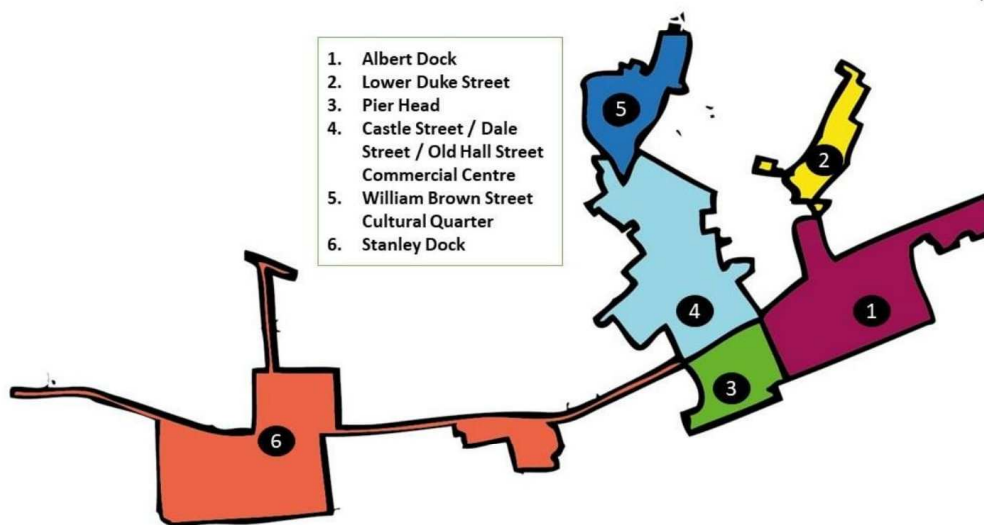


How familiar, if at all, were you with this information beforehand?

Not familiar at all Slightly familiar Moderately familiar Very familiar Extremely familiar

☐ ☐ ☐ ☐ ☐



Bramley-Moore Dock is one of five docks within the Northern Docks which sit within the Stanley Dock Conservation Area (area 6 on map above), and was established in 1844. Stanley Dock is one of six Conservation Areas in Liverpool city centre and the waterfront which fall under UNESCO World Heritage Status as the Liverpool Maritime Mercantile City (see map above).

Bramley-Moore Dock and its sister docks in the Stanley Dock Conservation Area were a fundamental component of the Port of Liverpool's global success. Its interconnected system of locks allowed the movement of ships within the Port of Liverpool. Bramley-Moore Dock represents the innovations in dock management and construction which the city pioneered, giving Bramley-Moore Docks an international historical significance. They were constructed from huge granite blocks with very fine mortar joints, with the water bodies being connected via locks to allow the easy movement of vast numbers of ships within the port.

Bramley-Moore Dock is located approximately 1.6 miles to the north of Liverpool City Centre and contains a number of features of historical significance, including:

- Bramley-Moore Hydraulic Engine Tower – built in 1883, it includes an accumulator tower and truncated octagonal chimney and served as the control tower to the north docks area (Grade II listed).
- The retaining walls around the dock - built in 1848 (Grade II listed).
- The dock boundary wall (1848) – runs parallel to the Dock Road (Grade II listed).



The northern docks within the Stanley Dock Conservation Area have been under-utilised for more than 30 years following the decline of maritime industry and port operations in Liverpool.

The northern docks have been closed off to the public for many years and contain a range of derelict space. Key heritage assets such as the Hydraulic Engine Tower have fallen into disrepair and cannot be put into viable use without significant investment.



How familiar, if at all, were you with this information beforehand?

Not familiar at all



Slightly familiar



Moderately familiar



Very familiar



Extremely familiar



Redevelopment

Redevelopment of Bramley-Moore Dock

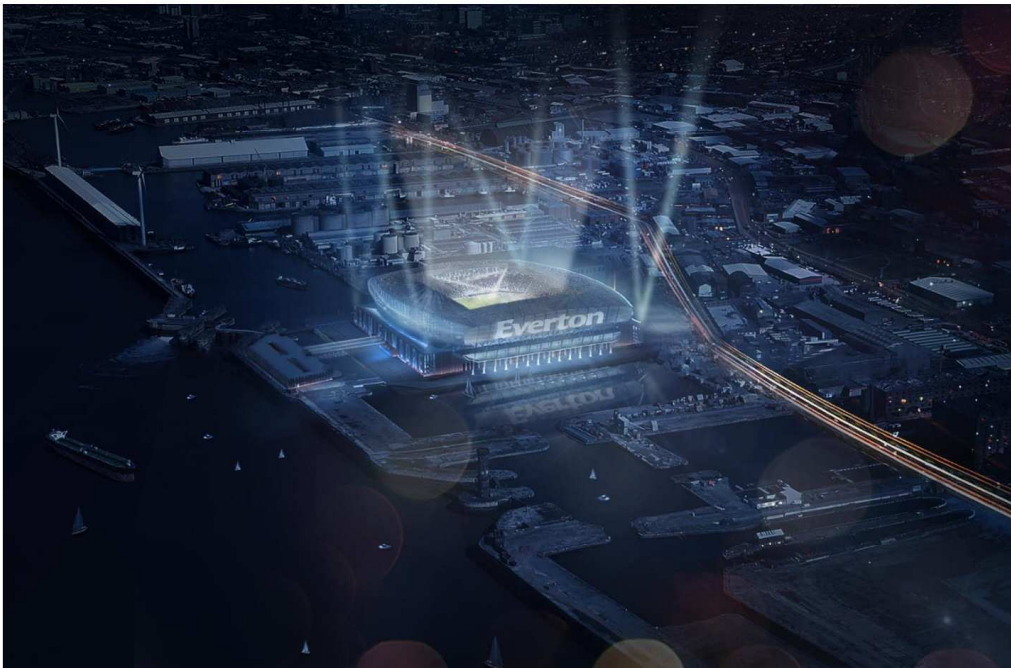
There are two possible scenarios for Bramley-Moore Dock:

1. **Scenario 1 is the current situation: Bramley-Moore Dock would be left in its current condition** as described above, historic structures will be left as they are with no new building developments.

2. **Scenario 2 would involve the redevelopment of Bramley-Moore Dock for a new stadium for Everton and supporting uses**, including the preservation and enhancement of some of the heritage aspects of the docks.

In both scenarios new residential-led mixed developments will still be built in other parts of the waterfront as part of the wider Liverpool Waters development.

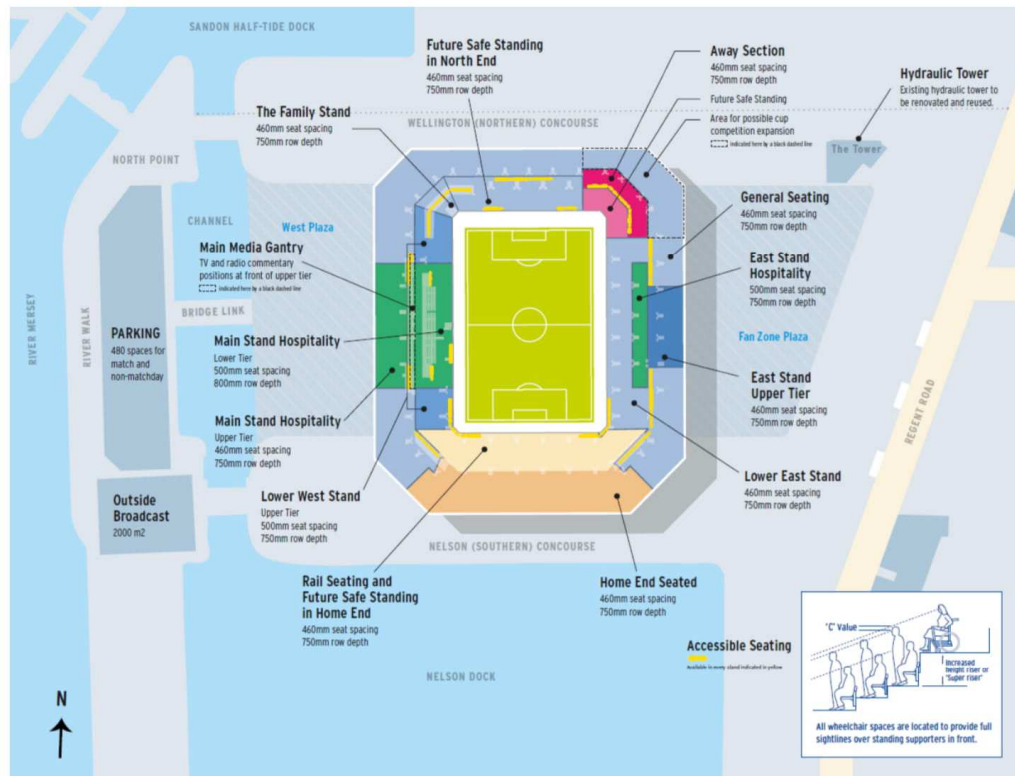
In Scenario 2, Everton FC would relocate its footballing home from Goodison Park to Bramley-Moore Dock. There would also be supporting uses, such as a Fan plaza including street food kiosks and family-suitable entertainment areas for fan and visitors.



The new stadium at Bramley-Moore Dock would respond to the need for a new stadium to house Everton. The club has been located at Goodison Park since 1892, but has become outdated amongst its competitors. The stadium is currently considered not fit for purpose or to meet the needs for a top-tier club due to:

- Its poor physical condition.
- Physical and size constraints which provide no redevelopment potential to meet modern needs.
- Lack of amenity to meet the needs of a modern football stadium, leading to poor supporter experience (blocked views, poor quality seating) in many areas of the stadium.
- Inability to comply with modern regulations.
- It is anticipated that in its current condition, most of the ageing stadium will not comply with safety regulations by 2035, which means that that the club may have

to move out of the city, due to the lack of alternative sites.



In Scenario 2, the new stadium for Everton would provide:

Impacts on match-goers:

- A modern state-of-the-art stadium with an approximate capacity of 52,000 on the Liverpool Waterfront (larger than current capacity at Goodison Park).
- A better match day experience for supporters designed to reduce viewing restriction.
- The facilities, accessibility and amenity to meet modern requirements and guidelines.
- Significantly more match day revenue, helping Everton to continue to grow and challenge for titles and trophies in the future.

Impacts on the public realm:

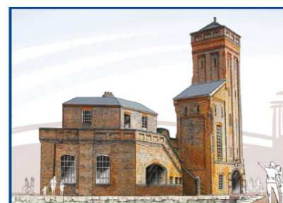
- New public realm space around the stadium for match-days and non-match-days, including a fan plaza, set to be the size of Liverpool's Pier Head and displaying the original Dock Retaining Wall, to be used for pre and post-match entertainment and activities.
- Improved public access to Bramley-Moore Dock, better matchday transport systems, and integration of Bramley-Moore Docks into the planned Liverpool Waters River Walk starting at the Hydraulic Engine Tower down to the Three Graces.
- Multi-storey car parking facilities onsite. The carpark would not block river views for the surrounding area and would be built using the same materials as the stadium.
- Facilities for non-match day activities e.g. conferences and music/other non-sporting events.

Impacts on the heritage of the docks:

- Potential restoration of the listed Hydraulic Engine Tower building as a tourist attraction and heritage museum.
- Creation of water channel to the west of the stadium to ensure the visual continuity of the dock system. Construction materials will reflect the traditional surroundings by using traditional brick, glass, and steel. Traditional flagstones and cobbles will be retained in public areas surrounding the stadium, where possible.



BEFORE (left and centre images)



AFTER

The Goodison Park Legacy project is designed to ensure that the area around the current stadium in Goodison Park is not negatively affected by the Club's relocation. It will support local businesses and residents around the current Goodison Park site.

Facilities being considered include:

- New housing, including a mix of house types and apartments.
- Supported living accommodation for people with a range of needs.
- 4,000 sq/m of office floorspace.
- A large public open green space at the centre of the site.
- Small-scale retail and food and beverage facilities with leisure space to be used by community groups.
- Facilities and support services for business start-ups, particularly for those targeting supporting young people.
- An educational facility which could accommodate the expansion of Everton Free School or similar educational programmes.
- A multi-purpose health and wellbeing centre for people of all ages to access advice, care, and support.
- Car parking on site to alleviate on-street parking.
- Preserving the Dixie Dean statue and similar key features to celebrate Everton's historic role in the community.



The stadium redevelopment at Bramley-Moore Dock and Goodison Legacy Project is expected to produce the following economic benefits to the city:

- A £1 billion boost to the local economy.
- Up to 15,000 new jobs created for local people.
- An extra 1.4 million visitors to the city each year.
- An additional £34 million of local income for local families.
- Contributing more than £2.2 million per year into Council Tax receipts and £1.7million per year in Business Rates.
- The stadium is estimated to bring £237 million worth of social value over a ten-year period. When added with the value created by the Goodison Legacy Project and Everton in the Community growth, this is estimated to be worth £793.4 million in social value.



Proposed Stadium design at Bramley-Moore Dock.

While the stadium development will make every effort to protect and enhance current heritage structures in the site, it will generate heritage impact relating to the infill of the dock to support the stadium development, which will most likely result in an **impact on the Outstanding Universal Value of the World Heritage Site.**

The stadium planners **are working closely with Liverpool City Council and Historic England to assess the potential impact on the status and to ensure the**

design reflects the traditional landscape by taking inspiration from local 19th century warehouse buildings. Historical features will be preserved wherever possible, such as old rail lines, old gratings, paving and cobble stones, bollards, mooring posts, capstones, and granite steps.

Innovative engineering and preservation work will allow a complete restoration of Bramley-Moore Dock should the stadium ever move. This will be achieved by:

- Stadium to be supported by piles driven into sandstone beneath the Docks area, meaning the docks walls would be protected from the weight of the stadium.
- Repairing and restoring the dock walls.
- Maintaining historic character by keeping ground levels to existing historical ground levels and exposing the existing dock wall where possible.
- Creating a water channel to the west of the stadium, allowing the historic western dock wall to continue to be visible.
- The dock-infill methodology will protect and preserve the dock walls so if the Club were to move again in the future, the dock could be revealed again.



How familiar, if at all, were you with this information beforehand?

Not familiar at all



Slightly familiar



Moderately familiar



Very familiar



Extremely familiar



Valuation of two options at Bramley Moore Dock

You have seen two options for the future of Bramley-Moore Dock:

1. Leaving Bramley-Moore Dock in its current condition.

2. The redevelopment of Bramley-Moore Dock for a new stadium for Everton and supporting public uses.

Each of the options would have different impacts on Bramley-Moore Dock and the wider Liverpool area. We would like you to review the following table outlining the impacts associated with each scenario, and **select your preferred option**.

When selecting your preferred option please think about the impacts it would have on your wellbeing and that of your household, in terms of its economic effects, its contribution to your sense of pride in the city, its impact on society and local communities, its impact on the waterfront landscape and the historic listed structures in the Bramley-Moore Dock area.

Please remember, **these scenarios relate to Bramley-Moore Dock only**, and not the wider waterfront and city centre. Please note that new residential led developments will still be built in other parts of the waterfront as part of the wider Liverpool Waters development.

Impact	1. Bramley-Moore Dock left in current condition	2. Redevelopment of Bramley-Moore Dock for new stadium and supporting public uses
Landscape	<ul style="list-style-type: none"> Historic structures left as they are. Bramley-Moore Dock remains connected to wider Stanley Dock complex. No new development on the Bramley-Moore section of the waterfront. 	<ul style="list-style-type: none"> New 52,000 capacity football stadium built on the waterfront. New public realm areas including Fan Plaza and family-orientated public spaces. Multi-storey Car Park facilities. Design sensitive to heritage and architecture of the surrounding area.
Access and recreation	<ul style="list-style-type: none"> Bramley-Moore Dock closed off to the public. Area continues to be home to range of derelict space. 	<ul style="list-style-type: none"> Modern-facility with improved match day experience, facilities, accessibility and amenity. Bramley-Moore Dock accessible to public with new public facilities and open spaces during match and non-match days.
Heritage structures	Grade II listed structures remain in current condition: <ul style="list-style-type: none"> Bramley-Moore Hydraulic engine tower Retaining walls around the dock Dock boundary wall which runs parallel to the Dock Road 	<ul style="list-style-type: none"> Potential restoration of listed Hydraulic Engine Tower as heritage museum. Top of the original dock wall used within paving, maintaining outline of dock. Reuse of traditional flagstones and cobbles in public areas. Brick, glass, and steel construction materials reflect traditional surroundings.
Civic impacts	<ul style="list-style-type: none"> Civic pride in Bramley-Moore Dock and historical significance as an interconnected set of locks. Civic pride in its place within the wider UNESCO World Heritage Site: Liverpool – Maritime Mercantile City. Note that UNESCO World Heritage Status is already at risk due to impacts of other regeneration projects along the Liverpool waterfront skyline. 	<ul style="list-style-type: none"> Modern stadium competing with those in London and Manchester. New home for Everton, generating more revenue and providing foundation for Everton to challenge for silverware in the future. Goodison Park Legacy Project will continue to support local businesses and community through building new facilities in Everton area. Development of new venue for conferences and events on non-match days.
Economic impacts	<ul style="list-style-type: none"> Some ongoing costs to the public purse in maintaining the heritage sites in their current condition. 	<ul style="list-style-type: none"> £1 billion boost to the local economy. Up to 15,000 new jobs created for local people. Estimated extra 1.4 million visitors to the city each year.
UNESCO World Heritage Status	<ul style="list-style-type: none"> At risk of being withdrawn due to the impacts of other regeneration projects along the Liverpool waterfront skyline. 	<ul style="list-style-type: none"> At risk of being withdrawn due to infilling of Bramley-Moore Dock and impacts on waterfront skyline, although this is already at risk due to impacts of other regeneration projects along the Liverpool waterfront skyline.

Based on the information above, please select your preferred option for Bramley-Moore Dock:

- | | | |
|---|---|--|
| 1. Bramley-Moore Dock left in current condition | 2. Redevelopment of Bramley-Moore Dock for a new stadium and supporting public uses | I have no preference for either option |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Dock in current condition Willingness to accept

You indicated that you would prefer to leave Bramley-Moore Dock in its current condition.

Consider instead a hypothetical situation where the **stadium redevelopment of Bramley-Moore Dock has gone ahead**. The current site would be converted into the new stadium for Everton and supporting uses, plus preservation and enhancement of some of the heritage aspects of the docks.

In these circumstances, do you think that the construction of a stadium on the site of Bramley-Moore Dock would significantly affect your quality of life?

- ☐ It would significantly INCREASE my quality of life
- ☐ There would be NO IMPACT on my quality of life
- ☐ It would significantly REDUCE my quality of life

You indicated that the construction of a stadium on the site of Bramley-Moore Dock would significantly reduce your quality of life.

In these circumstances, a local Government fund could hypothetically be set up to compensate those who would have preferred to leave Bramley-Moore Dock in its current condition. This would be in the form of a one-off compensation per household to make up for the effect that changes to the site would have on your quality of life. There are no plans to do this, and this payment should be seen as hypothetical amount that represents the quality of life that Bramley-Moore docks currently brings you.

In this hypothetical scenario, what is the minimum that you would be willing to accept as a one-off payment for you and your household, as a hypothetical compensation for no longer having Bramley-Moore Dock in its current condition? That is, to ensure that your quality of life after the stadium redevelopment (in the Bramley-Moore Dock) would be the same as it is now.

- Studies have shown that many people answering surveys such as this one say they are willing to accept larger amounts than they would actually accept in reality.
- So please think about this question as if it were a real decision and you were actually receiving a payment in real life. At the same time, note that there are no plans to do this, and this payment should be seen as hypothetical amount that represents the quality of life that Bramley-Moore docks currently brings you.
- Remember, this is just for no longer having Bramley-Moore Dock in its current condition. Please be realistic – consider your household budget and remember that there may be other things that local Government could spend its money on, including supporting other community and cultural institutions. Please do not agree to accept an amount if you think it would not make any difference to your overall quality of life.

- | | | | |
|-----------------------------|------------------------------|---------------------------|---|
| <input type="radio"/> £0 | <input type="radio"/> £7.50 | <input type="radio"/> £40 | <input type="radio"/> £100 |
| <input type="radio"/> £0.01 | <input type="radio"/> £10 | <input type="radio"/> £45 | <input type="radio"/> £125 |
| <input type="radio"/> £0.50 | <input type="radio"/> £12.50 | <input type="radio"/> £50 | <input type="radio"/> £150 |
| <input type="radio"/> £1 | <input type="radio"/> £15 | <input type="radio"/> £55 | <input type="radio"/> £250 |
| <input type="radio"/> £2 | <input type="radio"/> £20 | <input type="radio"/> £60 | <input type="radio"/> £500 |
| <input type="radio"/> £3 | <input type="radio"/> £25 | <input type="radio"/> £65 | <input type="radio"/> £1000 |
| <input type="radio"/> £4 | <input type="radio"/> £30 | <input type="radio"/> £70 | <input type="radio"/> Other amount |
| <input type="radio"/> £5 | <input type="radio"/> £35 | <input type="radio"/> £75 | <input type="radio"/> Don't know / rather not say |

Other amount (£)

Your answer indicates that you and your household would be willing accept at least £ **{e://Field/wtp_dock_current}** as a one-off payment for you and your household, as

a hypothetical compensation for no longer having Bramley-Moore Dock in its current condition

Is this correct?

- ☐ Yes, this is correct.
- ☐ No, this is incorrect. Please let me modify it.

Which of the reasons below best describes why you are prepared to accept compensation for loss of Bramley-Moore Dock in its current condition?

- ☐ I do not want to see Bramley-Moore Dock redeveloped
- ☐ If compensation is on offer I would take it
- ☐ I do not want to see a football stadium at Bramley-Moore Dock
- ☐ I don't want the development to impact the heritage assets of the dock
- ☐ I like Bramley-Moore Dock as it is
- ☐ The redevelopment will negatively affect my quality of life and/or that of my family
- ☐ I am not an Everton fan
- ☐ Other
- ☐ Don't know/rather not say

Which of the reasons below best describes why you would experience no change to your quality of life from the loss of Bramley-Moore Dock in its current condition?

- ☐ I don't agree that local Government funds should be used to compensate for the loss of Bramley-Moore Dock in its current condition
- ☐ There are other institutions which have greater cultural value and should receive Government funding
- ☐ Leaving Bramley-Moore Dock in its current condition would not affect me much
- ☐ The risk of losing UNESCO World Heritage status for Liverpool Maritime Mercantile City does not affect me much
- ☐ No amount of money could compensate me for the reduction in quality of life caused by the development
- ☐ I need more information to answer this question
- ☐ I have more important things to worry about than dockland heritage
- ☐ I do not believe this scheme would actually happen
- ☐ Other
- ☐ Don't know

Stadium Willingness to pay

You indicated that you would prefer to have a new football stadium built at Bramley-Moore Dock.

Imagine that the stadium redevelopment of Bramley-Moore Dock, and the community, economic and regeneration associated with it, would lead to a general permanent increase in the cost of living in the city. This could hypothetically be caused by increased transport costs, utility bills, rental and housing costs, due to increased relocation to the area and the area becoming more desirable, as well as the cost of food and drink.

Think about the impact that this hypothetical increase in the cost of living would have on your household budget. Please think about the things you usually spend your money on each month, and how this would be affected by an increase in the cost of living in the city. Note that there is no evidence that a new stadium would increase cost of living, and this payment should be seen as hypothetical amount that represents the quality of life that a new stadium development would bring to you.

Would you be prepared to pay in principle a hypothetical increase in your overall cost of living from your household budget each month for the stadium redevelopment and the community, social, economic and regeneration benefits it would bring to you and your household, as well as to the city and the local area?

Yes

☐

Maybe

☐

No

☐

What is the maximum that you would be prepared to pay from your household budget each month, as an increase in the general cost of living, for the stadium redevelopment and the community, social, economic and regeneration to the local area?

- Studies have shown that many people answering surveys such as this one say they are willing to pay more than they would actually pay in reality. So please think about this question as if it were a real decision and you were actually making a payment in real life.

- Please be realistic – consider your household budget and remember that there may be other things you would like to spend your money on, including supporting other community and cultural institutions.
- Note that there is no evidence that a new stadium would increase cost of living, and this payment should be seen as hypothetical amount that represents the quality of life that a new stadium development would bring to you.
- Please do not agree to pay an amount if you think you cannot afford it, if you feel you have paid enough already or have other things to spend your money on.

- | | | |
|-----------------------------|------------------------------|---|
| <input type="radio"/> £0.00 | <input type="radio"/> £5.00 | <input type="radio"/> £30 |
| <input type="radio"/> £0.01 | <input type="radio"/> £7.50 | <input type="radio"/> £40 |
| <input type="radio"/> £0.10 | <input type="radio"/> £10 | <input type="radio"/> £50 |
| <input type="radio"/> £0.50 | <input type="radio"/> £12.50 | <input type="radio"/> £75 |
| <input type="radio"/> £1.00 | <input type="radio"/> £15 | <input type="radio"/> £100 |
| <input type="radio"/> £1.50 | <input type="radio"/> £17.50 | <input type="radio"/> £150 |
| <input type="radio"/> £2.00 | <input type="radio"/> £20 | <input type="radio"/> £200 |
| <input type="radio"/> £2.50 | <input type="radio"/> £22.50 | <input type="radio"/> Other amount |
| <input type="radio"/> £3.00 | <input type="radio"/> £25 | <input type="radio"/> Don't know/rather not say |
| <input type="radio"/> £4.00 | <input type="radio"/> £27.50 | |

Other amount (£)

How many years would you be willing to pay an increase in the general cost of living for the stadium redevelopment and the community, social, economic and regeneration to the local area?

- ☐ Indefinitely
- ☐ 1 year
- ☐ 2 years
- ☐ 3 years
- ☐ 4 years
- ☐ 5 years
- ☐ Other

Other amount (years)

Your answer indicates that you and your household would be willing to pay £ **\$(e://Field/wtp_stadium)** from your household budget each month, as an increase in the general cost of living, for the stadium redevelopment and the community, social, economic and regeneration to the local area.

Is this correct?

- ☐ Yes, this is correct.
- ☐ No, this is incorrect. Please let me modify it.

Which of the reasons below best describes why you are prepared to pay increased costs of living to support the stadium redevelopment at Bramley-Moore Dock?

- ☐ Football is an important part of my everyday life
- ☐ The economic impacts will benefit me personally
- ☐ Due to the significant community, economic and regeneration impacts
- ☐ The risk of losing UNESCO World Heritage status for Liverpool Maritime Mercantile City does not affect me much
- ☐ I do not believe I would really have to pay for increased costs of living
- ☐ Football culture is important and should be protected
- ☐ The proposed development of Bramley-Moore Dock will benefit the site
- ☐ I am an Everton fan/ my family supports Everton
- ☐ Bramley-Moore Dock will become more accessible to users with the proposed development
- ☐ Other
- ☐ Don't know

People have different reasons for saying they would not be willing to pay increased costs of living for the stadium redevelopment at Bramley-Moore Dock. Which of the reasons below best describes why you chose not to pay?

- ☐ I cannot afford to pay to support the development of the stadium
- ☐ I do not support Everton