Knowledge Cities as Cradle Human Resource Development: The Case of the Liverpool Knowledge Quarter

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ABSTRACT

Knowledge Cities are cities that possess an economy driven by high value-added exports created through research, technology, and brainpower. This review explores the context of the Liverpool Knowledge Quarter and outlines the theory, development, and realities of this knowledge quarter. Based on knowledge-based development, the review shows that the Liverpool Knowledge Quarter can be and is placed at the center of city planning and economic development to enable knowledge flows and innovation to provide a sustainable environment for high value-added products and services.

Keywords: Knowledge, Cities, Development, Liverpool

INTRODUCTION

Knowledge Cities are cities that possess an economy driven by high value-added exports created through research, technology, and brainpower. In other words, these are cities in which both the private and the public sectors value knowledge, nurture knowledge, spend money on supporting knowledge dissemination and discovery (i.e. learning and innovation) and harness knowledge to create products and services that add value and create wealth. Currently there are 65 urban development programs worldwide formally designated as “knowledge cities.” Knowledge-based cities fall under a new area of academic research entitled Knowledge-Based Development, which brings together research in urban development and urban studies and planning with knowledge management and intellectual capital. This review explores the context of the Liverpool Knowledge Quarter and outlines the theory, development, and realities of this knowledge quarter. Based on knowledge-based development, the review shows that the Liverpool Knowledge Quarter can be and is placed at the center of city planning and economic development to enable knowledge flows and innovation to provide a sustainable environment for high value-added products and services.

Position of Development

Two essential pillars must underline the positioning of the Liverpool Knowledge Quarter in relation to the total Liverpool city and city region brand. Firstly the Knowledge City must be positioned as the cradle of the human resource development and the foundation of a promising society (Mumford, 2016). The knowledge Quarters seeks to breed more educated, cultured and health people. These are the kind of people that are empowered to proactively take care of their own wellbeing and that of their family. Such empowered individuals have better capacity to manage their health harness and optimize their skills and abilities to support socio-economic development of Liverpool.
Secondly well developed human resources can support the innovative and productive efforts of the city in many fields (Jacobs, 2016). This is because empowered individuals are more financially resourced, self sufficient, enterprising and responsible and these are important for social transformation. As an incubator for human resource development the knowledge Quarters gives birth to persons that are generally confident about their life and proud of their cultural heritage and are willing to market them to others. The Knowledge Quarter must become a repository of knowledge that fills the entire Liverpool and beyond with persons to play critical roles across various sectors including social, economic, and urban (Jacobs, 2016).

Secondly, the knowledge Quarters must be positioned as an open facility to local, regional, national and international audiences by offering services to all manner of people. The knowledge Quarters must be receptive to the needs of persons living outside the central business district such as Everton, Anfield since they share in the commonwealth of the city. Any recognition in the services provided by the knowledge Quarters can give such persons a greater sense of place to their city and get them back to their culture and heritage. Eventually a more motivated and responsible citizenship behaviour that is ready to participate in the development of the city will be molded (Roberts, et al, 2016). The residents of the Liverpool must be given a sense of part ownership of the knowledge Quarters by involving them in the activities and services as a measure to stimulate their talent and potential for the common good of the society. This can spur them from remaining as mere consumers of services to producers and facilitators which can eventually accentuate cultural production (Gold & Gold, 2008).

Another category of people that must also be embraced in designing services of the Knowledge Quarters are tourists, including visitors and tourists. They work in the process as a direct city branding. If the Knowledge Quarters is able to show the history, civilization and development through the most distinguished monuments of the city and the services they provide, it can effectively increase the city’s cultural values, income and subsequently raise the economic status (Crane, et al, 2016). As an major centre for international studies, the Knowledge Quarters must equally target international students by making available its facilities to their services whether for educational, cultural and health related services.

As international education has become a major source of income and high quality human resources to many cities this gesture can help to attract more students to study in Liverpool, and to represent Liverpool as the model city of culture and development to their societies, and the ideal place of study and well being (Martinez-Fernandez et al, 2012). This will also raise the city economies. The same effort ought to be targeted at attracting regional population. By introducing them to the services offered by the Quarter, the Knowledge Centre will attract them to visit the city continuously, and to choose Liverpool as the right destination for study, attend events and o spend the holidays. Reflectively, this will increase the number of visitors to city.

**Key Communication Points**

There are many communication points that the Knowledge Quarters can offer to drive home its true identity. For example through street festivals, people from different background may be brought together to enhance their common sense of belonging which can motivate enthusiasm to give, produce and love the society more (Govers & Go, 2016). The Paddington Village concept is another classic communication point already initiated by the Knowledge Quarters to make the place, improve connectivity and attracting investment & creative opportunities in Liverpool.

This is a flagship expansion of a worth £1bn to house 1.8m square feet of education, health, science and technology space drawing on the inspiration of the Greenwich Village in New York. With its great features, artistic and professional candor, the Paddington Village will become an attracting place to live, work and socialize (Dinnie, 2015). Moreover the Liverpool International College and the Royal College of Physicians to be sited in the Paddington Village will host over 45,000 students making it important.

**Communication Media**

Due to the enormity of work involved in disseminating the values and position of the Knowledge Quarters to the rest of the world, it is incumbent for all the available and accessible means of communication to be deployed and modernized to accomplish the mission. For example the internet and social media must major tool in promoting the Knowledge Quarters and its services due to its speed. In today’s world, the traditional relationship between municipals administrators and citizens is being shaped by digital technology (Allen, 2007).

This enables the citizens to gain access to facilities provided by the Knowledge Quarters from a remote
location. With a range of digital tools available to citizens to communicate with officials, social media can provide a powerful new way for the Knowledge Quarters to connect with its diverse stakeholders. “This has the potential to open up the Quarters by allowing customers a direct channel to it to provide the Knowledge Quarters and feedback on services and infrastructure (Donald & Gammack, 2016).

In this way digital technology can offer the Knowledge Quarters a sense of an “innovation ecosystem” where technology helps to increase public participation, and enables facility officials to solicit far greater input for decision making which public hearing cannot make available. Similarly, harsh tags with users can be shared to promote their identity and motivate them to be involved. Another way is to send motivational messages to the audience through media, such as local radio and TV channels (Ashworth & Kavaratzis, 2010). Another way is to distribute brochures leaflets and publications. The permanence and ease of carry of these leaflets can ensure that the message is carried to each home especially those who have limited interest and access to technologies. The tradition direct encounters such as holding forums and seminars in the city areas and neighborhoods to introduce them to the Knowledge Quarter is as important floats, transportation circles that can be established in the Knowledge Quarters to support students and tourist visits (Salama & Wiedmann, 2016).

**Examples of Good Practice**

Many examples of good practices exist for the Knowledge Quarters to learn from to achieve the desired objectives. The first that comes to mind is the Dubai example where the city has been developed in every field, the transportation, tourism, education, marketing, health services etc. Two major themes of Dubai 2021 Plan provide are very important. Firstly the city seeks to target all categories of people including special program for the disabled to benefits from the provisions of the city (Merrilees, et al, 2013). So they empower the human resources to raise the economies of the city and to support the development of the state.

Since the people of Dubai are the focus, the plan focuses on addressing characteristics and traits that requires reinforcement and development among them to make sure they remain capable to drive the city forward into its future (Herstein, 2012). It is also necessary to indicate that most cities are choosing different types of digital channels to aid larger planning. For example, Sao Paulo hosts websites to enable citizens and other stakeholders to make suggestions and recommendations about its urban development. In a similar regard, Singapore also adopts technology to allow residents to book seats on buses run by private operators in areas that are not served by public transportation and also suggest, suggest routes for the buses (Eshuis & Edwards, 2013).

**List of References**


