

November 2020



# **EXPANSION OF ANFIELD ROAD STAND, ANFIELD**

## **A1/1 - Summary Guide to the Planning Application**



**Turley**



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# Pre-ambble

This Guide is one of a suite of core documents prepared in support of the application submitted on behalf of Liverpool Football Club and Athletic Grounds Limited (“Liverpool FC” or “the Club”) for full planning permission to expand the Anfield Road Stand to accommodate an additional c.7,000 spectators with associated hospitality and spectator facilities, new public realm, and the realignment of Anfield Road.

This development forms part of the phased regeneration of the Anfield stadium and follows successful delivery of the Main Stand redevelopment and associated public realm (96 Avenue and Paisley Square) and a new free-standing LFC retail store and cafe.

It also reflects the wider regeneration of the Anfield area (The Anfield Project) that includes new and improved homes and regeneration of the Walton Breck Road high street, fuelled by the Club’s significant investment in the redevelopment of Anfield Stadium.

The following documents comprise the application:

A1/1	Summary Guide to the Planning Application	E1/3	Transport Assessment
B1/3	Planning Statement	E2/3	Transport Strategy
B2/3	Appendices to Planning Statement	E3/3	Staff Travel Plan
B3/3	Draft S106 Agreement	F1/1	Air Quality Assessment
C1/2	Application Drawings	G1/1	Phase I Geo-Environmental Desk Study
C2/2	Design and Access Statement	H1/1	Flood Risk Assessment
D1/3	Environmental Statement, Volume 1: ES Chapters and Figures	I1/1	Heritage Assessment
D2/3	Environmental Statement, Volume 2: Technical Appendices	J1/1	Socio-Economic Statement
D3/3	Environmental Statement, Volume 3: Non-Technical Summary	K1/1	Health and Wellbeing Statement
		L1/1	Lighting Impact Assessment
		M1/1	Statement of Community Engagement
		N1/1	Sustainability Statement

# 1. Introduction

On 30 November 2020, Liverpool Football Club and Athletic Grounds Ltd (LFC) submitted an application for full planning permission to expand the Anfield Road Stand to accommodate an additional c.7,000 spectators with associated hospitality and spectator facilities, new public realm, and the realignment of Anfield Road.

The application also seeks consent to broaden the range of sporting events that may be held at the stadium, and for it to be used to host up to 12 concerts or major events per annum.

LFC has submitted this planning application to Liverpool City Council (LCC) who will consider and make a decision on the application in early 2021.

LCC will upload the application documents to the Council's public access website. Members of the public and stakeholders can view the full application by searching for the planning application reference number that will be allocated to the application after its registration by the Council.



# 2. The Application Site

## Site Description

The application site is c.6.58ha in area and it comprises:

- + The existing Anfield Stadium and the surrounding external concourse;
- + Land to the north of Anfield Road, currently used as car parking for the stadium, a 'family zone' prior to matches, the outside broadcast area and LFC TV; and
- + That part of Anfield Road between the existing counter terrorism bollards at the junction of Alroy Road and west of Skerries Road.
- + A small part of Stanley Park, which is within Liverpool City Council ownership.

The location of the application site is identified below:



Aerial view of existing stadium

## Wider Surroundings

Anfield Stadium is located between Walton Breck Road and Anfield Road; it lies approximately 2 miles to the north of the city centre.

The Anfield Road Stand fronts onto the Grade II\* listed Stanley Park. Collectively, Stanley Park and adjacent Anfield Cemetery comprise a significant area of open space (c.101ha in total) immediately to the north of the stadium. The Park has been completely restored in two stages, 2010 and 2016, through a mixture of public and private funding, including significant investment by Liverpool FC.

The wider surrounding area is predominantly residential and characterised by a predominance of pre-1919 terraced housing. Following granting of Renewal Area status in 2005, there has been significant clearance of some of the poorer quality terraced stock in the area particularly to the south of Walton Breck Road and immediately to the west of the stadium.

There has been a longstanding objective to regenerate the wider Anfield neighbourhood. The delivery of the recent stadium expansion and new public realm has given renewed confidence and momentum to this initiative and has helped to accelerate the £260million regeneration programme known as 'The Anfield Project'.

Since 2012, the Anfield Project has been transforming the neighbourhood surrounding the Anfield Stadium through demolition of derelict properties, delivery of new housing, restoration of Stanley Park, and the construction of Four Oaks Primary School and the Mere Lane Health Centre.



# 3. Background to Anfield Stadium and the Expansion Proposals

Anfield has been home of LFC since the Club was formed in 1892. In the intervening years the Club has grown and several permissions granted to enable the stadium to expand and evolve to meet changing needs.

LFC is one of the leading Premiership clubs in the country; it has a long history of success in national and European competitions and an extensive worldwide fan base. In order for the Club to remain in the top-flight of the domestic game and sustain a long-term return to European competitions a larger stadium is necessary to generate additional revenue, leading to further investment in players and greater success on the field. That success is important to both the City of Liverpool and the Club.

Over the past decade Liverpool FC has embarked upon an unprecedented redevelopment of its spiritual home, Anfield Stadium, to provide their fans and visitors with a world-class arena fit for the 21st Century.

The first phase of the stadium redevelopment was expansion of the Main Stand which was completed in 2016, adding c.8,500 seats and bringing the capacity of the stadium to c.53,860. That development also delivered enhanced match day facilities, including best-in-class corporate hospitality, concourses and bars for general admission ticket holders; and a significant area of new high-quality public realm, including the relocated Hillsborough Memorial.

At the same time as obtaining planning permission for the new Main Stand, the Club secured outline planning permission to add c.4,800 seats to the Anfield Road Stand; this would have brought the overall capacity of the stadium to c.58,500.

In August 2019, the Club announced that they would allow the outline planning permission for the Anfield Road Stand to lapse, enabling them to finalise alternative options for the second phase expansion of the stadium through submission of a new planning application.

The Club launched its revised plans for the Anfield Road Stand in November 2019. The draft plans showed an almost identical footprint, scale, height and massing to the previously consented scheme, including a proposal for the permanent closure of part of Anfield Road to vehicular traffic. Having carried out a detailed internal appraisal of the seating bowl against up-to-date design and safety standards, the plans showed an increase in potential capacity of around 7,000, which would bring the overall capacity of the stadium to c.61,000. The plans included enhanced facilities for fans within the stadium as well as relocation of the existing fan park into a covered fan zone.

The Club also announced its intention to apply for permanent use of the Stadium to host concerts, other major events and a wider range of team sports.

The Club carried out a first phase of extensive consultation on that scheme in November / December 2019. In response to feedback received through that first phase of consultation the plans were amended, in particular to show diversion of Anfield Road around the extended stand and its continued use for vehicular traffic on non-match days. A second phase of public consultation took place in February 2020, recording overwhelming public support for the revised proposals.

The outcome of the consultation events is presented in the Statement of Community Engagement (Document M1/1) which also shows how the feedback has shaped the scheme that is now presented in this planning application.





# 4. Development Proposals

The planning application seeks full planning permission for the expansion of the Anfield Road Stand with public realm improvements, and the use of Anfield Stadium for other team sporting events and to host up to 12 concerts and / or major events per annum.

More specifically, it includes:

- + Partial demolition and rebuild of the Anfield Road Stand to provide up to 7,000 additional seats comprising a mix of general admission and hospitality seating
- + 83 wheelchair positions (+23) and 42 of these will be elevated to provide better viewing
- + A 'new front door' to Anfield Road that includes a new main entrance lobby to the hospitality area
- + Enhanced internal concourse facilities and new hospitality lounges
- + Improved club offices and staff facilities
- + A covered family fan zone.

Public realm and highway works comprising:

- + The re-routing of Anfield Road around the perimeter of the Stand which will be integrated within the public realm whilst maintaining segregation of users on a non-match day, along with the inclusion of pedestrian safety and speed reducing measures to establish a pedestrian priority scheme. The road will be brought into the demise of the Club and maintained by them.
- + A new public square will be created to the northeast of the new external concourse adjacent to Stanley Park – this could provide opportunities for further fan personalisation matching that in 96 Avenue
- + Retain and extend the existing outside broadcasting area by c.300 sq. m
- + New semi-mature trees planting, with feature specimens, to provide a visual highlight.

## External Appearance

The overall external appearance of the proposed redeveloped Anfield Road Stand will continue themes successfully established on the Main Stand in terms of design language, materiality and colours, whilst also respecting context, in particular its relationship with the adjacent Grade II\* Stanley Park.

The external envelope will predominantly consist of smooth dark red facing brick facing corners and piers with recessed brick feature detailing. Curtain walling will be grey powder coated with clear glazing, incorporating matching glazed doors at ground level, with grey and red back painted glazed spandrels and colour matched louvres at upper floors.



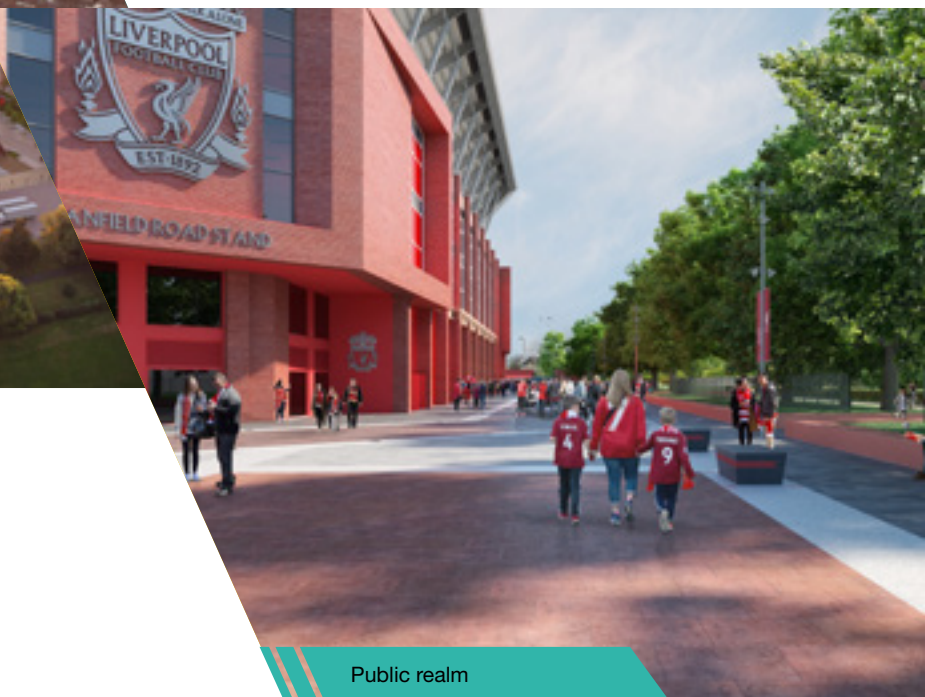
External appearance of stand

## Public Realm

The proposed redeveloped Anfield Road Stand will deliver new public realm around the expanded stand, which will build on the successful implementation of the external concourse to the rear of the Main Stand (96 Avenue).

This new space will substantially enhance the street scene, improving the interface with Stanley Park and creating an attractive space for the local community and visitors to the area to enjoy on non-match days.

The public realm created adjacent to the Main Stand has set the quality benchmark for the stadium. Expansion of the Anfield Road Stand will ensure a cohesive public environment around the stadium with materials and wayfinding signage consistent with the high quality delivered around the rest of the stadium complex.



Public realm



## Anfield Road

The proposals include re-routing Anfield Road around the perimeter of the Stand. The road will be brought into the demise of the Club and will be maintained by them; it will be fully available for vehicular use other than on match and event days. At those times, and as currently occurs, only pedestrians and cyclists will be able to use Anfield Road between the existing counter-terrorism bollards at its junctions with Alroy Road and Skerries Road.

## Construction Programme

The construction period is expected to be 22 – 23 months and will need to include two close-season periods enabling essential works to be completed when the stadium is not in use. Development is likely to commence in late summer/early autumn to allow opening of the new stand at the start of the football season.

The new stand will be erected to the rear of the existing enabling it to remain fully functional throughout the majority of the works, in particular during the football season.

LFC aims to minimise disruption to the local community and stadium-goers. The contractor will be required to implement a detailed Construction Environmental Management Plan (CEMP), ensuring that the construction activities will be controlled to prevent adverse effects on the amenities of nearby residential properties and the environment more generally. The contractor will nominate a co-ordinator to liaise with the local community and respond to any issues arising from construction activities. The Club's own Resident Liaison Manager will work with that person and be a further point of contact for the local community.

During construction, a compound will be provided in Stanley Park for use by contractors. This will include site offices and welfare facilities. Following completion, this area will be restored to current conditions, or improved. Should vegetation loss occur, this will be replaced.





# 5. Design Evolution

The Design and Access Statement (Document C2/2) (D&A) outlines the key elements that the architects have considered in the design process for the stadium expansion.

The D&A explains the design brief for the project and this comprised the following key guiding principles:

- + **Increased Overall Capacity** – Increase the overall stadium capacity from c.54,000 to c.61,000, including up to 1,800 new premium seats
- + **Retained Stadium Configuration and Character** – Retain the existing configuration of four separate stands with individual identities, and reinforce the intimidating sporting experience and home team advantage in the current stadium
- + **Safe, Secure and Inclusive** – Comply with the latest sports venue regulations and design guidance to create facilities which would be robust in terms of crowd safety, security and inclusivity
- + **Sympathetic Massing and Design** – Ensure the new expanded stand respects the traditional stadium building form and design and takes fair account of the surrounding residential area and Stanley Park context
- + **Improved External and Internal Operation** – Improve external circulation around the stadium, and transport links, public realm spaces, and provide facilities that encourage fans to arrive earlier on match days
- + **25 Year Development Plan and Wider Regeneration of the Anfield Area** – Contribute positively to the regeneration of the surrounding area, and provide better local community connectivity with Stanley Park.

The D&A also explains the rationale behind the public realm proposal citing the key objectives as:

- + The need to demonstrate a sensitivity with its relationship to Stanley Park and provide a high quality piece of public realm that is accessible to all
- + Accommodate all necessary safety and operational issues and match day crowd flow requirements
- + Counter terrorism measures should be considered as part of the wider stadium strategy
- + New penetrations in the Stanley Park boundary could enhance match day access and egress as well as the non-match day experience
- + Accessible parking currently provided within Anfield Road car park should be re-provided and enhanced within Stanley Park
- + Outside Broadcast vehicle movements and team coaches should minimise impacts on residents.

The D&A confirms that the detailed design of the expanded Anfield Road Stand and associated public realm has been the subject of detailed pre-application consultation with Liverpool City Council (LCC) and key stakeholders including Places Matter Design Panel, Historic England, Police Architectural Liaison and disability groups.





# 6. Transport

The submitted Transport Assessment (Document E1/3) assesses the proposals from a transport perspective and it is supplemented by three supporting documents:

- + A Transport Strategy (Document E2/3) which outlines how transport will operate on match and event days to accommodate the additional proposed capacity.
- + A Staff Travel Plan (Document E3/3) which sets out a framework of travel planning measures for staff working at the stadium to encourage sustainable modes of travel.
- + A Transport Chapter contained within the Environmental Statement (Document D1/3) which provides a technical review of potential transport environmental impacts and mitigation measures of the proposed development

## Travel to Anfield

As part of the Main Stand expansion, several measures were implemented to encourage sustainable travel as part of an approved Match Day Transport Strategy (MDTS); this aims to manage supporter travel options and includes measures for pedestrian wayfinding and match day special bus services.

LFC has undertaken a series of travel surveys with home supporters in 2013, 2015, 2018 and 2019 to understand how they travel to Anfield on match days and monitor changes to travel patterns over time. The surveys show that there has been a steady decline in private car use coupled with an increase in public transport; this can, in part, be attributed to the success of the MTDS.

## Parking

The surrounding residential streets at Anfield are part of a Football Match Parking Zone (FMPZ); vehicles parking within the zone are required to display a valid parking permit. The zone is operated and enforced by Liverpool City Council and is a measure to deter supporters from parking in residential streets around the stadium on match and event days.

LFC manage three large off-street match-day parking sites in Stanley Park, Utting Avenue and Anfield Road.

The Anfield Road parking spaces will be lost as part of the expansion of the Anfield Road stand. Disabled spaces (no.25) will be relocated to the adjacent Stanley Park car park. No new car parks are proposed as part of the expansion plans, resulting in a loss of 125 standard parking bays.



## Revised Transport Strategy

The Match Day Transport Strategy is a dynamic document which is constantly under review to respond to the changing match day demands placed upon the transport network. It has been updated to reflect how match day travel demand will be managed to accommodate the proposed additional capacity at the stadium.

Key elements of the amended strategy are set out in Document E2/3 and include:

- + Widen the existing sterile zone (road closures) around the stadium to provide greater capacity for supporters walking to the stadium;
- + Relocate match day bus services, the taxi rank and the home coach parking away from directly fronting residential areas, particularly along Walton Breck Road, and outside the enlarged 'sterile zone'. Match day bus services will be relocated to Walton Lane and taxi ranks to Robson Street. The current proposal is that home coaching parking will be relocated to St Domingo's car park or if this is not possible, an alternative off-road location (to be agreed with LCC) or by extending the existing layby on Priory Road.
- + Review of public transport ticketing to improve boarding times through faster transaction and / or integrated ticketing;
- + Increase capacity of scheduled bus services;
- + Provide additional wayfinding and audit existing signage;
- + Review the operation of existing car parks to ensure those facilities are being utilised as much as possible;
- + Develop a business permit scheme to minimise disturbance of road closures to the local community;
- + Provide a new cycle hub to offer supporters a high quality area to securely store their bicycles;
- + Up-date the marketing strategy to promote alternatives to the private car for travel to the stadium on match and event days;
- + Promote further initiatives to increase dwell time at the stadium to support earlier arrival and later departure on match days;
- + Implement a revised Staff Travel Plan to include a range of additional measures such as free bus travel for staff;
- + Maintain the Transport Working Group and ensure that it continues to monitor the efficacy of the Football Match Residents Parking Zone (FMRPZ);
- + Appoint a Stadium Travel Manager to manage the transport strategy and liaise directly with public transport, taxi operators and parking enforcement services

Pre Match plans

Post Match plans

LFC OPERATED CAR PARK  
 SANDHILLS SOCCERBUS DROP OFF  
 DISABLED DROP OFF  
 CITY CENTRE 17 DROP OFF  
 AWAY COACH PARKING  
 TAXI RANK  
 HOME COACH PARKING  
 CYCLE HUB  
 ROAD CLOSURE  
 ROAD CLOSURE TIME BEFORE PICK UP

LFC OPERATED CAR PARK  
 SANDHILLS SOCCERBUS PICK UP  
 DISABLED PICK UP  
 CITY CENTRE 17 PICK UP  
 AWAY COACH PARKING  
 TAXI RANK  
 HOME COACH PARKING  
 CYCLE HUB  
 ROAD CLOSURE  
 BUS PICK UP

## Events Strategy

On event days, access options generally mirror those of match days, with the regular public transport services running supplemented by taxis, private car (parking and drop-off) and event-only bus services.

Liverpool FC currently has the benefit of a temporary planning permission to hold up to 6 concerts / major events at the stadium. An Event Traffic Management Strategy (ETMS) was created for that permission; it largely reflects the Match Day Transport Strategy. The ETMS sets out the approach for managing access, traffic and movement for concerts and major events at Anfield Stadium.

Bespoke, tailored Event Traffic Management Plans (ETMPs) are produced specifically for each concert / major event, to reflect access requirements tailored to its timing and anticipated audience profile. This approach will continue to be applied to ensure future events held at Anfield are carefully planned and managed from a transport perspective.

## Anfield Road

The proposed stand footprint extends over Anfield Road. Following feedback from public consultation events, the road will be re-aligned to follow the perimeter of the new stand. It will become a private road, managed and maintained by LFC; the current alignment between the existing automated bollards will be permanently stopped up via a S247 Road Closure Order.

The new road will be fully available to vehicular traffic, pedestrians and cyclists; although closed to vehicular traffic on match and event days as currently occurs. It's alignment and materials have been carefully designed to deter other than local traffic and reduce vehicular speed, thereby improving the pedestrian environment.

# 7. Heritage

The submitted Heritage Statement (Document H1/1) assesses the proposals from a built heritage perspective reflecting the stadium's proximity to Stanley Park and Anfield Cemetery Registered Parks and Gardens (both Grade II\*) and to nearby listed buildings and non-designated heritage assets.

In determining the application, Liverpool City Council (LCC) has a statutory duty under the Planning (Listed Buildings and Conservation Areas) Act 1990 to have special regard to the desirability of preserving the special interest and setting of listed buildings (s.66).

The statement confirms that there will be no harm to the significance of No's 9-11 Anfield Road (grade II listed), Roseneath Cottage (grade II listed), Anfield County Girls Secondary School (grade II listed), Lodge to Anfield Road (grade II listed), The Arkles Public House (grade II listed), Mere Bank Public House (grade II listed) and Anfield Road School (non-designated heritage asset), together the listed buildings and structures within Stanley Park and Anfield Cemetery (grade II\* listed). In respect of these assets the proposed development will meet the requirements of the 1990 Act and the objectives of national policy set out in the National Planning Policy Framework (NPPF).

The proposal will cause a limited degree of harm to the significance of Stanley Park and Anfield Cemetery and No's 35-45 Anfield Road (grade II listed) as a result of:

- + The increased visibility and presence of Anfield Stadium from within the registered parks and gardens, resulting in a minor distracting from an appreciation of their significance.
- + The realignment and termination of Anfield Road at its eastern end together with the visual impact of the new stand upon the significance of the listed buildings.

Based on the definition of substantial harm set out in national planning practice guidance, the assessment concludes that the level of harm would be 'less than substantial'; in which case this needs to be weighed against the public benefits of the proposal comprising its economic, social and environmental benefits.

The proposals will also cause a low degree of harm to the significance No 73 Anfield Road and No's 31-33 Anfield Road which are non-designated heritage assets. A balanced judgment is therefore required by LCC and this could be weighed against the aforementioned public benefits.

# 8. Environmental Impact Assessment

The planning application is accompanied by an Environmental Statement (ES) (Document D1/3).

The purpose of the ES is to determine what significant effects the proposed development is likely to have on the environment.

The issues considered in the ES were identified by the LFC's consultant team and agreed with the LCC through an EIA Scoping Report (Document D2/3, Appendix 2.1). Statutory consultees and national and local interest groups were also consulted on this report.

The EIA Scoping Report scoped out a number of topics and separate technical assessments have been provided to meet local validation requirements:

- + Air Quality Assessment (Document F1/1)
- + Phase 2 Geo-Environmental Desk Study (Document G1/1)
- + Flood Risk Assessment (Document H1/1)
- + Health and Well-Being Statement (Document K1/1)
- + Lighting Impact Assessment (Document L1/1)
- + Sustainability Statement (Document N1/1).

The EIA Scoping Report identified a number of topic areas where there were likely to be significant effects.

- + Socio-Economics and Human Health
- + Townscape and Visual
- + Built Heritage
- + Biodiversity
- + Transport
- + Noise and Vibration, and
- + Climate Effects (Wind Microclimate).

These are fully considered in the ES (with its Appendices and Plans) (Documents D1/3 and D2/3) and summarised in the Non-Technical Summary document (Document D3/3).

The ES Regulations require effects to be assessed against the existing situation and environmental factors of the proposed development site (baseline conditions). In this scheme, regard must be had to the presence of the existing stadium when seeking to predict the effects of the new development. The final requirement for ES is to suggest mitigation measures which can be proposed to remove or reduce an effect. In addition, positive effects can be identified alongside neutral/negligible effects.

A summary of the anticipated significant residual impacts associated with the construction phase and the operation phase of the proposed development is shown in the two tables opposite.



Environmental Topic	Description of Effect Receptor	Residual Impact	Is the Effect Significant
Socio-Economics and Human Health	Creation of direct, indirect and induced employment opportunities	Moderate Beneficial	Yes
	Economic productivity generated, measured in gross value added	Minor Beneficial	No
Townscape and Visual	Changes to townscape and landscape character within the site context	Minor Adverse	No
	Changes to built/landscape heritage assets as townscape receptors	Moderate Adverse	Yes
	Changes to tree cover	Minor Adverse	No
	Changes to scale, massing and height	Minor Adverse	No
	Changes to movement and linkages	Minor Adverse	No
	Changes to public open space	Minor Adverse	No
	Changes to site character	Majority of views are Negligible Adverse or Minor Adverse, but some short distance views Moderate Adverse	Yes and No
	Change to the character and amenity of the view	Ranging from Negligible, Minor and Moderate Adverse.	Yes and No
Built Heritage	Change in the setting of heritage assets outside the Site	Moderate Adverse effect on Stanley Park, 35-45 Anfield Road, 39-41 Anfield Road, 43-45 Anfield Road and 73 Anfield Road. Other effects are Minor Adverse .	Yes and No
	Physical change or alteration of heritage assets within the Site	Minor Adverse or Negligible	No
Biodiversity	Disturbance and destruction of a potential bat roost	Negligible	No
Transport	Driver severance and journey delay associated with the temporary closure of part of Anfield Road	Minor Adverse	No
	Temporary closure of part of Anfield Road leading to increased flows on alternative/ diversion routes affecting highway safety and accidents	Minor Adverse	No
Noise and Vibration	Construction Noise	Potentially significant	Yes
	Construction Vibration	Minor	No
Climate Effects (Wind Microclimate)	None	n/a	

Figure 8.1: Summary of Residual Impacts (Construction Phase) (temporary)

Environmental Topic	Description of Effect Receptor	Residual Impact	Is the Effect Significant
Socio-Economics and Human Health	Creation of direct, indirect and induced employment opportunities	Moderate Beneficial	Yes
	Economic productivity generated, measured in gross value added	Minor Beneficial	No
	Expenditure of visitors in the local and wider economy	Moderate Beneficial	Yes
Townscape and Visual	Changes to townscape and landscape character within the site context	Moderate Beneficial	Yes
	Changes to built/landscape heritage assets as townscape receptors	Negligible Beneficial	No
	Changes to tree cover	Minor Beneficial	No
	Changes to scale, massing and height.	Minor Beneficial	No
	Changes to movement and linkages.	Moderate Beneficial	Yes
	Changes to public open space	Moderate Beneficial	Yes
	Changes to site character	Major Beneficial	Yes
	Changes to the Character and Amenity of Views	Majority of views Neutral Negligible or Minor Adverse, but one short distance view Moderate Adverse	Yes and No
Built Heritage	Change in the setting of heritage assets	Minor to Moderate Adverse effect on Stanley Park and Anfield Cemetery. Other effects are Negligible.	Yes and No
	Physical change or alteration of heritage assets within the Site	Negligible	No
Biodiversity	Disturbance to a confirmed hibernation bat roost	Negligible	No
Transport	None	n/a	
Noise and Vibration	Road traffic noise due to re-alignment of Anfield Road	Major impact in the short term	Yes
	Event Noise – Assessment of Concert Music Noise Level	Moderate impact	No
Climate Effects (Wind Microclimate)	Wind effects	There are localised Minor Adverse and Major Adverse wind effects, but the majority of locations range from Negligible to Major Beneficial	Yes and No

Figure 8.2: Summary of Residual Impacts (Operation Phase) (permanent)

The construction phase residual effects range from moderate beneficial to moderate adverse. Significant beneficial effects are anticipated in relation to the creation of employment opportunities for the resident labour force and business base. As can be expected with a constrained construction site, some significant short terms adverse effects are expected as a result of construction works. These are anticipated to primarily relate to noise during normal site hours (during the day) and also in relation to heritage assets, from both a townscape and heritage perspective. Some more local views are also expected to experience an adverse effect.

The operational phase residual effects range from major beneficial to major adverse. Significant beneficial effects are anticipated as a result of the creation of employment opportunities for the resident labour force, in addition to those associated with increased expenditure in businesses in the visitor economy and their workforce. Due to the improvement in public realm and high quality design and materials of the development, significant beneficial effects are anticipated

on townscape character, and in relation to improvements in movement and linkages, public open space and site character.

Some adverse effects are expected due to the presence of the new stand in a single view - south east from Anfield Road. There would also be an adverse effect on the setting of two heritage assets (Stanley Park and Anfield Cemetery). Localised strong winds, including at some entrances of the Stadium, also present a significant adverse effect; while there would also be a limited significant adverse effect on 73 Anfield Road arising from the realignment of Anfield Road and associated road traffic noise.

All other effects considered are not expected to be significant.

# 9. Regeneration

The Planning Statement (Document B1/3) confirms that the overriding objective of Liverpool UDP is to secure urban regeneration. This reflects national planning policy and one of the Government's prime objectives to deliver economic growth and improve prosperity.

Stadium-led regeneration can play an important and unique role in transforming deprived communities. LFC's expansion of the Anfield Stadium has been a long-standing component of a holistic vision in the UDP and local regeneration strategies (including the Anfield SRF) to regenerate the Anfield area.

The Council acknowledged the regeneration benefits of Liverpool FC for the Anfield area in granting planning permissions for the new stadium proposals in Stanley Park and, more recently expansion of the Anfield stadium. This was articulated in report of the Interim Head of Planning for the 2014 (Main Stand) Scheme:

*"There will be a number of economic and regeneration benefits as a result of the enlargement of the existing stadium, in terms of job creation, enhancement of Stanley Park to the east of Mill Lane and assistance in the implementation of key ASRF projects. The Interim Head of Planning considers that the proposal is, therefore, in accordance with the overriding objective of the UDP in securing further urban regeneration."*

The new Main Stand has now achieved tangible stadium-led regeneration benefits making a significant contribution towards realising the vision for the Anfield neighbourhood. In particular, it has enhanced the city's profile, led to positive urban renewal and place-making, increased civic pride in the neighbourhood, delivered catalytic effects to the local area, increased local productivity, and supported grassroots and community regeneration initiatives.

The current development proposals will further support and sustain those direct and indirect regeneration benefits; particularly in terms of new jobs and wealth creation (see Socio-Economic Statement, Document J1/1), and improvements to the physical environment, including the delivery of new high quality public realm. It is entirely in accordance with the overriding objective of the UDP and specific regeneration policies of the city council. It will make a positive contribution towards each of the six key themes of Liverpool City Council's Inclusive Growth Plan.





Themes	Contribution to Growth Plan
<b>1. Investing in Our Children and Young People</b>	<ul style="list-style-type: none"> <li>+ Football is an excellent tool to develop skills and inspire confidence in youngsters no matter their ability. The continued improvement and provision of world-class facilities at Anfield Stadium will ensure the Club continues to act to inspire young people in the City.</li> <li>+ LFC actively promotes this through their successful LFC Foundation programmes. Last year the Foundation worked with more than 28,000 children and young people across the city region with a range of initiatives, including joint working with community groups, schools, the police, homeless and health charities; reaching out to address a variety of issues linked to health, education and social inclusion. The continued and on-going success of the Club is of benefit to longer term investment in the Foundation's activities.</li> <li>+ The Anfield Road Stand houses all of the Club's junior ticket holders. The development will significantly improve facilities and the match day experience for those junior fans through enhancements to the concourses, including provision of an enclosed (all weather fan park) that will also be accessible to the local community on match days.</li> </ul>
<b>2. People who live well and age well</b>	<ul style="list-style-type: none"> <li>+ The Health and Wellbeing Statement [Document K1/1] highlights a number of benefits of the scheme that will contribute to the health and wellbeing of the local community and visitors to the area. In particular it will: provide new public realm and enhanced access to Stanley Park, improving opportunities for walking and cycling; create direct and indirect job opportunities and wealth during the construction and operational phase of the development, thereby increasing the economic prosperity of the community which is known to have a direct correlation with improved health and ageing; and includes a range of measures to improve the sustainability of the stadium in response to climate change concerns.</li> <li>+ The design of the expansion proposals will provide safe and convenient access to disabled supporters and will address many of the operational inefficiencies within the existing stand.</li> </ul>
<b>3. Quality Homes in Thriving Neighbourhood</b> <i>All residents have access to quality housing and feel a sense of belonging and wellbeing living in a safe and sustainable neighbourhood.</i>	<ul style="list-style-type: none"> <li>+ The expanded stadium has already made a significant contribution towards regeneration in the wider area; in particular providing the impetus for clearance of sub-standard properties, improvements to housing in the Rockfield area, and construction of new homes south of Walton Breck Road. Further substantial investment in the Anfield Road Stand demonstrates the Club's long-term commitment to Anfield through its participation in the Anfield Project. It will act as a further catalyst for continued investment by others to build new and improve the existing housing stock, as well as future investment in the Walton Breck Road high street.</li> <li>+ The proposals will contribute positively to the continued place shaping of the stadium complex and the surrounding neighbourhood. It will provide a newly animated frontage to Anfield Road and enhanced linkages through high quality public realm between Walton Breck Road, residential areas and Stanley Park.</li> <li>+ The development will directly and indirectly create new jobs in the area and make a positive contribution to the three key aspects of sustainable development and communities – economic, social and environmental.</li> </ul>

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#### 4. Strong and Inclusive Economy

*Growing an increasingly modern, productive and fair economy where the benefits of growth are more equitably shared amongst all citizens.*

- + The Socio-Economic Statement [Document J1/1] demonstrates that the expansion proposals will contribute positively toward growing an increasingly productive and fair economy. The scheme will:
  - Support the visitor economy by increasing match day capacity, attracting c.102,000 additional spectators each year and generating approximately £20.5 million in additional spending in the city.
  - Strengthen the Club's role as a major employer by creating around 400 additional jobs to grow the match day workforce to c. 2,800 people. These jobs will predominately be filled by people living within the Liverpool City Region, and would particularly benefit those living in the city. LFC pays all of its employees the Real Living Wage as a minimum; consistent with the ambition set out in the Inclusive Growth Plan.
  - Boost the productivity of the local economy by generating around £8.3 million of additional GVA each year, beyond that generated by the current workforce.
  - Expand the wider and positive economic influence of Liverpool FC by supporting jobs through its supply chain and relationships with other businesses. LFC has adopted an inclusive approach to local suppliers by recognising and supporting local sourcing in the procurement process; the Club also adopts a supplier procurement model that provides for the Real Living Wage to be payable to supplier staff.
  - Generate a temporary economic boost during construction equating to c.253 jobs during each year of construction and generating a total of around £23.1 million in GVA.
  - Secure and grow the ongoing economic contribution of concerts and major events; each one has the potential to generate c.45,000 additional visitors to the city, generate (on average) spending of circa £2.3million in the local economy and provide further employment opportunities at the stadium.

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#### 5. A Connected and Accessible City with Quality Infrastructure

- + The expansion of proposals will ensure that fans can access the stadium using a transport system that promotes active, healthy and sustainable journeys via accessible public transport, cycling and walking options. This will be secured through an updated Transport Management Strategy [Document E2/3] and investment in new public realm to create better linkages for pedestrians and cyclists. These factors will also work together to ensure the protection of air quality and reduce congestion.

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#### 6. Liverpool – The Most Exciting City in the UK

*Growing Liverpool's reputation as a cultural and sporting capital and the most exciting city in the UK in which to visit, work, study and invest*

- + Football and music are two of the key tourism brands that attract visitors into Liverpool. The development will make a significant contribution towards ensuring that the reputation of the city as a sporting and music capital is maintained and enhanced.
  - + The recent expansion and improvement of Anfield Stadium has created one of the best sporting venues in the UK and Europe, contributing positively to the profile and reputation of Liverpool as a sporting capital.
  - + The proposed expansion will provide enhanced capacity and facilities to attract more visitors into the city – not just for football matches, but also music concerts / major events and on non-match days as visitors to Anfield.
  - + The expansion works will also ensure that stadium can continue to host Premier League and European football at the highest level, as well as accommodate some of the best global acts and events in Liverpool. This will have multiple spin-off benefits to the City's growing visitor economy and its supply chain.
-

# 10. Economy

LFC is already a major driver of the city and local economy through tourism spending, direct and indirect job and wealth creation.

Details are set out in the Socio-Economic Statement (Document J1/1) which confirms that LFC is one of the largest employers in its area of north Liverpool. A typical match-day provides employment for around 2,405 people in total, with up to 32 such match-days per year.

The proposed stadium expansion would provide a range of further economic benefits during construction and operation, including:

- + Increasing matchday capacity by around 14% and creating the opportunity, based on recent trends, to attract up to 102,000 spectators each year from outside Liverpool and its surrounding areas, including overseas
- + Strengthening the role of the Club as a major employer by directly creating around 400 additional jobs to grow the matchday workforce to circa 2,800 people.
- + Boosting the productivity of the local economy by generating around £14.6 million of additional GVA each year

- + Expanding the wider and positive economic influence of Liverpool FC
- + The generation of a temporary economic boost during construction
- + Securing and growing the proven economic contribution of concerts and major events
- + Capitalising upon a recognised economic and cultural asset of Liverpool, the wider City Region and beyond.

The granting of temporary permission to host concerts and major events at Anfield has also demonstrably enhanced its economic contribution. The three concerts held to date have attracted additional visitors to the city, generated spending in the local economy and provided further employment opportunities at a stadium where fewer events would have otherwise taken place.

The full economic benefits generated by the proposed development are set out in within the Socio-Economic Statement and summarised below:



## Supporting a rebooted visitor economy “...a reason why many people visit the city”<sup>1</sup>



**Up to 1.95 million**

spectators drawn to matches at an expanded Anfield each year, increasing current capacity by **14%**



**Up to 102,000**

additional visitors each year from outside Liverpool and the surrounding area, based on recent trends



**Up to £20.5 million**

spent each year where these additional trips involve an overnight stay



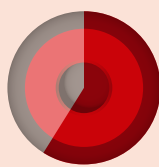
**A continued contribution from concerts and major events,**  
secured through this planning application<sup>2</sup>

## Growing the Club's role as a major employer



**2,800 people**

directly employed on matchdays at an expanded Anfield, following creation of **400 new jobs**



**59%**

of matchday workforce typically live in the city of Liverpool, with vast majority (95%) living in the City Region



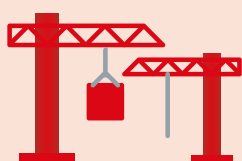
**At least 62 new jobs**

for people living in Anfield and Everton<sup>3</sup>, where **2,800 people** are currently seeking work



**More frequent opportunities for employment**  
during concerts and major events<sup>2</sup>

## Generating a welcome economic boost during construction



**£42 million**

investment in construction of the new Anfield Road Stand



**Up to 217 jobs**

supported throughout the Liverpool City Region during each year of construction



**£22.1 million**

gross value added to the economy during construction

<sup>1</sup> Liverpool Visitor Economy Network (2016) Growth Strategy Summary 2020

<sup>2</sup> Turley (2019) Economic Contribution: Music Events at Anfield

<sup>3</sup> Based on trends in the workforce directly employed on average across nine matches early in the 2019/20 season





# 11. Sustainability and Climate Change

The Sustainability Statement (Document N1/1) explains the various sustainability measures incorporated into the proposed expansion of the Anfield Road Stand.

It highlights LFC's overarching 'Reds Going Green' initiative, which has improved the Club's energy efficiency since its adoption in 2012, and pledges an ongoing commitment to reducing carbon emissions to both the local community in Liverpool and the Football Club's 1.2 million annual visitors.

It goes on to outline the specific Sustainability Strategy for the proposed Anfield Road Stand expansion demonstrating that the proposal responds to both national and local planning policy, with particular focus on the environmental principle of sustainability.

These measures include the installation of photovoltaic (PV) solar panels on the roof of the new stand; use of low energy lighting, water efficiency measures and smart metering; extension of the 'Reds going Green' campaign to reduce carbon emissions year on year; consideration of embodied carbon through the construction process once the main contractor is appointed; and further promotion of sustainable transport through the Transport Management and Staff Travel Plans.

The document demonstrates that the scheme will respond positively to the climate emergency by being resource and energy efficient, and be resilient to the impacts of climate change.



# 12. Community Engagement

The planning application is supported by a Statement of Community Engagement (Document M1/1), which provides a full and detailed summary of the extent of engagement and consultation undertaken by the Club on its plans for the expansion of the Anfield Road Stand.

It details the feedback received throughout the two stages of consultation held in November / December 2019 and February 2020; explaining how the Club responded to feedback received, including significant changes to the proposed design following the first stage of consultation.

The statement demonstrates LFC's commitment to a multi-staged approach to community engagement and consultation with key stakeholders.

At project launch, and during the first stage consultation, the proposals were publicised through a local, national and international media campaign which reached an estimated global audience of over 1 billion. The first stage consultation was also publicised locally via the distribution of over 5,500 leaflets to residents and businesses in the local Anfield area. The consultation webpages received 23,528 views in total.

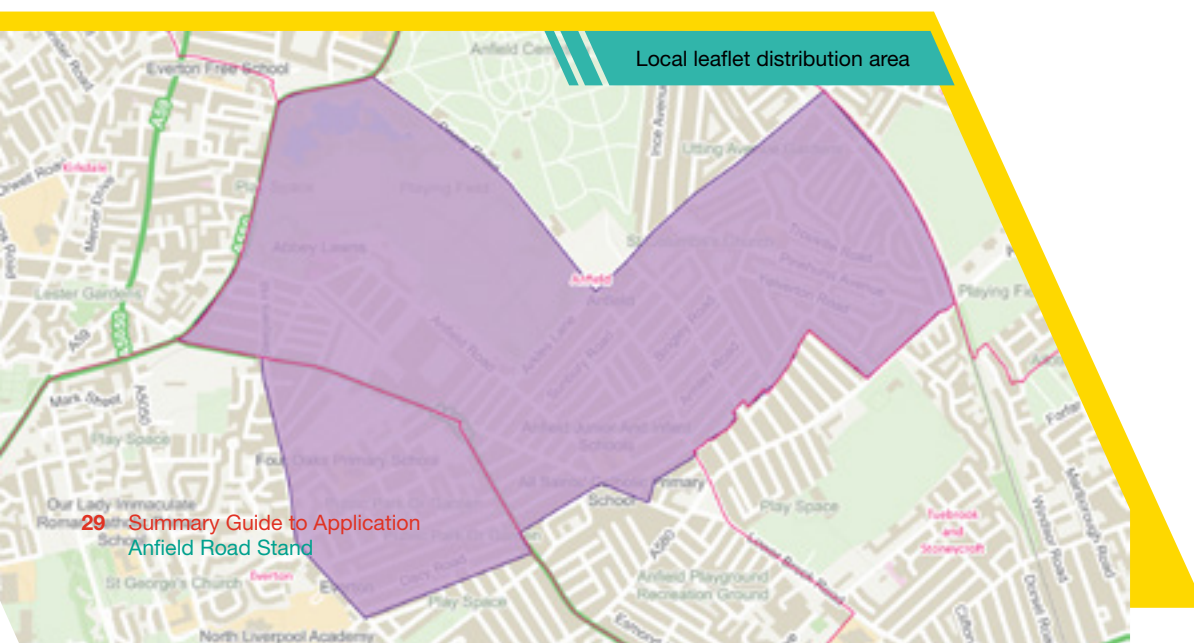
The feedback received during this first stage of the consultation process has resulted in significant changes to the scheme; in particular to the design of the proposed public realm around the expanded Stand and re-routing rather than closure of Anfield Road.

The second stage of the consultation process allowed for the proposed changes to be communicated back to stakeholders, and provided further opportunity for feedback to be provided; in particular the detailed design of the new public realm as an inclusive space.

Throughout both stages of consultation LFC has engaged with a wide range of stakeholders, including local residents and businesses, fans, user groups, politicians and the general public. This wide reaching consultation has resulted in over 1,500 items of feedback being received during both stages of consultation.

During the two-stage process, LFC has received extremely high levels of support for the plans from those who responded to the consultation providing them with certainty that there is broad agreement and support for the plans from local residents, businesses and community groups.

- + **93% of respondents expressed support for the Club's Vision** which is to create a bigger Anfield Stadium, seeing more fans watch some of Europe's best live football and international events in a world-class facility in the heart of Liverpool.
- + **92% of respondents also supported early ideas for the public space improvements around the proposed expansion of the Anfield Road Stand.**
- + In relation to the proposals to permanently extend the use of the Stadium for concerts and other types of sporting events **82% of respondents initially expressed support for concerts and events rising to 84% support following the second stage.**



# 13. Planning Statement

The submitted Planning Statement (PS) (Document B1/3) sets out the context for the development by providing the background to the proposals including a description of the site and its surroundings, relevant planning history, the planning policy framework and key issues. It draws together all the information contained within the application and sets out the case on behalf of LFC as to why planning permission should be granted.

## Planning Policy

The PS confirms that the key theme of policy guidance at a national and local level is for development to be sustainable and make a positive contribution to economic growth objectives. Regeneration of cities is also an important policy objective, particularly in Liverpool; the City Council recognises that this will only be delivered by taking a holistic view and addressing issues of social, economic and physical decline.

## Key Issues

There is a presumption in favour of sustainable development that accords with the development plan. The application proposals need to be considered against the objectives, policies and proposals of the development plan and any other material considerations.

The key issues for consideration comprise:

- + The principle of development
- + Impact on the historic environment
- + Regeneration and economic benefits

## The Principle of Development

The adopted Liverpool Unitary Development Plan (UDP) contains a specific policy that aims to facilitate the growth and development of Liverpool and Everton football clubs.

Specific support for the expansion of the Anfield stadium is set out in various other policy documents prepared by LCC, including the adopted Anfield Spatial Regeneration Framework (Anfield SRF). There is, therefore, general 'in principle' development plan and other policy support for the development. This has already been explicitly recognised by the city council when granting outline planning permission for the expansion of the Anfield Road Stand in 2014.

In principle support for the proposals needs to be considered in the context of impact on residential amenity and other policies in the development plan.

## Amenity

Expansion of the Anfield Road Stand will have an impact on the residential amenities of people living in close proximity to the expanded stadium, and the wider area. The Environmental Statement predicts a combination of positive and negative impacts on the residential amenities of adjacent occupiers.



## Transport

A Match Day Transport Management Strategy prepared and implemented following expansion of the Main Stand has had a marked effect in altering travel patterns to Anfield on match days.

## Regeneration

The overriding objective of the Liverpool UDP, linked to the corporate vision for the City, is to secure urban regeneration. The priorities for regeneration in the city have, more recently, been set out as six key themes in the Liverpool Inclusive Growth Plan.

The expanded stadium will deliver direct local regeneration benefits in terms of new jobs and wealth creation, widening recreational opportunities, and significant improvements to the physical environment. Further regeneration benefits will flow directly from the development primarily as a result of the positive impact that the enlarged stadium and new public realm will continue to boost the image of Anfield, leading to increased market confidence, improving the prospects of delivering other commercial investments and enhancing the success of housing regeneration that is already taking place.

LCC policy and reports recognise that the stadium sits at the heart of these regeneration initiatives and has the potential to act as a catalyst for holistic and lasting regeneration.

## Heritage

Planning permission has previously been granted for expansion of the Anfield Road Stand of an almost identical scale, height and massing as now proposed and the impact on Stanley Park and other heritage assets found to be acceptable.

The Heritage Assessment demonstrates that the development would result in less than substantial harm to the significance of the heritage assets. The harm is outweighed by the significant regenerative and overall public benefits delivered by the stadium expansion.

## Technical Considerations

The Environmental Statement and technical reports demonstrate that there are no technical constraints to the development and it complies with all relevant development management policies of the adopted UDP.

## Overall Conclusions and Planning Balance

The expansion of the Anfield stadium is a sustainable development that is supported by the policies of the adopted and emerging Liverpool development plan and supplementary planning and other policy documents. The development sits at the heart of the on-going regeneration of the wider Anfield area and will provide further impetus to holistic and sustainable improvements to the area.

The development will deliver local and city-wide benefits socio-economic benefits in terms of improving the profile and image of Anfield and Liverpool and attracting more visitors, increasing expenditure and creating additional jobs.

The comprehensive regeneration benefits are sufficient to outweigh any temporal adverse impact on the residential amenities of a small number of nearby dwellings on match and event days and the less than substantial harm to heritage assets. The development is justified and a grant of planning permission is appropriate and in the wider public interest.



# Appendix 1:

## Document and Plan Schedules

### Document Schedule

Ref	Document
A1/1	Summary Guide to the Planning Application
B1/3	Planning Statement
B2/3	Appendices to Planning Statement
B3/3	Draft S106 Agreement
C1/2	Application Drawings
C2/2	Design and Access Statement
D1/3	Environmental Statement, Volume 1: ES Chapters and Figures
D2/3	Environmental Statement, Volume 2: Technical Appendices
D3/3	Environmental Statement, Volume 3: Non-Technical Summary
E1/3	Transport Assessment
E2/3	Transport Strategy
E3/3	Staff Travel Plan
F1/1	Air Quality Assessment
G1/1	Phase I Geo-Environmental Desk Study
H1/1	Flood Risk Assessment
I1/1	Heritage Assessment
J1/1	Socio-Economic Statement
K1/1	Health and Wellbeing Statement
L1/1	Lighting Impact Assessment
M1/1	Statement of Community Engagement
N1/1	Sustainability Statement

## Drawing Schedule

Ref	Drawing	Rev
<b>Site Plans</b>		
19870-KSS-ZZ-ZZ-DR-A-9001-S2-P4	Location Plan	P4
19870-KSS-ZZ-ZZ-DR-A-9002-S2-P2	Existing Site Plan	P2
19870-KSS-ZZ-ZZ-DR-A-9003-S2-P2	Proposed Site Plan	P2
<b>Existing Plans</b>		
19870-KSS-AR-00-DR-A-9105-S2-P3	Level 00 Existing Plan	P3
19870-KSS-AR-01-DR-A-9105-S2-P3	Level 01 Existing Plan	P3
19870-KSS-AR-02-DR-A-9105-S2-P3	Level 02 Existing Plan	P3
19870-KSS-AR-R2-DR-A-9105-S2-P3	Existing Roof Plan	P3
<b>Existing Elevations and Sections</b>		
19870-KSS-ZZ-ZZ-DR-A-9310-S2-P2	Existing and Proposed North East Site Elevation	P2
19870-KSS-ZZ-ZZ-DR-A-9311-S2-P2	Existing and Proposed North West Site Elevation	P2
19870-KSS-ZZ-ZZ-DR-A-9312-S2-P2	Existing and Proposed South West Site Elevation	P2
19870-KSS-ZZ-ZZ-DR-A-9205-S2-P3	Existing and Proposed Site Section	P3
<b>Proposed Plans</b>		
19870-KSS-AB-ZZ-DR-A-9101-S2-P2	Seating Plan	P2
19870-KSS-AR-00-DR-A-9101-S2-P7	Level 00 Proposed Plan	P7
19870-KSS-AR-01-DR-A-9101-S2-P6	Level 01 Proposed Plan	P6
19870-KSS-AR-02-DR-A-9101-S2-P6	Level 02 Proposed Plan	P6
19870-KSS-AR-M0-DR-A-9101-S2-P7	Level 00 Mezzanine Proposed Plan	P7
19870-KSS-AR-R1-DR-A-9101-S2-P6	Level R1 Proposed Roof and Plant Plan	P6
19870-KSS-AR-R2-DR-A-9101-S2-P6	Proposed Roof Plan	P6



Proposed Elevations and Sections		
19870-KSS-AR-ZZ-DR-A-9301-S2-P5	Proposed South East Elevation	P5
19870-KSS-AR-ZZ-DR-A-9302-S2-P4	Proposed North West Elevation	P4
19870-KSS-AR-ZZ-DR-A-9303-S2-P2	Proposed South East Elevation	P2
19870-KSS-AR-ZZ-DR-A-9306-S2-P2	Existing North East Elevation	P2
19870-KSS-AR-ZZ-DR-A-9307-S2-P2	Existing North West Elevation	P2
19870-KSS-AR-ZZ-DR-A-9308-S2-P2	Existing South East Elevation	P2
19870-KSS-AR-ZZ-DR-A-9320-S2-P2	Detailed Elevation 1 - Hospitality Entrance	P2
19870-KSS-AR-ZZ-DR-A-9321-S2-P2	Detailed Elevation 2 - North East Elevation	P2
19870-KSS-AR-ZZ-DR-A-9322-S2-P2	Detailed Elevation 3 - East Elevation	P2
19870-KSS-AR-ZZ-DR-A-9201-S2-P6	Proposed Section A	P6
19870-KSS-AR-ZZ-DR-A-9202-S2-P5	Proposed Section B	P5
19870-KSS-AR-ZZ-DR-A-9203-S2-P4	Proposed Long Section C	P4
Landscaping and Public Realm		
ARS-PLA-XX-XX-DR-L-0003	Tree retention and removal plan	-
ARS-PLA-XX-XX-DR-L-0012	Public realm general arrangement	-
ARS-PLA-XX-XX-DR-L-0013	Public realm hardworks plan	-
ARS-PLA-XX-XX-DR-L-0015	Relocation of waste storage area	-
ARS-PLA-XX-XX-DR-L-0017	Public realm furniture plan	-
ARS-PLA-XX-XX-DR-L-0018	Tree protection works	-
ARS-PLA-XX-XX-DR-L-2000	Softworks general arrangement	-
ARS-PLA-XX-XX-DR-L-2002	Proposed Tree Plan	-
ARS-PLA-XX-XX-DR-L-8002	Existing Car Parking Summary	-
ARS-PLA-XX-XX-DR-L-8003	Proposed Car Parking Summary	-



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