

2026

CULTURAL RESPONSE

MAKE CIC'S RESPONSE TO THE PROPOSED NORTH DOCKS
MAYORAL DEVELOPMENT CORPORATION

Make.

www.makecic.org



Liverpool's North Docks is the epicentre of a unique creative cluster, home to a vibrant collection of cultural organisations whose creative outputs are recognised across the city. We are nationally significant and reaching global audiences. In these streets, large-scale productions are made for some of Liverpool's most iconic cultural events. From the River of Light to Taylor Town, from Eurovision to television, it's made here in Liverpool's cultural workshop.

LIVERPOOL'S CULTURAL WORKSHOP

A DECADE OF A CREATIVE CLUSTER



INVISIBLE
WIND
FACTORY



EST 1979



BALTIC
CLAY

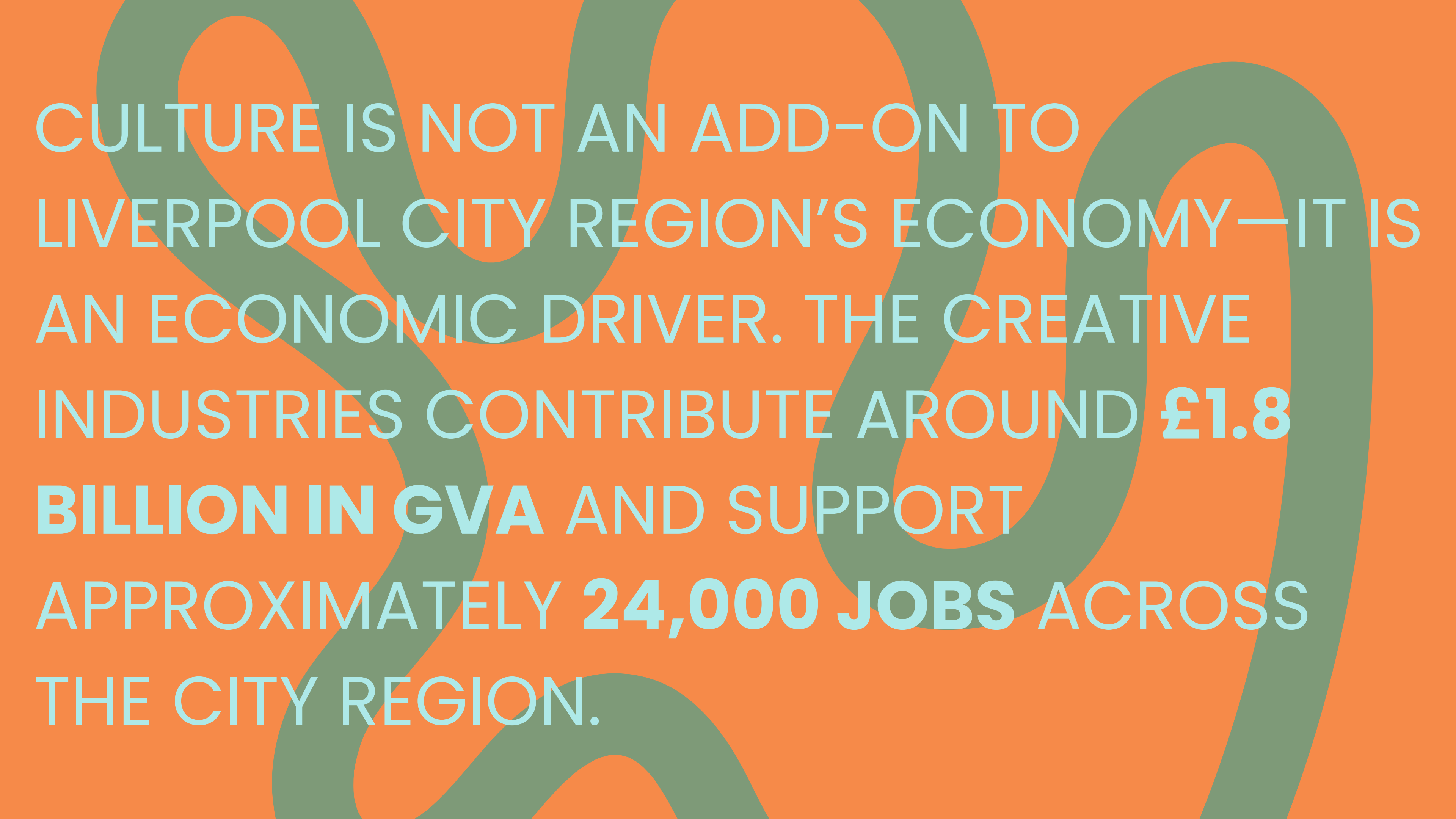


Provocation: The North Docks creative cluster have a £4.4 million proposition for the permanent home of Liverpool's Cultural Workshop. Between 2016 and 2019 the cluster generated £14.9m in societal value. With permanence, this would exceed £5 million a year and deliver significant jobs growth and economic output.

Solution: The MDC should back and co-invest in the sustainability and growth of the North Docks Creative Cluster (NDCC). Building on more than a decade of work, NDCC can reach its full potential as an innovative and nationally significant creative workspace destination.



UNTAPPED POTENTIAL



CULTURE IS NOT AN ADD-ON TO
LIVERPOOL CITY REGION'S ECONOMY—IT IS
AN ECONOMIC DRIVER. THE CREATIVE
INDUSTRIES CONTRIBUTE AROUND **£1.8**
BILLION IN GVA AND SUPPORT
APPROXIMATELY **24,000 JOBS** ACROSS
THE CITY REGION.



LAND & PROPERTY IN THE HANDS OF THE CITY BUILDERS, NOT THE SPECULATORS

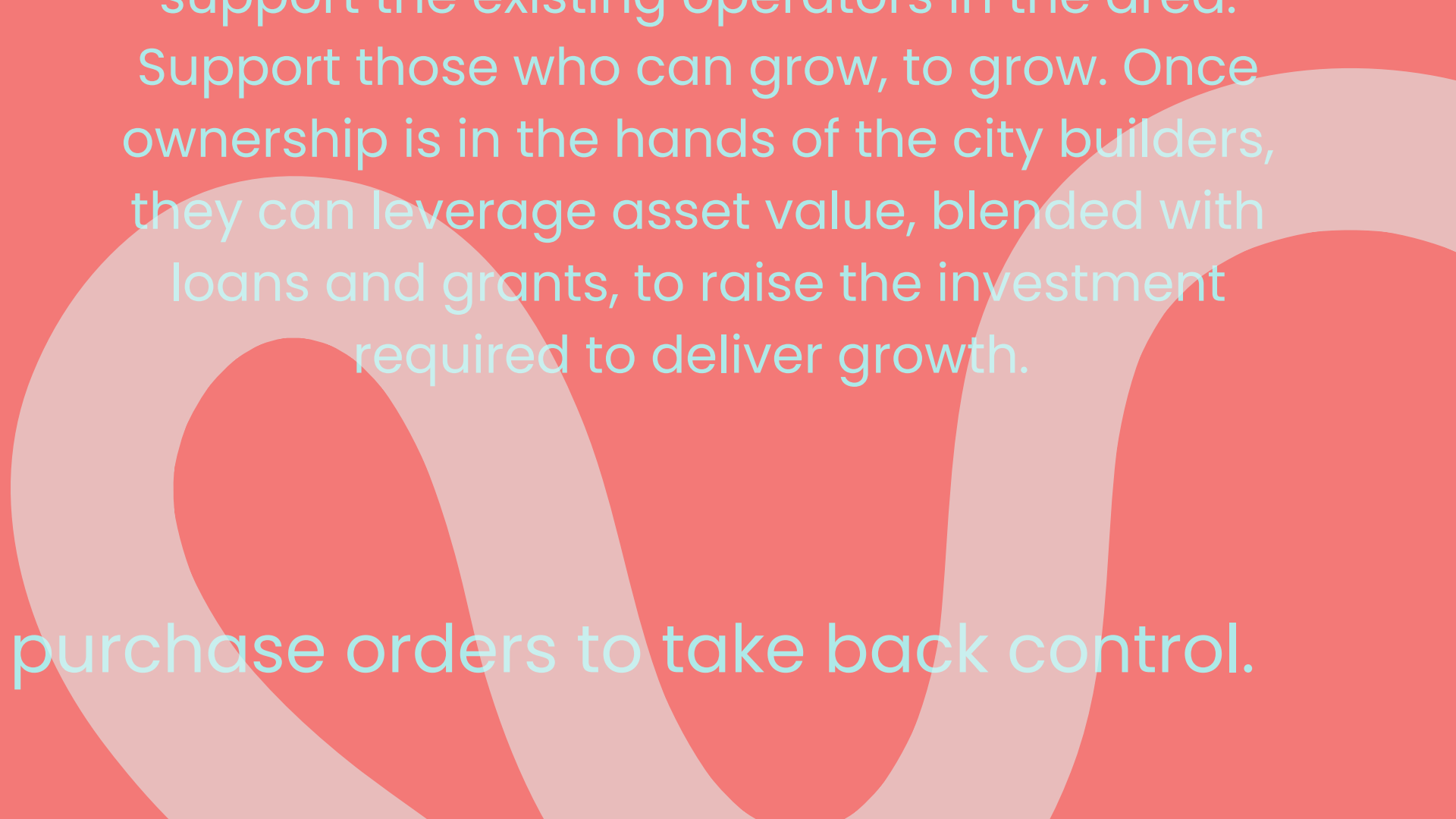
PROVOCATION

The Council's ownership of land and property in the area is low – it's part of the reason the "Ten Streets" brand was nothing more than a wasted marketing campaign. Since Everton's stadium arrived, land banking has surged. Speculative buyers have driven up rent and price expectations to unrealistic levels, breeding a wave of anti-social ownership.

SOLUTION

Assemble land strategically to bolster and support the existing operators in the area. Support those who can grow, to grow. Once ownership is in the hands of the city builders, they can leverage asset value, blended with loans and grants, to raise the investment required to deliver growth.

Recommendation: Use compulsory purchase orders to take back control.



CULTURE AT RISK DUE TO ANTI SOCIAL OWNERSHIP





SUBSTANCE BEFORE SLOGANS

PROVOCATION

Marketing campaigns don't deliver change – they only communicate it.

Naming part of the area “Ten Streets” was an unmitigated disaster for the organisations already based in the area. It created speculation and expectations that were not met. Placemaking is more than just leading with a brand.

SOLUTION

Invest in the pioneers to build a relevant place-identity around action.

RECOMMENDATION

Abandon the useless Ten Streets branding.



MORE THAN HOUSING

PROVOCATION

The question should not be **“How many homes can we build?”** but **“What kind of place are we trying to create?”**

SOLUTION

Build a place where people can live and work in harmony with the area's established music and cultural industries.

This is a chance to avoid classic gentrification horror stories that push music and culture away once a place become valuable.

RECOMMENDATION

Adopt the agent of change principle in planning new homes and hotels



CULTURE
MEANS
BUSINESS

each
STREETS
STREETS AND

NT
N A
NITY

C
CAN
CH

WE
WE DON
WE

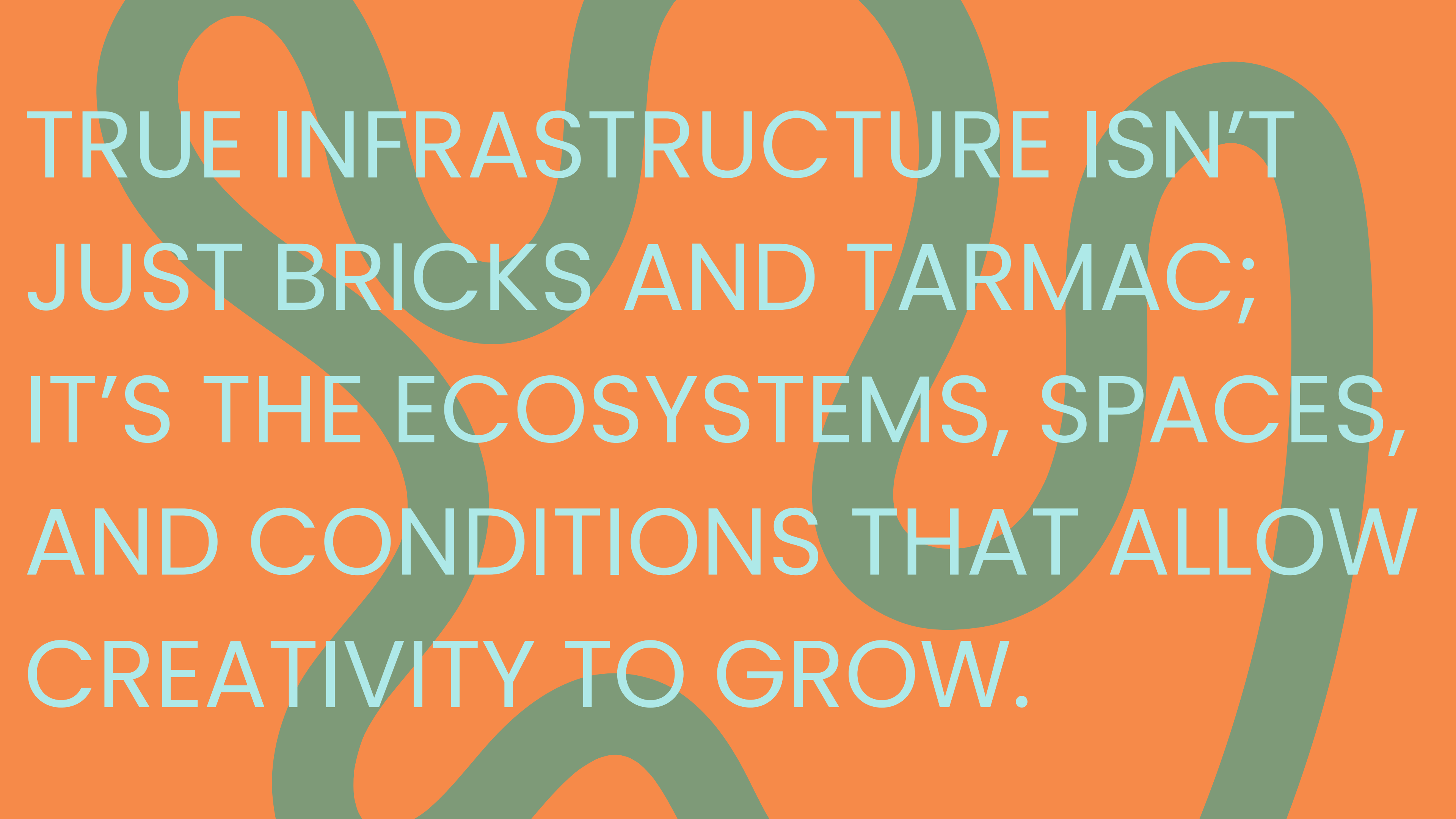


Liverpool's culture and creative industries are amongst its greatest assets. If we want to build on this reputation the MDC must invest in and work with the existing communities that have already been shaping the North Docks for more than a decade.

The future growth of the area should be built alongside the artists, makers, producers and cultural organisations and not inadvertently displace them.

For culture to continue driving economic growth in our region the MDC must take these responsibilities seriously.

We invite you to join in with us.



TRUE INFRASTRUCTURE ISN'T
JUST BRICKS AND TARMAC;
IT'S THE ECOSYSTEMS, SPACES,
AND CONDITIONS THAT ALLOW
CREATIVITY TO GROW.