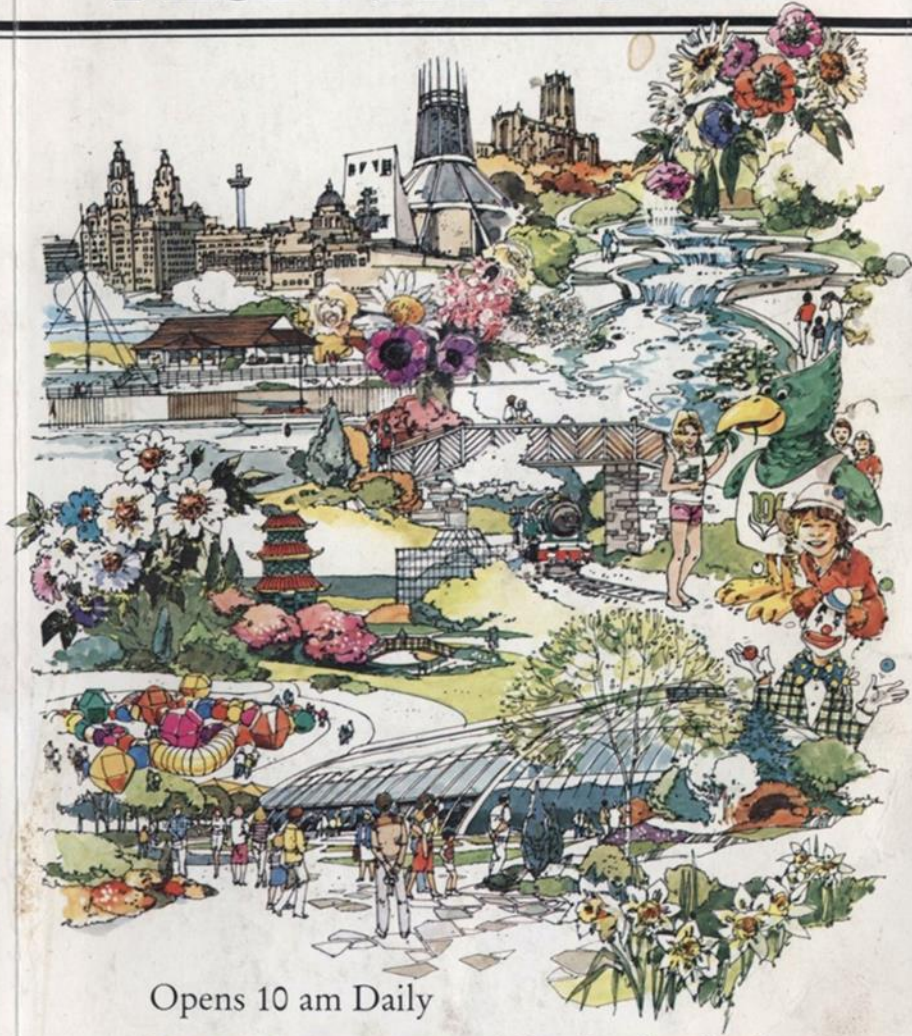


Contact: Alex Anderson, MDC, Royal Liver Building, Liverpool, L3 1JH. 051-236 6090

A NEW SOUND'S EMERGING ON MERSEYSIDE



FESTIVAL GUIDE



Opens 10 am Daily



International Garden Festival
LIVERPOOL '84

2nd May to 14th October

£1.50

“Britain’s first International Garden Festival brings much more than a glorious year for Liverpool. Its significance lies in the trade, tourism and friendship it is stimulating throughout the country and overseas. The implications are self-evident: an event attracting many people can act as a catalyst for the growth of tourism. Britain ... is beginning to learn that its heritage and other attractions hold the seed of a major branch of employment. **The lesson of Liverpool** is that a city burdened by high unemployment and low morale found the vigour and inventiveness to grasp the garden festival opportunity.”

- *International Garden Festival Liverpool '84: Festival Guide*



Liverpool Skyline

The surprise for visitors to Liverpool is not the International Garden Festival. Although its many facets will delight them, it is the shimmering centrepiece they expected to find. But few newcomers are likely to be familiar with the other jewels in Merseyside's crown . . . magnificent buildings, rich horticultural heritage and museums which bring to life themes as different as maritime history and the Beatles' heyday.

Carl Jung, the psychiatrist, called Liverpool "the pool of life". Certainly it was a cosmopolitan cauldron of English, Welsh, Irish and many other races which brewed the city's diverse character.

The mixture has produced the swashbuckling greed of pirates and slave traders, the reforming zeal of William

Gladstone, Prime Minister four times in the 19th century, and the talents of an array of entertainers such as Arthur Askey, Frankie Vaughan, Ken Dodd and, of course, the Beatles.

To some people, playwrights Alan Bleasdale and Willy Russell reflect one side of Liverpool most accurately — ambivalence towards the city, which is mocked constantly until someone else starts. Then it is defended. Humour, sentimentality and rebelliousness all play a part. Passionate unity prevails only on the football terraces, themselves depleted these days because bread must come before circuses and one in every five Merseysiders is unemployed.

Other aspects are not immediately apparent to the visitor: the talent and

“The Leaving of Liverpool’ once referred to the embarkation of great ships but now indicates that **the liners have left for ever. So have the jobs.** Visitors to the festival could help invest those words with a brighter meaning. The event has brought tourists to Liverpool and Liverpool to tourism ... [a] message [that] will not be missed **as large-scale industry drifts away in the wake of the ships.**”

- from *Liverpool '84: Festival Guide*



Designed by: WG Curtin & Partners with William Gillespie & Partners



Esplanade

Visitors can be forgiven for thinking, as they step out on the Festival's waterfront, that they have arrived at Liverpool-on-Sea. Bracing breezes sweeten the air, before them are the waves of the Mersey — more than a mile wide at this point — and a promenade captures the carefree atmosphere of a seaside resort and blends it with Merseyside's maritime heritage.

None of this happened by accident. One of the reasons the Riverside site was preferred to others in Liverpool was its marine aspect. Another was the opportunity to feature the county's nautical associations. And the walkway has a long-term purpose.

The esplanade, in fact, fulfills two roles. It is a pleasant place to walk or sit and admire the views or take in seafront entertainment during the Festival; it is also a vital link, threequarters of a mile long, in a permanent riverside walk which will eventually extend four and a half miles; from the Pier Head near the city centre to Otterspool Promenade, beyond the Festival site.

The waterfront path is in two continuous sections. The Marine Esplanade is a showpiece stretch of 450 metres, starting at the Western Entrance,

which incorporates the characteristic colour and gaiety of a seaside prom.

There are walkways on two levels, flower-filled sunken gardens, shelters and an ornate bandstand for small-scale entertainment. Then there are features not normally found at the seaside which recall Mersey's shipping tradition.

Four brightly painted ships' funnels rise from the paving in the livery of Cunard (red and black), Blue Funnel (blue and black), Elder Dempster (yellow) and Blue Star (blue, white and red). These, like the Yellow Submarine in the Beatles Maze, were made by youngsters on a training scheme at Monks Ferry.



Esplanade

Dockland artifacts garnered from Liverpool, Birkenhead and Bromborough in Wirral, such as sea bollards, anchors and capstans, were repaired and shotblasted before being fixed to the walkway. The attention to detail can be seen in the retaining railings of the upper wall. Each post is decorated with the Festival's red rose emblem. A Yorkshireman involved with the work lightheartedly contemplated painting one white but rejected the notion on the grounds that he would be the prime suspect.

Despite the speed with which it has been



“**A new society is being blueprinted right on Yosser’s doorstep** ... Yosser is old hat. When he cries ‘Gizza job,’ what he means is ‘give me back a place in society.’ Until **his society** has accepted the changes the times demand there will be no place for him ... Widespread unemployment and changes in working patterns and the style of personal life are no more than the early warnings of even greater changes to come. And, whether we like it or not, Merseyside and the Merseysider will have to change with them.”

“ ... [The MDC is] not merely creating jobs and houses and gardens. **We are engineering a whole new environment** which can signal **the transformation of urban life** of Merseyside’s thousand Yossers.”

- Sir Kenneth Thompson, *Liverpool Daily Post*, February 14 1983

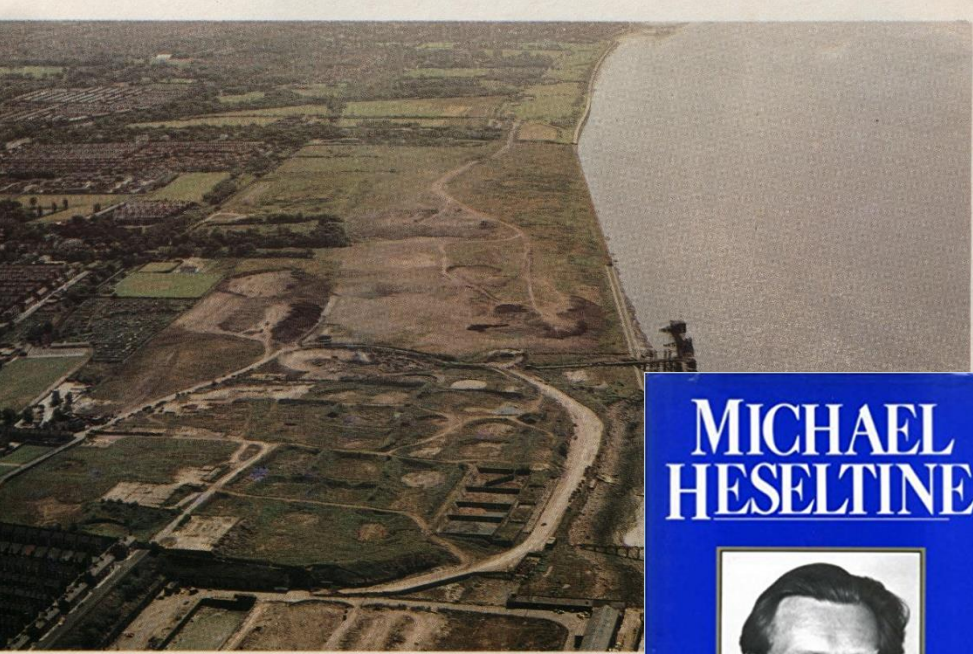
“I love the Merseyside Maritime Museum ... because ... it gave a potent sense of what Liverpool was like when it was a great port – when the world was full of a productive busyness and majesty of enterprise that seems utterly lost now.”

“This was once a great city and now it’s Liverpool ... **a place with more of a past than a future.**”

- Bill Bryson, *Notes from a Small Island* (London, 1995) pp. 238-241.

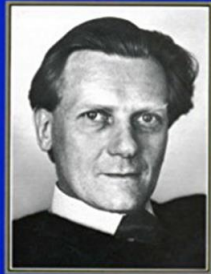
“The dock’s situation for example: the sea [sic] ... is also at this geographical point-of-view a kind of ruin ... once thick with ships, it is now more often than not a ruin. The ferries punctuate the void to provide an experience for tourists. Across the Mersey are the ruins of Birkenhead’s industrial base. Back on land one’s gaze is drawn from the dock to the Pier Head, all monumental early twentieth-century buildings only partly re-let. Or to the west one looks on the Ropewalks, a mile of abandoned and ruined warehouses and vacant lots shrugging up the hill to the Anglican cathedral.”

- Richard J. Williams, ‘The City in Ruins,’ *The Anxious City: English Urbanism in the Late Twentieth Century* (London, 2004), p. 120.

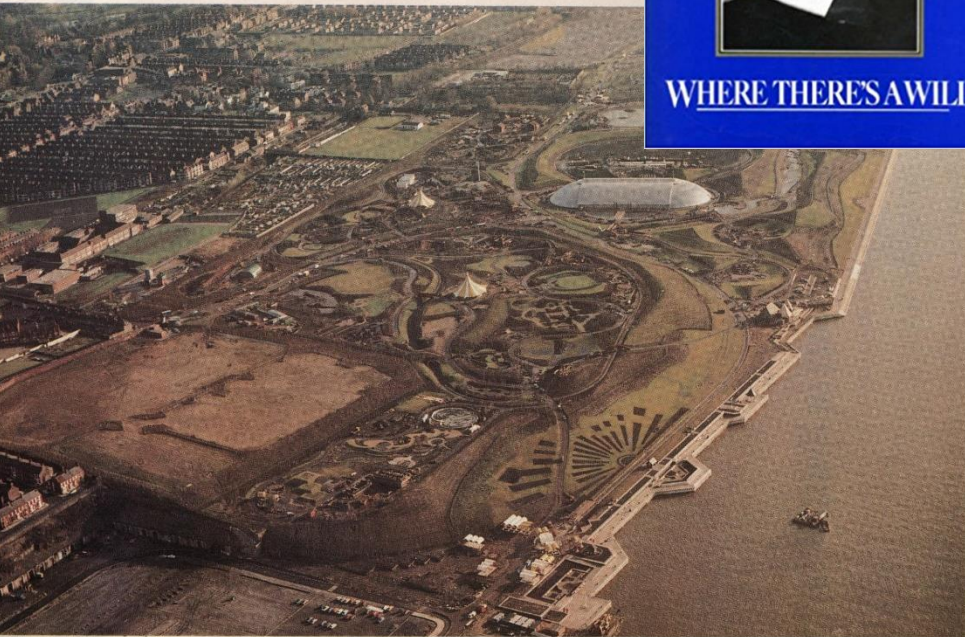


Initial site before commencement of development January 1982.

**MICHAEL
HESELTINE**



WHERE THERE'S A WILL



Initial site as at February 1984.

“Th[e] reclamation of 250 acres of despoiled urban land was the largest such work ever done in Europe, a triumph of private- and public-sector cooperation and a heroic achievement both by the management of Merseyside Development Corporation and by the Liverpool workforce, all locally recruited, who took great pride in working to renew their city ... **There is now a green field in the heart of Liverpool where, in 1981, there was growing dump of toxic waste which stood in plies up to seventy feet high. The wasteland of the Riverside district has now been turned into an infant garden city which now stretches for a mile along the banks of the Mersey.** “

- Michael Heseltine, *Where There's a Will* (London: Hutchison, 1987), p. 157



INTERNATIONAL GARDEN FESTIVAL - LIVERPOOL '84

KEY TO MAP National Themes

- 1 Seven Seas Garden
- 2 Tree Council Garden
- 3 Liverpool Street
- 4 Liverpool Quiz
- 5 Witch Garden
- 6 Sculpture Terraces
- 7 Picnic Area
- 8 Jam Garden
- 9 Beatles Maze
- 10 Blue Peter Garden
- 11 Promenade Garden
- 12 Heather and Conifer Garden
- 13 Granada Television
- 14 Alpine Garden
- 15 Rose Garden
- 16 Garden of Hope
- 17 Victorian Garden
- 18 Snakes in the Grass
- 19 The Water Margin
- 20 Rock Garden
- 21 Land Treatment Maze
- 22 Grass Garden
- 23 Plantman's Corner
- 24 Scottish Garden
- 25 Vine Garden
- 26 Organic Garden
- 27 Allotments Garden
- 28 Kitchen Garden
- 29 Nursery Garden
- 30 Sculptor's Garden
- 31 Model Forest
- 32 Gardens for Disabled Persons

- 33 Gardening is for Everyone
34 Nature Garden
35 Wild Garden
36 Wild Plants We Use
37 New Lands for Old

International Themes

- 38 Austria
39 France
40 Great Britain
41 Canada
42 Belgium
43 Egypt
44 Greece
45 Spain
46 Australia
47 The Australian Bicentenary 1788-1988
48 Portugal
49 Turkey
50 Federal Republic of Germany
51 United Kingdom Government Pavilion

- 52 Italy
53 Holland
54 Japan
55 United States of America
56 The People's Republic of China
57 Cologne
58 India

Home and Garden Feature

- A Ceramic Garden

- B Abbey National Building Society
C Brouseley Estates Ltd.
D Wimpey Homes Holdings Ltd.
E Barratt Northern Ltd.
F Barratt Northern Ltd.
G Cheshire Garden
H National Garden Festival Stoke on Trent
I Canal Garden
K Norwest Holst (V.I.P. Suite)

Herculeum Entrance:

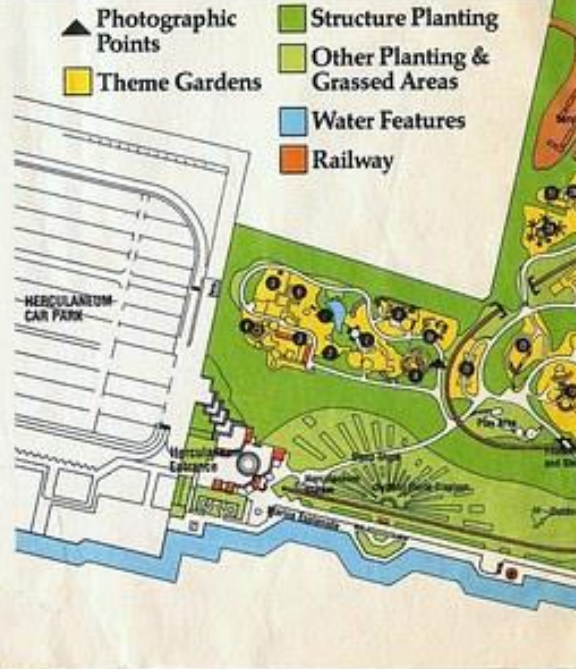
- Toilets; Telephone;
Lost Property;
Post Office; First Aid;
Lost Children;
Buttery;
Information;
Left Luggage;
Souvenir Shop;
(Wheelchairs available)

Fulwood Entrances:

- Bank;
Toilets;
Telephone;
Lost Property;
First Aid;
Buttery;
Information;
Left Luggage;
Souvenir Shop;
(Wheelchairs available)

- ▲ Photographic Points
■ Theme Gardens

- Structure Planting
■ Other Planting & Grassed Areas
■ Water Features
■ Railway



- 'New Lands for Old' = wastelands transformed into gardens
- 'Land Treatment Maze' = redeveloped canals, railways & woodlands – representing "a walk from a city back into the countryside."
- 'The Garden of Hope,' contrasting "decay and despair of urban decline" & "hope, vision and regeneration" juxtaposing "a scene of dereliction, rubble and dead trees" vs a floral display "characterised by colour & light"
- 'Victorian Garden' arranged "to evoke the atmosphere of a small pleasure which evolved in prosperous industrial towns during late Victorian times."

Bringing the urban village to life

MDC
leaflet,
1996



"We must create new towns in old cities. **We must put back green fields**, replacing abandoned workshops and warehouses. **We must attract to the inner city those with the ambition to buy their own homes, start their own businesses and live in a thriving, confident and tranquil neighbourhood.** The attraction must be as compelling as the forces that first drove [people and businesses] to the suburbs or the dormitory towns."

- Heseltine, *Where There's a Will* p. 157

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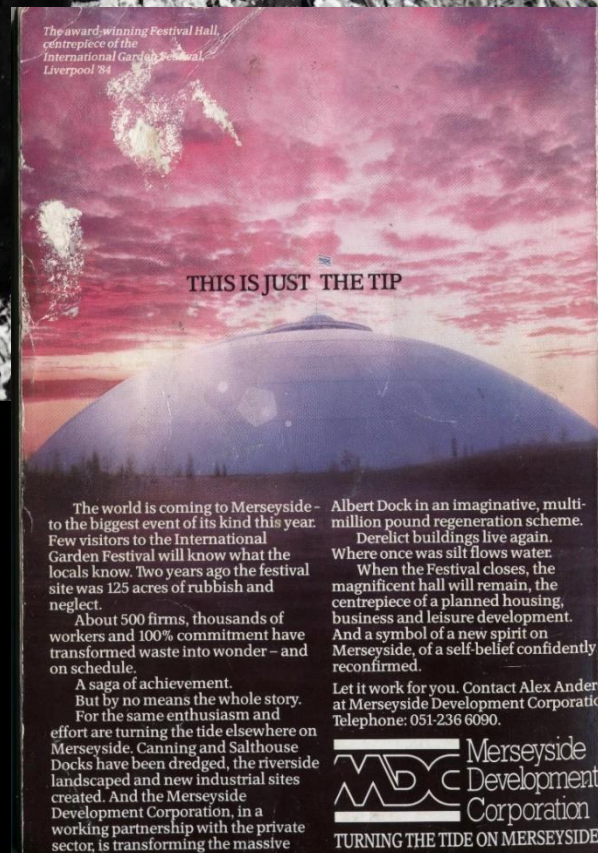
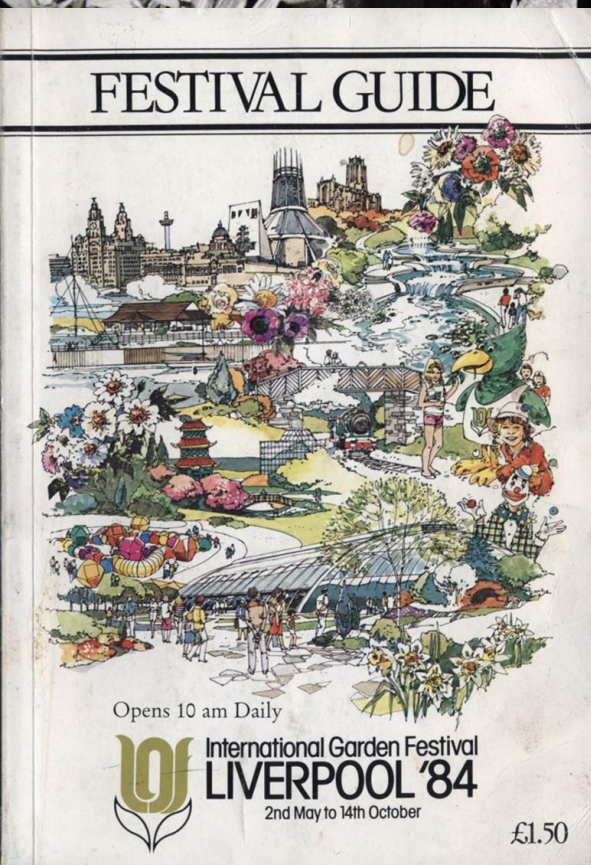
SHOWHOUSES OPEN 7 DAYS A WEEK 11am to 6pm

Barratt STOCKBRIDGE VILLAGE

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2 BEDROOM HOUSES AND BUNGALOWS FROM £23 A WEEK.



“The long-term advantages will become apparent after the festival closes [when] commerce, trade and industry will be seen to have benefitted from the increased number of visitors ... and the facilities and opportunities left behind will be available to all.”

- Sir Leslie C Young, Chairman of Merseyside Development Corporation (pictured showing PM Thatcher around Garden Festival site, 2 October 1984), *Liverpool '84 Festival Guide*, p.5.

Festival Gardens, early 2000s and post-2012 restoration



Introducing Britain's most challenging leisure experience.

Pleasure Island is packed with exciting attractions and things to do that all the family will enjoy.

There's the Works, the world's biggest indoor adventure play area, with hair-raising tube slides, Decar for exciting lasergun battles in the Labyrinth and the Shrike Zone, a fully computerised ten pin bowling centre.

There's also the Roller Dome, a unique roller rink with futuristic lighting and sound, a state of the art video games area and Microbolic, the toddler's safe play.

INTERNATIONAL GARDENS OF THE NORTH WEST

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Plus the North West's biggest hands on science centre, Great Explorations. And when the weather's fine you can stroll outside and enjoy the family adventure crazy golf, the nature reserve and experience the International Gardens Of The North West with spectacular mountains, streams and ponds. There's so much to do and see at Pleasure Island - have you got what it takes to do it all?

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